

# BRAND IDENTITY MANUAL



HARRIS COUNTY  
**Resources**  
FOR **Children**  
AND **Adults**

# Welcome to the brand manual for **Harris County Resources for Children and Adults!**

This document provides a detailed set of guidelines that will help you understand the brand and communicate it consistently across channels and over time.

The following pages will guide you through some of the basic identity elements (logo, typeface and color palette), as well as general rules for applying these elements.

This guidance is a strategic investment, and while the brand elements are public-facing, the concepts behind their development are only for internal consideration and use.

How your targets experience the brand elements is a function of the broader engagement strategy. People react to repetitive delivery (which drives awareness and recall) and their own experiences (online and offline) with you over time.

Brands also exist in a context - of comparison, choice, and at times, opposition. When your words and actions mesh with the values and mores of your audiences, it presents the opportunity foster a durable relationship of trust and respect.

## **Who is this for?**

Since a brand identity is shaped by all of the customer's interactions with Harris County Resources for Children and Adults, an effective brand identity requires effort from everyone, from administrative staff to our different services teams, designers and third parties such as printers.

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*Branding is the process of **connecting**  
good strategy with good creativity.*

— MARTY NEUMEIER





# I. BACKGROUND

# HARRIS COUNTY RESOURCES FOR CHILDREN AND ADULTS

Harris County Resources for Children and Adults was founded in 1966 as Harris County Child Welfare to provide support services for the children taken under the wing of the Texas Department of Family and Protective Services. Fifty years later, Harris County Resources for Children and Adults still provides this support. But the now-county department has expanded services for early prevention, intervention and adult services.

## Vision Statement

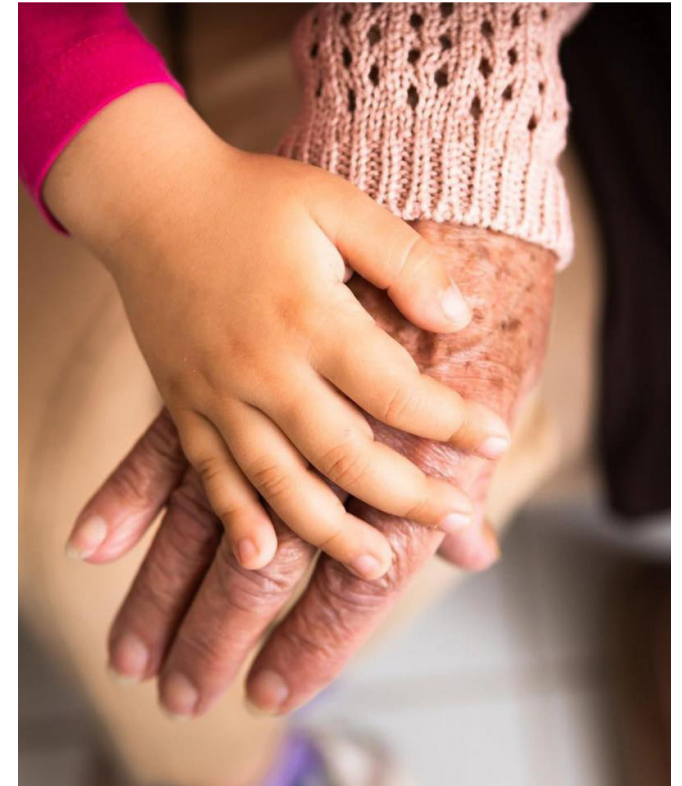
To better the lives of children and adults in Harris County.

## Mission Statement

To support, enhance and advocate for the safety and well-being of children and adults in Harris County.

## Core Values

- We **HELP** restore and transform lives.
- We strive for **EXCELLENCE** in carrying out our mission.
- We hold ourselves **ACCOUNTABLE** to our clients, our community and each other.
- We show **RESPECT** for the dignity and worth of every person.
- We promote **TEAMWORK** by building trusting relationships.





II.

# BRAND GUIDELINES

# THE LOGOTYPE

It is vital for Harris County Resources for Children and Adults visual identity to be represented accurately and consistently across platforms and all levels of audience interaction. The correct logo, colors, positioning and font must be always used.

Correct use of our logo is essential to establish and reinforce the institution's brand identity. The logo must always be reproduced and deployed using the guidelines laid out in this manual.



SYMBOL

HARRIS COUNTY  
**Resources**  
 FOR **Children**  
 AND **Adults**

LOCKUP

Two different sans-serif fonts were chosen to communicate a bold yet friendly character to the brand. One of them has some squared details, which gives enough solemnity to not fall into any informality.

## MINIMUM SIZES

Legibility is vital. Please don't reproduce the logo below these sizes.

### — Print



1 inch wide

### — Screen



100 pixels wide



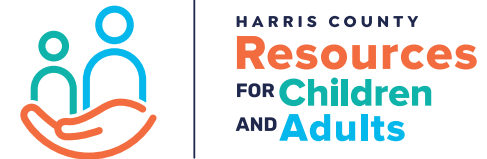
# LOGO VERSIONS

A logo is the foundation of the brand identity. Accordingly, it should suffice the **five principles of logo design**: simple, memorable, timeless, versatile, and appropriate.

Logo variations are used in specific instances depending on needs and applications.

## – Primary Logo

The primary logo is the most commonly used logo variation and is best used for large displays, such as website headers, brochures, and fliers.



## – Typography Version

When having the symbol as a main graphic element, we will then use the typography logo in order to not repeating the graphic elements. This also applies if having space limitations.



## – Icon

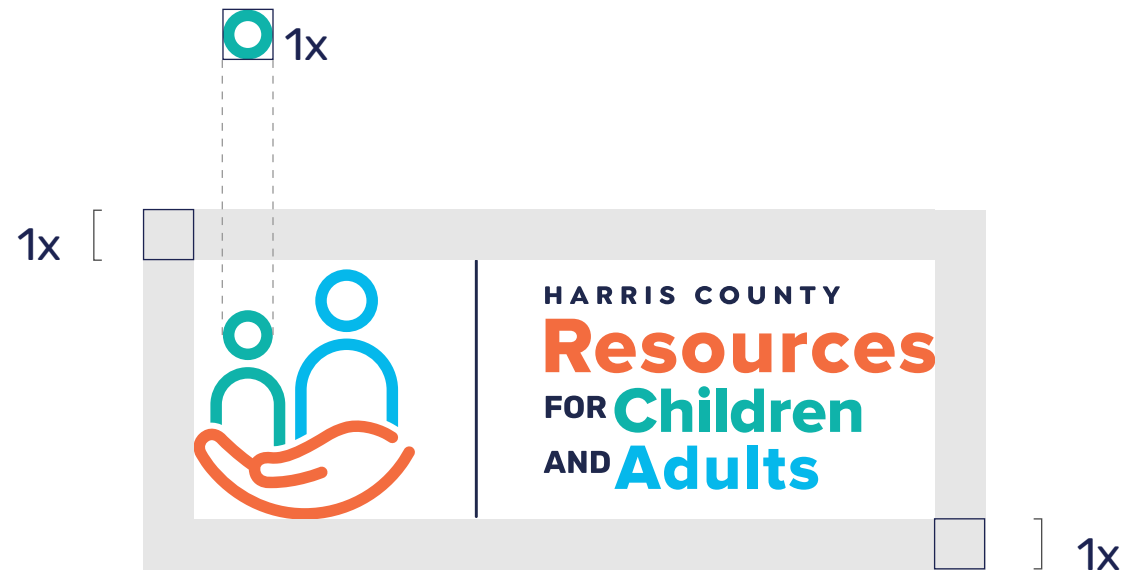
It's beneficial to have a custom mark which acts as a condensed version of your logo. Built with the main elements of the primary logo, this variation can be used to literally mark your work. You can use the monogram by itself in smaller spaces, like social media profiles or website favicons.



# SAFE AREA

The gray area shown around the logo is the safe area, or minimum clear space, and is equal to the width size of the green circle present in the logo. The safe area must always be kept wherever the logo is placed.

**Do not occupy the safe area with any other graphic element or enclose within any shape.**



This safe area will also be applied to the other versions of the logo, following the same proportions of the green circle inside the logo.



# FULL COLOR VERSION

The Harris County Resources for Children and Adults logo should work consistently across all media where it appears. The chosen style will depend on the environment in which the logo is applied.

To ensure the correct display of the logo in its right context it is necessary to follow the color system that includes the Pantone color and an extended palette of solid colors and gradients, as well as reversed logo treatments to cover all possible application scenarios.

Whether the logo appears on the web, in print, on documents or on screens, there's enough flexibility to choose the proper logo variation to fit the context.

To keep the logo away from being placed in areas that infringe its safe area or compromise its legibility, like a picture, or any other elements which may not provide the full contrast and clarity for the logo, a white box containing the logo will be the best option for proper readability, ensuring the best application of the brand.



# GRAYSCALE VERSION

The monochrome version of the logo appears as a combination of solid black, a 60% tint, 50%, and a 30% tint on its positive version (a) whereas for the reversed variant on solid black background, the entire logo appears 100% white (b).

These versions of the logo will be used mainly for newspaper and magazine adverts as well as stationery such as basic letterheads, fax sheets, envelopes or any other application which may use monochrome printing solutions.

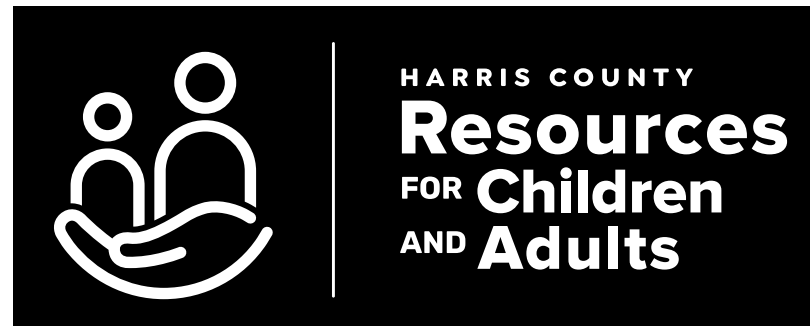
(a)



<b>HARRIS COUNTY</b> .....	<b>100%</b>
<b>Resources</b> .....	<b>60%</b>
<b>FOR Children</b> .....	<b>50%</b>
<b>AND Adults</b> .....	<b>30%</b>

**BLACK**

(b)



**BLACK**

**100%**

# SINGLE COLOR APPLICATIONS

These single color versions are available to be used when there are restrictions in color reproduction.



Although it is expected to use the full-color versions of the logo as much as possible, the exceptions for the usage of the single color logos might include designs for t-shirts to print in destinations with basic equipment, low budget pamphlets, basic signage, etc.

The Logo

# INCORRECT USAGES

The success of Harris County Resources for Children and Adult's identity depends on the clarity and consistency of its implementation. It is of the utmost importance to be careful to avoid any graphic executions which misuse or trivialize the identity.

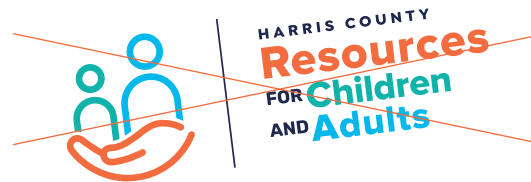
Please avoid any of the infringements exemplified in this page, or any other applications of the logo not present in these guidelines.



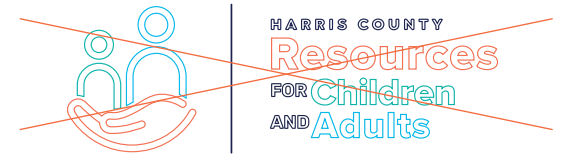
Do not distort the elements of the logo.



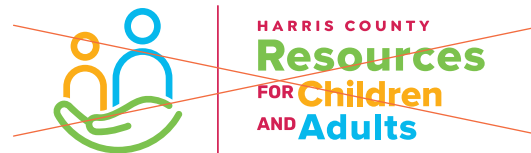
Do not modify the proportions of the logo.



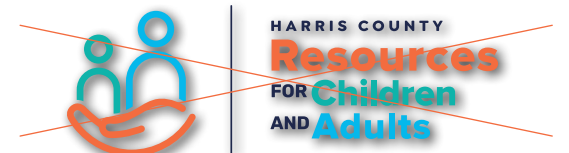
Do not rotate the logo.



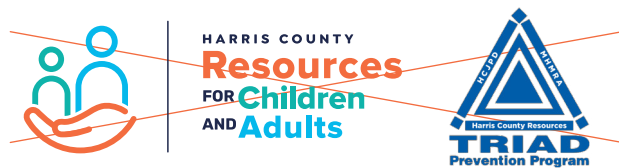
Do not add outlines to the logo.



Do not change the colors away from the color palette.



Do not use shadows behind the logo



Do not include any department's logo next to Harris County Resources logo.



Do not use other fonts to recreate the logo.



Do not rearrange the elements of the logo.

# COLORS

## Corporate colors

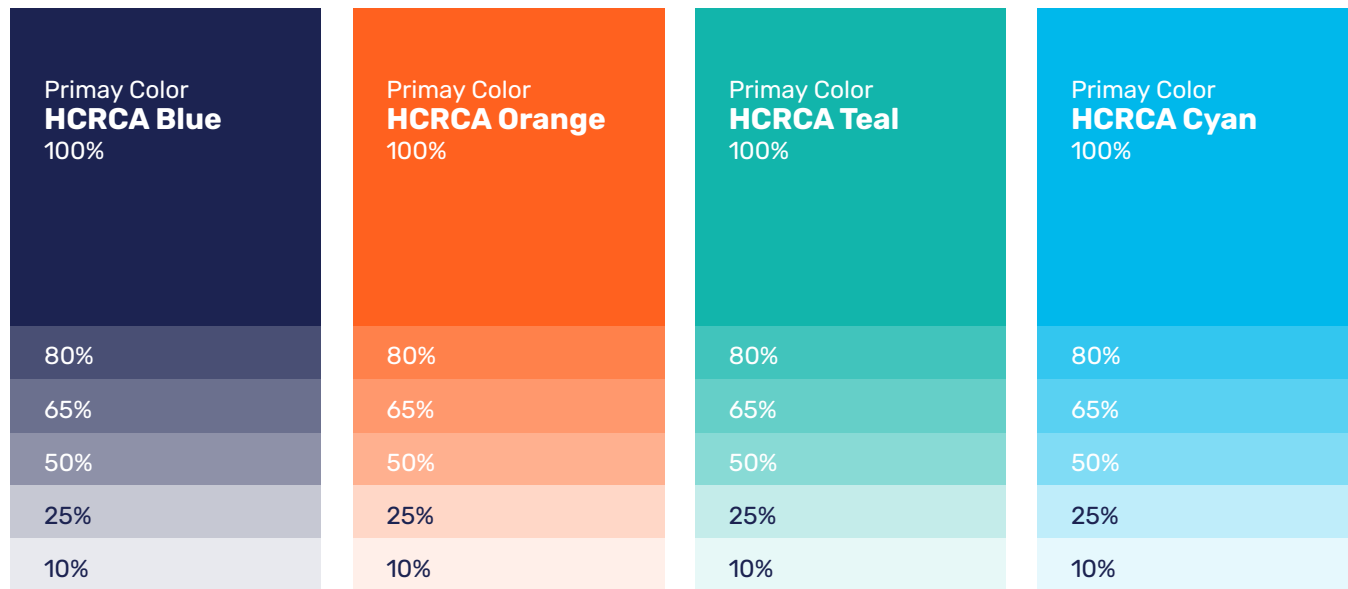
The corporate color system will serve to identify our brand.

The main application of the logo appears as a combination of four tones: dark blue, orange, teal and cyan. These colors are specified as spot color inks for use on coated and uncoated stocks, as four color process, as well as color values for screens (both RGB and Hexadecimal).

## Core colors for all applications

Our logo will be presented in full color whenever possible, and will be used consistently in most applications, including marketing materials, stationery, signs, advertisements, etc.

Primary colors and their different shades can also be used in headings, boxes, background colors and others.



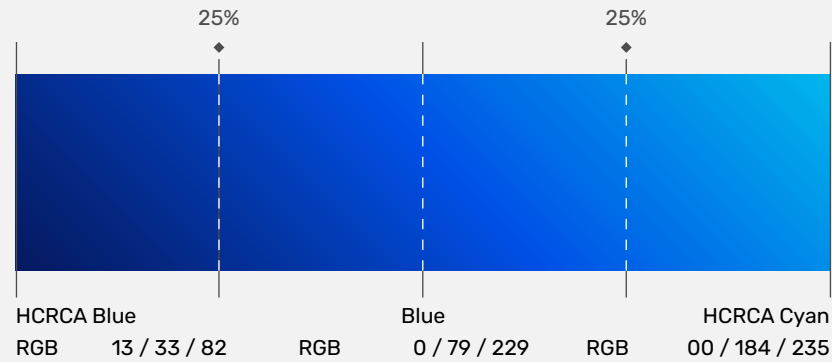
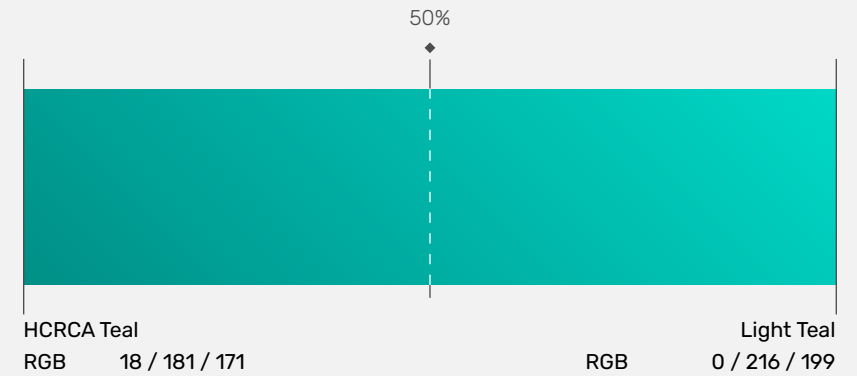
C100/M93/Y38/K35	C00/M77/Y95/K00	C74/M02/Y40/K00	C69/M05/Y00/K00
R13/G33/B82	R255/G108/B57	R18/G181/B171	R0/G184/B235
HEX: 0D2152	HEX: FF6C39	HEX: 12B5AB	HEX: 00B8EB
PANTONE 275	PANTONE 021	PANTONE 3262	PANTONE 306

Colors

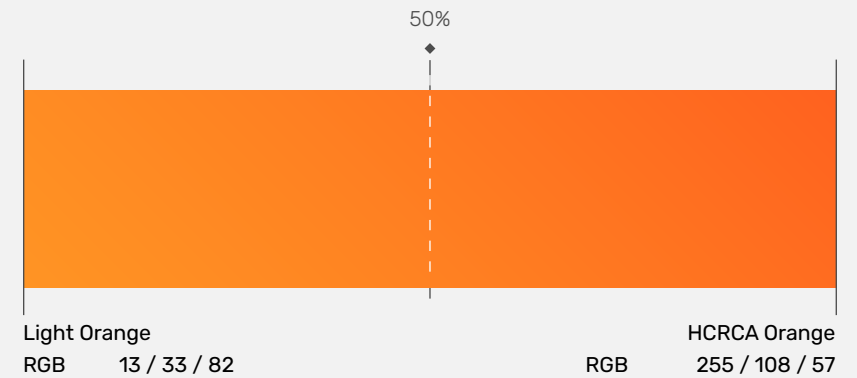
# GRADIENTS

Two customized gradients have been defined to be used as a secondary color palette.

These gradients will be used mainly on marketing materials with the purpose of adding a vibrant touch to the identity and strengthening the external communication for Harris County Resources for Children and Adults.



These gradients look better if placed in a 45° inclination.





# PRIMARY FONTS

## — HEADERS

Goldplay is a hybrid font that combines modern proportions with rounded shapes. Its bold variants state a strong and direct character that provides a non-questionable emphasis to the message.

Its rounded, soft terminals give it a friendly and expressive look, and its modern and contemporary style as well as its classic proportions make it an excellent choice for headlines, branding, books, magazines, motion graphics, and use on web.

Goldplay can be obtained [here](#).

### GOLDPLAY

#### — LIGHT

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### — BOOK

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### — MEDIUM

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### — SEMIBOLD

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### — BOLD

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### — LIGHT ITALIC

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### — BOOK ITALIC

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### — MEDIUM ITALIC

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### — SEMIBOLD ITALIC

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### — BOLD ITALIC

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

# PRIMARY FONTS

## — BODY TEXT

Rubik is a sans serif font family with slightly rounded corners designed by Philipp Hubert and Sebastian Fischer at Hubert & Fischer as part of the Chrome Cube Lab project.

It is in shape to present a cutting-edge outlook and on the identical time sticking to simplicity.

Rubik is available via an open source license.

Rubik can be obtained [here](#).

Think of Harris County Resources for Children and Adults when you are looking for help for your family. We provide services to ensure the safety of children, strengthen families, divert youth from the juvenile justice system and protect vulnerable adults.

### RUBIK

#### — LIGHT

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890

#### — BOOK

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890

#### — MEDIUM

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890

#### — BOLD

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890

#### — HEAVY

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890

#### — LIGHT ITALIC

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890

#### — BOOK ITALIC

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890

#### — MEDIUM ITALIC

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890

#### — BOLD ITALIC

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890

#### — HEAVY ITALIC

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890

# ALTERNATE FONTS

Whenever Proxima Nova or Rubik fonts are not available, Arial may be used instead.

## Our Vision

To better the lives of children and adults in Harris County. With more than a dozen programs offered, let us be a part of helping you and your family grow.

### ARIAL

#### — REGULAR

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

#### — ITALIC

*abcdefghijklmnopqrstuvwxy*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*1234567890*

#### — BOLD

**abcdefghijklmnopqrstuvwxy**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890**

#### — BOLD ITALIC

***abcdefghijklmnopqrstuvwxy***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***1234567890***

# PATTERNS & TEXTURES

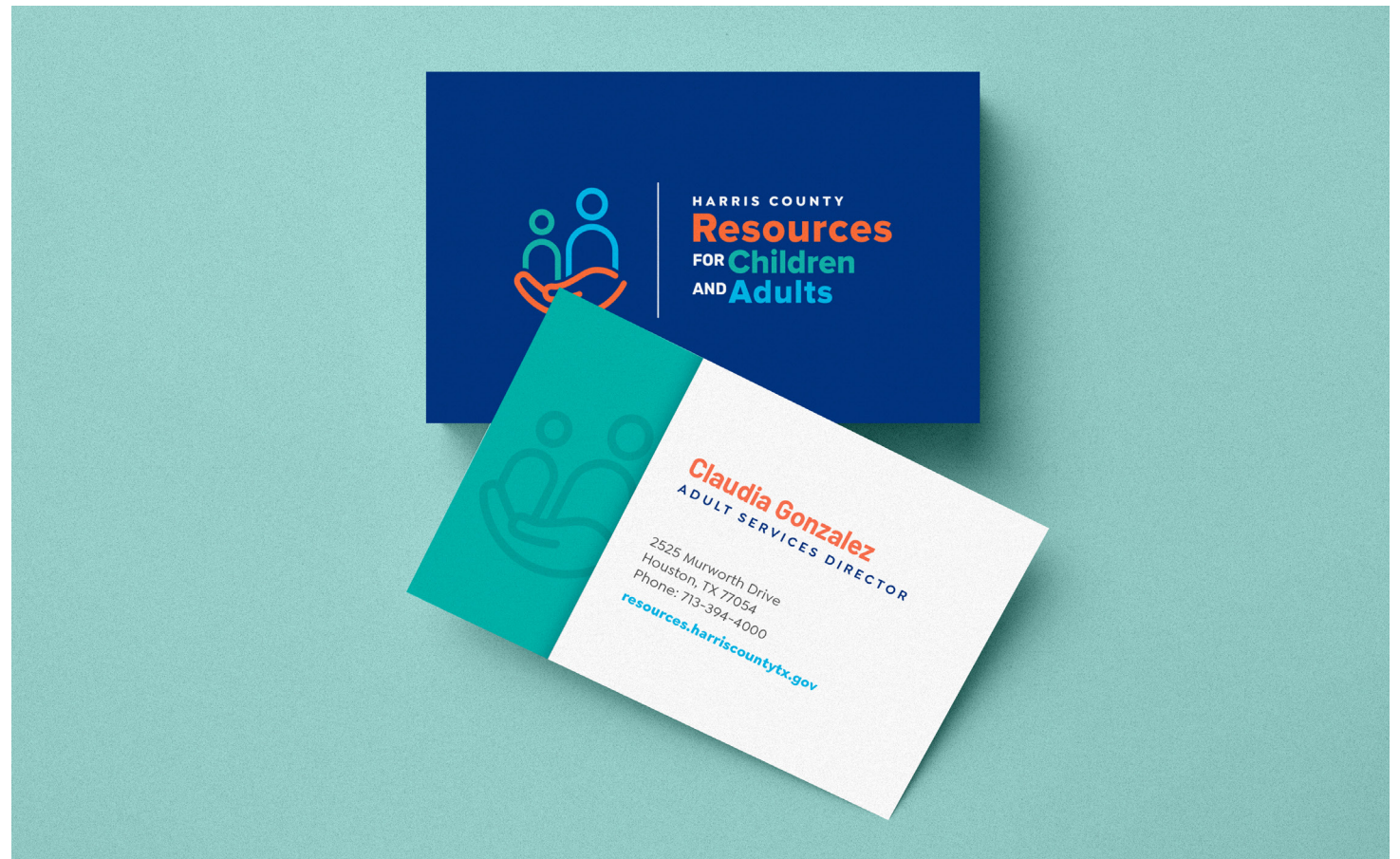
These are some basic textures constructed through patterns formed by both graphic elements of the identity, the “hand” and the “people”. These textures are to be used discretionally in materials.





# III. APPLICATIONS

# BUSINESS CARDS



# ENVELOPE / LETTERHEAD



# FOLDERS





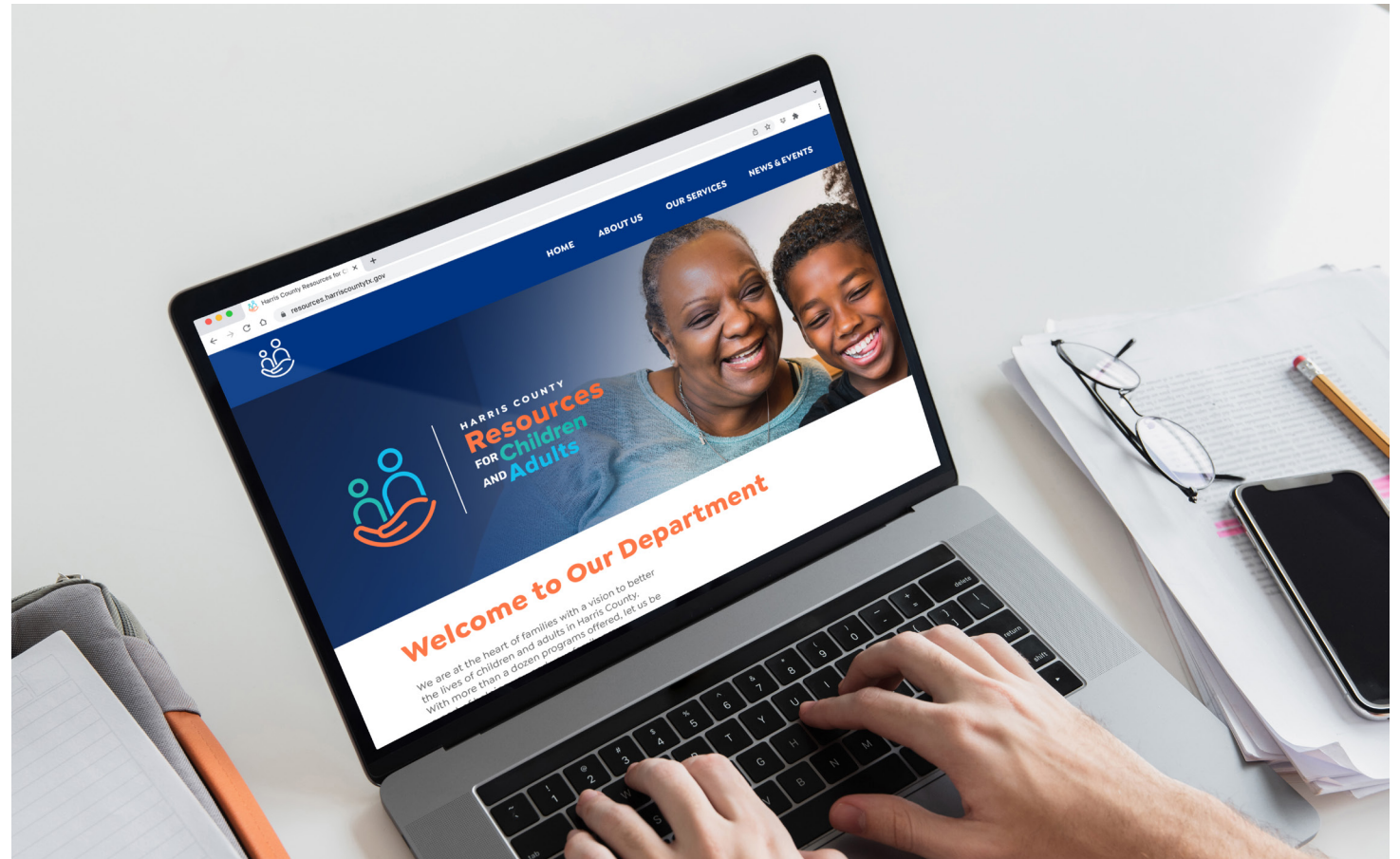
# POLO SHIRTS



# CAP



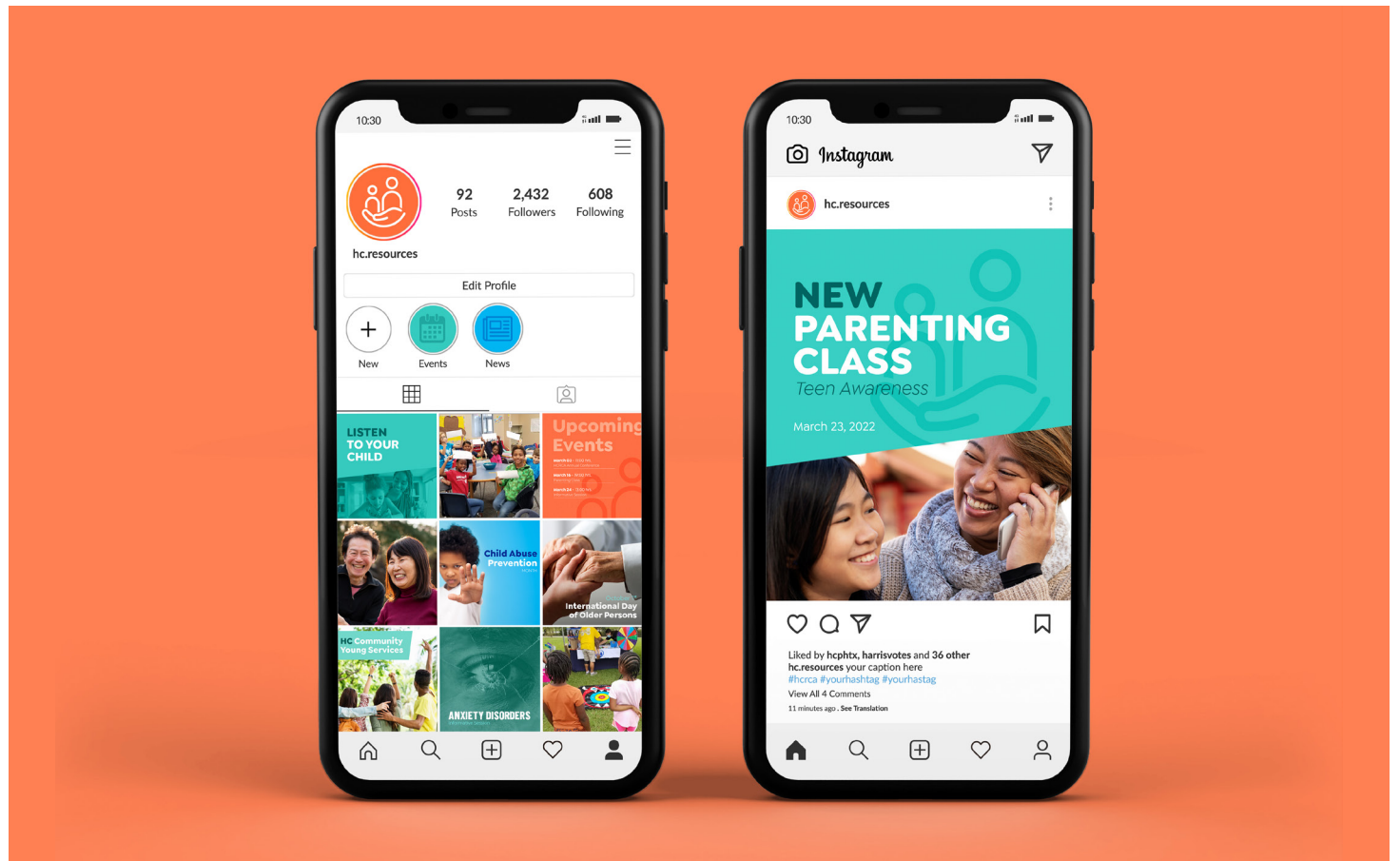
# WEBSITE



# PRESENTATION TEMPLATE



# INSTAGRAM FEED





HARRIS COUNTY  
**Resources**  
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**BRAND IDENTITY  
MANUAL**