



This at-a-glance guide covers the basics of the HHS Brand Guide and DSHS-specific branding. The goal is to help DSHS staff apply a unified look and feel to materials.

For a full look at branding, visit:

[dshs.texas.gov/branding](https://dshs.texas.gov/branding)

*Per Senate Bill 200, 84th Texas Legislature, 2015, HHS (including DSHS) should look and feel like one system with unified parts.*

## Logos

The DSHS logo must appear prominently on all publications.

- DSHS programs do not use program lockups.
- When resizing, be sure to preserve the original aspect ratio.
- Logo requests: email DSHS Communications.
- Refer to “Logo Usage – Guidelines” in the HHS Brand Guide.

## Logo Variations



Texas Department of State  
Health Services



Texas Department of State Health Services



Texas Department of State  
Health Services



TEXAS  
Health and Human  
Services  
Texas Department of State  
Health Services

Texas Department of State  
Health Services



TEXAS  
Health and Human  
Services

## Essential Color Palette

Colors that aren't part of the brand palette may be used to connect materials to national observances. Any exception must be approved by DSHS Communications.

### Logo Colors



**Pantone 287 C**  
CMYK: 100/87/21/12  
RGB: 0/48/135  
Hex#: 003087



**Pantone 7621 C**  
CMYK: 20/100/95/12  
RGB: 171/35/40  
Hex#: ab2328



**Pantone 7551 C**  
CMYK: 15/40/96/22  
RGB: 180/126/0  
Hex#: b47e00

### Primary Colors



**Pantone 300 C**  
CMYK: 100/62/7/0  
RGB: 0/92/185  
Hex#: 005cb9



**White**  
CMYK: 0/0/0/0  
RGB: 255/255/255  
Hex#: ffffff

### Secondary Colors



**Pantone 284 C**  
CMYK: 54/22/0/0  
RGB: 109/171/228  
Hex#: 6dabe4



**Pantone 306 C**  
CMYK: 80/4/5/0  
RGB: 0/179/227  
Hex#: 00b3e3



**Pantone 7548 C**  
CMYK: 0/24/100/0  
RGB: 255/198/0  
Hex#: ffc800

### Tertiary Colors



**Pantone 7421 C**  
CMYK: 38/94/63/45  
RGB: 106/27/50  
Hex#: 6a1b32



**Pantone 7545 C**  
CMYK: 77/60/44/26  
RGB: 67/83/99  
Hex#: 435363



**Pantone 3272 C**  
CMYK: 100/3/50/0  
RGB: 0/161/155  
Hex#: 00a19b



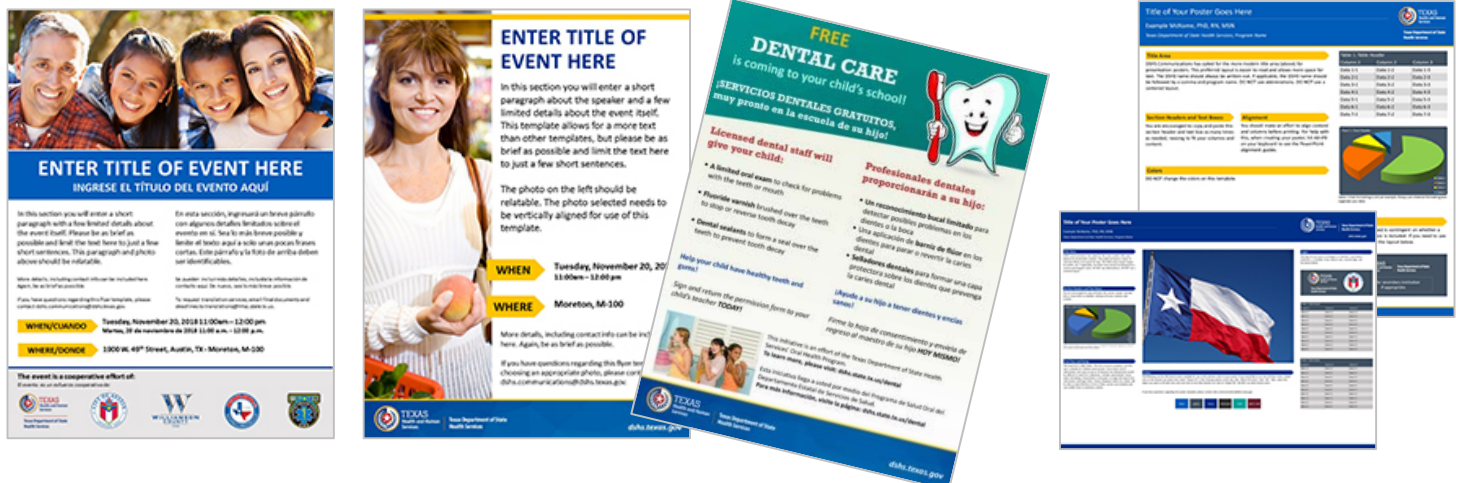
**Bright Red**  
CMYK: 0/90/95/0  
RGB: 255/58/30  
Hex#: ff3a1e



**Pantone 360 C**  
CMYK: 61/0/96/0  
RGB: 108/192/74  
Hex#: 6cc04a

# Templates

The DSHS templates already contain the recommended fonts and heading styles. Don't use hard returns or spaces to create indentations.



These easy-to-use brochure, flyer, and poster templates are editable in PowerPoint. For questions about these templates email: [dshs.communications@dshs.texas.gov](mailto:dshs.communications@dshs.texas.gov)

# Typography

Most DSHS staff should use the following Universal fonts, which work on all computers and usually come installed with Microsoft Office.

- Rockwell**
- Calibri**
- Verdana**

- Use for titles, headlines and level-one headings
- Use for subheadings and body copy. (Preferred for body copy.)
- Use for subheadings and body copy.

# Imagery

Photography and graphics should communicate our commitment to improving the care and well-being of Texans.



## Free Photo Resources

- [pixabay.com](http://pixabay.com)
- [unsplash.com](http://unsplash.com)
- [Public Health Images phil.cdc.gov](http://PublicHealthImages.phil.cdc.gov)
- [Health Media Center nccd.cdc.gov/schmc](http://HealthMediaCenter.nccd.cdc.gov/schmc)

# Font Usage

- Use simple fonts without ornate lettering.
- Use generous margins and white space so your text is more inviting to read.
- Refer to "Typography" in the HHS Brand Guide for additional fonts and instructions.

*For any and all brand-related questions (templates, tutorials, training, logos, colors, fonts) and all other DSHS-related communication needs, email:*  
**[DSHS.Communications@dshs.texas.gov](mailto:DSHS.Communications@dshs.texas.gov)**