



STYLE GUIDELINES



*Houston
Technology
Center*

WELCOME

The Houston Technology Center serves as the nexus of new ideas and technological innovation for the greater Houston area and surrounding counties. We enable and accelerate the growth of emerging technology companies through the HTC Acceleration Program. Our proven program helps to create jobs and promotes economic development through mentorship and educational programs for entrepreneurs and startup technology companies.

HTC's advisors, mentors and acceleration directors are active contributors to the growth and advancement of startups and entrepreneurs across the ecosystem. Every year, we host and participate in hundreds of startup community events designed to build and reinforce the entrepreneurial ecosystem in Houston, Texas.

This style guide serves as a reference for all future marketing and interactions between HTC and its community. It aids in communicating exactly who HTC is to each and every person in a clear, direct and simple way.

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ABOUT OUR BRAND

The Houston Technology Center is the largest technology business incubator and accelerator in Texas, advancing the commercialization of emerging technology companies in the greater Houston area. HTC serves as the nexus of new ideas, technological innovation, and entrepreneurship.

Our brand accelerates other brands and in turn these brands accelerate our brand. Our brand must also be able to relate to a broad demographic. For these reasons, our brand is bold, but refined. It is professional, but inviting. It walks the line between too much and too little, lending itself to the ability to play well in and around other brands, while keeping a distinct identity.

The essence of the HTC brand can be encapsulated in one simple but powerful statement:

“We are the capital for innovative acceleration”

This declaration silently drives our brand forward, being felt, but not heard. It should never appear on any front-facing materials, but it should drive every interaction between HTC and the world around it.

PRIMARY LOGO

The HTC word marks are an official representation of our organization. As official symbols, these word marks may not be manipulated, modified or appended in any way not specified in this style guide. These logotypes may not be placed alongside or combined with any other logos, text or images, unless prior permission has been obtained from our marketing department.

Our primary logo should be used in most cases where brand identification is needed. This logo encompasses our full name and “star burst” emblem for easy recognition. Special care should be taken to give the logo its own space where it can “breathe” and thrive independent of any surrounding elements.

BLUE ON WHITE



WHITE ON BLACK



GRAY ON WHITE



LOGO WITH TAGLINE

The HTC secondary word mark with tagline is best used for spaces where the primary logo would not fully utilize its allotted space. This is especially true in short, wide spaces, where the primary logotype would become too small to be legible.

This logotype also contains our tagline, "The Entrepreneurial Capital."

BLUE ON WHITE



WHITE ON BLACK



GRAY ON WHITE



STARBURST EMBLEM

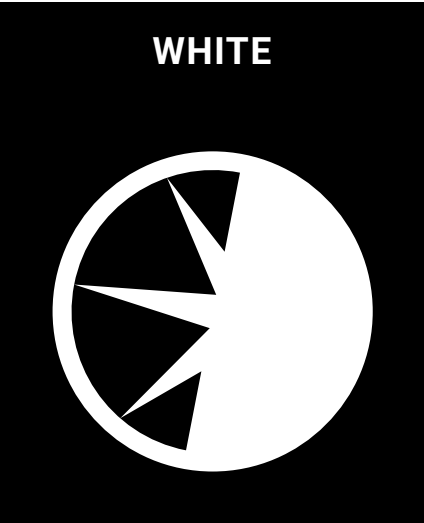
The HTC starburst emblem is a standalone graphic mark consisting of the logo with no type. It is simple and with the proper usage will become an easily recognizable symbol to our audience.

The emblem should be used sparingly and only when the full words "Houston Technology Center" appear near the emblem. This will maintain recognizability and reduce redundancy in having our name appear in almost every graphic element of a single page.

BLUE



WHITE



GRAY



TITLES & HEADINGS

Each title should tell its own story and be able stand alone. The Roboto typeface has been battle-tested as the default font on Android devices for years and has proven itself.

Roboto is slightly wider and rounder, giving it greater clarity and making it more optimistic. Capitalizing the bold and light variants on this typeface gives us just the right amount of presence to use in a variety of situations.

If used creatively, this typeface can be a workhorse for design and marketing projects.

ROBOTO BOLD ROBOTO LIGHT



TYPOGRAPHY: **BODY**

Roboto Regular Roboto Light

The broad range of our audience necessitates our typeface be friendly and legible, while keeping pace with our headlines and titles. Roboto is neo-grotesque typeface described by Google as modern, yet approachable and emotional. It is optimized for legibility across print, web, and mobile interfaces, making it perfect for our purposes.

Use this font for any paragraph text, and will be doing most of the “heavy lifting” for us. General rule of thumb: If you need to say it in more than a few words, use Open Sans.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz
1234567890!@#\$%&

ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz
1234567890!@#\$%&

ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz
1234567890!@#\$%&

ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz
1234567890!@#\$%&

Regular/Italic Variants

Light/Italic Variants

COLOR

Color can represent any vast array of emotions, passions and thoughts. These connect people to our brand. Our colors are bold with a sense of refined elegance. They seamlessly work together to create an identity which can immediately be recognized as HTC.

Chambray represents our professional approach. Fire Brick warms it up to be inviting and welcoming. Apple is used to invoke a sense of success, while Silver Chalice gives brings a sense of neutrality.

Choose any one to three colors for your layout, but be careful not to use too many on the same piece as this may confuse the artwork.



COLOR PALETTE

Use the RGB and HEX formulas for digital and screen use. Use CMYK and Pantone Matching System (PMS) colors for print.

Please note that these colors have been formulated as shown here to be the most accurate representations across digital and print media platforms. Do not let your design software guess what the correct formula is; use these values to assure color accuracy.

PRIMARY			
			
CHAMBRAY PMS 2374 C: 76 M: 60 Y: 26 K: 10 R: 78 G: 95 B: 128 HEX: #4e5f80	APPLE PMS 7489 C: 58 M: 7 Y: 80 K: 0 R: 116 G: 170 B: 78 HEX: #74aa4e	FIRE BRICK PMS 7621 C:20 M:100 Y:100 K:14 R: 172 G: 34 B: 40 HEX: #ac2228	SILVER CHALICE PMS 421 C: 34 M: 24 Y: 27 K: 2 R: 179 G: 180 B: 178 HEX: #b3b4b2
SECONDARY		TERTIARY	
			
PRUSSIAN BLUE PMS 295 C: 100 M: 60 Y: 10 K: 53 R: 0 G: 40 B: 85 HEX: #002855	MOON YELLOW PMS 7409 C: 1 M: 31 Y: 95 K: 0 R: 239 G: 179 B: 33 HEX: #efb321	ROSE BUD CHERRY PMS 512 C: 62 M: 100 Y: 18 K: 6 R: 131 G: 49 B: 119 HEX: #833177	ELF GREEN PMS 2244 C: 85 M: 26 Y: 66 K: 11 R: 27 G: 128 B: 109 HEX: #1b806d
			
STORM GRAY PMS Cool Gray 9 C: 60 M: 48 Y: 44 K: 25 R: 117 G: 120 B: 123 HEX: #75787b	DUNE PMS 2336 C: 65 M: 57 Y: 56 K: 50 R: 78 G: 75 B: 72 HEX: #4e4b48		



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