Identity Elements

BRAND FAMILY
BUFFALO HEIGHTS

Identity

This document is an overview of the elements of the identity and a guide for their application. By following these guidelines, will insure the protection and strength of the Buffalo Heights brand.



IN THE HEART OF HOUSTON

The Mark

OPTIONS



CORRECT USAGE

The mark can be used independently of the logotype, but only if the logotype is present in some fashion.

The Logotype

The logotype is distinguished by classic letter forms. The logo type can stand alone to represent the brand.

CORRECT USAGE

The logotype can stand alone on products, promotion materials and signage. Do not modify the letter spacing or type out the logotype, only use the artwork created.

BUFFALO HEIGHTS

IN THE HEART OF HOUSTON

The Lock-up

The full brand logo combines the logotype and the mark. The lock-up is the formal version of the logo and should be used with the full brand signature is required.



IN THE HEART OF HOUSTON

CORRECT USAGE

The lock-up should be used as supplied. The relationship of the elements of the lock-up should not be altered in anyway.

Color Palette

The Buffalo Heights color palette is a collection of classic rich tones.

CORRECT PROOFING

Color can shift across material substrates and computer screens. The color selections listed use Pantone uncoated colors as the basis for tone and value.

ГАИ

antone Uncoated: 7527 U 4 Color: 12C, 12M, 14Y

ntone Coated: 7527 C Web: DD, D7, D

RED

Pantone Uncoated: 485 U 4 Color: 1.78C, 80M, 70Y, .06K

Pantone Coated: 485 C Web: EC, 5A, 4F

WHITE

GRAY

Pantone Uncoated: 480 U 4 Color: 36C, 27M, 30Y, 0K

Pantone Coated: 480 C Web: A6, A9, A7

CHARCOAL

Pantone Uncoated: Black 6 U 4 Color: 67C, 61M, 50Y, 32K

Pantone Coated: Black 6 C Web: 4E, 4E, 56

SADDLE

Pantone Uncoated: 7556 U 4 Color: 25C, 28M, 74Y, 2K

Pantone Coated: 7556 C Web: BE, 9A, 5C

NAVY

Pantone Uncoated: 3025 U 4 Color: 83C, 55M, 36Y, 14K

Pantone Coated: 3025 C Web: 37, 61, 79

GREEN

antone Uncoated: 559 U 4 Color: 28C, 8M, 27Y, 0K

ntone Coated: 559 C Web: B8. CF. B

Color Use

The identity can appear in any color from the color palette as long as it provides the sufficient contrast from the background.

A few example color combinations are shown here.

CONTRAST

Please note how each combination provides enough contrast so the logo is clearly legible.

Do not place the identity on complicated or photographic backgrounds.

	TAN	RED	WHITE	GRAY	CHARCOAL	SADDLE	NAVY	GREEN
TAN		$^{\odot}$	B		$^{\odot}$	\bigcirc	$^{\odot}$	
RED	\mathbb{B}		\mathbb{B}		\bigcirc			\mathbb{B}
WHITE	$^{\odot}$	$^{\odot}$		$^{\odot}$	$^{\odot}$	$^{\odot}$	$^{\odot}$	\mathbb{B}
GRAY	B		B		$^{\odot}$	lacksquare	$^{\odot}$	
CHARCOAL	\mathbb{B}	B	\mathbb{B}	B		\mathbb{B}		\mathbb{B}
MUSTARD	B		B		$^{\odot}$		$^{\odot}$	
NAVY	\mathbb{B}		$^{\odot}$	lacksquare		lacksquare		\mathbb{B}
GREEN		$^{\odot}$	B		$^{\odot}$		$^{\odot}$	

Typography

Three coordinating font families have been selected to represent the brand voice: Geogrotesque and Humanist Slabserif

Geogrotesque Semibold should be used for larger text and headline driven information.

Geogrotesque Regular should be reserved for short phrases used at a small point size.

Humanist Slabserif upper and lower case should be used for body copy.

CORRECT USAGE

Font families are limited to the faces shown here.

GEOGROTESQUE SEMIBOLD

IN THE HEART OF HOUSTON

HUMANIST SLABSERIF

IN THE HEART OF HOUSTON

In The Heart of Houston

HUMANIST SLABSERIF ITALIC

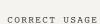
In the Heart of Houston In the Heart of Houston

GEOGROTESQUE REGULAR

homegrown in the heart of houston texas homegrown in the heart of houston texas

SEAL

In addition to the main logo a seal logo can be used in instances where the main logo is not ideal due to space constraints and or something alternative is desired.



This variation of the logo can be used as one color or multiple colors.



Alternative Logo

In addition to the main logo a vertical logo can be used in instances where the main logo is not ideal due to space constraints and or something alternative is desired.



In the Heart of Houston

Monogram

A monogram can be introduced as an additional identifier for the brand.

B

CORRECT USAGE

The monogram can be used in a variety of ways. The monogram should be used in conjunction with the main logo or logotype.

Graphic Elements

A series of support graphic elements can be used to add interest and serve as an extension of the main identity.

CORRECT USAGE

The graphic elements can be used in a variety of ways. The graphic elements should be used in conjunction with the main logo or logotype.



IN THE HEART

ES B 2

OF HOUSTON

Tagline

 $In\ the\ Heart\ of\ Houston$

IN THE Heart of houston