

HUMBLE MIDDLE SCHOOL

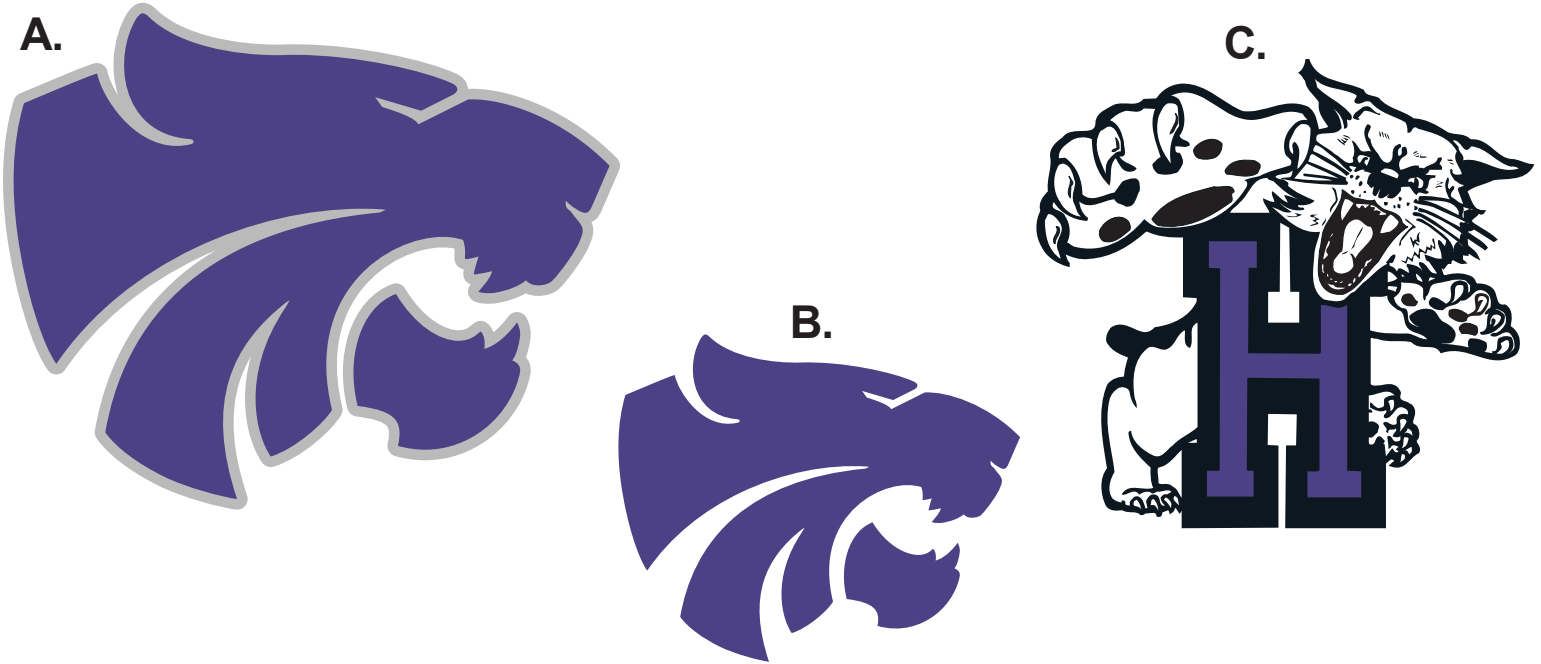
Humble ISD does not permit the use of District logos and intellectual property for-profit use, or use outside the course and scope of District business.

QUICK-REFERENCE STYLE & BRANDING GUIDE

All official uses of HMS Athletics will use **ONLY** the following logo(s) and standards

LOGOS

To ensure the integrity of the brand, there should be NO modifications to the colors, content, graphic elements or proportions.



1-24-2020

COLORS: Primary Colors are PURPLE and WHITE

PURPLE



Pantone 7672 C

CMYK | Print

C:82 | M:86 | Y:0 | K:4

RGB | Web & Video

R:77 | G:64 | B:132

HTML/HEX | Web | #4d4084

Pantone Fabric 19-3748 TCX

WHITE



Pantone White = no color

CMYK | Print

C:0 | M:0 | Y:0 | K:0

RGB | Web & Video

R:255 | G:255 | B:255

HTML/HEX | Web | #FFFFFF

Pantone Fabric 11-0601 TCX

GRAY



Pantone Cool Gray 4C

CMYK | Print

C:24 | M:17 | Y:15 | K:0

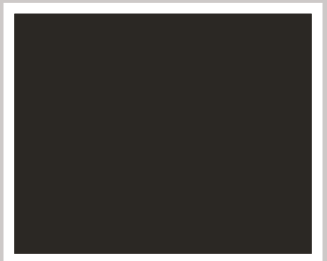
RGB | Web & Video

R:187 | G:187 | B:187

HTML/HEX | Web | #bbbbbb

Pantone Fabric 14-4103 TCX

BLACK



Pantone Black 6C

CMYK | Print

C:100 | M:61 | Y:32 | K:96

RGB | Web & Video

R:45 | G:42 | B:38

HTML/HEX | Web | #2d2a26

Pantone Fabric 19-3922 TCX