ORANGE
★ TEXAS ★
WHERE TEXAS STARTS, A BRIGHTER FUTURE BEGINS

City of Orange, TX

Style Guidelines

June 20, 2024

MAIN LOGO

Color Variation 1

Color Variation 2

Color Variation 3

Color Variation 4

The new Orange, Texas logo emanates vibrancy through its bold orange circle, reminiscent of the brilliant sun and citrus groves. A graceful egret silhouette epitomizes the area's captivating natural scenery. Its minimalist form contrasts the solid circle, creating dynamic balance. The confident "ORANGE" wordmark and tagline cleverly beckons growth. The framing stars inject whimsy while honoring Texas heritage. This logo artfully combines contemporary design with agricultural roots, welcoming businesses to thrive.

Secondary Logo

Word Mark

Favicon

COLOR PALETTE AND TYPOGRAPHY

Primary Color Palette

Orange
HEX #E67329
CMYK 6%, 67%, 97%, 0%
PANTONE 158 C

Green
HEX #689C64
CMYK 63%, 20%, 76%, 3%
PANTONE 7489 C

Slate Blue
HEX #2F414B
CMYK 81%, 63%, 52%, 42%
PANTONE 432 C

Alosta Regular - Header

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZZ 0123456789
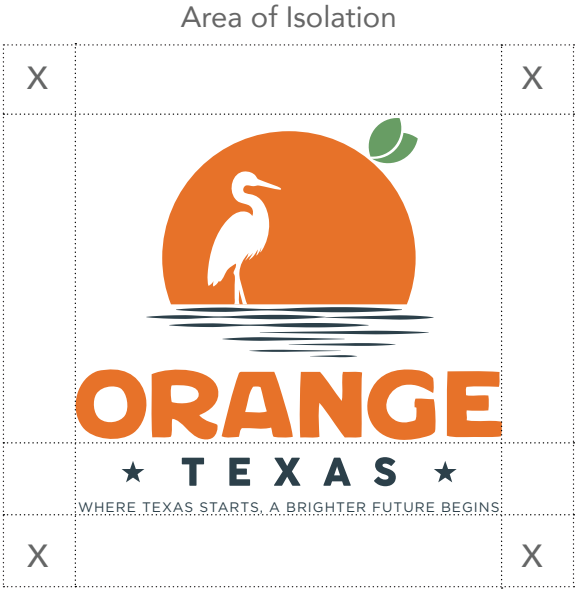
Cocogoose Extra Bold - Subheader

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Gotham Book - Body Copy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

APPLYING THE LOGO

Area of Isolation

X-height

2" x 2"

1" x 1"

IMPROPER USAGE

Do not substitute colors.

Do not alter typefaces.

Do not reconfigure elements.

Do not alter proportions.