



H-GAC

Brand Guidelines

May 4, 2018

v1.0

Logo



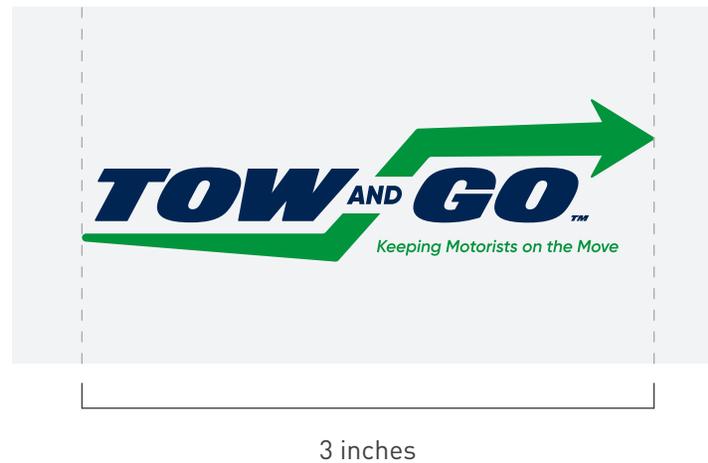
Logo With Tagline





Logo and Tagline Lockup

The tagline “Keeping Motorists on the Move” can be used with the logo when there is adequate space available. This lockup should never be set smaller than 3 inches wide.



Color Palette

Primary

PMS: 655 C

CMYK: 100, 60, 10, 53

RGB: 0, 37, 84

HEX: #002554

Primary

PMS: 355 C

CMYK: 91, 0, 100, 0

RGB: 0, 150, 57

HEX: #009639



Incorrect Logo Usage

DO NOT compromise the integrity of the logo by doing any of the following:



DO NOT stretch logo



DO NOT skew logo



DO NOT change logo colors



DO NOT add effects to logo



DO NOT add text or graphics near logo



DO NOT place logo on top of busy photography or dark colors

Correct Logo Usage

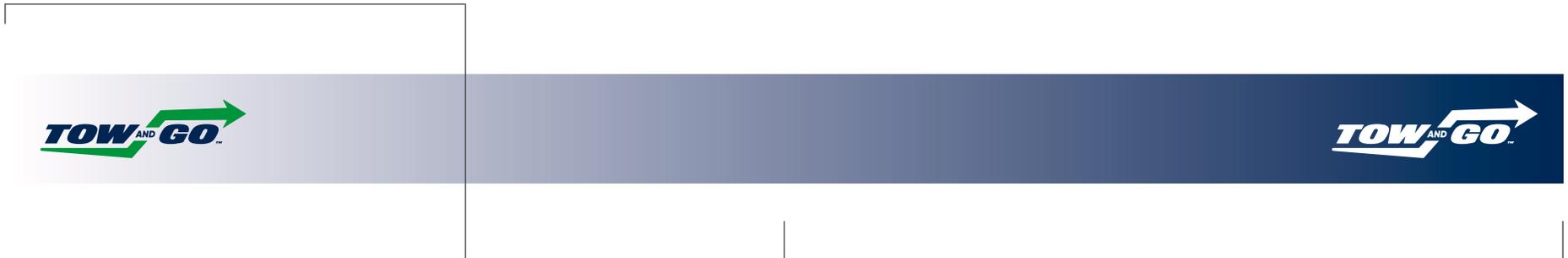


Correct Logo Usage

Always use the full-color logo on light background colors (0-30%) and the inverted logo on dark background colors (50-100%).

Never apply the logo to background colors between 30-50%.

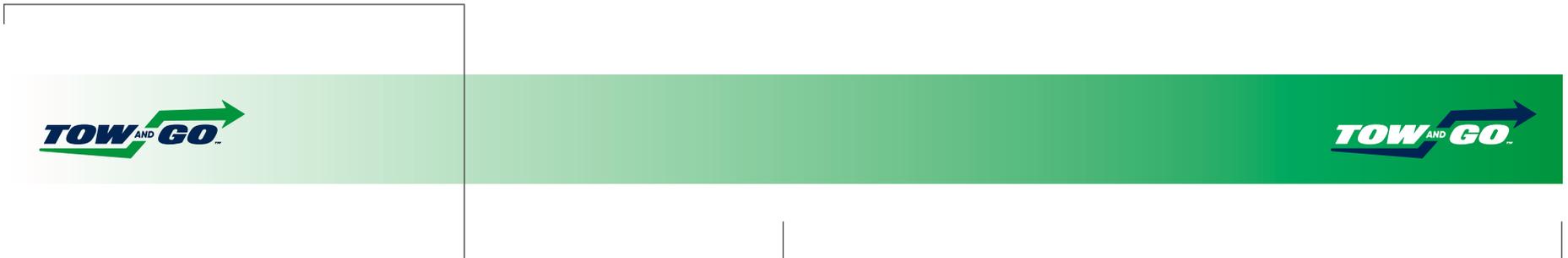
✔ 0%-30%



✘ 30%-50%

✔ 50%-100%

✔ 0%-30%



✘ 30%-50%

✔ 50%-100%

Contact

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