

HOUSTEX LOGO GUIDELINES

The Houstex logo is an event logo under the SME umbrella. It can be reproduced at any size but no smaller than 1.25" wide for legibility. It should be reproduced from master vector artwork and never distorted or altered in any way.

The logos can only be represented in the following variations:

- In positive, PMS 294, PMS 390, and PMS 2622, and all Black.
- In reverse, the logo can be all white, and white with PMS 294, PMS 390, and PMS 2622.

EVENT LOGO

PMS 294, PMS 390, and PMS 2622

Black



Reversed (White)

Reversed (White) and PMS 294, PMS 390, and PMS 2622



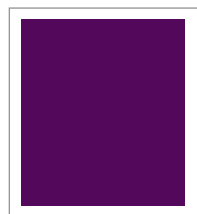
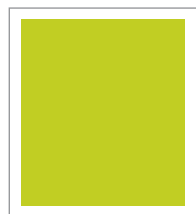
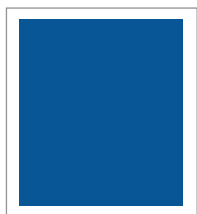
Please note: Only use backgrounds where all colors are visible.

COLOR INFORMATION

PMS 294

PMS 390

PMS 2622



CMYK

C = 100
M = 58
Y = 0
K = 21

CMYK

C = 22
M = 0
Y = 100
K = 8

CMYK

C = 57
M = 98
Y = 0
K = 46

RGB

R = 0
G = 85
B = 150

RGB

R = 193
G = 208
B = 35

RGB

R = 84
G = 7
B = 91

Hex Code

#003F87

Hex Code

#BAC405

Hex Code

#602D59

Minimum Size
1.25"



HOUSTEX LOGO MISUSE

The following representations violate the logo guidelines. The displayed misuses apply to all variations of the Houstex logo.



Do not skew the logo.



Do not distort the logo in any way.



Do not use colors other what is allowed.



Do not apply textures, effects, or insert photos within the icon.



Do not stretch the logo.



Do not shift the logo in any way.



Do not use in outline form.



Do not blur the logo.

In addition to the above misuse no additional titles, countries, or any other language should be added to the logos unless otherwise approved by the marketing department. For inquiries or questions please email Patti Miller at pmiller@sme.org.