

TEXAS  
HEARING  
INSTITUTE

# Brand Book



TEXAS  
HEARING  
INSTITUTE

Texas Hearing Institute must always be referred to as Texas Hearing Institute or Texas Hearing. It is not allowed to use THI in any external communication including emails, press releases, presentations or interviews.



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# OUR BRAND

Our brand signifies our expertise and prominence in the field of pediatric hearing loss and set the stage for serving more families across Texas. The Texas Hearing Institute strives to expand its geographic reach and provide additional services to families by building on the strong foundation of education, speech therapy and audiology that it has developed over the years.

Texas Hearing Institute is a reflection of our commitment to providing patients and students with high-quality, state-of-the-art care and education.



## OUR STORY

Formerly known as The Center for Hearing and Speech, Texas Hearing Institute is the only full-service resource in Houston to teach children with hearing loss to listen and speak. Since 1947, we have helped thousands of Houston-area children gain listening, speaking and literacy skills – the tools they need to improve their quality of life and achieve success in society.

Our services include the Audiology Department, Speech Therapy Services and The Melinda Webb School.

## OUR MISSION

Our mission is to enable children with hearing loss to reach their full potential by teaching them listening, speaking and literacy skills.

## OUR VISION

All children with hearing loss will be identified early, families will have access to medical and educational resources, and expert professionals will provide a supportive, learning environment where self-reliance through spoken language is achieved.

## WHO WE SERVE

Texas Hearing Institute serves children from infancy to age 18, as well as their parents. Texas Hearing's programs have three focus areas, the Audiology Department, Speech Therapy Services and The Melinda Webb School. Children come from over 275 ZIP codes and 36 counties, demonstrating the vital needs the Center fulfills to our community.

# BRAND IDENTITY ELEMENTS



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CMYK: 100, 84, 10, 3  
PMS: 286C  
RGB: 25, 70, 142



CMYK: 65, 15, 0, 0  
PMS: 2915C  
RGB: 68, 73, 226

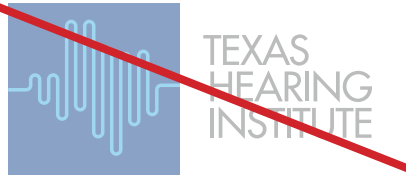


CMYK: 55, 55, 45, 10  
PMS: Cool Grey 9C  
RGB: 120, 122, 122

One Color	Two Color	Four Color (CMYK)	Screen Usage (RGB)	Reversed
 <p>TEXAS HEARING INSTITUTE</p>	 <p>TEXAS HEARING INSTITUTE</p>	 <p>TEXAS HEARING INSTITUTE</p>	 <p>TEXAS HEARING INSTITUTE</p>	 <p>TEXAS HEARING INSTITUTE</p>
<p>Black or dark blue must be used.</p>	<p><b>Dark Blue:</b> PMS: 286C <b>Light Blue:</b> PMS: 2915C <b>Gray:</b> Cool Grey 9C</p>	<p><b>Dark Blue:</b> 100, 84, 10, 3 <b>Light Blue:</b> 65, 15, 0, 0 <b>Gray:</b> 55, 55, 45, 10</p>	<p><b>Dark Blue:</b> #19468e <b>Light Blue:</b> #44ADE2 <b>Gray:</b> #787a7a</p>	<p>White must be used.</p>



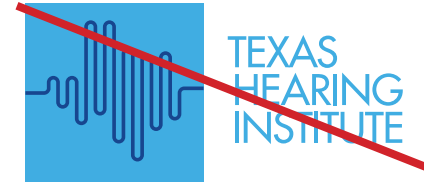
# INCORRECT USE OF LOGO



Do not reproduce in a tint or screen.



Do not reproduce in any color other than approved colors. This includes pastels and tints.



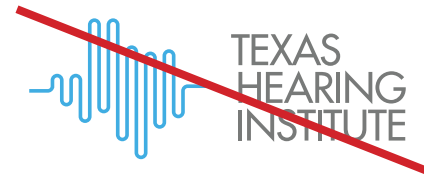
Do not reverse colors within the logo or use any other color combination that the approved colors.



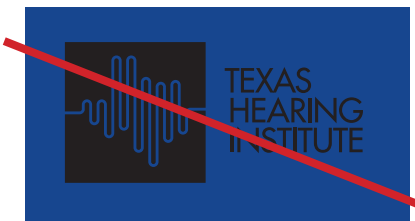
Do not reverse colors within the logo or use any other color combination that the approved colors.



Do not reverse colors within the logo or use any other color combination that the approved colors.



Do not use logo without the square unless approved by the Marketing Department.



## FILES TYPES AND USAGE

**Pdf** – Used for print or digital depending on resolution

**Eps** – Vector files used mainly for print. Can be blown up to any size with full resolution. Has transparent background.

**Jpeg** – Used for print or digital depending on quality. Will always have a background.

**Png** – Used for web and has a transparent background.

# MELINDA WEBB SCHOOL SECONDARY COLOR PALETTE

Secondary Color Palette to be used when producing Melinda Webb School collateral such as school events, announcements, invitations etc...

Posters, Powerpoint and professional presentation must adhere to the primary brand palette.



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CMYK: 36,56,4,0  
PMS: 521C  
RGB: #a77eb1



CMYK:  
67,12,100,1  
PMS: 369C  
RGB: #62a744



CMYK: 0,54,95,0  
PMS: 1495C  
RGB: #ff9015



CMYK: 65,10,2,0  
PMS: 298C  
RGB: 40b4e2



CMYK: 56,47,44,10  
PMS: Cool Grey 9C  
RGB: #76777a

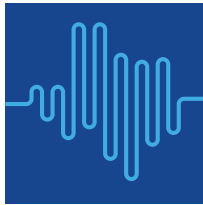


## CORRECT USE OF EMAIL SIGNATURE

Our email signature should be formatted as follows. No personal signature images accepted.

Name | Credentials

Position



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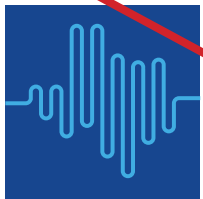
*The Center for Hearing and Speech is now Texas Hearing Institute!*

(XXX) XXX.XXX Direct  
(713) 523.3633 Main  
3100 Shenandoah St.  
Houston, TX 77021

## INCORRECT USE OF EMAIL SIGNATURE

Name | Credentials

Position



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*The Center for Hearing and Speech is now Texas Hearing Institute!*

(XXX) XXX.XXX Direct  
(713) 523.3633 Main



# TYPOGRAPHY

Typeface Family – Futura

You may find this font in the shared drive: [i:drive > Marketing > 2020 Branding Guidelines](#)

Futura Book

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o

p q r s t u v w x y z

## **Futura Bold**

**A B C D E F G H I J K L M N**

**O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o**

**p q r s t u v w x y z**

## TYPOGRAPHY (CONTINUED)

Typeface Family – Futura

You may find this font in the shared drive: [i:drive > Marketing > 2020 Branding Guidelines](#)

*Futura Book Oblique*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

***Futura Bold Oblique***

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

## Supported Typefaces – Arial or Calibri

Used for body copy and are both system fonts found on your computer.

### Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# TYPOGRAPHY PITFALLS

**DON'T** add unnecessary effects to type unless it aids in legibility.

~~HEARING~~

Avoid drop shadows.

~~HEARING~~

Avoid gradients.

~~HEARING~~

Avoid dimensional effects such as bevels or embossing.

~~HEARING~~

Avoid grunge and distressed effects.

**DON'T** use unapproved fonts.

~~HEARING~~

~~HEARING~~

~~Hearing~~

~~HEARING~~

**DON'T** stretch warp or otherwise distort type.

~~HEARING~~

Do not compress type in either direction.

~~HEARING~~

Do not shear type.

~~HEARING~~

Do not stretch type in either direction.

~~hearing~~

Do not create faux 3D effects with type.

# IMAGE LIBRARY

The Texas Hearing Institute serves hundreds of beautiful children with inspiring stories. We want to encourage you to share those stories with us as they reflect the magic behind our walls, however, before recording or photographing a patient please obtain permission via media release. This document can be found in the shared drive:

**i: > Marketing > 2020 Branding Guidelines**

- o All photographs and videos published are property of the Texas Hearing Institute.


You may access our library of approved images here:

**i: > Marketing > 2020 Branding Guidelines > Approved Images**





# BRANDED SUITE



**AUDIOLOGY DEPARTMENT  
SPEECH THERAPY SERVICES  
THE MELINDA WEBB SCHOOL**


**BOARD OF DIRECTORS**  
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 Eric Johnson  
 Nichelle McLemore  
 Steven D. Macicek  
 Kathy Paffilo  
 Cristina Penz  
 C. Brian Thorne  
 Dayton Young, M.D., F.A.C.S.

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 University of Houston Department of  
 Communication Disorders  
 Daniel Franklin, M.D., F.A.C.S., P.A.  
 Rosewood ENT  
 Tom Koch, ABC-13 KTRK  
 Sakam Roy, M.D., F.A.C.S., F.A.A.P.  
 University of Texas  
 Houston McGovern Medical School/  
 Children's Memorial  
 Hermann Hospital  
 Ronald Vilela, M.D., F.A.C.S.,  
 F.A.A.P.  
 Baylor College of Medicine,  
 Texas Children's Hospital  
 Elizabeth B. Wiggins, CFA,  
 ABV Robert M. Woolfolk


**BOARD OF TRUSTEES**  
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 Jason Whitley, Treasurer/Secretary  
 Forrest Green  
 Kevin S. Boyle, Sr  
 Samantha Brantley  
 Jon Stark

Kyle Swift, Chief Executive Officer

3100 Shenandoah, Houston, TX 77021 TEL | 713.523.3633 FAX | 713.523.8399 | [www.texashearing.org](http://www.texashearing.org)




Letterhead

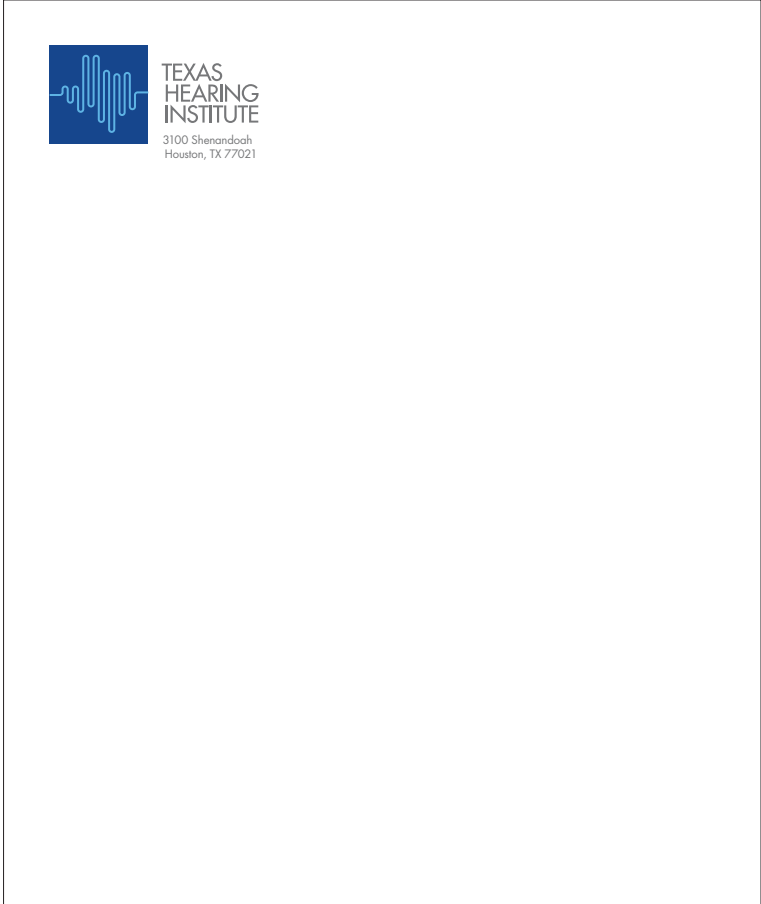


**AUDIOLOGY DEPARTMENT  
SPEECH THERAPY SERVICES  
THE MELINDA WEBB SCHOOL**

3100 Shenandoah, Houston, TX 77021 TEL | 713.523.3633 FAX | 713.523.8399 | [www.texashearing.org](http://www.texashearing.org)



Document Template (Typing)



#10 Envelope

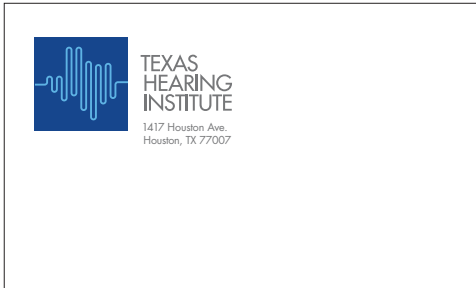


Business Card - Front



Back

Folder

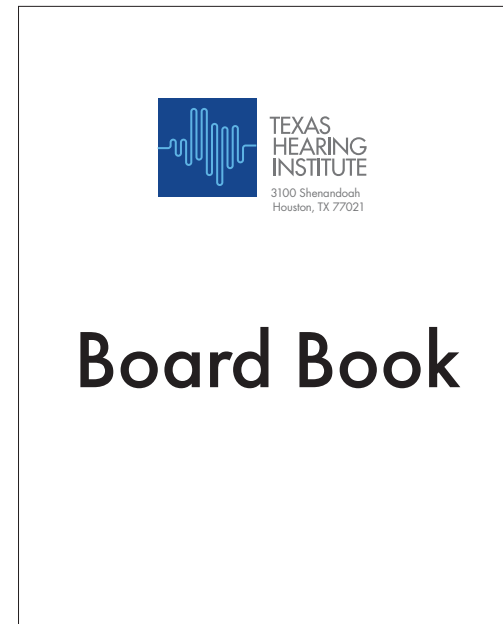


Mailing label

# PRESENTATIONS AND PROPOSALS



Powerpoint Template



Board Book Cover

# UNITED WAY GUIDELINES

## Logo

### basic rules



United Way of Greater Houston

**4-color logo**  
can be printed as  
CMYK or using 4  
Pantones



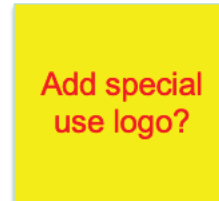
United Way of Greater Houston

**1-color blue logo**  
uses Pantone 287



United Way of Greater Houston

**Black & white logo**  
uses black ink only



**Important note:**  
You must display the  
entire logo – including  
the line that reads  
“United Way of  
Greater Houston”.

\*Reminder: The United Way logo is to use a registered symbol rather than the previous trademark symbol and available to download from the United Way of Greater Houston website.

### Business card (exception)

Business card is one of the few exceptions when you are allowed to substitute the logo with a phrase “A United Way agency”. This exception applies to materials smaller than 4”x2”.



Note that we added “A United Way agency” text above the logo – to explain the presence of the logo (this is optional).

On agency letterhead, you may substitute the United Way logo, if space is limited, with the phrase, “A United Way of Greater Houston agency.”



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## CONTACT

Marketing and Development Department  
[marketing@texashearing.org](mailto:marketing@texashearing.org)

## DESIGN PROCESS

- Any collateral that includes the logo produced by your department especially signage must be submitted to the Marketing Department for review
- In order to fulfill your department project, please click [here](#) for the attached form and email it to [marketing@texashearing.org](mailto:marketing@texashearing.org)
- Grabbing logos from email communications or social media is not allowed as it jeopardizes the print quality.

## WHERE TO FIND THE FILES

i: > Marketing > 2020 Branding Guidelines

