



HOUSTON DASH BRAND GUIDE

MARKS AND LOGOS

This brand guide is provided to ensure consistent and professional use of the Houston Dash logo throughout the country, in all programs, at all competitions, and in all marketing and promotion related to Houston Dash. Use of any Houston Dash logo or wordmark must meet the requirements of this brand guide.

MARKS AND LOGOS

COLOR PALETTE

The Houston Dash color palette consists of Electric Orange, Black and Space City Blue. Refer to the color values to the right to ensure their correct reproduction.

These colors have been chosen to represent the essence of what the brand and club stands for.

When full-color printing is not available, the badge should be reproduced in only one color.



Electric orange represents energy and creativity.



Black is a symbol of grit and hustle.



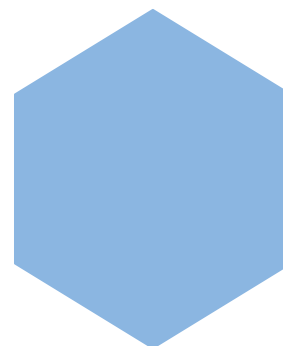
Space City Blue represents our pride in the city of Houston.



PMS: 1505 C
CMYK: 0, 64, 100, 0
RGB: 255, 105, 0
HEX: #FF6900



PMS: BLACK 6 C
CMYK: 100, 61, 32, 96
RGB: 16, 24, 32
HEX: #101820



PMS: 278 C
CMYK: 43, 18, 0, 0
RGB: 138, 183, 233
HEX: #8AB7E9



MARKS AND LOGOS

PRIMARY LOGO



PRIMARY LOGO

ONE COLOR VERSIONS

In instances where it is not possible to use the primary full color logo two one color logos have been created.

All uses of this version must be approved by the Houston Dash. Additionally the one color logos should always be used when the Houston Dash logo is placed on a background color that is outside of the Houston Dash brand color palette.

ONE COLOR BLACK VERSION



ONE COLOR WHITE VERSION



Do not invert the one color black version to create a one color white.

PRIMARY LOGO

CLEAR SPACE AND MINIMUM SIZE

It is important to respect the minimum size and clear space surrounding the logo. This has been designed to protect the integrity of the logo and should be adhered to at all times.

CLEAR SPACE

The amount of clear space around the logo should be adhered to at all times to isolate it from competing graphic elements and ensure its visibility and impact.

The clear space minimum is equal to at least 25% of the width of the primary badge.



MINIMUM SIZE

The minimum size for the the Houston Dash primary badge should be adhered to at all times so that the badge it self does not become illegible. The minimum size has been chosen due to the complexity of the design elements within the badge.

It should not be reproduced such that the optical size of the badge becomes less than 1 inch.



MINIMUM SIZE: 1"

MARKS AND LOGOS

WORDMARK

The Houston Dash wordmark is taken directly from the primary logo and should not be used in addition to or next to the primary logo.

The wordmark is not to be used without approval from the Houston Dash marketing department.



TYPOGRAPHY

The official typeface for Houston Dash is **TT Octosquares**. The recommended weights are as follows:

TT OCTOSQUARES LIGHT

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
0	1	2	3	4	5	6	7	8	9			

TT OCTOSQUARES MEDIUM

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
0	1	2	3	4	5	6	7	8	9			

TT OCTOSQUARES BOLD

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
0	1	2	3	4	5	6	7	8	9			

TT OCTOSQUARES BLACK

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
0	1	2	3	4	5	6	7	8	9			

CONTACT

Any logo usage inquiries, other than those received by existing sponsor and marketing partners must be approved by the Houston Dash marketing department.

Entities requesting usage of the logo that fall within this category must sign a logo usage agreement, confirming appropriate application guidelines are followed. Under no circumstances should the logo be used for merchandising or any other revenue generating activity for the third party without the express written consent of the Houston Dash and the National Women's Soccer League.



QUESTIONS

Please direct all logo usage questions to:

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