Houston Maritime Center

BRAND STYLE GUIDE

PRIMARY LOGO

![Primary Logo Image]

SITUATIONAL LOGO

![Situational Logo Images]

COLORS

- Primary Blue
  541C | 100, 79, 32, 22 | 003B71

- Primary Red
  485C | 6, 98, 100, 1 | E1251B

- Dark Accent
  295C | 100, 84, 36, 39 | 002856

- Text Color
  100 U | 63.7, 59, 60, 41 | 375D77

- Emphasis Accent
  7409C | 3, 32, 98, 0 | F4B223

FONTs

- Print Headings
  Helvetica Pro

- Web Headings
  Tahoma Bold

- Paragraph Text
  Garamond
  If not available online, use Georgia and similar font family.