



Identity Style Guide



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This guide is intended for use by employees of the Montrose Center as well as the media and other community partners working to incorporate the Center's brand and identity in authorized production.



Statements

Mission Statement

The Montrose Center empowers our community—primarily lesbian, gay, bisexual, transgender and queer (LGBTQ) individuals and their families—to live healthier, more fulfilling lives.

Vision Statement

We envision a healthier society marked by permanent, positive changes in attitudes and behaviors toward the LGBTQ communities, and the ability of all LGBTQ individuals to realize their fullest potential.

Approved Slogans

Empowering LGBTQ Houston

Houston's LGBTQ Center

Your LGBTQ Center

The Hub of Houston's LGBTQ Community

The acronym "LGBTQ" is used only after it has been defined in the same document prior to its appearance.

Variations of this acronym, e.g., LGBT, LGBTQIA, and LGBT+, are not used in conjunction with official statements, but they may be used elsewhere.



the Name

Founded in 1978 as Montrose Counseling Center, the official, public name of the organization is **the Montrose Center**. The organization officially changed its name on October 26, 2012, and the old name shall not be used in any circumstance.

Use

As a stand-alone title, the 't' in 'the' is not capitalized:
the Montrose Center

At the beginning of a sentence, the 't' in 'the' is capitalized:
The Montrose Center is recognized as Houston's LGBTQ...

In mid-sentence, the 't' in 'the' is not capitalized:
Mental health is central to the Montrose Center's mission...

After first mention/appearance, the name may be shortened:
...at the Montrose Center. However, the Center does offer...

The old name served as the company's public name from 1978-2012. From 2012-2018, the old name was the official incorporated name, appearing only in business documents, while the assumed name was "the Montrose Center."

Misuse

Don't omit 'the' from the name:
~~Montrose Center~~

Don't capitalize 'the' stand-alone:
~~The Montrose Center~~

Don't use the old name:
~~Montrose Counseling Center~~



the Logo

Size

The logo may be scaled to a minimum height of 10mm or 28px.



Isolation

Regardless of where it appears, the logo should always be surrounded by a minimum amount of space on each side. This area is set at 0.33 times the height of the logo.



Background & monochrome

Full color and grayscale versions of the logo may only be displayed on a solid white or lightly tinted background (see A). If a background cannot be avoided, a white monochrome version of the logo must be used (see B).



For backgrounds other than solid white, designs using the logo must allow for transparency (vector or PNG file formats).

The logo graphic with its six figures in a concentric arrangement represents the strength of the LGBTQ community as a whole. Each of the figures being a different color symbolizes the rich diversity of that exists within our community.

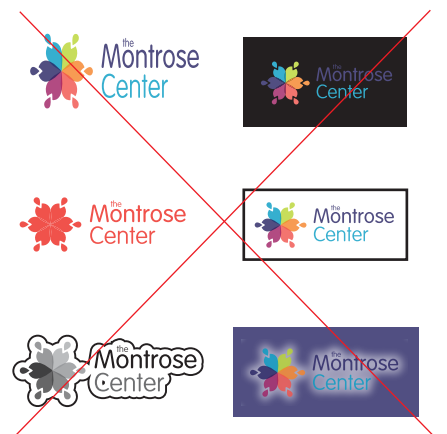
The color order pays homage to the Pride flag; however, the colors themselves are unique to the Center and serve as the basis for the company's palette for branding.

Individual figures from the logo, which we call "Q-cons," are sometimes used as graphic elements for in-house designs.

The logo was designed in collaboration with Houston design firm They Creative, and unveiled in 2012, along with new sub-brands for Hatch Youth, SPRY and LGBT Switchboard.

Misuse

Modifications to the logo, including distorting, recoloring, boxing, outlining, shadowing and other effects, are not permitted.

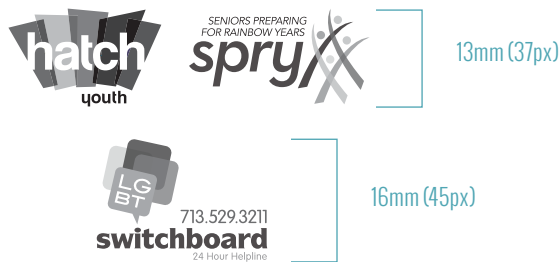


Sub-brands

Standards specified on page 4 for logo **isolation**, **background/monochrome** and **misuse** also apply to the following sub-brands.

Size

These logos may be scaled to the following minimum heights.



Name Use

First mention/appearance:

Hatch Youth

SPRY: Seniors Preparing for Rainbow Years

LGBT Switchboard 24-Hour Helpline

Subsequent reference:

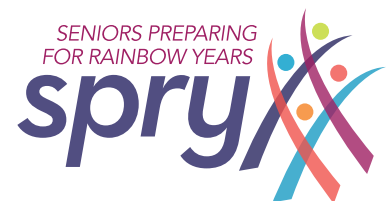
Hatch Youth or Hatch

SPRY

LGBT Switchboard or the Switchboard

Name Misuse

~~HATCH, H.A.T.C.H., Spry, SPRY Seniors, Gay & Lesbian
Switchboard Houston, GLBT Switchboard~~



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.

Contact

media@montrosecenter.org

Sub-brands CONTINUED

Certain programs of the Montrose Center may have their own brands and are subject to the same standards. Following are examples of individual program brands that are in active use.



Color Palette

The Standard Six

Following are colors that appear throughout our branding.

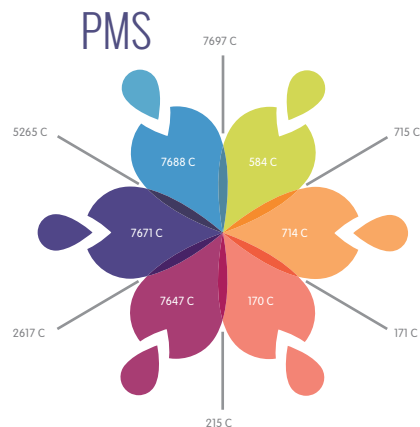
The lighter variations of the standard six (right side of each box) can be achieved by setting the darker color to 80% opacity then flattening the transparency.

The overlap effect of the logo graphic is achieved by using the 80% opacity.

Cherry #F0524B #F37470 CMYK 0,84,71,0 0,69,48,0 RGB 240,82,75 243,116,112	Robison Orange #F58328 #F89C54 CMYK 0,60,97,0 0,46,74,0 RGB 245,131,30 248,156,84	Qiwí #B9D532 #C5DB5D CMYK 32,0,100,0 26,0,80,0 RGB 185,213,50 197,219,93
Blurazzz #049BC3 #46AFCE CMYK 78,22,13,0 66,13,13,0 RGB 4,155,195 70,175,206	Grayp #262262 #514F82 CMYK 100,100,25,25 79,76,23,7 RGB 38,34,98 81,79,130	Plummm #9F1F63 #B24C82 CMYK 35,100,35,10 31,84,22,1 RGB 159,31,99 178,76,130

Complementary Colors

#049BC3	#EB9632	#50A6B4	#414042
#F15430	#C38C36	#53A05F	#58595B
#AD3264	#AD3449	#2E3B71	#F8F8F8





Typography

VAG Rounded Standard is the Center's primary typeface for branding and identity, and appears in our logo.

VAG Rounded Std Light 24pt

VAG Rounded Std Thin 14pt

Because VAG is a premium typeface with limited licensing, it is used primarily in marketing and promotions. Following are some standard and open source typefaces that complement the brand:

Arial Bold 21pt

Arial Regular 11pt

Times New Roman Regular 12pt

Oswald Light or Regular 21pt

Myriad Pro Light 12pt

Open Sans Condensed Bold 18pt

Open Sans Light 10pt

Think 'clean and classic' when choosing typefaces to tell our story. Keep it simple and allow the brand to stand on its own.

Misuse

BEWARE of imitators

Avoid look-alike fonts as that clash, rather than blend, with the brand.

I shot the serif

Most ornate and serif fonts do not pair well with VAG Rounded Std.

PAY attention to me!

Novelty fonts compete with the brand and may look unprofessional.



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