The Planning and Development Department’s logo is a symbol to create brand awareness. Please take a look at this toolkit to give you understanding of brand standards for our logo usage.

### Our Brand Font

- **Arial Bold | AaBbCc123**
  - Minimum 12 pt (titles)
- **Arial Narrow | AaBbCc123**
  - Minimum 12 pt (correspondence and emails)

### Section Logos

Please note that the different logos are available in both horizontal and vertical formats. Also note, not all the departmental sections are shown below.

### Brand Color Codes

- **Complete Communities**
  - CMYK Code: 0 | 19 | 89 | 0
  - RGB Code: 255 | 204 | 51
  - Hexadecimal: # FFCC33

- **Community & Regional Planning**
  - CMYK Code: 0 | 19 | 89 | 0
  - RGB Code: 255 | 204 | 51
  - Hexadecimal: # FFCC33

- **Development Services**
  - CMYK Code: 96 | 95 | 0 | 0
  - RGB Code: 51 | 51 | 153
  - Hexadecimal: # 333399

- **1002 Washington Office**
  - CMYK Code: 69 | 63 | 62 | 58
  - RGB Code: 51 | 51 | 51
  - Hexadecimal: # 333333

- **Director’s Office**
  - CMYK Code: 27 | 90 | 81 | 22
  - RGB Code: 153 | 51 | 51
  - Hexadecimal: # 333333

- **GIS Services**
  - CMYK Code: 96 | 95 | 0 | 0
  - RGB Code: 51 | 51 | 153
  - Hexadecimal: # 333399

- **Human Resources**
  - CMYK Code: 69 | 63 | 62 | 58
  - RGB Code: 51 | 51 | 51
  - Hexadecimal: # 333333

- **Historic Preservation**
  - CMYK Code: 0 | 0 | 0 | 0
  - RGB Code: 255 | 255 | 255
  - Hexadecimal: # FFFFFF

- **Houston Emergency Center**
  - CMYK Code: 0 | 0 | 0 | 0
  - RGB Code: 255 | 255 | 255
  - Hexadecimal: # FFFFFF

- **Transportation Planning**
  - CMYK Code: 69 | 63 | 62 | 58
  - RGB Code: 51 | 51 | 51
  - Hexadecimal: # 333333

- **Finance**
  - CMYK Code: 27 | 90 | 81 | 22
  - RGB Code: 153 | 51 | 51
  - Hexadecimal: # 333333

- **Communications**
  - CMYK Code: 0 | 0 | 0 | 0
  - RGB Code: 255 | 255 | 255
  - Hexadecimal: # FFFFFF