REPUBLICAN PARTY OF TEXAS
LOGO USAGE GUIDELINES

Following these logo usage guidelines is an important step in maintaining the brand integrity of the Republican Party of Texas.

These guidelines will help you...

1. Make decisions on how to use the logo.
The logo is a valuable asset, and using it consistantly helps the public recognize official, legitimate communication.

2. Maintain a professional and consistent look.
Follow these guidelines when making signs, banners, postcards, etc., to ensure the most professional look possible.

3. Direct designers, printers, and other vendors.
Graphic designers often ask for direction when creating work, and these guidelines will help.

Logo Variations: The Seal

There are a few variations of the logo. Choose the one that best fits your project. The seal is best used when the project needs an official look.

Seal, Full Color
Use this version of the seal whenever possible.

Seal, Black and White
Use this version if you can only print in black ink, such as with a standard copier.
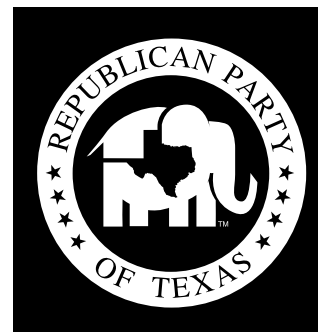

Seal, One Color, Red
Use this version only if you can't print the full-color version.

Seal, One Color, Blue
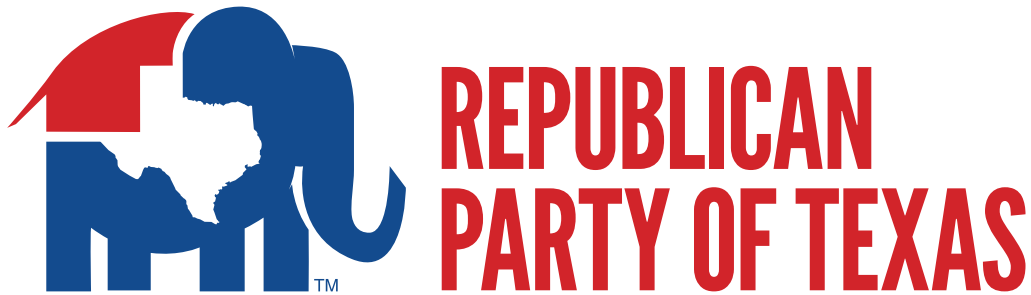Use this version only if you can't print the full-color version.

Seal, Reverse
Use this version if you must print the seal on a dark background.

Logo Variations: Horizontal Lockup

The horizontal lockup pairs the elephant icon with the Republican Party of Texas name. This is easy to read on signs and banners.

Horizontal Lockup, Full Color
Use this version of the horizontal lockup whenever possible.

Horizonatal Lockup, Black and White
Use this version if you can only print in black ink, such as with a standard copier.

Horizontal Lockup, One Color, Red
Use this version only if you can't print the full-color version.

Horizontal Lockup, One Color, Blue
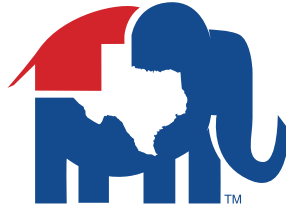Use this version only if you can't print the full-color version.

Horizontal Lockup, Reverse
Use this version if you must print the horizontal lockup on a dark background.

Logo Variations: Stacked Lockup

The stacked lockup places the elephant icon above the Republican Party of Texas name. This is easy to read on signs and banners and looks good on stationery.

REPUBLICAN PARTY OF TEXAS

Stacked Lockup, Full Color
Use this version of the horizontal lockup whenever possible.

REPUBLICAN PARTY OF TEXAS

Stacked Lockup, Black and White
Use this version if you can only print in black ink, such as with a standard copier.

REPUBLICAN PARTY OF TEXAS

Stacked Lockup, One Color, Red
Use this version only if you can't print the full-color version.

REPUBLICAN PARTY OF TEXAS

Stacked Lockup, One Color, Blue
Use this version only if you can't print the full-color version.

REPUBLICAN PARTY OF TEXAS

Stacked Lockup, Reverse
Use this version if you must print the horizontal lockup on a dark background.

Logo Variations: Square Lockup

Some circumstances, like social media, require a square logo. This version should be used only in those circumstances, as the words can be hard to read in other usages.

Square Lockup, Full Color
Use this version of the square lockup whenever possible.

Square Lockup, Black and White
Use this version if you can only print in black ink, such as with a standard copier.

Square Lockup, One Color, Red
Use this version only if you can't print the full-color version.

Square Lockup, One Color, Blue
Use this version only if you can't print the full-color version.

Square Lockup, Reverse
Use this version if you must print the logo on a dark background.

Type

The Republican Party of Texas logo uses specific typefaces. Other typefaces should never be substituted.

League Gothic (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#$%^&*()_+

League Gothic Condensed (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#$%^&*()_+

Times New Roman (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#$%^&*()_+

Colors

The Republican Party of Texas logo uses specific colors. These colors must be used at all times — use the formulas to match.

Red
RGB: 210, 36, 42
CMYK: 11, 99, 96, 2
Pantone 186 CVC

Blue
RGB: 17, 75, 142
CMYK: 100, 81, 14, 2
Pantone 280 CVC

Rich Black
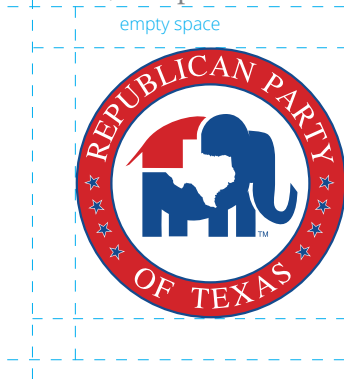RGB: 0, 0, 0
CMYK: 60, 40, 40, 100

Using the Logo

Follow these general guidelines to make sure the logo is used correctly. These rules apply to each of the logo variations.

Spacing

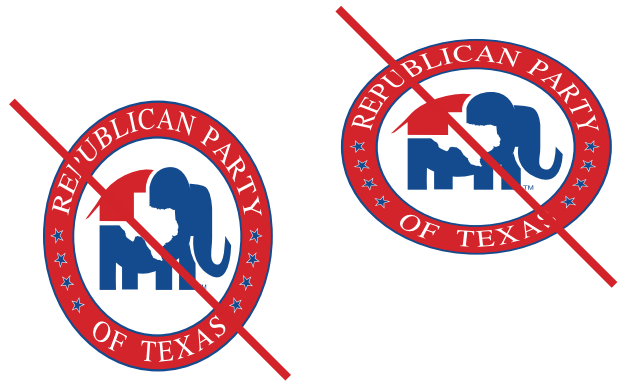Leave plenty of empty space between the logo and other design elements.

Itas qui to duciendeni quunt ut ut volore volorio remporest, ne perrum fugit idis inverrum volore, voluptas di natempe rsperio. Nem ius pa

empty space

Itas qui to duciendeni quunt ut ut volore volorio remporest, ne perrum fugit idis inverrum volore, voluptas di natempe rsperio. Nem ius pa veliquam,
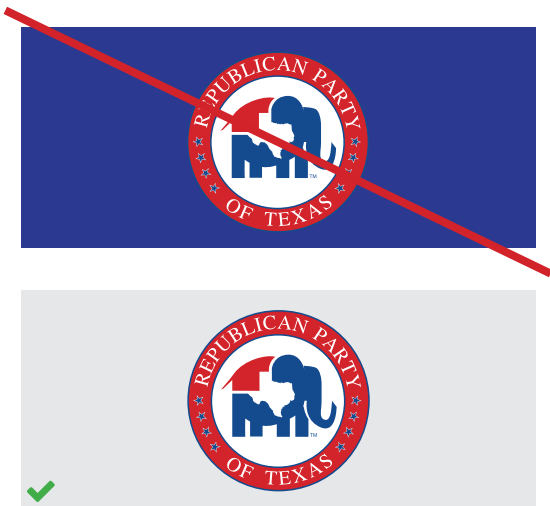
Re-sizing

Maintain the proportions of the logo when re-sizing. Don't stretch or squeeze the logo.
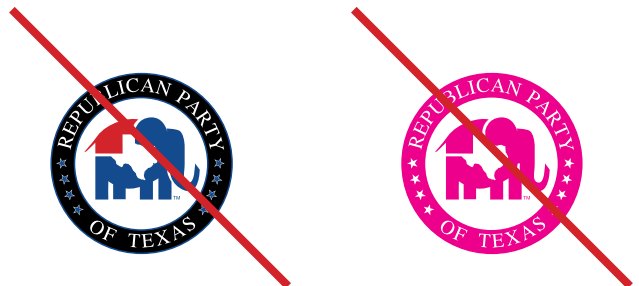
Background

Use the color logo only on light-colored, contrasting backgrounds. Otherwise use the "reverse" version on a background that sufficiently contrasts the logo.

Colors

Maintain the colors of the logo. Use only the original version, or the one-color version in white, black or a color from the palette.

Consistency

Use only the original logo files, avoid altering elements of the logo or trying to re-create it.
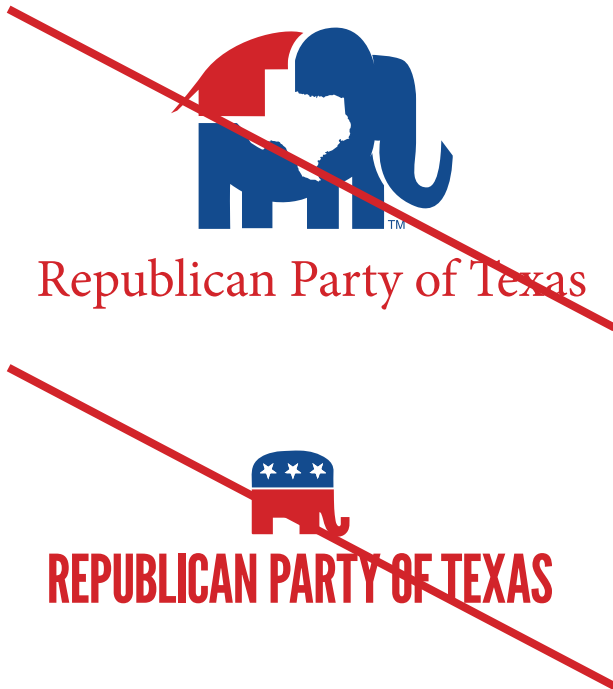
Image Quality

Use the highest resolution image possible to avoid pixilation or fuzzy edges. It's better to reduce the size of an image than enlarge.

File Types

Certain file types are best suited for certain uses of the logo. Sometimes professional printers will require certain file types to get the best quality.

.eps

EPS files are best used for commercial printing applications, embroidery and professional design. EPS files can be re-sized to any dimension without loss of quality.

NOTE: You may not be able to open an EPS file unless you have certain software. But you can still send the file to a printing company or designer.

.jpg

JPEG files are good when used on the internet or small printing applications. JPEG files should never be enlarged past their original size, or the image quality will be degraded. The background of JPEG images is solid.

.png

PNG files are best used on the web and in Microsoft Office applications like word and PowerPoint. PNG files should not be enlarged past their original size, or thie image quality will be degraded. PNG images can have transparent backgrounds.