



HOUSTON PUBLIC LIBRARY
FOUNDATION

Brand Guidelines

Logo Suite

The logo suite consists of the stacked logo, horizontal logo, the alternate wrapped logo, and the alternate stacked logo.

The stacked logo is the main logo used to represent your brand, and should be used the most. It is ideal for your website header, digital and print marketing, presentations, and business cards.

The horizontal logo is a horizontal version of the stacked logo. It is ideal for formats that have more width than height, such as a website footer or email signature.

The alternate logos are simplified versions of the stacked logo. They are ideal for small formats, such as a website’s favicon or a social media profile picture. It can also be used on promotional materials such as t-shirts or hats.



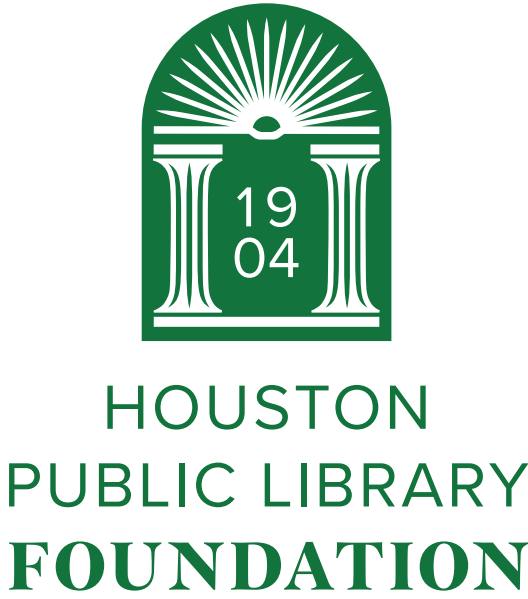
Stacked Logo



Alternate Wrapped Logo



Horizontal Logo

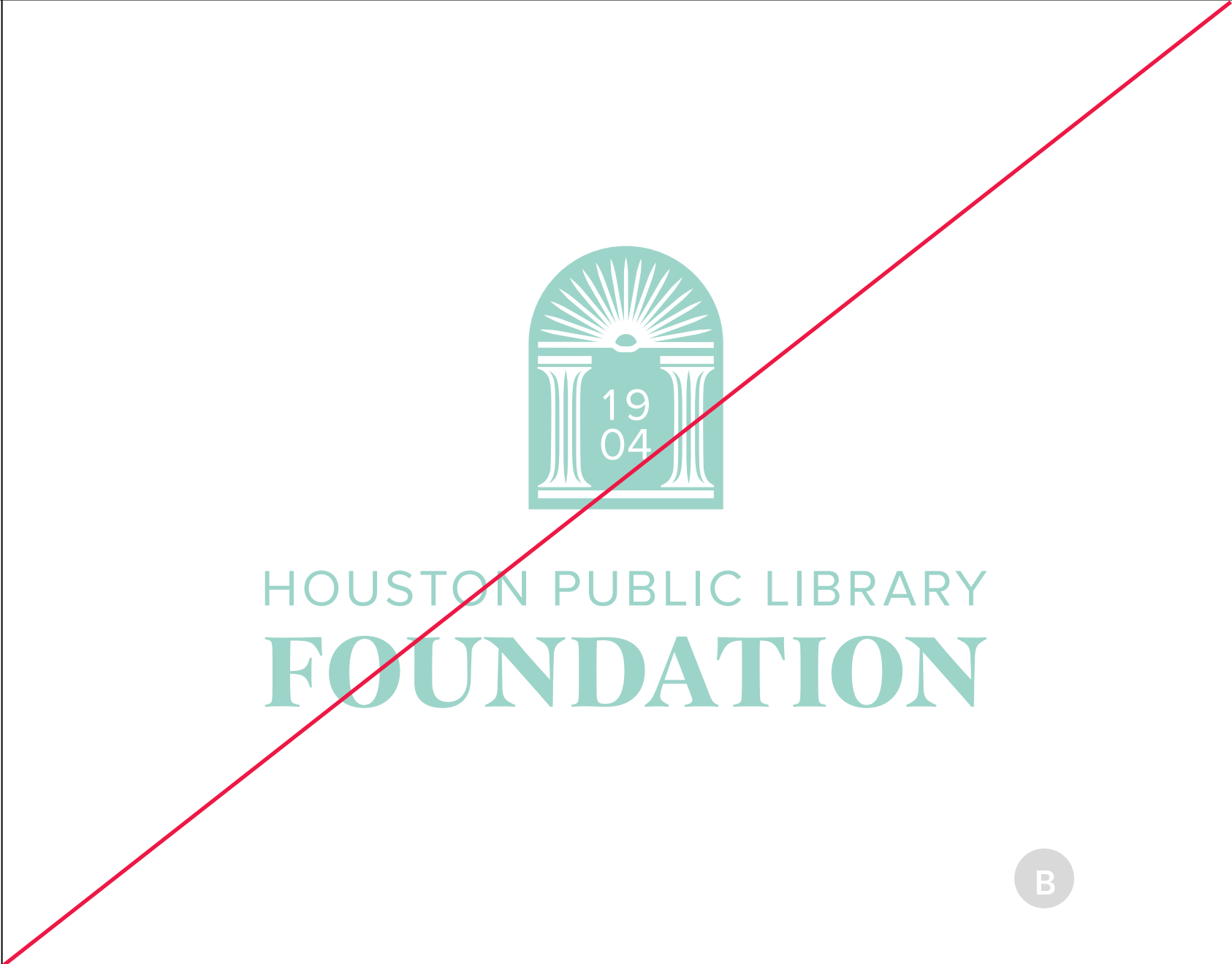


Alternate Stacked Logo

Logo Misuse

The examples to the right illustrate just a few incorrect uses of the Logo. To ensure consistent brand identity, follow the information in this manual.

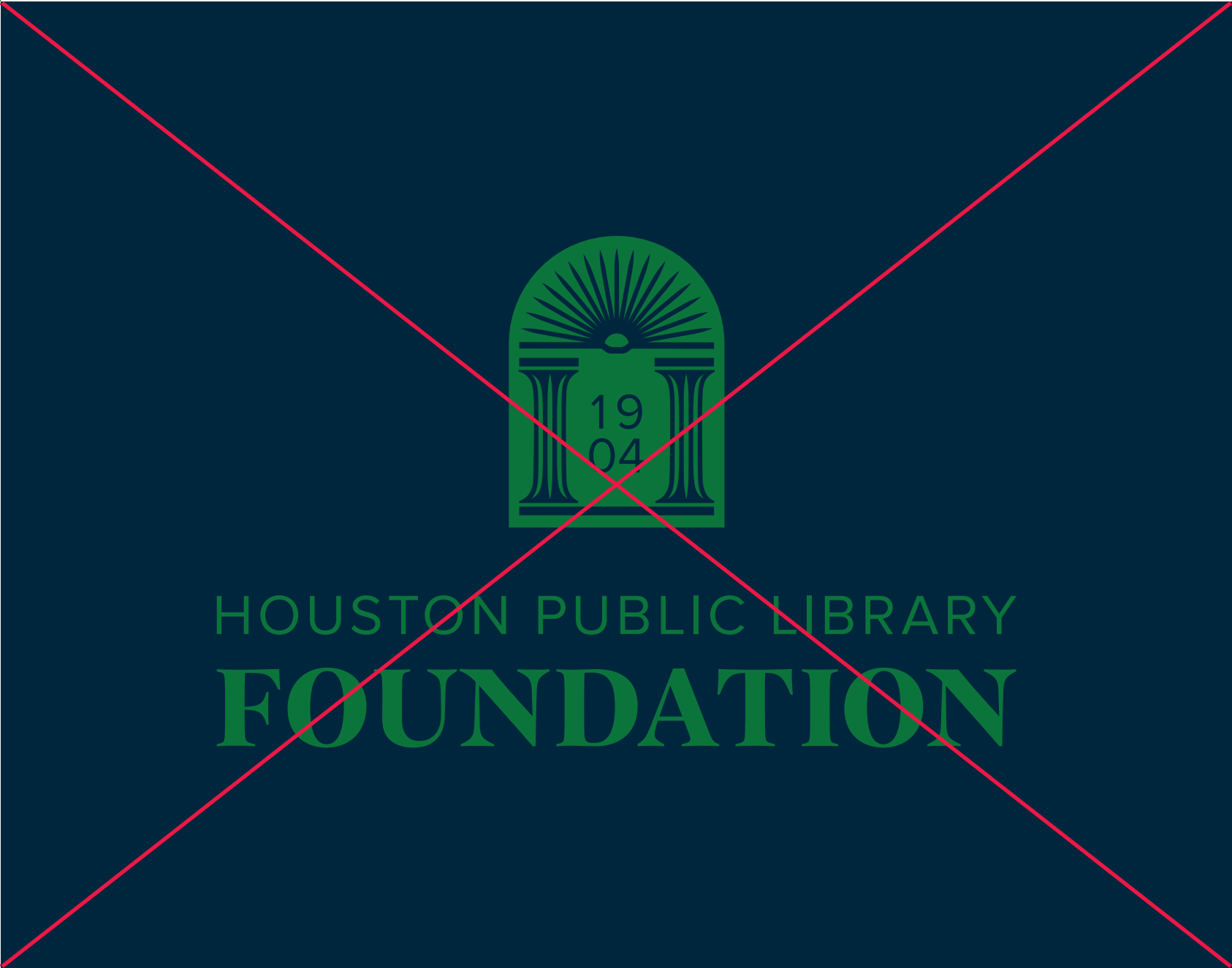
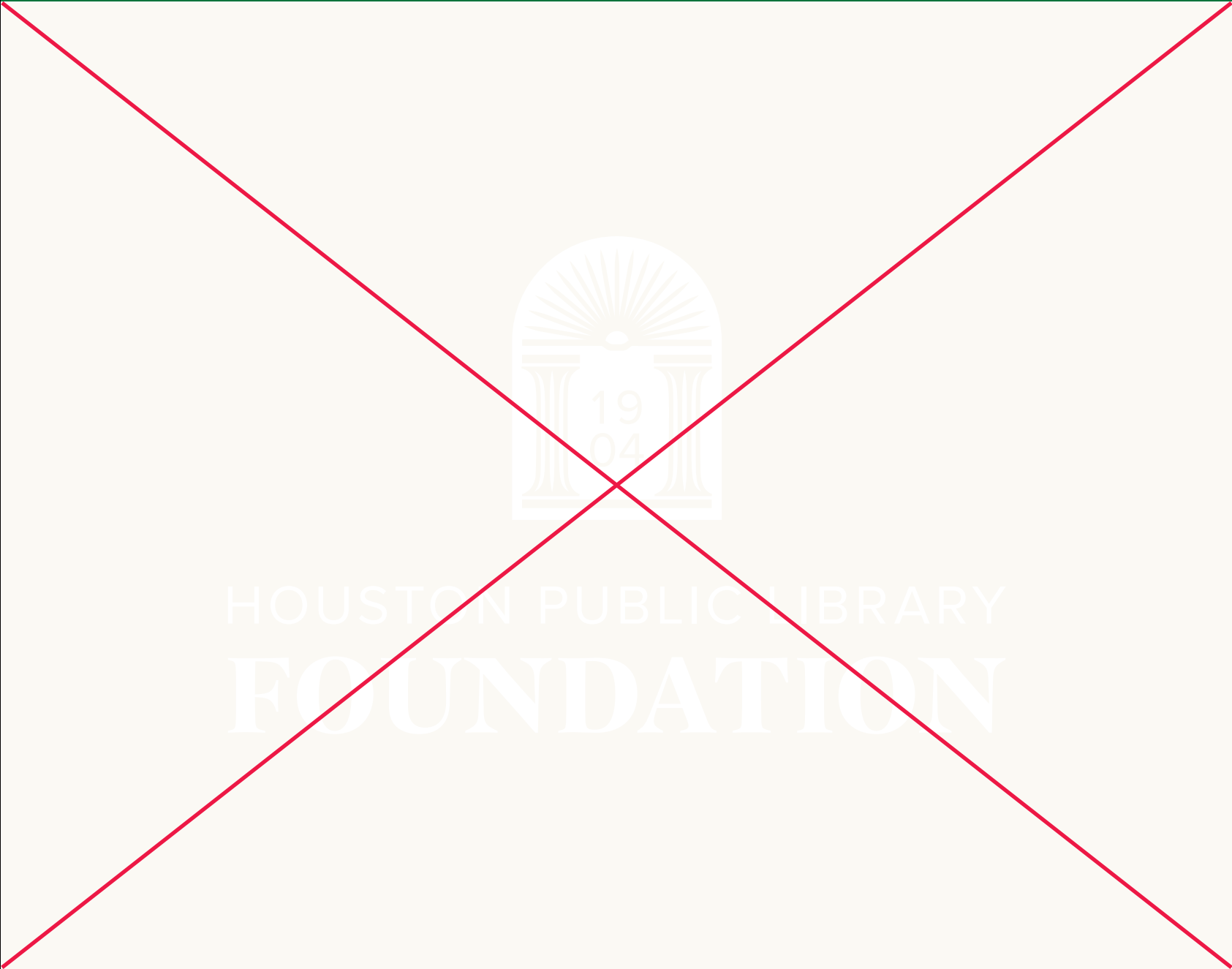
- A. **DO NOT** redraw, distort or modify the Logo in any way.
- B. **DO NOT** change or swap the colors of the logo.
- C. **DO NOT** use the Logo in a headline of body copy.
- D. **DO NOT** outline or underline the Logo.



Background Control

When using the logo on a colored background, make sure there is sufficient contrast between the logo and the background.

For light backgrounds, the standard colored version should work, but for darker or more saturated backgrounds, use the reverse version of the logo.



Color Palette

PANTONE 349 C
C 89 M 29 Y 100 K 20
R 4 G 116 B 59
HEX# 04743B

PANTONE 357 C
C 34 M 12 Y 18 K 0
R 170 G 198 B 201
HEX# 1A5632

PANTONE 2965 C
C 100 M 79 Y 48 K 53
R 0 G 38 B 62
HEX# 00263E

PANTONE 7509 C
C 16 M 36 Y 71 K 0
R 215 G 165 B 98
HEX# D7A562

PANTONE 7506 C 10%
C 1 M 1 Y 3 K 0
R 253 G 249 B 243
HEX# FDF9F3



Brand Typefaces

Cormorant Upright Semibold is used for headlines, selected for its graceful, expressive forms and classic influence, bringing a refined and distinctive voice to the brand.

For subheadlines, Inter Regular in all caps provides a clean, contemporary contrast, with simple geometric shapes that maintain a clear visual hierarchy.

The body text is set in Inter Regular, offering excellent legibility, open counters, and balanced spacing, ensuring a consistent and accessible reading experience across different screen sizes and mediums.



Headlines

Aa

Cormorant Upright Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Subheaders

AA

INTER REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890

Body Copy

Aa

Inter Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890