

MIDTOWN HOUSTON brand overview

IDENTITY MARKS



MINIMUM SIZE .5"



MINIMUM CLEARSPACE

COLOR PALETTE

PRIMARY

Deep Black (Text)

CMYK 72, 66, 65, 75
RGB 30, 31, 30
#1e1e1e

Midtown Blue

CMYK 100, 97, 22, 19
RGB 38, 42, 108
#272a6b

White

CMYK 0, 0, 0
RGB 255, 255, 255
#ffffff

ACCENTS

Midtown Green

CMYK 85, 14, 100, 2
RGB 13, 154, 73
#009948

Midtown Bright Blue

CMYK 89, 71, 0, 0
RGB 44, 91, 170
#2f5ba9

Midtown Yellow

CMYK 4, 8, 87, 0
RGB 247, 224, 58
#f9dd3b

Midtown Red

CMYK 7, 99, 100, 1
RGB 223, 37, 38
#dc2426

NEUTRALS

Pale-Gray

CMYK 1, 1, 1, 1
RGB 249, 249, 249
#f6f5f5

Light Gray

CMYK 24, 20, 23, 0
RGB 195, 191, 187
#c3beba

Dark Gray

CMYK 64, 58, 60, 40
RGB 76, 75, 72
#4c4a47

TYPOGRAPHY

PRIMARY FONT | HELVETICA NEUE

Bold Medium Regular Light Thin Ultra Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 & ! ?

SECONDARY FONT | ANTON

Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 & ! ?

