



BRAND STANDARDS GUIDE

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v1.0 | 01.24. 22

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LOGO

PRIMARY

- Never size the logo so that the organization's name is illegible.
Exception: when logo is used as letterhead.
- Use the graphic star as a secondary logo, red or blue, when the full logo is too large, and ensure the words "TexAmericas Center" are accompanied nearby.
- Size variation, watermarking, and shadowing are acceptable.

The following color options are available:

- Spot color, coated (1 or 2 colors)
- Spot color, uncoated (1 or 2 colors)
- Four-color process (CMYK)
- Black
- White (vector art only)
- RGB

To obtain any or all of the logos, please contact TexAmericas Center directly.

Caution:

- Do not distort or alter the logo/logotype when outputting.
- Do not add any words, images, or new elements without permission.
- Do not stretch the logo.
- Do not change the typeface of the logo.
- Do not modify the size or position relationship of any of the elements.
- The TexAmericas Center logo has been specifically drawn to create a unique mark.
- To ensure consistency in usage, use the electronic versions available.
- Do not attempt to recreate the logo.
- The electronic files must not be altered in any way except to proportionally increase or decrease them in size.
- The white area surrounding the logo indicates the minimum clear space around the outer edges of the graphics, which is equal to the height of the "x" in "Tex." No other graphics should occupy this clear space.



STANDARD MINIMUM CLEAR SPACE

The logo must keep a standard minimum clear space on all sides. The space is based off of the height of the letter "x" in the word "Tex."

This minimum clear space is accounted for in all .AI logo files.

This applies to ALL versions of the TexAmericas Center logo.

LOGO

ALTERNATE

Option #1 is to be used on official communications and for non-marketing activity in the Texarkana Region.

Option #2 is to be used in General Administrative and non-marketing activity outside the Texarkana Region.

Option #3 is to be used whenever possible for all marketing related activity.

Option #4 is to be used as an identifier of the TexAmericas Center location on a map, with the goal this becomes a recognizable standalone image in target markets in the future.

Registered Trademark (®) variations

The “Large ®” version is suitable for use in most applications such as corporate letterhead, envelopes, business cards, annual reports, brochures, ads, websites, posters, TV commercials, video, etc. The “Small ®” version is ONLY suitable for use in large applications such as three-dimensional signage, outdoor billboards, etc.



1

Americas
CENTER®

2

TexAmericas
CENTER®
Texarkana USA

3

TexAmericas
CENTER®
Texarkana USA
Build | Lease | Manage | Sell | Incentives | Logistics

4





COLOR PALETTE

COLOR PALETTE



TEXAMERICAS BLACK

PMS 426C
CMYK 0, 0, 0, 100
RGB 0, 0, 0



TEXAMERICAS WHITE

PMS 11-0601 TCX
CMYK 0, 0, 0, 0
RGB 255, 255, 255



TEXAMERICAS RED

PMS 201C
PMS 201U
CMYK 0, 100, 63, 29
RGB 179, 8, 56



TEXAMERICAS BLUE

PMS 2965C
PMS 2965U
CMYK 100, 38, 0, 64
RGB 0, 58, 99



TEXAMERICAS GREY

PMS 418
CMYK 1, 0, 9, 65
RGB 87, 88, 80



TEXAMERICAS LT GREY

PMS 414
CMYK 0, 1, 6, 31
RGB 177, 176, 167



TYPOGRAPHY

TYPOGRAPHY

PRIMARY & SUBSTITUTE FONTS

Use in email, newsletters, website, PowerPoints, etc.

It is easier for people to read a crisp font like Helvetica on a computer screen than it is to read a font like Garamond.

FONT GUIDELINES FOR HEADINGS & TEXT BODY

These guidelines are to be used in creating all materials for websites, emails, newsletters, PowerPoints, presentations, and marketing materials. As always, they are guidelines, not rules, as unforeseeable situations and materials may fall outside of these guidelines and personal judgment should be exercised in determining if the Font Guidelines will not work.

Helvetica (PRIMARY)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Regular

Helvetica Oblique

Helvetica Bold

Helvetica Bold Oblique

Arial (SUBSTITUTE)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

TYPOGRAPHY

ALTERNATE & SPECIAL FONTS

ALTERNATE FONT: Garamond

Use in large bodies of text to be printed.

CPI may need to be increased. Determined on an as needed basis.

SPECIAL FONT: Century Gothic

The use of a special font is acceptable when used for a special purpose, such as the title of a holiday card or marketing piece.

MISCELLANEOUS

- Use the two basic colors (red, blue) and two fonts (Helvetica and Garamond) for all charts, graphics, and fonts whenever possible.
- For text body, use 10pt or 12pt font size with auto line spacing if template does not exist with this already programmed. Again, never use any font size that is too small to be legible.
- Use two line spaces after section ends and before next title, and use one line space after all titles.
- No extra line space is needed between subheadings and body text.
- Font size may be “sized to fit” (reduced or increased) and/or bolded when absolutely necessary.
- Page numbers should be right-aligned in the bottom footer.

Garamond (ALTERNATE)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Garamond Regular

Garamond Italic

Garamond Medium

Garamond Medium Italic

Garamond Bold

Garamond Bold Italic

Century Gothic (SPECIAL)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Century Gothic Regular

Century Gothic Italic

Century Gothic Bold

Century Gothic Bold Italic

TYPOGRAPHY

DOCUMENTS & TITLES

DOCUMENTS

(website, embedded or print newsletters, marketing materials)

Title

(Helvetica, red, italic, 18pt)

HEADING

(Helvetica, italic, blue, 12pt, all caps)

SUBHEADING ONE

(Helvetica, red, italic, 10pt)

Sub-Heading Two

(Helvetica, bold, italic, red, 10pt)

Text Body

(Helvetica, black, 10pt)

Title for Presentations

(Helvetica, blue, no accent or effects, 36pt)

Subheading

(Helvetica, red, no accent or effects, 32pt)

Main Text

(Helvetica, blue, no accents or effects, 28pt)

• Lists/Bullet Points

(Helvetica, blue, no accents or effects, 24pt)

EMAIL

SIGNATURES

All TexAmericas Center team members should use the same email signature template at any given time for brand consistency. Typography for email signatures should include Arial and Calibri. Specifically, the email signature should follow these typography standards:

Standard horizontal logo should appear to the right of the team member name, title and phone
Current Business Facilities “Top Ranked” icon should appear immediately below the logo.

FirstName LastName (Arial, 11pt)

Job Title (Arial, 10pt)

903.223.9841(O) ###.###.####(M) (Arial, 10pt)

www.TexAmericasCenter.com (Arial, 9pt)

Social icon order (LinkedIn, Facebook, YouTube)

TAC Services: Build, Lease, Manage, Sell, Incentives, Logistics (Calibri, 11pt, and words parted by vertical slash (Calibri, 11pt, bold, red)

Thank you,



FirstName LastName

Title

903.223.9841(O) ###.###.####(M)

www.TexAmericasCenter.com



Build | Lease | Manage | Sell | Incentives | Logistics

TYPOGRAPHY

PUNCTUATION

Consistency is crucial. Use commas or semicolons before all conjunctions and use one space to separate the next word. Use two spaces after a period and colon.

Remain consistent regarding the following punctuation guidelines as well:

- “TexAmericas” is always conjoined. “Center” is always capitalized and separated by one space. The exception is in the website and email address where the entirety is conjoined and the “T”, “A” and “C” are capitalized, “www.TexAmericasCenter.com.”
- A tag line for TexAmericas Center has not been developed, yet. Express permission is required to place a tag line with the corporate name or logo.
- Capitalize area and region when they follow TexAmericas Center: “TexAmericas Center Area” or “TexAmericas Center Region.”
- Capitalize Million and Billion after a number: “\$7.5 Million” or “\$2.8 Billion.”
- Abbreviate square foot after a number like this: “45,000 sq. ft. expansion” and we write out square feet: “...adding 45,000 square feet to the building.”
- Strive for consistency with commas before conjunctions: “one, two, and three” – or no comma (just be consistent).
- Once we write out something and abbreviate it in parenthesis afterwards, we can use the abbreviation throughout the remainder of a document.
- Use a comma in numbers with thousands: “1,200.”

INTERNAL DOCUMENT FILE PATHS

These should be:

- A page-footer
- In lightened font
- Helvetica
- 8 pt font size

If any document consists of more than one page, the footer should not be displayed on page 1. External documents should not have these.



GRAPHICS

GRAPHICS

CONTENT STANDARDS

GENERAL CONTENT

- Less is more. White space, less text, and minimal GOOD visuals are key to visual branding.
- There are two templates that TexAmericas Center uses for letterhead, they are: 1) General TAC Administrative Letterhead and 2) TAC Real Estate & Marketing Letterhead. To gain use to the appropriate and approved letterhead contact TexAmericas Center directly.
- TexAmericas Centers approved letterhead will come preformatted and ready for use.

ORGANIZATION NAME

When writing the name of the organization, it is preferred to always use the organizations full name - "TexAmericas Center" in all type of forms, documents, marketing material, reports, etc....

In large word intensive reports or documents, it is permissible to use an abbreviated version of "TexAmericas Center." Make sure to always write out the full name of TexAmericas Center the first time that the organization is mentioned and then use "TAC," primary choice, or TexAmericas," secondary choice. Which ever is used, author should be consistent throughout document.

Regarding all documents - use templates as they have been created using our graphic standards and they should be used before any new documents are created from scratch.

- fax
- news release
- newsletters / email blasts
- PowerPoint
- email footer
- letters / memorandum
- address and shipping labels

TITLES

- Capitalize staff, business leader, and organization titles.
- Capitalize titles as follows: "XYZ Company President Janyce Fadden" or "Janyce Fadden, President, XYZ Company."
- Also, make sure to spell out titles of organizations and accurate company name when first using within a document.

ALIGNMENT OF TEXT

- Left align or justify body text whenever applicable.
- Either left align or center align titles.
- For body text with paragraphs, do not use an indentation to start the paragraph; put an extra line space between paragraphs (block paragraphs).
- Right-align the date in all formal letters when using General TAC Administrative Letterhead.

GRAPHICS

TEMPLATES

POWERPOINTS

- Simplicity is the key. Text should be clean, BRIEF, and easily readable. Shorter is better!!!
- Main Text use 16pt Helvetica with 28pt line spacing recommended.
- Use the margins given in the TAC PowerPoint template from the footer's line and star.
- Avoid filling up all the white space in a slide: less is more.
- If wanting to highlight a singular point within a slide, use one of the highlight options below.
- Lists: use bullet points sparingly to indent list items to set them apart from main point of slide.
- As a rule, use one graph or chart per slide. Keep the graphs & charts easy to read and simple.
- The last slide in the deck should always contain and consist solely of the TAC logo, your name and title and contact information; it reinforces the brand and leaves the audience with the contact information.
- Use master slide of basic TAC PowerPoint template to create new presentations.

WEBSITE & EMAIL ADDRESSES

Include the website address whenever possible:

<<http://www.TexAmericasCenter.com>>

Include a word describing the hyperlink such as "Email" or "Website" whenever appropriate and do not leave an exposed link. Doing so is highly inappropriate.

Favicon

Use for all TAC website pages:



PHONE NUMBERS

Use periods instead of dashes and use "x:" instead of "ext."
(+1.815.987.8118 x114).



