

PORT OF HOUSTON AUTHORITY
CORPORATE IDENTITY STANDARDS



PORT OF HOUSTON AUTHORITY

Port of
Houston
Authority
ISO 14001
Logo



PHA ISO 14001 Logo

The PHA ISO 14001 logo incorporates a number of design elements and type. These elements must always be used together and never separated. The PHA ISO 14001 logo should not be reproduced smaller than 1 inch. There is no maximum size.



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Minimum size: 1 inch



REQUIREMENTS FOR SPACE AROUND SIGNATURE

In order for the logo to aptly represent the Port of Houston Authority, the ISO 14001 logo must be displayed in a prominent, uninterrupted manner. This means the signature must never be cluttered by other elements such as text, photographs, illustrations or background textures. Space, therefore, must always exist around the signature. The minimum amount of such space can be defined as "x" as shown above, in proportion to the size of the signature used.

COLOR STANDARDS

The color PHA ISO 14001 signature may only be reproduced in PHA Admiral Blue (Fig. 1) or black (Fig. 2), PHA Admiral Blue is represented by Pantone Matching System® (PMS) ink number 2747.



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Fig. 1: PHA Admiral Blue Logo



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Fig. 2: PHA Black Logo

The colors may be simulated in four-color process combinations and RGB/Web-based formulas as noted below.

When four-color process is being used, the CMYK percentages below will approximate the Pantone® color. When printed, this color may vary somewhat due to paper stock or printing techniques.

When the color is intended only to be viewed on a screen, monitor or television, the RGB values shown below should be used. For convenience, the Web color code number has also been provided. If you have any doubt as to the appropriateness of a color choice, please contact the Port of Houston Authority Public Affairs Division for approval.

PHA Admiral Blue
Pantone® 2747



Four-Color Process (CMYK)

Cyan	100%
Magenta	91%
Yellow	23%
Black	18%

RGB and Web

Red	0
Green	35
Blue	126
Web	#00237E

DARK BACKGROUNDS

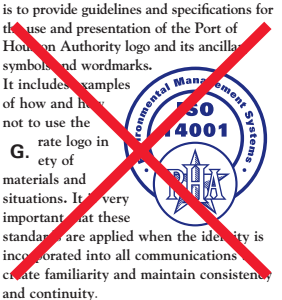
It is preferred that the PHA ISO 14001 signature be used on a white or off-white background. In cases when this is not possible, the **white border** version of the logo (with the reversed bottom text) must be used.

When reversed, both the color and black logo must be printed on white background media so that the logo colors and white areas remain true to the standard. In the case of a black or dark colored media — colored fabric for instance — the border must be printed or embroidered in white. Care must be used not to use a distracting color or pattern for a background, or one that does not provide enough contrast for the logo. This is addressed in more detail in the next section.



IMPROPER USE

- A. Do not tilt or alter the shape of the logo.**
- B. Do not reverse the regular color or black logo on a dark background.** Use only the “white circle” version shown at left.
- C. The logo should never be altered from its original format.** Do not separate or remove elements from the design. Do not use the corporate colors out of context, or substitute them with other colors.
- D. When using with type and photos,** remember to allow the minimum amount of clear space from the logo as outlined on the first page.
- E. Do not use a light or bright color on a white background.**
- F. Do not reverse the art to appear as a “negative” image.** Use only the “white circle” version shown on the previous page.
- G. Do not place the logo on a background that is distracting or lacking in contrast with the logo art.**



is to provide guidelines and specifications for the use and presentation of the Port of Houston Authority logo and its ancillary symbols and wordmarks. It includes examples of how and how not to use the corporate logo in a variety of materials and situations. It is very important that these standards are applied when the identity is incorporated into all communications to create familiarity and maintain consistency and continuity.



PORT OF HOUSTON AUTHORITY

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