







PREPARED BY
SARAH SCHELLENBERG
713-417-1477
SARAH@SARAHSCHELLENBERG.COM

FOR DEBBIE MCNULTY & RADU BARBUCEANU THE MAYOR'S OFFICE OF CULTURAL AFFAIRS

JUNE 24, 2017

### INSIDE

ONE COLOR
LIGHT & DARK BACKGROUNDS
FONTS & TEXT



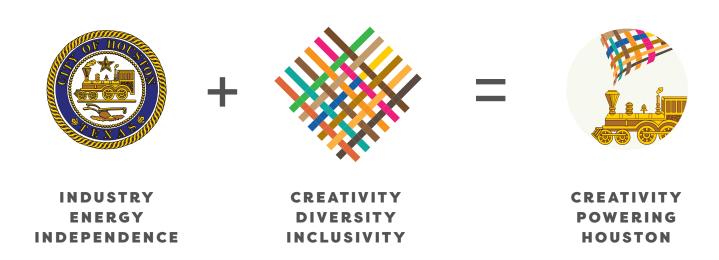
### **SYMBOLISM:**

The basket weave represents the inclusivity of Houston and MOCA's programming while referencing the kinetic energy of steam billowing from a train in motion.

The earth tones in the palette of the weave represent

Houston's diversity- which are woven together with jewel
tones to illustrate Houston's vibrant and inclusive arts sector.

The combination of the train and weave also hints at the integral relationship of Houston's industrial and arts sectors.





MAYOR'S OFFICE OF

## CULTURAL AFFAIRS





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#### MAYOR'S OFFICE OF

# CULTURAL AFFAIRS



MAYOR'S OFFICE OF

# CULTURAL AFFAIRS

Font: Filson Pro Black / Small Caps

Main hex color: #2A2E7C

PANTONE 2738 C

"MAYOR'S OFFICE OF" text: 325 spacing

"CULTURAL" text: 150 spacing

"AFFAIRS" text: 165 spacing



PRIMARY LAYOUT: MAYOR'S OFFICE OF

### CULTURAL AFFAIRS

CULTURAL AFFAIRS

RIGHT ALIGNED

MAYOR'S OFFICE OF CULTURAL AFFAIRS

CENTERED

ALTERNATIVE LAYOUTS:

MAYOR'S OFFICE OF
CULTURAL AFFAIRS

TWO-LINES

CULTURAL AFFAIRS

29° SLANT: THE LATITUDE OF HOUSTON

