

# Identity Elements

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BRAND FAMILY

BUFFALO HEIGHTS

# Identity

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This document is an overview of the elements of the identity and a guide for their application. By following these guidelines, will insure the protection and strength of the Buffalo Heights brand.



**BUFFALO HEIGHTS**

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IN THE HEART OF HOUSTON

# The Mark

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## OPTIONS



## CORRECT USAGE

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The mark can be used independently of the logotype, but only if the logotype is present in some fashion.

# The Logotype

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The logotype is distinguished by classic letter forms. The logo type can stand alone to represent the brand.

## CORRECT USAGE

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The logotype can stand alone on products, promotion materials and signage. Do not modify the letter spacing or type out the logotype, only use the artwork created.

**BUFFALO HEIGHTS**

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IN THE HEART OF HOUSTON

# The Lock-up

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The full brand logo combines the logotype and the mark. The lock-up is the formal version of the logo and should be used with the full brand signature is required.

## CORRECT USAGE

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The lock-up should be used as supplied. The relationship of the elements of the lock-up should not be altered in anyway.



**BUFFALO HEIGHTS**

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# Color Palette

The Buffalo Heights color palette is a collection of classic rich tones.

## CORRECT PROOFING

Color can shift across material substrates and computer screens. The color selections listed use Pantone uncoated colors as the basis for tone and value.

### TAN

Pantone Uncoated: 7527 U  
Pantone Coated: 7527 C

4 Color: 12C, 12M, 14Y, 0K  
Web: DD, D7, D1

### RED

Pantone Uncoated: 485 U  
Pantone Coated: 485 C

4 Color: 1.78C, 80M, 70Y, .06K  
Web: EC, 5A, 4F

### WHITE

### GRAY

Pantone Uncoated: 480 U  
Pantone Coated: 480 C

4 Color: 36C, 27M, 30Y, 0K  
Web: A6, A9, A7

### CHARCOAL

Pantone Uncoated: Black 6 U  
Pantone Coated: Black 6 C

4 Color: 67C, 61M, 50Y, 32K  
Web: 4E, 4E, 56

### SADDLE

Pantone Uncoated: 7556 U  
Pantone Coated: 7556 C

4 Color: 25C, 28M, 74Y, 2K  
Web: BE, 9A, 5C

### NAVY

Pantone Uncoated: 3025 U  
Pantone Coated: 3025 C

4 Color: 83C, 55M, 36Y, 14K  
Web: 37, 61, 79

### GREEN

Pantone Uncoated: 559 U  
Pantone Coated: 559 C

4 Color: 28C, 8M, 27Y, 0K  
Web: B8, CF, BF

# Color Use

The identity can appear in any color from the color palette as long as it provides the sufficient contrast from the background.

A few example color combinations are shown here.

## CONTRAST

Please note how each combination provides enough contrast so the logo is clearly legible.

Do not place the identity on complicated or photographic backgrounds.

|          | TAN | RED | WHITE | GRAY | CHARCOAL | SADDLE | NAVY | GREEN |
|----------|-----|-----|-------|------|----------|--------|------|-------|
| TAN      |     |     |       |      |          |        |      |       |
| RED      |     |     |       |      |          |        |      |       |
| WHITE    |     |     |       |      |          |        |      |       |
| GRAY     |     |     |       |      |          |        |      |       |
| CHARCOAL |     |     |       |      |          |        |      |       |
| MUSTARD  |     |     |       |      |          |        |      |       |
| NAVY     |     |     |       |      |          |        |      |       |
| GREEN    |     |     |       |      |          |        |      |       |

# Typography

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Three coordinating font families have been selected to represent the brand voice: Geogrotesque and Humanist Slabserif

Geogrotesque Semibold should be used for larger text and headline driven information.

Geogrotesque Regular should be reserved for short phrases used at a small point size.

Humanist Slabserif upper and lower case should be used for body copy.

## CORRECT USAGE

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Font families are limited to the faces shown here.

GEOGROTESQUE SEMIBOLD

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**IN THE HEART OF HOUSTON**

HUMANIST SLABSERIF

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IN THE HEART OF HOUSTON

In The Heart of Houston

HUMANIST SLABSERIF ITALIC

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*In the Heart of Houston In the Heart of Houston*

GEOGROTESQUE REGULAR

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homegrown in the heart of houston texas homegrown in the heart of houston texas



# SEAL

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In addition to the main logo a seal logo can be used in instances where the main logo is not ideal due to space constraints and or something alternative is desired.



## CORRECT USAGE

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This variation of the logo can be used as one color or multiple colors.

## Alternative Logo

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In addition to the main logo a vertical logo can be used in instances where the main logo is not ideal due to space constraints and or something alternative is desired.



**BUFFALO  
HEIGHTS**

*In the Heart of Houston*

# Monogram

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A monogram can be introduced as an additional identifier for the brand.

## CORRECT USAGE

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The monogram can be used in a variety of ways.  
The monogram should be used in conjunction with the main logo or logotype.



# Graphic Elements

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A series of support graphic elements can be used to add interest and serve as an extension of the main identity.

## CORRECT USAGE

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The graphic elements can be used in a variety of ways. The graphic elements should be used in conjunction with the main logo or logotype.



IN THE HEART

ES    BH    20  
TD       16

OF HOUSTON

Tagline

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*In the Heart of Houston*

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IN THE *Heart*  
*of* HOUSTON

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