



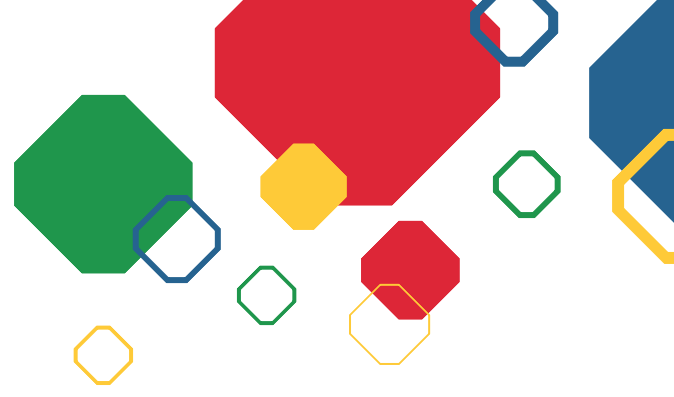
MARKETING & COMMUNICATIONS TOOLKIT



**WE EDUCATE.
WE EMPOWER.
WE TRANSFORM LIVES.**

Tejano Center Brand Toolkit

Brand Guidelines & Procedures



INTRODUCTION

This document is designed to provide guidelines and assets to ensure consistent and impactful brand representation for our organization. By adhering to these guidelines, we can reinforce our identity, enhance recognition, and effectively communicate our mission and values to the community.

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VERSION
JANUARY
2026

Brand Essence



OUR MISSION

Tejano Center educates, empowers, and transforms lives to elevate communities by fostering collaboration, championing equitable resource allocation, cultural preservation, and inclusivity for all.



**WE EDUCATE.
WE EMPOWER.
WE TRANSFORM LIVES.**

Brand Essence

OUR VISION

A success story for every person and community we impact.



Brand Essence

(Our Story)

Tejano Center for Community Concerns (Tejano Center) was established in 1992 in Houston's East End, a predominantly Hispanic populated area. Since its modest beginning, it has served as an agent for change, empowering neighborhood residents. Tejano Center's goal has always been to improve lives and create a sustained network of support and opportunity within the community.

The early Tejano Center pioneers realized the way to respond to community needs was to provide a comprehensive array of programs and services, and this philosophy continues to energize the organization's work. The spirit of innovation remains instrumental as Tejano Center seeks to maintain its premier position as a relevant community development agency. It has nurtured strategic partnerships with such entities as the U.S. Department of Housing and Urban Development, Texas Education Agency, Texas Department of Family and Protective Services, Harris County, City of Houston, Baylor College of Medicine, Neighborworks, and UnidosUS



In addition to these governmental and institutional partnerships, the list of business and community partners continues to grow--all in pursuit of empowering families to transform their lives.

Brand Essence

(Our Core Values)



Our Brand Messaging

WE EDUCATE. WE EMPOWER. WE TRANSFORM LIVES.

Our Tagline

Making It Happen Together.

Our Handles

Facebook: [tejanocenteronline](#)

Instagram: [tejanocenteronline](#)

Brand Elements

(LOGO)

Our logo is the visual representation of our organization. Employees are required to use the provided logo files and follow the guidelines outlined in the **Logo Usage** section to maintain consistency across all platforms.



This is our approved logo. If you need a whole white, grey or transparent version please contact the marketing team.

Important Reminders

BE COMMITTED TO THE RULES.



DO NOT change the color.
Use colors in the palette.



DO NOT change the
proportions of the logo



DO NOT add shadow
or any effects.

To download the most updated version of our logo please visit: bit.ly/TCCCLogo

Our Color Palette

(HEX AND PANTONE VALUES)

Our brand colors reflect the vibrancy and diversity of our community. Use the specified color codes in all communications to maintain a unified visual identity.

HEX CODE #DD2637 RGB: 221 38 55	HEX CODE #266390 RGB: 38 99 144	HEX CODE #FECA38 RGB: 254 202 58

HEX CODE #1F964C RGB: 31 150 75	HEX CODE #000000 RGB: 0 0 0	HEX CODE #FFFFFF RGB: 255 255 255



HEX #DD2637



HEX #266390



HEX #1F964C



HEX #FECA38



HEX #000000

Typography Rules

(HOW WE PRESENT OURSELVES)

Our chosen fonts reflect professionalism and readability. These are the only approved fonts for all text in communications materials.

Futura Bold (titles)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
A brown fox jumps over the lazy dog
A BROWN FOX JUMPS OVER THE LAZY DOG

Gill Sans (Subtitles)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
A brown fox jumps over the lazy dog
A BROWN FOX JUMPS OVER THE LAZY DOG

Arial (Body)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
A brown fox jumps over the lazy dog
A BROWN FOX JUMPS OVER THE LAZY DOG

Brand Guidelines (Photography)



On-brand photography is a powerful tool for conveying our brand's essence and connecting with our audience. Here are some guidelines and tips to ensure our photography stays true to our brand:

1. Consistency is Key: Maintain a consistent visual style across all photography, aligning with our brand's aesthetic and values.
2. Reflect our Brand Personality: Capture images that reflect the personality and tone of our brand, whether it's playful, professional, or adventurous.

3. Color Palette: Use our brand's color palette prominently in photography to reinforce brand recognition and consistency.
4. Composition and Framing: Pay attention to composition and framing to create visually appealing images that draw the viewer in and tell our brand story effectively.
5. Authenticity: Aim for authenticity in our photography, showcasing real moments and genuine emotions that resonate with our audience.
6. Audience Consideration: Keep our target audience in mind when selecting subjects and settings for our photography to ensure relevance and connection.
7. Use of Brand Elements: Incorporate brand elements such as logos or products subtly and naturally within the photography to reinforce brand association.

8. Please make sure that the images are not blurry and the device you are using has a good quality of at least 8 Megapixels.

By following these guidelines and tips, we can ensure that our photography consistently reinforces our brand identity and strengthens our connection with our audience."

Brand Guidelines (Photography cont.)



SUBJECT

We don't look for spotlights, we want the real stars to be part of the frame. We want to capture our impact in the community and our teamwork while we Make It Happen Together

COMPOSITION

Please make sure that no one is left out. Avoid too much ceiling or too much floor. Also aim for a balanced photo with no heads cropped or messy backgrounds.

TONE

Depending on the event, our tone is playful, professional and passionate. If you are capturing an impact story, please be respectful with the testimony and procure a serious ambient.



1 CONTENT Submission

Submit your content request to the Marketing & Communications team, ensuring that you provide the following details:

Type of content: Choose from options like Digital (social media post, video, story, reel, newsletter entry) or Print (materials, measurements, etc.).

Submission Deadline: Requests should be submitted at least 2 weeks in advance.

Essential Elements: Include a caption, hashtags, locations, collaborators (mentions), and event date/time.

2 INITIAL Review

Your request will be reviewed within 48 hours. Please note that all content (video/photo/flyer) must meet the Tejano Center Standard to be considered for posting. Content that does not meet this standard may not be posted. Content and text may be edited to align with the Tejano Center Standard.

Ensure that any quotes or articles included have proper citations for appropriate credit.

3 REQUEST Verification

Once your request is verified, the responsible party will be contacted by the Marketing team. A timeline will be established, with a scheduled meeting within a week to discuss the request further.

10 CONTENT Archiving

The completed creation is filed and archived for future reference.

Marketing Assistance

PROCESS FOR MARKETING & COMMUNICATIONS COLLABORATION



4

CONTENT Creation

The content creation process begins, encompassing both content creation and digital marketing strategies.

9

CONTENT Distribution

The approved content will be shared digitally or sent for printing, based on the chosen content type.

8

FINAL Approval

The content is finalized upon written approval from the Marketing Director and all involved project stakeholders.

7

DIRECTOR Review

The content will be revised by the Marketing Director and Outreach Director to ensure alignment with objectives and quality standards.

6

CONTENT Editing

Edits can be requested after all project stakeholders have reviewed the content.

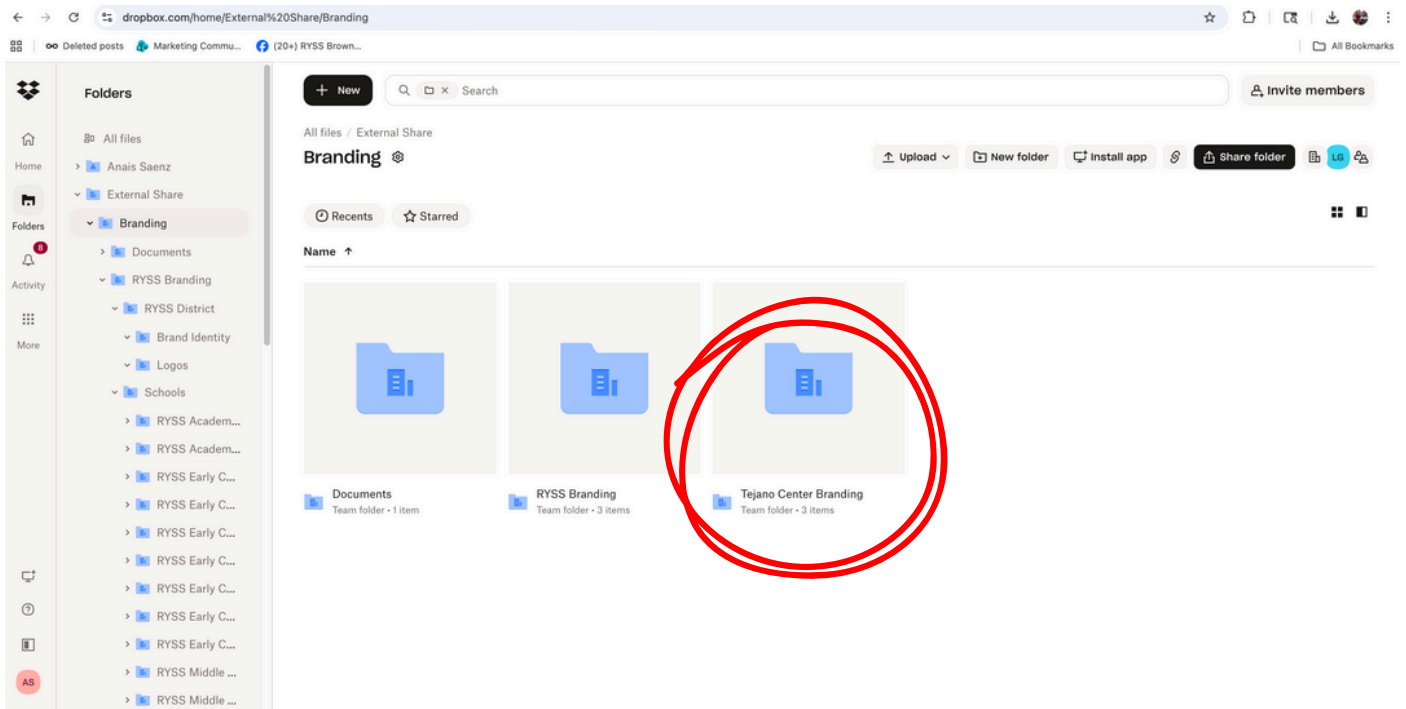
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MARKETING Team Review

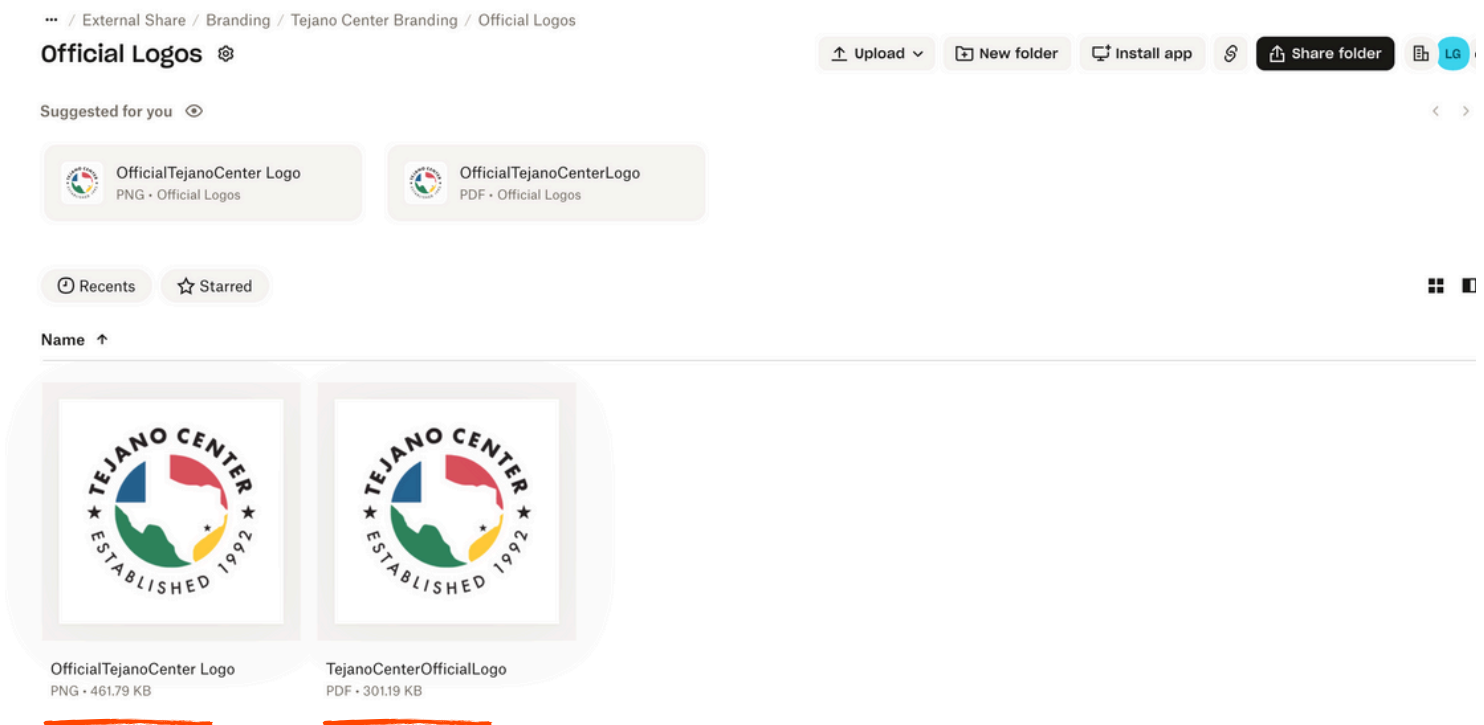
The created content will be shared with the Marketing Team for collective review and input.

Branding on Dropbox

Click on the Dropbox link. You should see 3 folders: RYSS Branding, Tejano Center Branding, and Documents. For this example, I am clicking on Tejano Center Branding.



For this example, I am clicking on Tejano Center Branding.
It includes a PDF and PNG file. Download them and happy editing!



Thank you for your commitment to upholding the Tejano Center for Community Concerns brand identity.
Together, we can make a lasting impact on our community.

Contact Us

HAVE ANY QUESTION?

For any inquiries related to brand usage or additional brand assets, please contact our team:



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