



Hill Country
CONFERENCES
TX

HILL COUNTRY CONFERENCES PRESENTS
NEW BRAUNFELS
Home &
Garden
2022 **SHOW**

BRAND GUIDE

LOGO VARIATIONS



FULL COLOR



ONE COLOR

TYPOGRAPHY

HEADLINES // GOTHAM BOLD // UPPERCASE

SUBHEADS // GOTHAM MEDIUM // UPPERCASE

BODY COPY // GOTHAM BOOK // Sentence Case

DETAIL COPY // KNOCKOUT JR. FEATHER WEIGHT// Sentence Case

GOTHAM Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

GOTHAM Medium

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

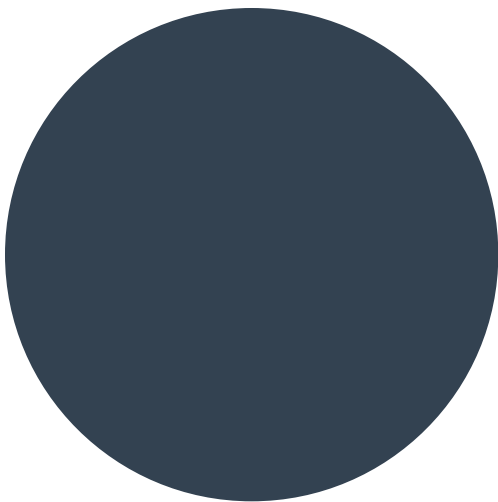
GOTHAM Book

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

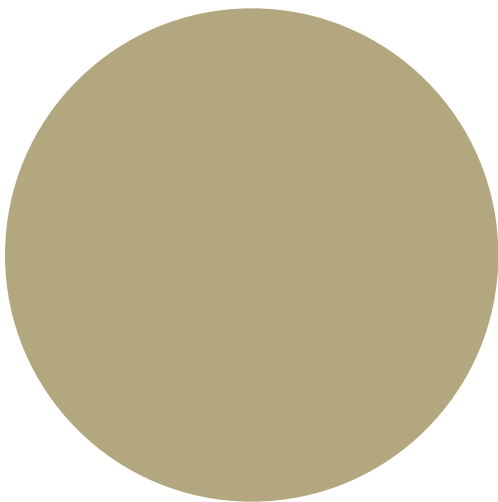
Knockout Jr. Feather Weight

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

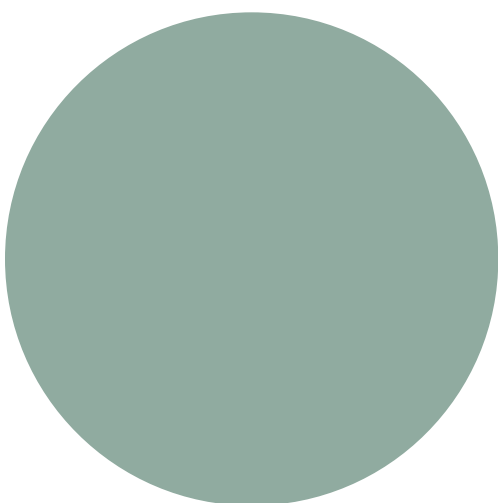
COLOR PALETTE



PMS 7545 C
HEX #415364
CMYK 78 60 44 25
RGB 65 83 100



PMS 452 C
HEX #b2a77e
CMYK 32 28 56 1
RGB 178 167 128



PMS 5575 C
HEX #90aba0
CMYK 46 23 37 0
RGB 144 171 160

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