



HOUSTON LGBTQ+ POLITICAL CAUCUS

IDENTITY STYLE GUIDE



CONTENTS

- 3** Statements
- 4** Name
- 5** Logo
- 6** Color Palette
- 7** Contact

This guide is intended for use by members of the Houston LGBTQ+ Political Caucus, endorsed candidates, the media, and other community partners working to incorporate The Caucus's brand and identity in authorized production.



MISSION STATEMENT

The Houston LGBTQ+ Political Caucus is dedicated to eliminating prejudice, violence, and injustice against gay, lesbian, bisexual, and transgender people through education, activism, and political advocacy. Our goal is to create a world where all human beings are guaranteed freedom, equality, and opportunity.

APPROVED SLOGANS

The oldest LGBTQ+ civil rights organization in the South.
Equality? Seek it. Discrimination? End it.



THE ★ CAUCUS

NAME

Founded in 1975 as the Gay Political Caucus, the official, public name of both the C4 and PAC organizations is **Houston LGBTQ+ Political Caucus**. The name has changed many times over the years, most recently as of September 1, 2021.

USE

As a standalone title, “the” is not included:

Houston LGBTQ+ Political Caucus

When used in a sentence, “the” should be included:

The Houston LGBTQ+ Political Caucus was founded in 1975.

In mid-sentence, “the” should be lowercase:

LGBTQ equality is central to the Houston LGBTQ+ Political Caucus.

After first mention/appearance, the name may be shortened to “The Caucus”:

...the Houston LGBTQ+ Political Caucus. On Wednesday, The Caucus will hold...

MISUSE

Adding “the” standalone:

~~The Houston LGBTQ+ Political Caucus~~

Using any acronym besides “LGBTQ+”:

~~GLBT...LGBT...LGBT+~~

Using the shortened name as a standalone title:

~~The Caucus~~

Using an acronym in the shortened name:

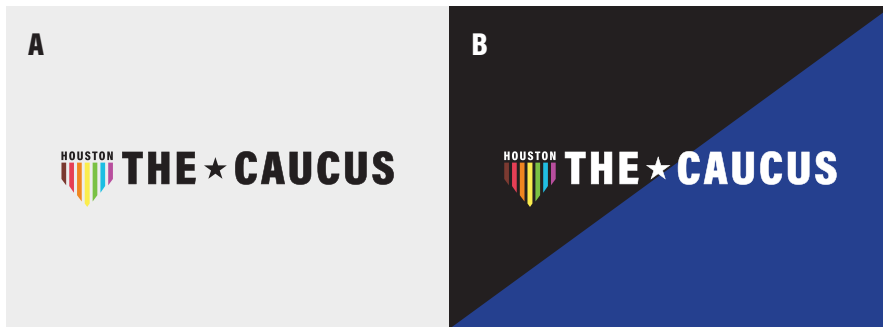
~~The LGBT Caucus~~

A lowercase “the” in the shortened name:

~~Today, the Caucus...~~

VERSIONS & BACKGROUND

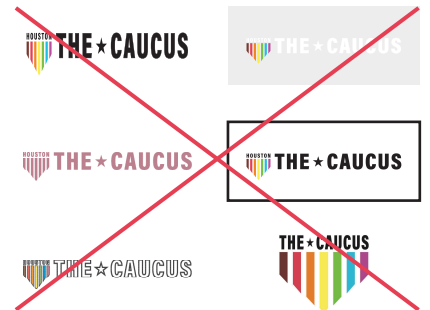
Our logo is available in both black and white text versions, with a full color badge. The black text version may only be displayed on a solid white or lightly tinted background (see A). When the background is darkly tinted, the white text version must be used to preserve logo integrity (see B).



Logo files are available in high resolution JPG, PNG, and vector (EPS, AI, PDF) formats upon request. Please refrain from “grabbing” logo images from websites and social media.

MISUSE

Modifications to the logo including distorting, recoloring, boxing, outlining, and other effects, are not permitted. Under no circumstances should the logo be broken apart.



COLOR PALETTE

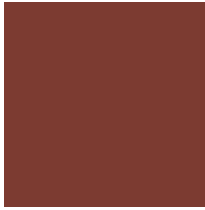
EIGHT COLORS

The following are colors that appear in our branding:



MIDNIGHT

#221f20
CMYK 70, 67, 64, 74
RGB 34, 31, 32



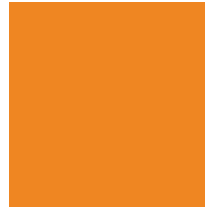
COPPER MINE

#7b3b31
CMYK 34, 79, 77, 36
RGB 123, 59, 49



ROSEY PARADE

#e63e55
CMYK 4, 91, 61, 0
RGB 230, 62, 85



ORANGE SKY

#ee8622
CMYK 3, 57, 100, 0
RGB 238, 134, 34



SUNBURST

#faeb4d
CMYK 4, 1, 82, 0
RGB 250, 235, 77



LUCKY CHARM

#7ac144
CMYK 57, 0, 99, 0
RGB 122, 193, 68



TIDAL BLUE

#1fbde1
CMYK 68, 2, 7, 0
RGB 31, 189, 225



TWILIGHT PLUM

#b74d9c
CMYK 28, 84, 0, 0
RGB 183, 77, 156



THE ★ CAUCUS

CONTACT

GENERAL

Houston LGBTQ+ Political Caucus
PO Box 66664
Houston, TX 77266-6664
info@thecaucus.org

Main Site

www.thecaucus.org

Political Action Committee Site

pac.thecaucus.org

MEDIA

Austin Davis Ruiz
Communications Director
austin.ruiz@thecaucus.org