

VERSION 0.1



Branding and Design Guideline

Standards for Co-Branding & External Marketing

CREATED BY

Jalena S. James
Outreach Coordinator, HGACBuy

Our Brand

At HGACBuy, we value strong partnerships with our partners and suppliers and are committed to supporting your success through effective and compliant marketing. This style guide is designed to help you accurately and confidently promote your relationship with HGACBuy in external communications, whether through co-branded materials, digital campaigns, or sales outreach. We encourage co-branding and are always open to collaborative marketing efforts that highlight the value of cooperative purchasing. By following these guidelines, you help maintain the integrity of the HGACBuy brand while building trust with public sector clients.

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Brand Usage

Do:

- Use the HGACBuy name and logo to accurately reference status as a partner or an awarded supplier under an HGACBuy contract.
- Promote your organization’s participation in the HGACBuy program to eligible entities.
- Cobrand marketing/communications materials, emails, and web content with proper compliance.

Do not:

- Alter the HGACBuy logo or imply endorsement beyond the scope of contract.
- Use HGACBuy branding to market non-contracted products or services.
- Use outdated or unofficial logo files.



Marketing Policies



The Procedure for Public Outreach document provides guidance regarding proper marketing practices and sets forth the responsibilities of those engaged in the public outreach of company products or services.

To view the full document, visit our website at [Hgacbuy.org/marketing](https://hgacbuy.org/marketing)

01. The Logo

Logo Variations

The HGACBuy logo is available in three color variations to suit a range of applications:

- Full Color (preferred for digital and print)
- Black
- White (for use on dark or colored backgrounds)

To ensure compatibility and quality across platforms, the logo is provided in the following file formats:

- .EPS (for high-resolution print and vector-based design)
- .JPG (for standard print and digital use)
- .PNG (with transparent background for web and digital use)



Primary



Secondary



Secondary

Logo Placement

To maintain visibility and impact, keep a minimum amount of clear space around the HGACBuy logo.

This space should be free of any text, graphics, or other visual elements. The required clear space is equal to the height of the "H" in the logo. This rule applies to all sides—top, bottom, left, and right.

For Co-Branding:

The suggested layout is ;

- Side-by-side logos with equal visual weight
- Use horizontal layout unless vertical is required for space



Logo Size

Digital Use: Minimum width of 120 pixels
Print Use: Minimum width of 1 inch

Always scale the logo proportionally and never reduce it below the minimum size, as doing so may compromise readability and brand quality.



02. Typography

Typography

We understand that each partner organization may have its own branding standards and preferred fonts.

If you choose to align with HGACBuy's typographic style, please use:

- Myriad Pro - headlines and titles
- Canva Bold - subheadings
- Canva Sans Regular - body copy and supporting text

Myriad Pro Myriad Pro Bold

Canva Sans Canva Sans Bold

Canva Sans Canva Sans Regular

03. Color Guide

Color Values

HGACBuy's primary color palette; Red and blue conveys industry leadership, reliability, and transparency. Grey, white and mustard serve as secondary colors, adding balance and distinction while supporting a clean, professional visual identity.

Colors labeled in white text meet minimum AA accessibility contrast requirements for white text. Those labeled in black do not. Colors marked with an asterisk (*) are readable with either white or black text. For other text colors, always verify contrast meets accessibility standards.

Primary Red	Primary Blue		
	#134b95		
Secondary Grey*	Secondary Mustard*		Secondary White
	#e09532		#0446F1
#d32c40	#9b9192	#e09532	#0446F1
C: 11% M: 96% Y: 77% K: 2%	C: 41% M: 39% Y: 37% K: 2%	C: 11% M: 46% Y: 95% K : 0 %	C: 0% M: 0% Y: 0% K: 0%

04. Imagery & Digital Marketing

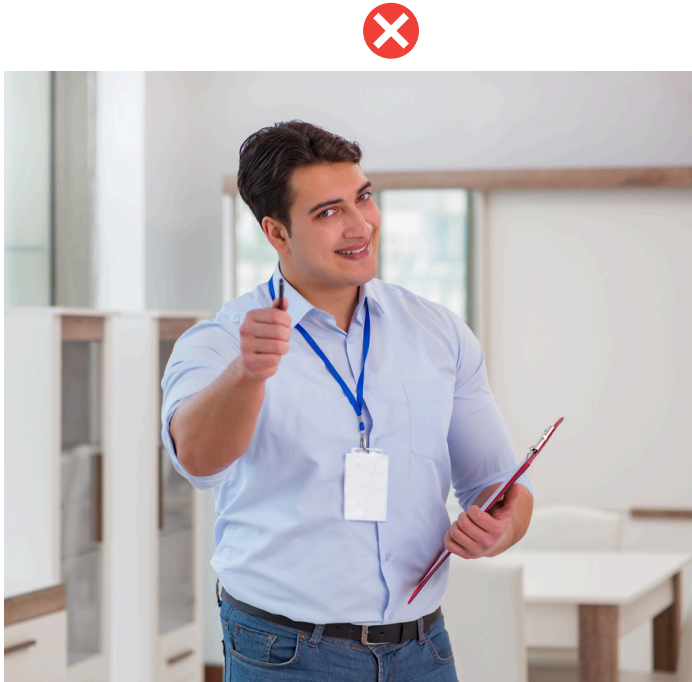
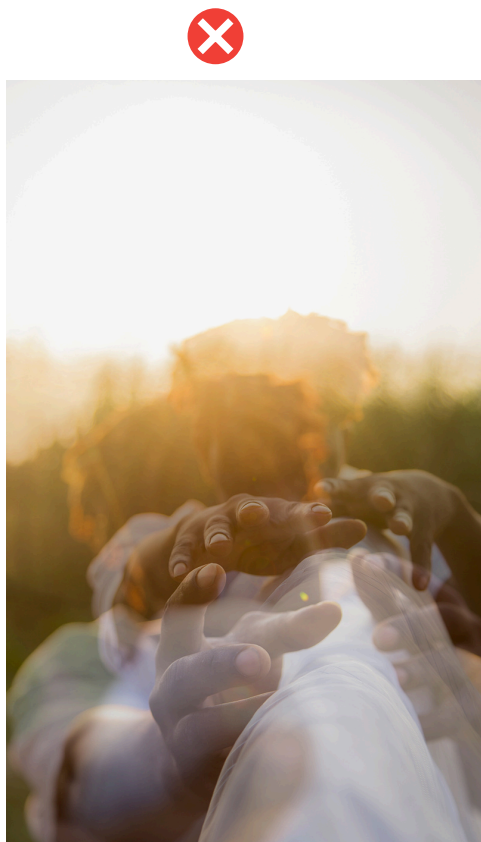
Examples Images

- HGACBuy encourages the use of authentic, real-life photos that demonstrate the impact of our programs and partnerships. Photos captured from actual projects, events, or services delivered through HGACBuy contracts are highly effective.
- If using stock photos, please use high-quality photos or images that reflect the industries HGACBuy serves (e.g., public safety, emergency services, local government, etc.).
- Imagery should convey professionalism, community impact, and public service.



Prohibited Imagery

- Blurry, low-resolution, or pixelated images
- Overly promotional or “salesy” imagery (e.g., cheesy stock photos with forced smiles)
- Misleading visuals that do not reflect actual services, industries, or communities served
- Imagery that includes unapproved logos, branding, or confidential information



Digital Marketing Usage

ELEMENTS

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Co-Branded Social Media Posts

When promoting your status as an HGACBuy-awarded supplier, include the HGACBuy logo, contract number (if applicable), and the approved disclaimer: “Available through HGACBuy, a nationwide cooperative purchasing program.”

Website Usage

Suppliers, members and partners may reference HGACBuy on their website when in connection with active contracts or collaborative initiatives. (Website banner is encouraged). A link to <https://www.hgacbuy.org> is recommended. Do not imply endorsement or exclusive supplier status.

Email Marketing

Use the HGACBuy logo only in reference to your specific awarded contract or partnership.

Digital Ads & Paid Media

Any paid advertisements that include HGACBuy branding or references must be pre-approved by the HGACBuy marketing team.

05. Co-Branding & Partnership Opportunities

Co-Branding & Partnership Opportunities

HGACBuy is committed to building strong, visible partnerships with our awarded suppliers. We welcome opportunities to collaborate on co-branded initiatives that highlight our shared success and deliver value to members.

Examples of past collaborations include:

- **Co-Branded Events & Promotions** – joint events, supplier showcases, and industry spotlights.
- **Supplier Facility Tours** – exclusive tours that connect members with awarded suppliers and their capabilities.
- **Newsletter Features** – highlighting suppliers in the HGACBuy newsletter distributed to our membership.
- **Social Media & Articles** – co-branded content shared across platforms to amplify supplier visibility.
- **Video Collaborations** – We are always seeking new opportunities to feature suppliers through engaging video content.

We are also open to exploring brand-new co-branded opportunities that align with our mission and enhance supplier-member engagement.

06. Stationery

Brand Stationery

We understand that each organization has its own branding standards and design systems.

Use only approved variations of the logo and refer to sizing variations and guidelines mentioned.

For marketing collateral co-branding, please reach out to our marketing team for review and approval.



T-shirt



Bag



07. Marketing Contact



Thanks

For any questions related to logo usage, co-branding, messaging, or other marketing-related topics, please reach out to our team! We're happy to assist with approvals, clarifications, or guidance on how to properly represent HGACBuy in your communications.



3555 Timmons Lane
Houston, TX 77027 Ste. 120
[832-810-2667](tel:832-810-2667)
www.hgacbuy.org

Santosh Puttappa
Outreach & Web Manager

santosh.puttappa@h-gac.com

