



HOUSTON EB5 BRAND GUIDE

DEVELOPED FEBRUARY 2020

PRIMARY BRAND COLORS

Pantone 5625 C

C: 59 M: 30 Y: 60 K: 7

R: 112 G: 142 B: 115

HEX: #708E73

Pantone 7693 C

C: 100 M: 73 Y: 41 K: 31

R: 0 G: 62 B: 91

HEX: #003E5B

SECONDARY BRAND COLORS

Pantone 537 C

C: 20 M: 11 Y: 2 K: 0

R: 199 G: 211 B: 230

HEX: #C7D3E6

Pantone 1485 C

C: 3 M: 50 Y: 91 K: 0

R: 240 G: 147 B: 52

HEX: #F09334

Pantone Cool Gray 3 C

C: 22 M: 18 Y: 14 K: 0

R: 197 G: 197 B: 203

HEX: #C5C5CB

Pantone Cool Gray 10 C

C: 66 M: 59 Y: 56 K: 37

R: 75 G: 75 B: 77

HEX: #4B4B4D

CORRECT COLOR USE

Primary brand colors should be used as the main colors in all documents, presentations, event collateral and all other branded pieces.

Secondary brand colors should be used as accents to the primary brand colors [info-graphics, graphs, subtitles and subheadings, call-out quotes and numbers, etc.].

COLOR GUIDE

CMYK

This color format is used when printing. [Ex. flyers, brochures, event banners, etc.]

RGB

This color format is used with digital files. [Ex. website, email, presentation, etc.]

All logo files have been saved out in both CMYK and RGB color formatting.

FONT

The Houston EB5 brand font is **Montserrat**.

Montserrat Black - headings and titles

Montserrat Medium | **Semi-bold** - subtitles and subheadings

Montserrat Regular - body copy

Montserrat Italic | Medium Italic - photo descriptions, legal text

PRIMARY LOGO

Primary logos should be used first and foremost on all marketing collateral as the initial introduction of the brand. This will create and establish brand recognition amongst our attorneys, investors and within our city to ensure continued growth.



SECONDARY LOGOS

Secondary logos should only be used in instances where the primary logo has already been introduced within the same document or the primary logo is not visible on the background of the document being created.

BLUE



BLACK



WHITE



FILE USE GUIDE

EPS

EPS format is a vector file that can be opened by the widest range of software, this format may be requested by print or manufacturing companies.

JPEG

Jpeg's are most commonly seen online. This is because jpeg offers very good compression without overly degrading the image, meaning the file size is small and will load quickly.

PNG

Unlike Jpeg files, PNG format allows for transparency and can be placed over colored backgrounds or images.

LETTERHEAD

Letterhead should be used for all important memos, letters to potential investors, clients, attorneys and any correspondence with an outside entity that is not included in an email.

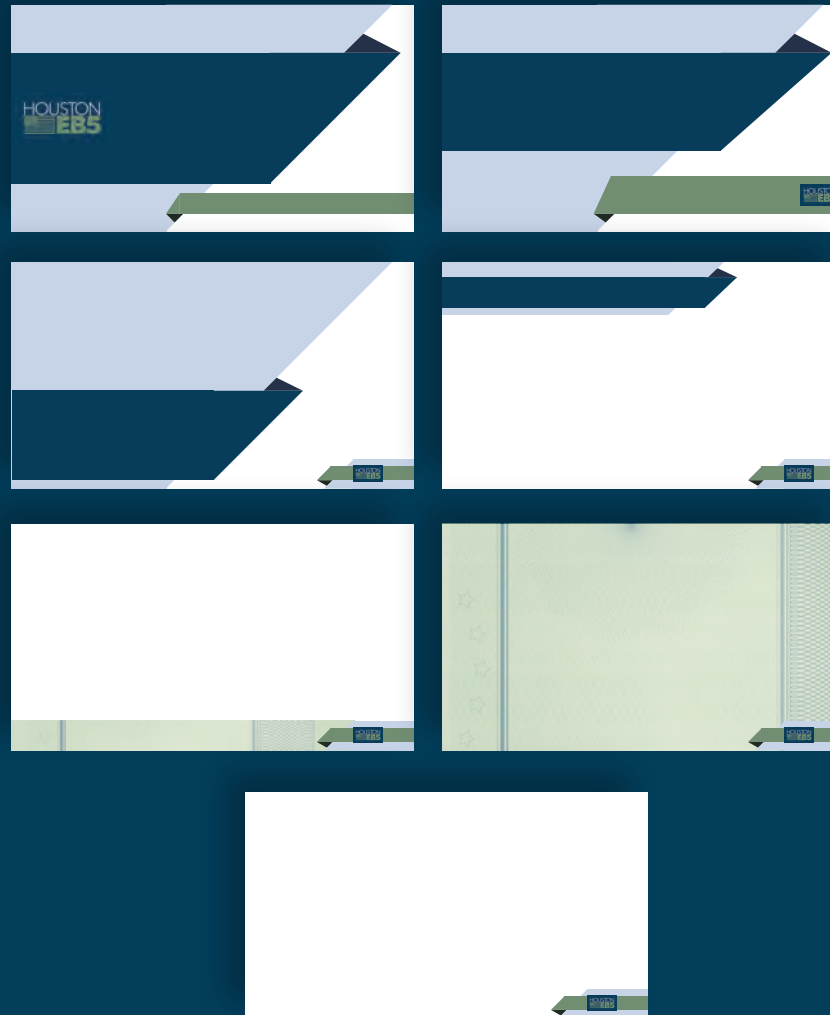


BUSINESS CARDS



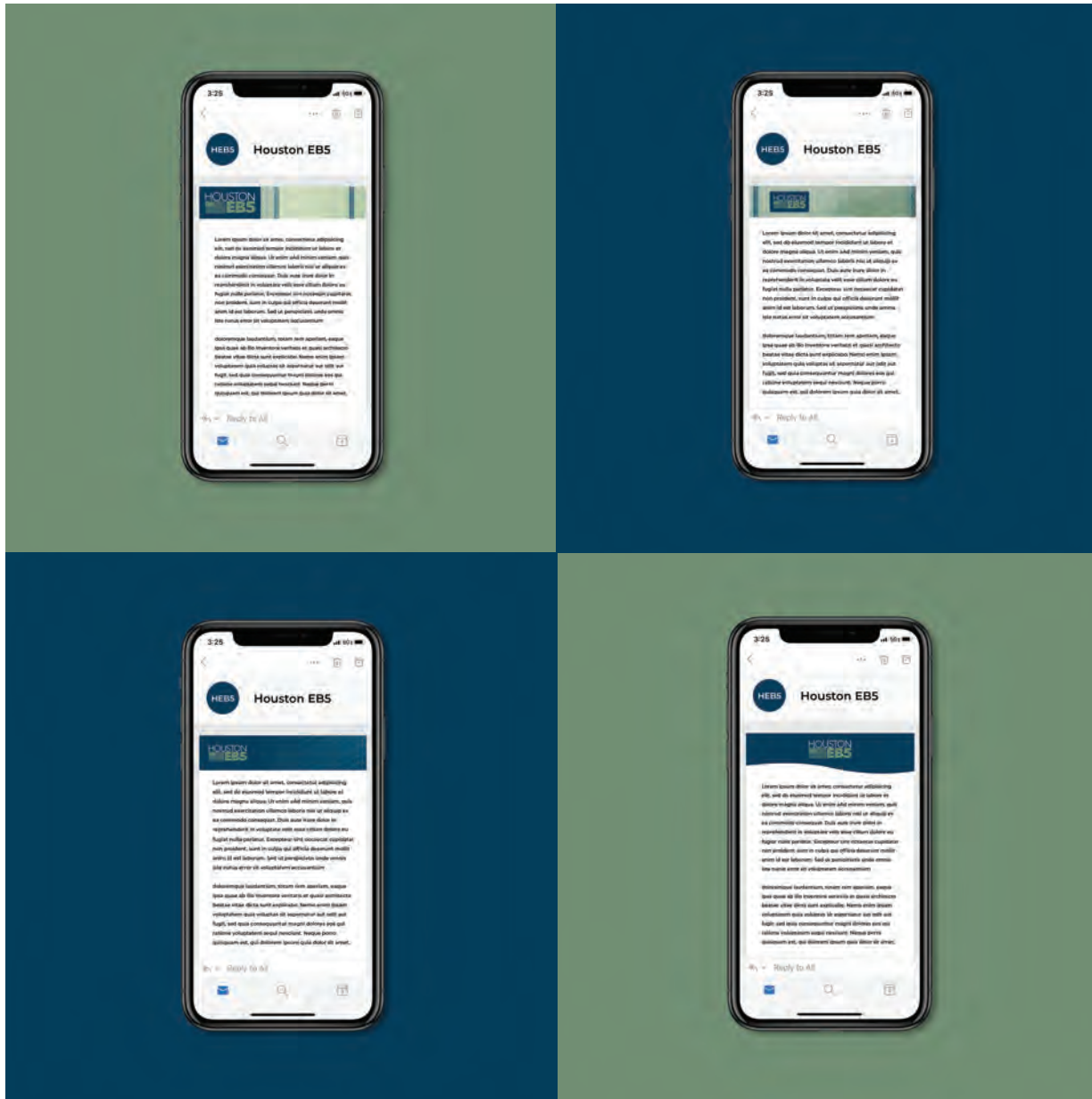
PRESENTATION

A presentation template is provided for all Houston EB5 presentations to potential investors and attorneys. The template file contains all brand assets such as fonts, colors and background graphics. For any graph, infographic or photo needs, please contact marketing.



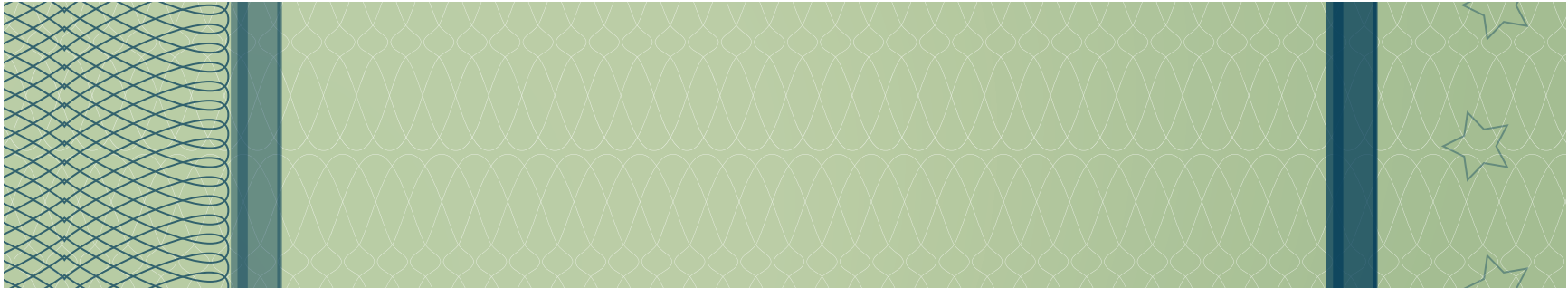
EMAIL TEMPLATES

Email headers have been created for use in CRM. These are saved out as .JPEG files that can easily be dropped into a CRM template. More header options can be created upon request for specific campaigns or audiences.



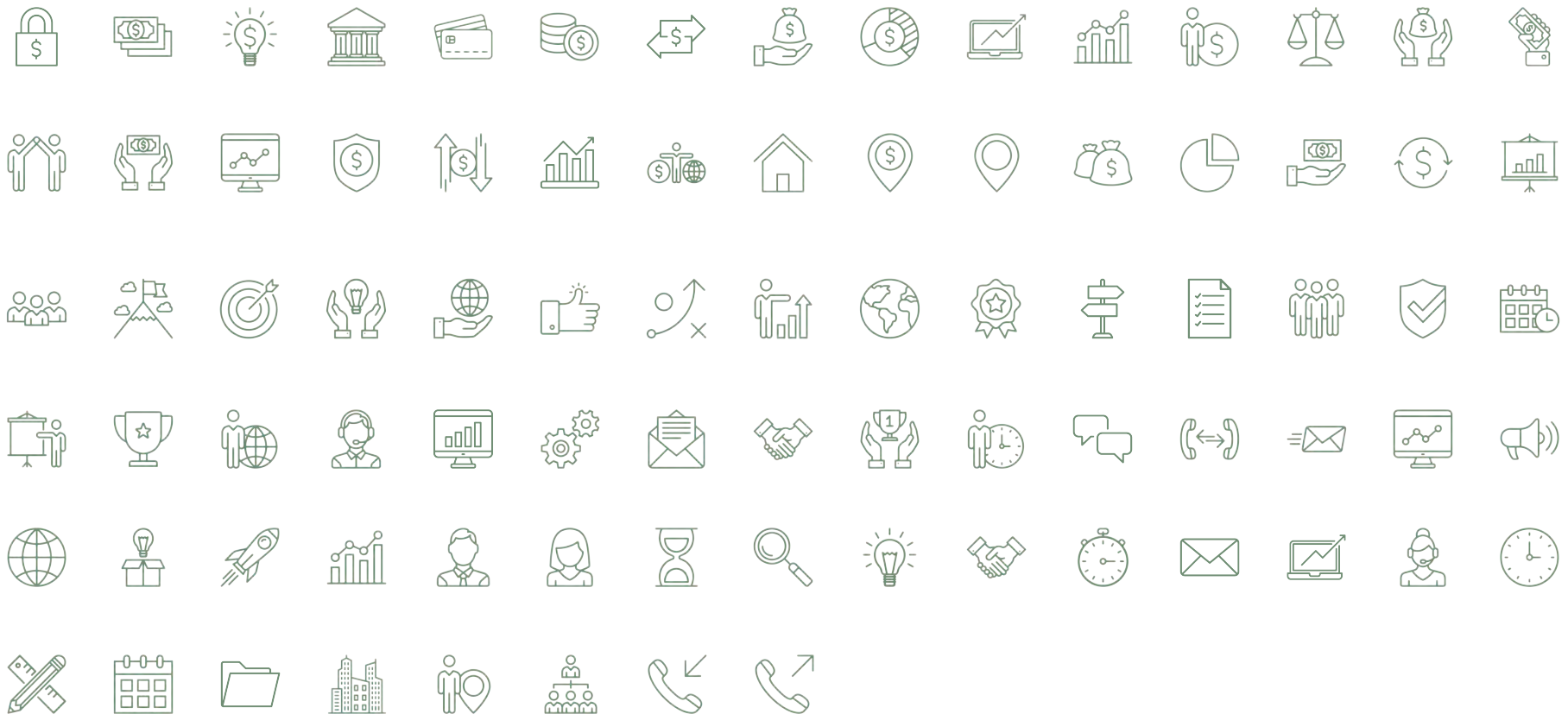
PATTERNS

The graphics below have been used to create templated patterns. These should be used as complimentary assets along with photos on Houston EB5 marketing collateral.



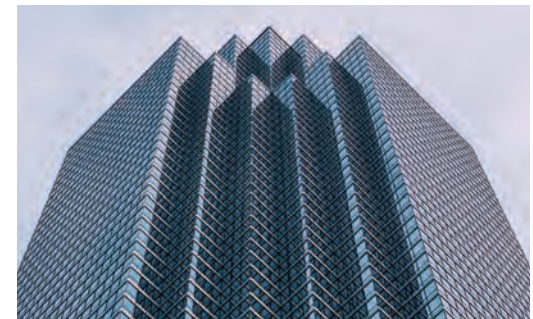
ICONOGRAPHY

An icon library has been developed for use in all Houston EB5 presentations, documents, website, etc. The icon set has been provided in both Houston EB5 green and navy brand colors.



IMAGERY

The type of imagery used in all Houston EB5 marketing content should reflect the end consumer. For communication with potential investors, the imagery should focus on their lifestyle and what they can achieve in partnership with Houston EB5. For communication with attorneys or other businesses imagery reflecting cityscapes of specific locations may be appropriate. All internal imagery may be used when describing specific projects.





2506 W. Main, 5th Floor, Houston Texas 77098
+1 281.565.1067 | info@houstoneb5.com | www.houstoneb5.com