

Brand
Hey Houston

Content
Visual Identity

Document
Version 1

Year
2025

BrandBook



Horizontal Logo



Vertical Logo



hey HOUSTON!★

hey
HOUSTON!★

hey HOUSTON!★

hey
HOUSTON!★

Logo Misuse

01

Squished or warped



02

Modified color palette



03

Rotated



04

Outlined



05

Shadowed



06

Modified layout



Primary Color Palette

Oxford Blue #0A2447	Vivid Sky Blue #4DD8FF	Celadon #B0F2B4	Tickle Me Pink #FF80A7
Sandy Brown #FDB173	Maize #FFEE83	Aquamarine #52FFE8	
Mimi Pink #F6CDE1	Mauve #CA9EFF	Electric Indigo #5A2ACC	

Typography

Red Hat

Characters

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!"#\$%&/()@=?,-



AaBbCcdDd

AaBbCcdDd

AaBbCcdDd

AaBbCcdDd

AaBbCcdDd

AaBbCcdDd

AaBbCcdDd

AaBbCcdDd

Images

Hey Houston imagery is bright, warm, and welcoming. Images should feel natural and candid, while representing inclusivity and positivity.



Duotone Images

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Thank You



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