Texas CASA’s visual identity creates a distinctive and consistent appearance for all of our communications and helps our stakeholders and key audiences differentiate our materials from other organizations. This handy sheet provides an overview of the main Texas CASA brand elements and should be used as a quick reference guide. All staff and consultants should reference the comprehensive Brand Standards document for complete details and instructions. These standards MUST BE APPLIED to all official Texas CASA materials developed for broad distribution to stakeholders and key audiences.

**LOGOS:**

When placing the logo, be sure to leave proper clear space around it for visibility and contrast. **DO NOT** “crowd” the logo with other graphic or textual elements.

The clear space around the logo should be equal to the space that the C and A occupy in the word “CASA.”

**PRIMARY LOGO:**
TEXAS CASA VERTICAL LOGO WITH TAGLINE

- Preferred reproduction size example: Approximately 2.18” (w) x 1.75” (h)
- Minimum reproduction size example: Approximately 1.5” (w) x 1.20” (h)
- Web size example: Approximately 1.5” (w) x 1.20” (h)

**ALTERNATE PRIMARY LOGO:**
TEXAS CASA HORIZONTAL LOGO WITH STACKED TAGLINE

- Preferred reproduction size example: Approximately 2.00” (w) x 1.4” (h)
- Minimum reproduction size example: Approximately 1.4” (w) x .95” (h)
- Web size example: Approximately 1.4” (w) x .95” (h)

**SECONDARY LOGO:**
TEXAS CASA VERTICAL LOGO

- Preferred reproduction size example: Approximately 1.65” (w) x 1.41” (h)
- Minimum reproduction size example: Approximately 1.15” (w) x .98” (h)
- Web size example: Approximately 1.15” (w) x .98” (h)

**SECONDARY LOGO:**
TEXAS CASA HORIZONTAL LOGO

- Preferred reproduction size example: Approximately 2.07” (w) x .9” (h)
- Minimum reproduction size example: Approximately 1.43” (w) x .65” (h)
- Web size example: Approximately 1.43” (w) x .65” (h)

**COMPLEMENTARY LOGO:**
TEXAS CASA BUG/ICON

- Preferred reproduction size example: Approximately 2.18” (w) x 1.75” (h)
- Minimum reproduction size example: Approximately 1.5” (w) x .95” (h)
- Web size example: Approximately 1.5” (w) x .95” (h)

**NOTE:** Each logo design also has an all-black and an all-white version.
It is recommended that you use high-resolution JPEG files which can be downloaded along with several other file formats on our website.

The complete Brand Standards are available on the Public Drive, on the website or from the Communications team. Any questions regarding or requests for departure from the brand standards should be directed to the Communications team.