



MAYOR'S OFFICE OF
**CULTURAL
AFFAIRS**





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

JUNE 24, 2017

INSIDE

SYMBOLISM & PALETTE

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.





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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



MAYOR’S OFFICE OF
**CULTURAL
AFFAIRS**

PRIMARY
LAYOUT:

MAYOR’S OFFICE OF
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ALTERNATIVE
LAYOUTS:

MAYOR’S OFFICE OF
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RIGHT ALIGNED

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CENTERED

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TWO-LINES

MAYOR’S OFFICE OF
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29° SLANT:
THE LATITUDE
OF HOUSTON

