

# Texas CASA VISUAL STYLE REFERENCE



Texas CASA's visual identity creates a distinctive and consistent appearance for all of our communications and helps our stakeholders and key audiences differentiate our materials from other organizations. This handy sheet provides an overview of the main Texas CASA brand elements and should be used as a quick reference guide. All staff and consultants should reference the comprehensive Brand Standards document for complete details and instructions. These standards **MUST BE APPLIED** to all official Texas CASA materials developed for broad distribution to stakeholders and key audiences.

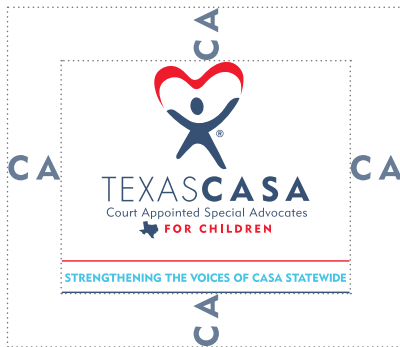
## LOGOS:

When placing the logo, be sure to leave proper clear space around it for visibility and contrast.

**DO NOT** "crowd" the logo with other graphic or textual elements.

The clear space around the logo should be equal to the space that the **C** and **A** occupy in the word "CASA."

### PRIMARY LOGO: TEXAS CASA VERTICAL LOGO WITH TAGLINE

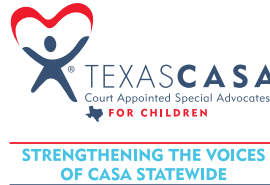


Preferred reproduction size example:  
*Approximately 2.18" (w) x 1.75" (h)*

Minimum reproduction size example:  
*Approximately 1.5" (w) x 1.20" (h)*

Web size example:  
*Approximately 1.5" (w) x 1.20" (h)*

### ALTERNATE PRIMARY LOGO: TEXAS CASA HORIZONTAL LOGO WITH STACKED TAGLINE

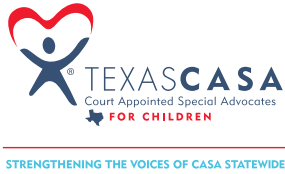


Preferred reproduction size example:  
*Approximately 2.00" (w) x 1.4" (h)*

Minimum reproduction size example:  
*Approximately 1.4" (w) x .95" (h)*

Web size example:  
*Approximately 1.4" (w) x .95" (h)*

### PRIMARY LOGO: TEXAS CASA HORIZONTAL LOGO WITH TAGLINE



Preferred reproduction size example:  
*Approximately 2.18" (w) x 1.75" (h)*

Minimum reproduction size example:  
*Approximately 1.5" (w) x .95" (h)*

Web size example:  
*Approximately 1.5" (w) x .95" (h)*

### SECONDARY LOGO: TEXAS CASA VERTICAL LOGO



Preferred reproduction size example:  
*Approximately 1.65" (w) x 1.41" (h)*

Minimum reproduction size example:  
*Approximately 1.15" (w) x .98" (h)*

Web size example:  
*Approximately 1.15" (w) x .98" (h)*

### SECONDARY LOGO: TEXAS CASA HORIZONTAL LOGO

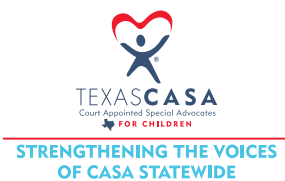


Preferred reproduction size example:  
*Approximately 2.07" (w) x .9" (h)*

Minimum reproduction size example:  
*Approximately 1.43" (w) x .65" (h)*

Web size example:  
*Approximately 1.43" (w) x .65" (h)*

### ALTERNATE PRIMARY LOGO: TEXAS CASA VERTICAL LOGO WITH STACKED TAGLINE



Preferred reproduction size example:  
*Approximately 2.2" (w) x 1.4" (h)*

Minimum reproduction size example:  
*Approximately 1.5" (w) x .98" (h)*

Web size example:  
*Approximately 1.5" (w) x .98" (h)*

### COMPLEMENTARY LOGO: TEXAS CASA BUG/ICON



Preferred reproduction size example:  
*Approximately 1.58" (w) x 1.8" (h)*

Minimum reproduction size example:  
*Approximately .33" (w) x .4" (h)*

However, the Texas CASA Bug can be used larger if necessary as a design element.

**NOTE:** Each logo design also has an all-black and an all-white version.

## COLORS:

### PRIMARY COLOR PALETTE:

#### CASA BLUE



PANTONE 295 U  
4 color break down  
CMYK: 85 • 68 • 34 • 17  
RGB/HEX color break down  
RGB: 56 • 80 • 114  
HEX: 385072

#### CASA RED



PANTONE 485 U  
4 color break down  
CMYK: 0 • 100 • 91 • 0  
RGB/HEX color break down  
RGB: 218 • 41 • 28  
HEX: DA291C

#### CASA LIGHT BLUE



PANTONE 637 C  
4 color break down  
CMYK: 61 • 2 • 8 • 0  
RGB/HEX color break down  
RGB: 78 • 193 • 224  
HEX: 4EC1E0

### TEXAS CASA PRIMARY COLOR PALETTE - TINTS



### SECONDARY COLOR PALETTE:

#### ACCENT DARK BLUE



PANTONE 295 C  
4 color break down  
CMYK: 100 • 84 • 36 • 39  
RGB/HEX color break down  
RGB: 0 • 40 • 86  
HEX: 002855

#### ACCENT MEDIUM BLUE



4 color break down  
CMYK: 76 • 20 • 22 • 0  
RGB/HEX color break down  
RGB: 35 • 143 • 185  
HEX: 238FB9

#### ACCENT GREY



4 color break down  
CMYK: 0 • 0 • 0 • 75  
RGB/HEX color break down  
RGB: 99 • 100 • 102  
HEX: 626366

#### ACCENT ORANGE



PANTONE 1375 C  
4 color break down  
CMYK: 0 • 45 • 96 • 0  
RGB/HEX color break down  
RGB: 255 • 158 • 22  
HEX: FF9E15

#### ACCENT TAUPE



4 color break down  
CMYK: 33 • 34 • 37 • 0  
RGB/HEX color break down  
RGB: 175 • 161 • 152  
HEX: AFA198

## FONTS:

TEXAS CASA Geometric 415 Lite BT    TEXAS CASA Century Gothic Regular  
TEXAS CASA Geometric 415 Medium BT    TEXAS CASA Century Gothic Bold  
TEXAS CASA Geometric 415 Black BT

## BRAND ASSETS:

It is recommended that you use high-resolution JPEG files which can be downloaded along with several other file formats on our website.

## QUESTIONS:

The complete Brand Standards are available on the Public Drive, on the website or from the Communications team. Any questions regarding or requests for departure from the brand standards should be directed to the Communications team.