

SECTION 2

Community Outreach & Partnerships

Logo Usage Guidelines

The *Youth Count Texas!* logo is a brand of the Texas Department of Housing and Community Affairs (TDHCA). Proper use of the logo results in two benefits to TDHCA and its partner organizations: (1) an immediate brand recognition and awareness of *Youth Count Texas!* efforts and (2) ensures a consistent and unified look to efforts statewide for the *Youth Count Texas!* program.

We encourage *Youth Count Texas!* partners to use the logo in correspondence, publications, signage, advertising, merchandise, marketing and public relations materials. Please follow the following usage guidelines to ensure branding consistency across all mediums.

1. As an approved *Youth Count Texas!* partner, you will receive the logo in the following formats: .tif, .eps, .jpg, .png, .psd, .ai, .pdf.
2. The logo should always be used in its entirety.
3. There should be sufficient clear space around the logo. We recommend a minimum of .5 inches around the logo.
4. Do not change any colors of the logo.
5. Do not stretch or alter the logo in anyway other than adjustments for the size requirements of your medium.
6. The .eps logo version is to be used for any oversized materials such as signs, banners, and t-shirts.

Youth Count Texas!

