

# TAKE CARE OF TEXAS

## Design Style Guide

Take Care of Texas (TCOT) is a statewide campaign of the Texas Commission on Environmental Quality (TCEQ) that encourages Texans to keep our air and water clean, conserve water and energy, and reduce waste. These guidelines were developed to ensure a consistent look in the development of design materials.



### Primary Color Palette



**RIVER**  
 HEX# 7A9A01  
 RGB# 122/154/1  
 CMYK: 41/0/100/22  
 HSB: 72/97/60



**SKY**  
 HEX# 0092BC  
 RGB# 120/150/103  
 CMYK: 100/0/11/6  
 HSB: 194/100/74

### Typeface Options

**FONT VARIATIONS**  
 The font types below have different variations that are acceptable for use in headings and in body copy.

Aa  
*Archer*

Rr  
 Rockwell

Ff  
 Futura

Hh  
 Helvetica

Pt  
 PT Sans

Cc  
 Calibri

### Secondary Palette



**GRASS**  
 HEX# 309B42  
 RGB# 48/155/66  
 CMYK: 76/1/93/7  
 HSB: 131/70/60



**RAIN CLOUD**  
 HEX# 7BA7BC  
 RGB# 123/167/188  
 CMYK: 52/17/10/2  
 HSB: 199/34/72



**LONGHORN**  
 HEX# BC8C3D  
 RGB# 188/140/61  
 CMYK: 7/37/79/17  
 HSB: 36/67/73



**AGGIE**  
 HEX# 9B2743  
 RGB# 155/39/67  
 CMYK: 2/97/43/33  
 HSB: 345/74/62



**BLUEBONNET**  
 HEX# 36749D  
 RGB# 54/116/157  
 CMYK: 78/38/8/12  
 HSB: 203/65/61

### Tertiary Palette



**DUSTY**  
 HEX# 689881  
 RGB# 104/152/129  
 CMYK: 58/15/47/11  
 HSB: 151/31/59



**ARMADILLO**  
 HEX# B7C9D3  
 RGB# 183/201/211  
 CMYK: 26/10/3/0  
 HSB: 204/12/82



**ELECTRIC**  
 HEX# 3EB1C8  
 RGB# 62/177/200  
 CMYK: 67/12/11/0  
 HSB: 189/72/78

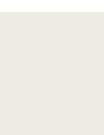


**MANGO SORBET**  
 HEX# E6A65D  
 RGB# 230/166/93  
 CMYK: 1/36/65/1  
 HSB: 29/59/91



**SANGRIA**  
 HEX# B04A5A  
 RGB# 176/74/90  
 CMYK: 9/77/40/18  
 HSB: 351/56/69

### Gradients



HEX# EFECE4  
 RGB# 238/236/228  
 CMYK: 5/5/9/0  
 HSB: 48/3/93

### Bg/Highlight