



Brand Guidelines

COMMUNICATIONS DIVISION
September 2020

Letter from the Director of Communications

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Dear Colleague:

The Harris County Flood Control District brand is one of our most important and valuable assets, but it is an asset we must constantly work to build and protect. By following the policies and standards in these guidelines, you will ensure that the Flood Control District brand is always used correctly and consistently. This is important because a strong, well-recognized brand is a powerful tool for building a positive image of the Flood Control District. Correct and consistent use of our brand identity is critical to building a strong brand.

The policies and standards in these guidelines were carefully developed to ensure that all of our communications will project a consistent and distinctive Flood Control District brand image – our own unique brand personality. Always follow these policies and standards in the development of all communications for the Flood Control District and its departments. If you are responsible for outside agencies or suppliers, make sure they follow the guidelines as well.

At the Flood Control District, we take pride in delivering quality services to our residents, day in and day out. Communications are a critical part of serving our citizens, and every communication we produce should reflect that same pride.

Please join me in making sure that all of our communications positively reflect on the Flood Control District and protect the value of the Flood Control District brand.

Thank you for your cooperation and support.

Sincerely,

Sparkle Anderson

Director of Communications

Brand Guidelines

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This document will help in-house and external/contract communications teams strengthen the Flood Control District brand identity and presence. Guidelines are provided for color, layout and font usage, with the intention of creating a clean, coherent and consistent visual standard for the Flood Control District brand while maintaining functional usability in all materials developed for print, social media and the Flood Control District website. This document will be updated as needed when new elements are developed.

How to use the guidelines

- Make sure that all uses of the Flood Control District name; visual identifiers; and all other elements of the brand identity system comply with the policies and standards in these guidelines. Never alter names, visual identifiers or other brand identity elements in any way. Always use approved reproduction artwork for the Flood Control District logo.
- If the communications materials you are producing are covered in the guidelines, always follow the specifications provided.
- If the communications materials you are producing are not specifically covered in the guidelines, look for similar communications that are covered and adapt the overall style or contact someone on the brand management team. The Flood Control District brand identity system includes a range of supporting visual elements - typography, color, the Flood Control District logo - and placement guidelines that should be used to give communications a distinctive personality.

Assistance and Approvals

By communicating with our Brand Management team, you can help promote and protect our brand. All samples of new materials should be sent to Sparkle Anderson, Director of Communications for review.

Additionally, the Flood Control District website houses the Flood Control District brand guidelines and has also templates available for Flood Control District and for Bond Program communication materials. The templates can be found at www.hcfcd.org/brandtemplates.

For assistance contact the Brand Management Team:

Sparkle Anderson

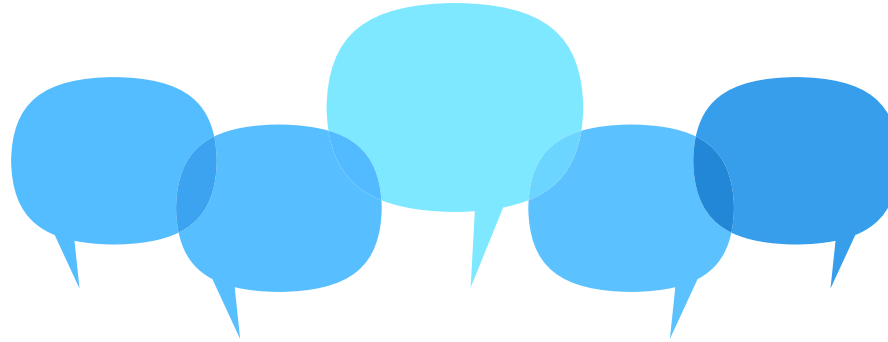
Sparkle.Anderson@hcfcd.hctx.net
346-286-3761 (direct)
281-961-2158 (mobile)

Martin Pepper

martin.pepper@hcfcd.hctx.net
346-286-4817 (direct)
713-417-0647 (mobile)

Natalia Reynolds

natalia.reynolds@hcfcd.hctx.net
346-286-4272 (direct)
713-306-7545 (mobile)



Transparent

We are cognizant of the responsibility we carry in the type of work we do at the Flood Control District and how flooding affects the lives of Harris County residents. We focus on transparency in our communications to help Harris County residents understand the reach of our responsibilities and how flood reduction projects are created and executed.

Engaged

The importance of the work we do at the Flood Control District is something we keep in mind when communicating with the public. We understand the impact that flood damage can have in people's lives and we are committed to go the extra mile to share up-to-date information about our projects, flooding and flood risk reduction to help our community be prepared.

Diligent

Flooding is the number one natural disaster in Harris County. The Flood Control District's website and social media channels are some of the many important tools we use to help our community stay informed about the progress of our projects. We are also committed to keeping our audience up to date with the lifecycle of our projects and the decisions from Commissioners Court that relate to them.

Helpful

In our effort to keep Harris County residents informed about our projects, we strive for a message that is clear, concise and easy to understand. An informed community is a prepared community.

Content Guidelines & Tone

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The quality and overall tone and style of Harris County Flood Control District communications, along with the subject matter of photographs and illustrations used, play an important role in shaping perceptions of the District. In all communications from the Harris County Flood Control and its Divisions, follow these guidelines:

- For second references in external messaging, use “the Flood Control District.” This option provides the clearest translation into other languages, retains accessibility for screen readers, helps to clarify the organization’s purpose and provides brand consistency.
- Content should be developed from the perspective of your target audience. Write headlines and text for your audience’s interests and level of understanding. Avoid jargon, and do not assume your audience has the same level of technical or industry knowledge that you do.
- Emphasize the benefits of the work of the Harris County Flood Control District, in terms to which your audiences will relate. Do not just describe a program or service – tell audiences why those things are important to them.
- Photographs, illustrations, tables, charts and graphs should be directly relevant to your audience and to the subject matter of the communication. They should be placed in close proximity to the text to which they relate. Use clear, concise captions and avoid images and exhibits that do not relate to your subject matter.
- Do not try to crowd too much information onto a page or screen. White (blank) space can actually increase user comprehension. The page or screen should be inviting, not intimidating.
- Avoid visually complex designs and layouts. The layout of a page or screen should help your audience find, read and understand information. Do not try to crowd too much information onto a page or screen. White (blank) space can actually increase user comprehension. The page or screen should be inviting, not intimidating.
- Use descriptive headings and subheadings to organize your communications and help audiences find the information they are looking for quickly and easily.
- The Harris County Flood Control District communications should convey the diversity of our residents and employees. Do not use images that may reinforce ethnic, national, racial, gender or religious stereotype.

Content Guidelines & Tone

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To maintain the Harris County Flood Control District brand identity, official Harris County Flood Control webpages and marketing materials should use consistent terminology, a standard format for common elements and follow standardized guidelines of use. All official webpages and marketing materials should follow the content guidelines below:

- **Telephone numbers** - Use 281-652-1625, not (281) 652-1625
- **Time** - Use 1 p.m., not 1:00 p.m. and 5:30 p.m., not 5:30 PM and 9 to 11 a.m., not 9 a.m. to 11 a.m. and 9 a.m. to 5:30 p.m., not 9 a.m. - 5:30 p.m.
- **Dates** - Use July 11, 2012 not 7/12/12, use Monday, Oct. 3, 2013 not Mon., Oct. 3, 2013
- **Website** - Use as one word, do not capitalize the "W" in website, web browser is two words
- **URLs** - use **HCFCD.ORG** (all capital letters) except in the body of text where **www.hcfcd.org** should be used. Whenever possible use our brand standard serif typeface (Lora or Times) to ensure a clear distinction between similarly shaped characters and digits such as **I, 1, 1**
- **Jargon** - Avoid the use of technical/industry jargon
- **Acronyms and abbreviations** - Use sparingly and define
- **Bond ID and Unit/Project ID:** Whenever possible use our brand standard serif typeface (Lora or Times) to ensure a clear distinction between similarly shaped characters and digits such as **I, 1, 1**

Logo

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The logo is the main component of the Harris County Flood Control District brand identity. This document provides logo variations to identify the Harris County Flood Control District in all forms of communication. When using the Flood Control logo, refrain from modifying it in any way unless specified in this document.



The vertical logo

The vertical logo is the standard and preferred application of logo for print materials.



The horizontal logo

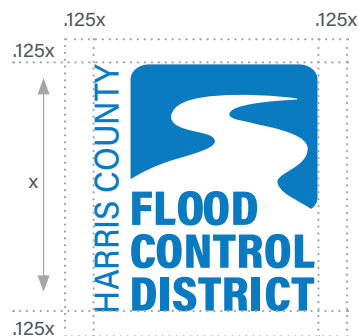
May be used in certain instances such as small promotional items.



The round logo

May be used as social media profile image or in certain instances such as small promotional items.

Logo / CLEAR SPACE



To ensure that the Logo always has the greatest impact, it is important to provide an area of clear space around it.

The minimum exclusion zone is shown here, but when possible, this clear space should be increased to allow the logo to visually sit well in relation to other graphical elements. No other graphical object should appear within the exclusion zone.

Logo / APPROVED USES

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Preferred Use

When using the logo on a black or dark background, it should appear in its white, reversed-out form. A white gradient can also be laid over the image to increase the logo's readability.



Alternative Use

On certain occasions, a box or a circle may be used to frame the logo, but ONLY with approval from Communications.



Logo with URL

The Flood Control District URL or a website URL's for specific Flood Control District projects can be added at the bottom of the logo using "Lora" font.



HCFCD.ORG



HCFCD.ORG/F53

Logo / UNAPPROVED USES

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Do not place a color version of the logo on a black or dark background.



Do not tilt or rotate the logo.



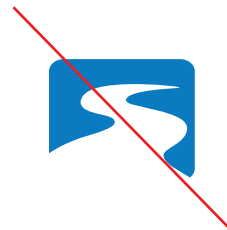
Do not scale, stretch, or skew the logo non-proportionally.



Do not change the logo's approved blue, black or white colors.



Do not rearrange the elements in the logo.



Do not use isolated pieces of the logo.



Do not place the logo on a shape different from the ones approved.



Don't change the colors of isolated pieces of the logo.

Color

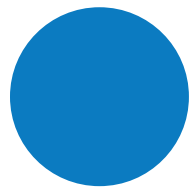
10

The predominant Flood Control District brand colors is blue. It represents the brand and relates to the water element, a main component of our work. The blue and teal hues carry the main message of the district while the supporting colors bring attention to urgent alerts and notifications.



CORE COLOR PALETTE

These are the core colors representing the personality of the brand.



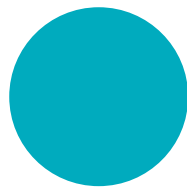
Flood Control Blue

R:0 G:123 B:193

HEX: #007BC1

PANTONE: P106 - 7 U

This is the brand's main color. It is the color of the logo and can be used for main titles and backgrounds.



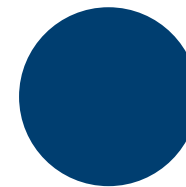
Teal

R:0 G:171 B:190

HEX: #00ABBE

PANTONE: P121 - 8 U

This is the brand's main accent color which can be used to call attention to points of information.



Dark Blue

R:0 G:63 B:112

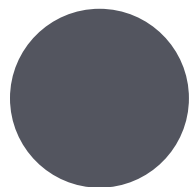
HEX: #003F70

PANTONE: P108 - 8 U

This dark blue color can be used for subtitles and as background to highlight information.

SECONDARY COLOR PALETTE

The secondary color palette complements and balances the main color palette. These colors are used to highlight temporary but urgent notifications and updates.



Dark Gray

R:83 G:85 B:95

HEX: #53555F

PANTONE: P173 - 13 U

This dark gray should be used as the text color for all print and web materials.



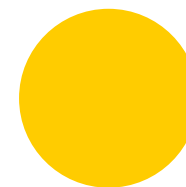
Light Gray

R:246 G:246 B:246

HEX: #F6F6F6

PANTONE: P179 - 1 U

The light gray is to be used as a background in text boxes that need to stand out.



Gold

R:255 G:204 B:0

HEX: #FFCC00

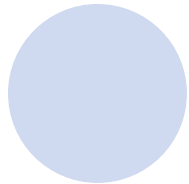
PANTONE: P17 - 8 U

The gold is to be used in urgent notifications and alerts. It can also be used as a stroke on text boxes or filled banners to draw attention.

Color / COLORS FOR CHARTS AND EXCEL FILES

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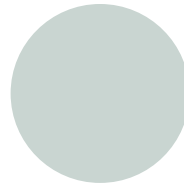
In addition to the core and secondary color palettes, these colors can be used as background for charts and excel reports.



Flood Control light blue

R:207 G:218 B:240

This color is to be used exclusively when the content is specific to HCFCF.



2018 Bond Program light green

R:201 G:213 B:209

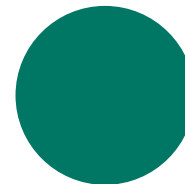
This color is to be used exclusively when the content is specific to the 2018 Bond Program.

2018 Bond Program

The 2018 Bond Program funding is represented in Flood Control District's materials with a green seal. The seal is used along the Flood Control District's branding as a complementary item which identifies funding.



2018 BOND PROGRAM COLOR



2018 Bond Green

PANTONE 132-15

R:0 G:99 B:99

HEX: #006358

This color is to be used exclusively when the content is specific to the 2018 Bond Program.

Typography

There are two primary typefaces that help ensure that all Flood Control District communications project have a distinctive brand identity - Acumin and Lora. Acumin should be used for the body of text and Lora should be used for titles, URL's and Project ID's (Bond ID and unit ID). A wide range of styles and weights are available within both type families, allowing a high degree of flexibility in designing communications. Italics can be used for any of these approved fonts.

Acumin

Acumin Pro Condensed Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Acumin Pro Condensed Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Acumin Pro Condensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Acumin Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Acumin Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Lora

Lora Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Lora Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890***

Lora Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Lora Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890*

Substitute Typography

Substitutions: Arial can be used when Acumin Pro is not available. Times can be used when Lora is not available.

Arial

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Arial Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890***

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890*

Times

Times Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Times Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890***

Times Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Times Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890*

Graphic Elements

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The Flood Control District wave can be used on our collateral materials along with supporting graphics such as photos, renderings and maps.

- The wave is not a substitute for the Flood Control District logo.
- The wave should be used as an accent when possible on Flood Control District brochures, fact sheets or one-pagers, and marketing collateral.
- The blue area of the backgrounds can be adjusted in height depending on the graphic piece it will be used for. Do not distort the wave when resizing the blue area.
- The wave is not a required element.
- Background Option 1 is the preferred background. On certain occasions, Background Option 2 may be used.

Background Option 1



Background Option 2



Header



Header with 2018 Bond Program seal



Fact Sheet

LOGO

TITLE (font: Lora)

CONTENT
(font: Acumin Pro
Regular)



Cypress Creek Tributary K129-00-00 Major Maintenance

April 2020




Bond ID
F-21



MAJOR MAINTENANCE

PROJECT DESCRIPTION AND BENEFITS:
This major maintenance project replaced the concrete lining of a Cypress Creek tributary formally identified as Unit K129-00-00 in the Ponderosa Forest area of northwest Harris County. The project included the entire channel, about 3,800 linear feet from Saddlecreek Drive to Cypress Creek. It involved removing the existing concrete channel lining, which had deteriorated over time, and constructing new concrete channel lining. The project also repaired multiple sinkholes or voids that had developed in some areas as a result of stormwater undermining the original channel lining.

Start and end dates
Early stages in the design of this project took place prior to the 2018 Bond Election. Construction began in October 2018 and was completed in January 2020.

Funding and Budget
The construction was paid for using Flood Control District 2018-2019 Capital Improvement Program funds in the amount of \$3,615,271. No Bond funding was used. The funding in the Bond Program for this project was placed in the Bond Program contingency fund.

Next steps
Continued regular maintenance

Cypress Creek
Watershed

Precinct 4

Unit ID
K129-00-00

**These repairs
restored
stormwater
conveyance
along this
channel.**

[HCFCD.ORG/F-21](https://hcfcd.org/f-21)


Bond
Program
Icon

Bond ID
(font: Lora)

HCFCD URL
(font: Lora)


Letterhead

WAVE



Title Text Here

Secondary Text Here




Harris County Flood Control District | 9900 Northwest Freeway | Houston, Texas 77092 | 346-286-4000 | [HCFCD.ORG](https://hcfcd.org)

Public Notice


TITLE (font: Lora)

WAVE



Field Personnel are in Your Neighborhood

Channel Conveyance Improvements in Morningside Place 2018
HCFCF Bond Project F-01



Channel Conveyance Improvements in Morningside Place
Harris County Flood Control District surveyors and other personnel are in your neighborhood in connection with a project to design and construct channel conveyance improvements to Clear Creek Tributary A135-00-00, located adjacent and within the Morningside Place subdivision. This project aims to improve local drainage issues and reduce the risk of flooding in the subdivision.

Survey Work
As part of the current field survey and investigations, crews will be working in the Morningside Place subdivision to gather information about property boundary lines, existing utilities, fences, topography, vegetation and other factors important to project design.

Geotechnical investigations will include soil borings, to verify existing soil types, which helps ensure proper design of the upcoming project. Boring equipment will be brought to the site, and can be fairly loud while in operation.



Crews also will investigate environmental conditions or factors that may be important to the project.

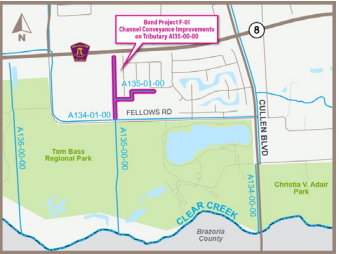
Surveys like this help Flood Control District engineers properly design the channel conveyance improvement plans for the Morningside Place subdivision. Field personnel have been contracted to obtain survey data, and are authorized to act as the Flood Control District's agents in this effort.

Community engagement is an important part of the 2018 HCFCF Bond Program, and more information will be shared with the public as the project develops. To learn more about the 2018 HCFCF Bond Program, visit www.hcfcf.org/2018-bond-program.

To ask a question or comment on project activities, please visit the Flood Control District website at www.hcfcf.org/A135 or call 346-286-4000.

Harris County Flood Control District | 9900 Northwest Freeway | Houston, Texas 77092 | 346-286-4000 | HCFCF.ORG

 HCFCF  @HCFCF





BOND PROGRAM ICON

Construction Advisory

TITLE (font: Lora)

BACKGROUND 1






South Belt Stormwater Detention Basin

2018 HCFCF Bond Project C-05

*An Upcoming Project of the Harris County Flood Control District
in the Clear Creek Watershed*

SPRING 2020





Side A




Side B




Business Card

 HCFCD.ORG 9900 Northwest Freeway Houston, Texas 77092 346-286-4000	Jane Employee Employee Title jane.employee@hcfcd.org Direct: 713-684-4212 Mobile: 832-555-1212 Fax: 713-684-4102 North Service Center 7522 Prairie Oak Houston, Texas 77086
--	---

Envelope




 9900 Northwest Freeway Houston, Texas 77092 HCFCD.ORG

Letterhead

	Title Text Here Secondary Text Here
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Harris County Flood Control District | 9900 Northwest Freeway | Houston, Texas 77092 | 346-286-4000 | HCFCD.ORG

Carry Card




Stay informed with updates from the Flood Control District.

Millis Group, Inc. has been contracted to obtain field data through surveying, and remove silt and debris. Given the watershed-wide nature of this program, the Flood Control District has hired Stuart Consulting Group, Inc. to assist with construction management.

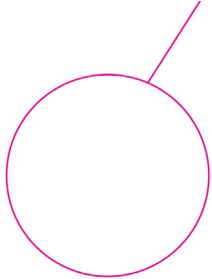
Please contact Stuart Consulting Group at [713-436-5893](tel:713-436-5893) with any questions and comments about this construction activity.

Please visit the Flood Control District project webpages for more information: Addicks Reservoir watershed: www.hcfd.org/FS3

Residents with any comments or concerns may also contact the Flood Control District's Project and Study Information Line at [346-286-4040](tel:346-286-4040).

**Addicks Reservoir Watershed
De-Silt Program**


Door Hanger






We want to hear from you!
Join Commissioner Rodney Ellis, Commissioner Adrian Garcia and the Harris County Flood Control District for a town hall meeting to discuss flooding concerns.

**Tuesday, September 1, 2020
6:30 to 7:30 p.m.**


Join online at PublicInput.com/LittleWhiteOak, or by phone at [855-925-2801](tel:855-925-2801) (Meeting Code: 8057). Please visit hcfd.org/whiteoak to submit a comment, or to be added to the email notification list.



Little White Oak Bayou Watershed



Harris County Flood Control District
9900 Northwest Freeway
Houston, Texas 77092
346-286-4000



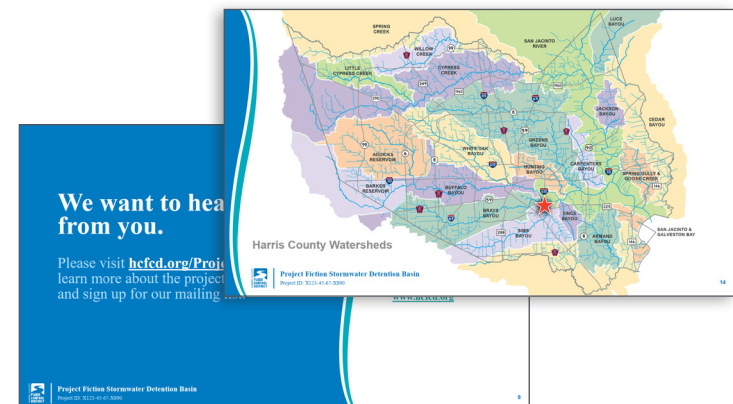
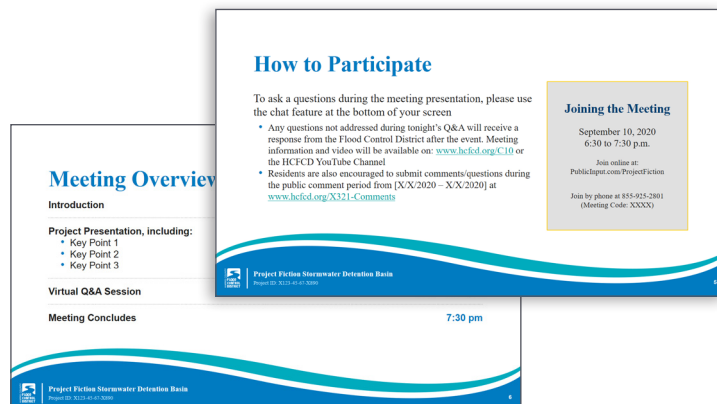
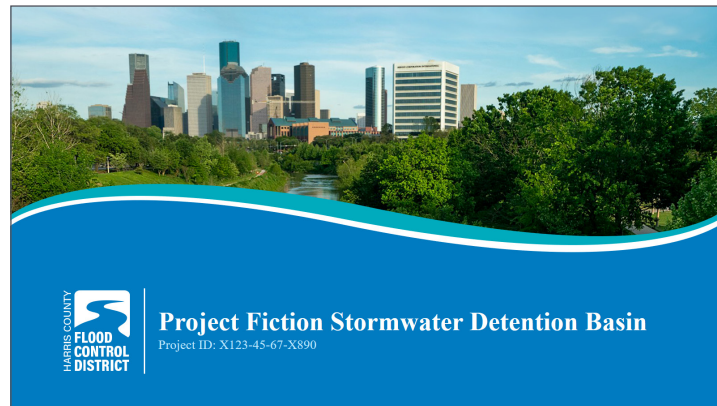
HCFCD.ORG

Templates / POWERPOINT PRESENTATIONS

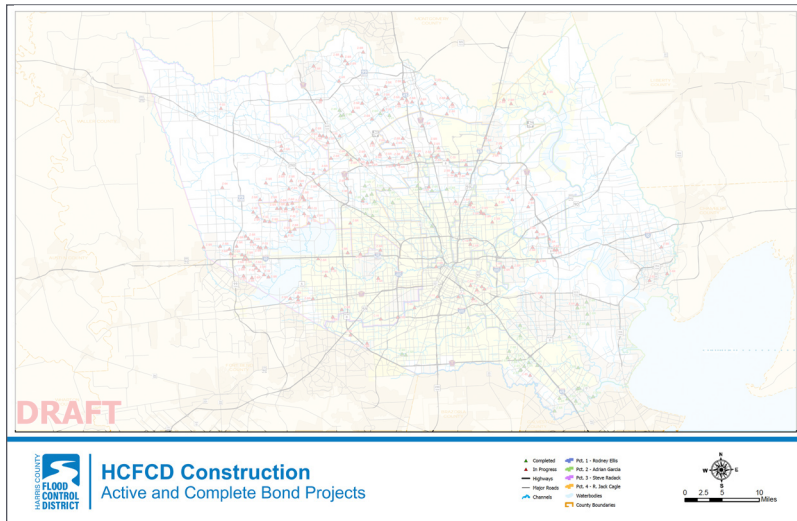
20

The Flood Control District uses only Times and Arial fonts for PowerPoint presentations. The standard template contains a wide variety of layout options, allowing you to customize the look of your presentation while maintaining brand consistency.

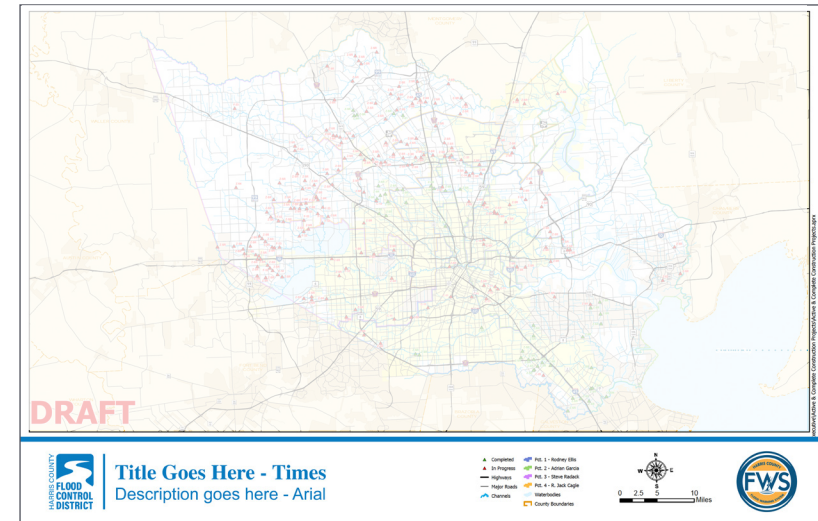
HCFCFD Presentation Template 2020



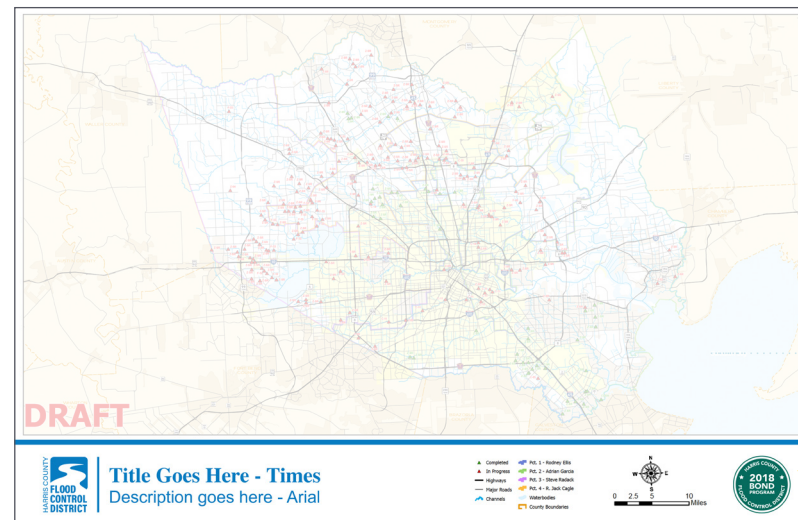
Generic



FWS



Bond Program



FWS Logo

Bond Program Icon

Templates / GENERAL EXHIBITS

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These templates are used by Flood Control District and our consultants for exhibits other than the ones produced by GIS.



Templates / OUTDOOR CONSTRUCTION SIGNAGE

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The outdoor construction signage is an outdoor identifier for Flood Control District's projects. They serve the purpose of informing the public about construction and maintenance projects being carried out in their area. The signs are to be displayed in highly visible areas adjacent to the project.

Maintenance Sign



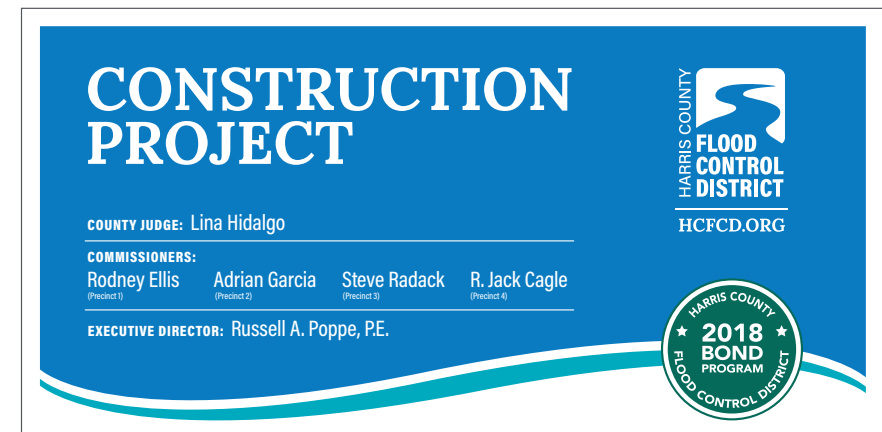
Construction Sign



2018 Bond Maintenance Sign



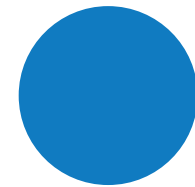
2018 Bond Construction Sign



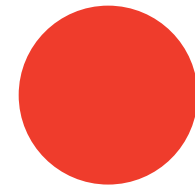
Templates / COMPLIANT PROJECT SIGNAGE

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In certain instances, customized project signage is necessary to address special needs of a project site or for permit compliance. The compliant project signage colors must be followed as shown. Red is to be used for danger notifications and blue is used for general notifications.



Flood Control Blue
PANTONE: P106 - 7 U
R:0 G:123 B:193
HEX: #007BC1

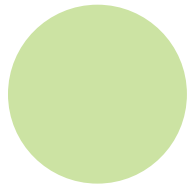


Red
PANTONE: P45-8 U
R:239 G:62 B:45
HEX: #EF3E2D

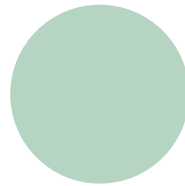
Watershed Colors

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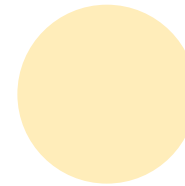
This color palette is to be used on Flood Control District's materials exclusively to identify Harris County's watersheds. This color palette is to be used for print and web materials.



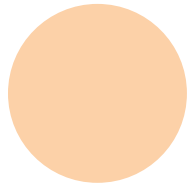
Little Cypress Creek
San Jacinto River
PANTONE: P157-4U
R:203 G:226 B:162
HEX: CBE2A2



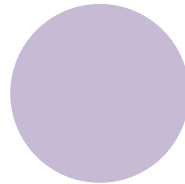
Luce Bayou
Brays Bayou
Greens Bayou
Armand Bayou
PANTONE: P140-9U
R:182 G:212 B:193
HEX: B6D4C1



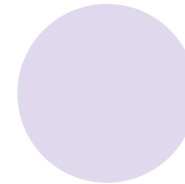
Spring Creek
White Oak Bayou
Cedar Bayou
Clear Creek
PANTONE: P7-3U
R:255 G:236 B:186
HEX: FFECBA



Addicks Reservoir
Hunting Bayou
Spring Gully & Goose Creek
San Jacinto & Galveston Bay
PANTONE: P24-1U
R:253 G:209 B:169
HEX: FDD1A9



Cypress Creek
Buffalo Bayou
Jackson Bayou
Vince Bayou
PANTONE: P94-2U (75%)
R:198 G: 185 B: 212
HEX: C6B9D4

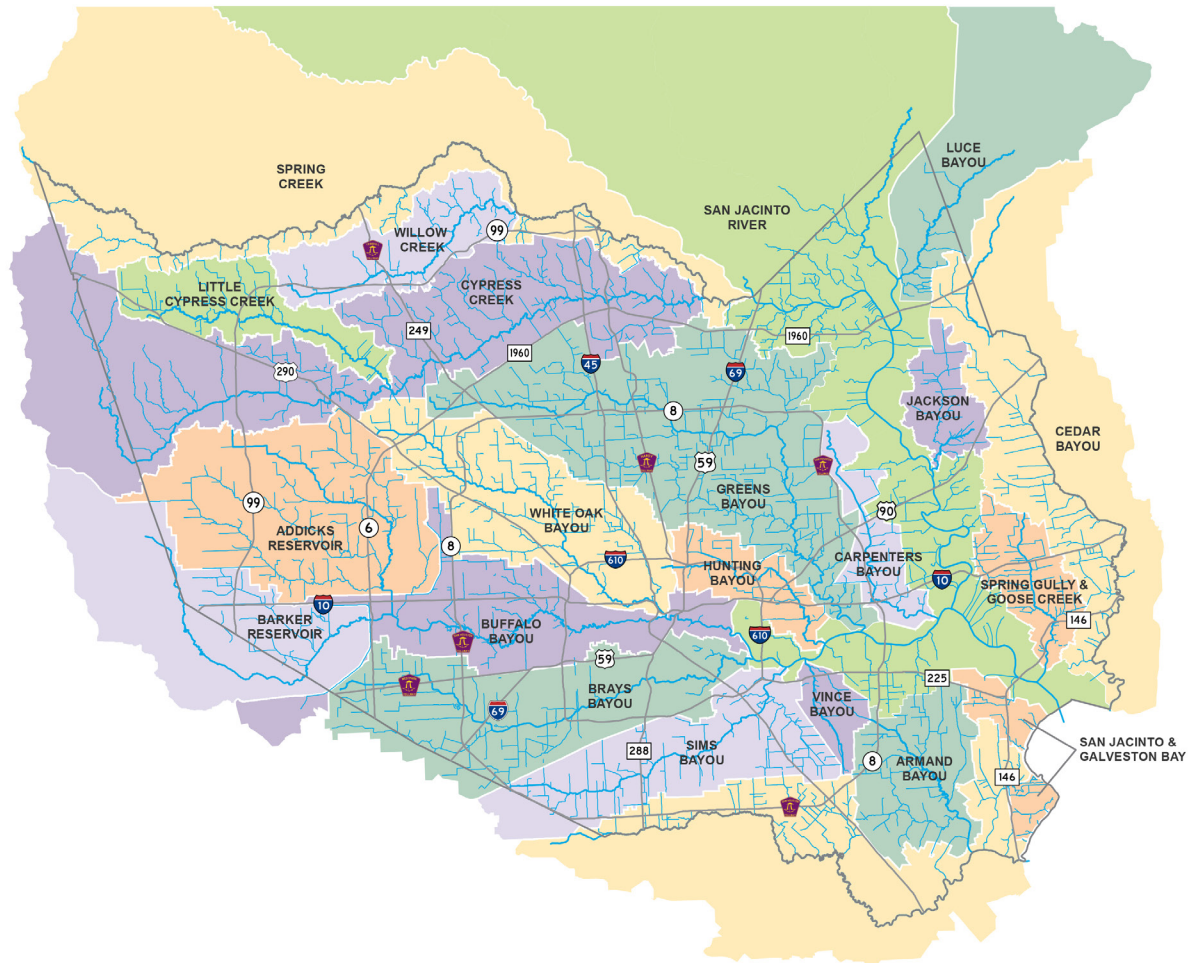


Willow Creek
Barker Reservoir
Sims Bayou
Carpenters Bayou
PANTONE: P93-1U
R:224 G:217 B:236
HEX: E0D9EC

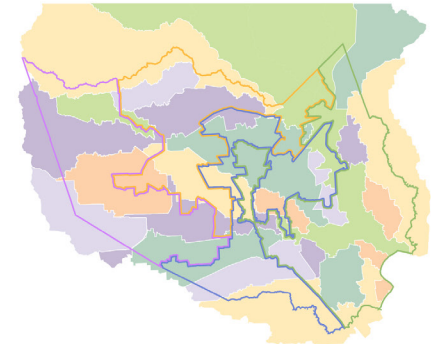
Watershed Colors *(continued)*

Depending on the purpose, the watershed colors can be used in percentages in order to highlight an specific area in the map.

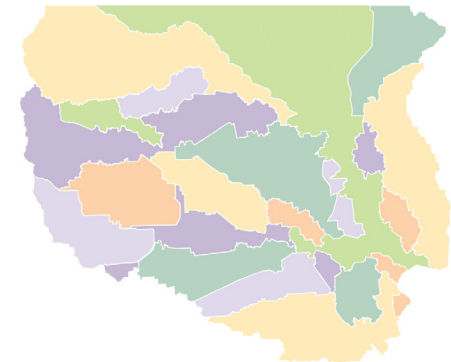
Watersheds with roads and waterways layers



Watersheds with precinct boundaries



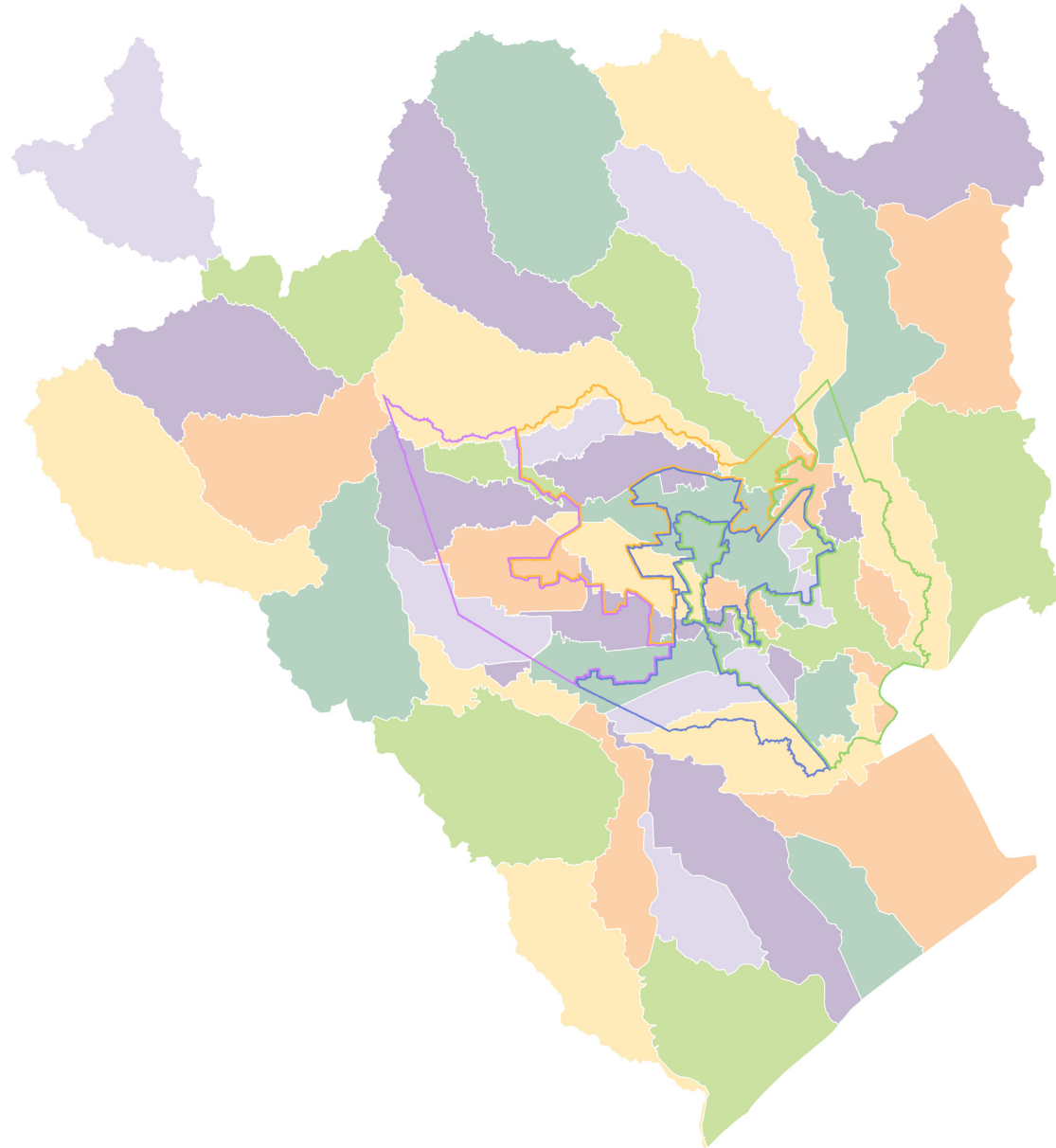
Watersheds Color palette



Watershed Colors / SUPER REGIONAL WATERSHEDS

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The Flood Control District uses this color palette for printed and web materials related to Harris County's adjacent watersheds and sub-watersheds.

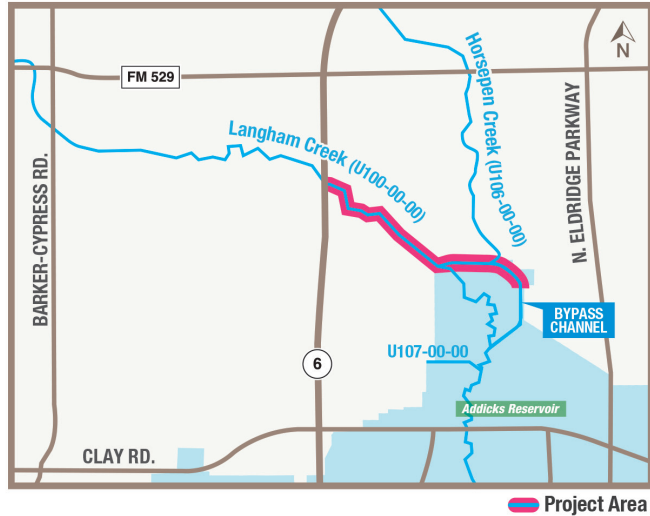


GIS Locator Maps

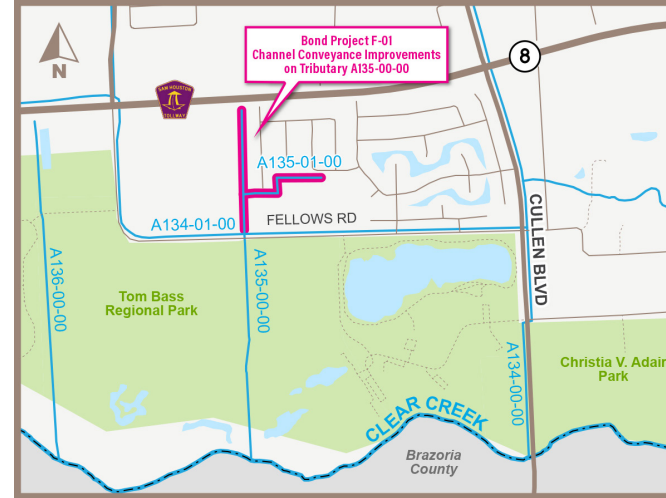
29

The Flood Control District GIS and the Communications Division produce these type of locator maps for several projects. Both GIS and Communications follow the same symbology guidelines in order to keep the Flood Control District branding consistent in all printed and web materials.

Example 1



Example 2

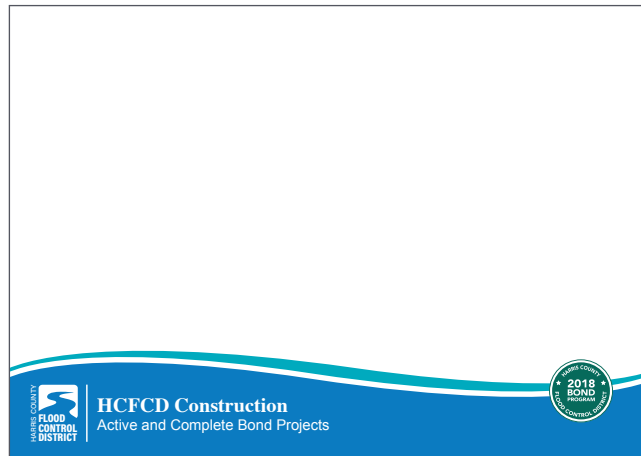


Bond Program Brand Package

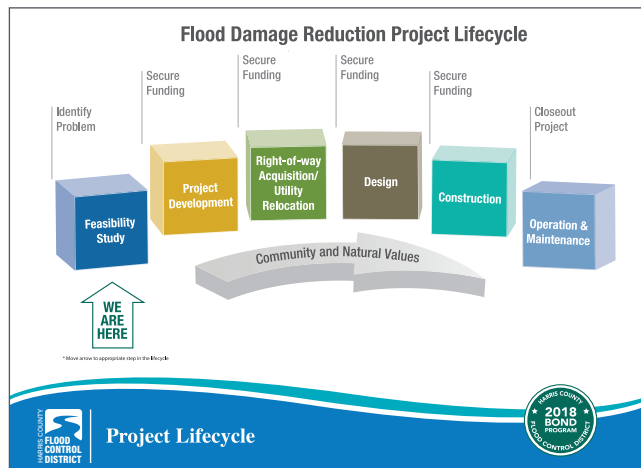
30

Besides the examples shown throughout these guidelines of the Bond logo combined with the Flood Control District brand, the communication branding team has put together a package of collateral materials to be used in bond related meetings and other communications materials. Included here are a few examples. Please visit www.hcfcd.org/brandtemplates to access all templates.

Exhibit template - Horizontal



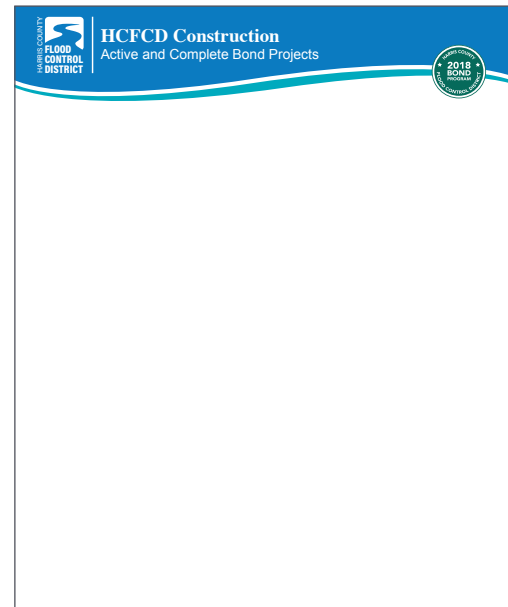
Project Lifecycle Exhibit



Business Card



Exhibit Template - Vertical



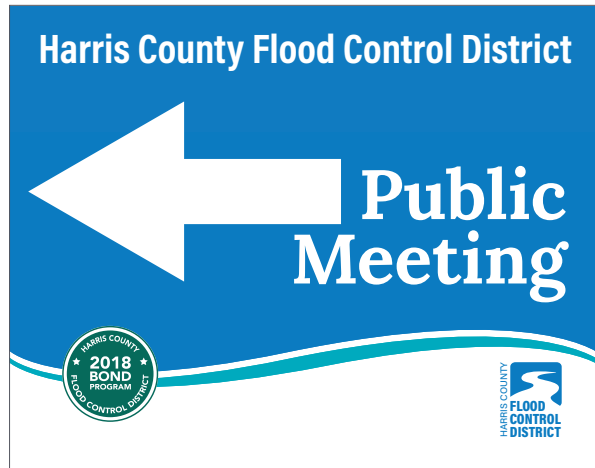
Door Hanger

A door hanger template. It features a large pink circle at the top. Below it, the text "We want to hear from you!" is followed by "Join Commissioner Rodney Ellis, Commissioner Adrian Garcia and the Harris County Flood Control District for a town hall meeting to discuss flooding concerns." The date and time "Tuesday, September 1, 2020 6:30 to 7:30 p.m." are listed. Below that, the text "Join online at PublicInput.com/LittleWhiteOak, or by phone at 855-925-2801 (Meeting Code: 8057). Please visit hcfcd.org/whiteoak to submit a comment, or to be added to the email notification list." is displayed. A map of the Little White Oak Bayou Watershed is shown. The bottom section features social media icons, the Harris County Flood Control District logo, and contact information: "Harris County Flood Control District 9900 Northwest Freeway Houston, Texas 77092 346-286-4000". A circular seal on the right side reads "2018 BOND PROGRAM".

Bond Program Brand Package *(continued)*

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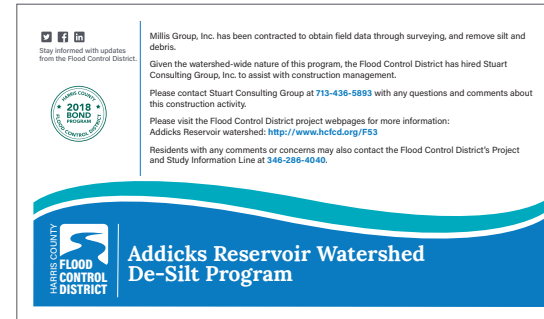
Directional Sign



Outdoor Yard Sign



Carry Card



Summary Report

Project Name, Bond ID HCFCD Project ID	
GENERAL INFORMATION Harris County Precinct: XXX	
PROJECT MAP	MEETING PHOTO
Date and Time: Month Day, 202X, 6:00 pm - 8:00 pm	
Location: Name of Community Center Street Address City, TX 77XXX	
Recorded Attendance: XXX	
Noticing Methods: <ul style="list-style-type: none">• Method 1• Method 2• Method 3	
MEETING OVERVIEW Project information and what was presented. Who presented. Project information and what was presented. Who presented. Project information and what was presented. Who presented.	
COMMUNITY INPUT <ul style="list-style-type: none">• Main points of concern/support• Main points of concern/support• Main points of concern/support• Main points of concern/support• Main points of concern/support	
Project name: Community Meeting Summary HCFCD.ORG/BOND-ID As of: July XX, 2020	

Federal Partnership Logo

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The Harris County Flood Control District has many ongoing projects throughout Harris County. Partnerships with federal and state agencies, local communities, and private interests play a vital role in many of those projects. The use of the partnership logo in materials where a partner agency is involved signifies that importance. The example below is to be used in all projects where we have partnered with the U.S. Army Corps of Engineers. For other partnership applications please check with the Flood Control District's brand team.

Federal Partnership Logo Format - Boxed



Federal Partnership Logo Format - Unboxed



Brand Assets and Additional Resources

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As with all aspects of the Flood Control District's brand, it is crucial that employees, vendors, contractors, and consultants are always using the same versions of our graphic elements, templates, and visual assets. All the resources described in these brand guidelines are available for download on the our website.

www.hcfcd.org/Brand-Guidelines/HCFCD-Brand-Resources

ADOBE CREATIVE CLOUD LIBRARY

Users of Adobe Creative software can access a shared library containing the most frequently used Flood Control District's assets. This ensures that all our collaborators are keeping our brand consistency by using the latest approved version of each logo, graphic element and color palette that make up the Flood Control District brand .

[Access the HCFCD Assets library](#)

For questions or permissions related to these Brand Assets, please contact the Brand Management Team.

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