

HOUSTON TRANSTAR

OFFICIAL MEDIA KIT | CAMPAIGN: 30 YEARS STRONG



This media kit provides official resources and campaign materials for press, media partners, and public communications Houston TranStar stakeholders.

For Media Inquiries:

Angelique Myers, Chief Communications Officer

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www.houstontranstar.org/30years/tsmediacntr.html

MEDIA CENTER

Official Resources and Campaign Materials

DOWNLOADABLE ASSETS

[DOWNLOAD LOGOS](#)

[DOWNLOAD PHOTOS](#)

[DOWNLOAD VIDEOS](#)

ASSET TYPE	DESCRIPTION	AVAILABILITY
Logo	Official 30 Years Strong logos in multiple formats (JPG, PNG, SVG)	Available
Color Specifications	HEX, RGB, CMYK, and Pantone values for all brand colors	Page 4
Fonts / Typography	Approved typefaces: Lato, Oswald, League Spartan, Nunito, Source Sans 3	Page 5
Usage Guidelines	Brand guidelines for logo placement, sizing, and prohibited uses	Pages 6 - 8

BRAND ASSETS

Logo Files, Color Guide & Typography

30-YEAR ANNIVERSARY LOGO FILES

Downloadable anniversary logo files and brand assets are available in the following file formats are provided:

FORMAT	USE CASE	COLOR VARIANTS
PNG (transparent)	Digital, web, social media, email	Full color, Black, White, Reversed
JPG	Print, presentations, editorial use	Full color, Black on White

COLOR SPECIFICATIONS

Golden Yellow #FBC11D	RGB: 235, 193, 29 CMYK: 9%, 22%, 100%, 0% Pantone: Pantone 7405 C	<i>Primary accent — highlights, icons, key graphic elements</i>
Vibrant Red #E20E4A	RGB: 226, 14, 74 CMYK: 5%, 100%, 65%, 0% Pantone: Pantone 192 C	<i>Secondary — calls to action and emphasis</i>
Warm Orange #E48A52	RGB: 228, 138, 82 CMYK: 8%, 54%, 75%, 0% Pantone: Pantone 7576 C	<i>Supporting — backgrounds, icons, gradient transitions</i>
Black #000000	RGB: 0, 0, 0 CMYK: 0%, 0%, 0%, 100% Pantone: —	<i>Text, outlines, contrast elements</i>
White #FFFFFF	RGB: 255, 255, 255 CMYK: 0%, 0%, 0%, 0% Pantone: —	<i>Background and negative space</i>

TYPOGRAPHY GUIDE

Approved Brand Fonts

The following typefaces are approved for use across all Houston TranStar 30 Years Strong campaign materials.

FONT	PRIMARY USE	WEIGHTS AVAILABLE
Lato	Body copy, captions, general text	Regular, Bold, Italic, Light
Source Sans 3	Headings, data tables, supplementary text	Regular, Bold, Italic
Oswald	Pull quotes, subheadings, strong emphasis	Regular, Bold, SemiBold
League Spartan	Display headings, campaign titles	Regular, Bold, ExtraBold
Knockout Featherweight	Large decorative headers, posters	Single weight
Nunito	Friendly UI copy, mobile interfaces	Regular, SemiBold, Bold
Playfair Display	Captions, long-form documents	Regular, Bold, Italic

FONT USAGE

H1 — Campaign Title	League Spartan ExtraBold / Source Sans 3 Bold	48–72pt
H2 — Section Headers	Oswald Bold / League Spartan Bold	24–36pt
H3 — Subheadings	Source Sans 3 Medium / Nunito Bold	16–20pt
Body Copy	Lato Regular	10–12pt
Captions / Labels	Lato Light Italic	8–9pt
Pull Quotes	Playfair Display Italic	14–18pt

LOGO USAGE GUIDELINES

Placement, Sizing & Prohibited Uses

LOGO PLACEMENT

CONTEET	PLACEMENT RULE
Print Documents	Place in upper-left or lower-right corner. Maintain clear space equal .35 inch space all the way around.
Digital / Web	Use PNG with transparent background. Minimum 90px height for web display. Do not place on busy photographic backgrounds without an approved color backing or transparency.
Social Media	Place on approved brand color backgrounds (Golden Yellow, Black, or White only).
Presentations	Place on title slide upper-left or lower-right. Use full-color version on white/light backgrounds; white reverse version on dark/black backgrounds.
Co-branding	When pairing with partner agency logos, maintain equal visual weight. The TranStar logo must never be smaller than partner logos in official campaign materials.

SIZING REQUIREMENTS

APPLICATION	MINIMUM SIZE	RECOMMENDED SIZE
Print — Full Page	1" wide	2" – 3" wide
Print — Half Page / Flyer	0.75" wide	1.5" wide
Digital — Website Header	120px wide	180px – 240px wide
Digital — Social Media Profile	200px × 200px	400px × 400px
Digital — Email Signature	80px wide	120px – 160px wide
Signage / Banner (large format)	4" wide	6" – 12" wide

CLEAR SPACE RULE

Always maintain a minimum clear space — .25 INCHES around all sides of the logo. This space must remain free of other text, graphics, logos, or design elements. The clear space scales proportionally as the logo is resized.

LOGO USAGE GUIDELINES — CONTINUED

Approved Backgrounds & Prohibited Uses

APPROVED BACKGROUND COLORS

Use only the approved logo versions on the background colors listed below. Never place the logo on unapproved color combinations that reduce contrast or legibility.

<input type="checkbox"/> White Background	Use full-color or black logo version. White back ground can be used at 80% transparency.
<input type="checkbox"/> Light Gray Background	Use full-color or black logo version.
<input type="checkbox"/> Black Background	Use full-color or white/reversed logo version. Black back ground can be used at 80% transparency.
<input type="checkbox"/> Golden Yellow Background	Use black logo version only.
<input type="checkbox"/> Dark Gray Background	Use full-color or white/reversed logo version.

PROHIBITED USES

The following uses of the Houston TranStar logo are strictly prohibited. Unauthorized or improper use may result in legal action.

<input type="checkbox"/> Do not stretch or distort	Never scale the logo non-proportionally. Always hold Shift when resizing to maintain aspect ratio.
<input type="checkbox"/> Do not recolor	Do not change, alter, or substitute any of the logo's approved colors. Use only the official color versions provided.
<input type="checkbox"/> Do not add effects	Do not apply drop shadows, glows, gradients, bevels, embossing, or filters to the logo.
<input type="checkbox"/> Do not rotate or flip	The logo must always appear upright and in its standard orientation. No rotation, flipping, or mirroring.
<input type="checkbox"/> Do not crop or alter elements	Never crop, rearrange, remove, or modify any part of the logo — including the wordmark, icon, or year mark.
<input type="checkbox"/> Do not recreate or redraw	Always use the official logo files provided by the Communications Office. Do not typeset or hand-draw a replacement.
<input type="checkbox"/> Do not use on unapproved backgrounds	Do not place the logo on busy photography, patterned backgrounds, or colors not listed in the approved background guide without written approval.
<input type="checkbox"/> Do not use outdated versions	Always use the most current logo files. Retired versions of the TranStar logo must not appear in new materials.

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|---|--|
| <input type="checkbox"/> Do not use for endorsement | The logo may not be used to imply endorsement of any product, service, political candidate, or third-party organization without written authorization. |
| <input type="checkbox"/> Do not animate without approval | Animated versions of the logo require prior written approval from the Chief Communications Officer. |

QUESTIONS OR APPROVAL REQUESTS

All uses not explicitly covered in these guidelines require written approval from the Houston TranStar Chief Communications Officer prior to publication or distribution.

Angelique Myers, Chief Communications Officer
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www.houstontranstar.org/30years/tsmediacntr.html

MEDIA CONTENT

Photography, B-Roll, and Visual Assets

PHOTOS

High-resolution images are available for approved editorial and media use. All images require attribution to Houston TranStar unless otherwise noted.

- **TranStar Facility** High-resolution images of the Houston TranStar facility, interior and exterior.
- **Partner Agency Coordination** Images depicting multi-agency collaboration and coordinated operations.
- **Historical Archives** 30-year retrospective photography spanning key milestones since 1996.

B-ROLL VIDEO

Broadcast-quality video footage of operations, control room visuals, and coordinated response activities is available for approved media outlets in HD resolution (1920×1080).

MEDIA INQUIRIES

Media Contact for Houston TranStar

For all media inquiries interviews, please contact the Houston TranStar Chief Communications Officer.

FULL MEDIA KIT CONTENTS

A complete media kit is available for download from the Houston TranStar Media Center and includes:

- One-page fact sheets (PDF format)
- High-resolution photos (PNG, JPG — 300 DPI minimum)
- B-roll footage (MP4/MOV — HD 1080p broadcast quality)
- 30 Years Strong anniversary logo package (PNG, JPG)
- Brand color specifications (HEX, RGB, CMYK, Pantone)
- Approved typography guide
- Usage guidelines for all assets

ACCESS THE MEDIA CENTER ONLINE

Visit the official Houston TranStar 30 Years Strong Media Center for the most up-to-date downloadable resources:

[Houston TranStar Media Center — www.houstontranstar.org/30years/tsmediacntr.html](http://www.houstontranstar.org/30years/tsmediacntr.html)

Houston TranStar | 30 Years Strong

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