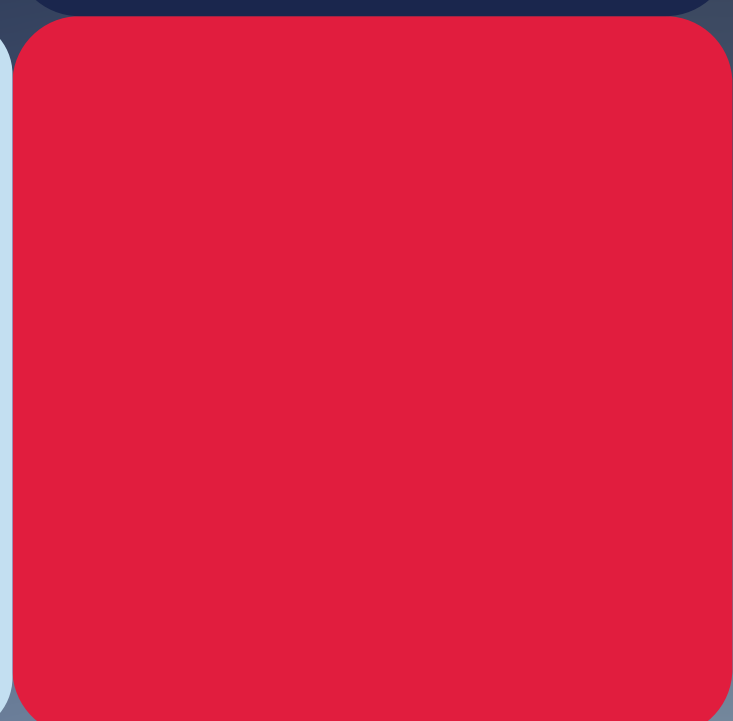
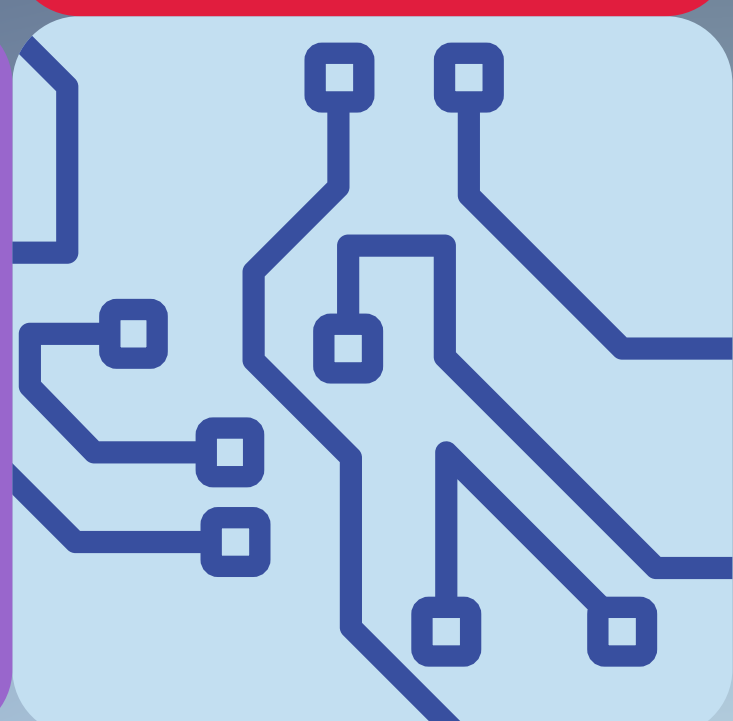
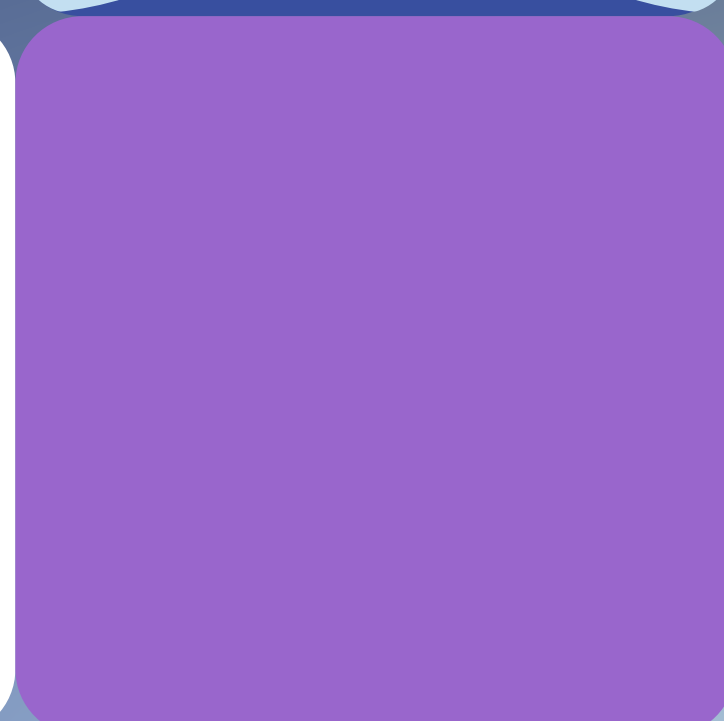
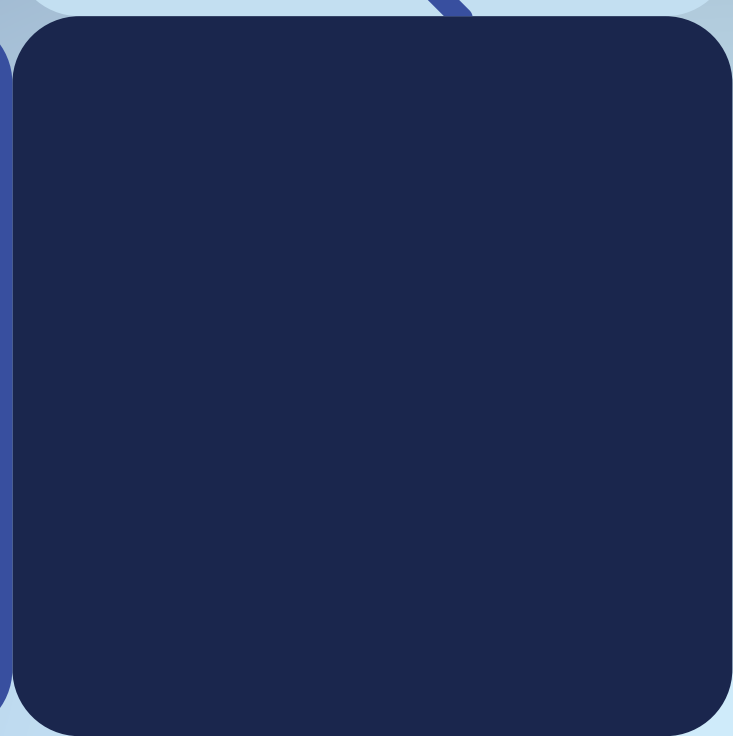


CONNECT AND EVOLVE

 **one**
CONFERENCE
presented by 



LOGOS

FULL COLOR



INVERSE



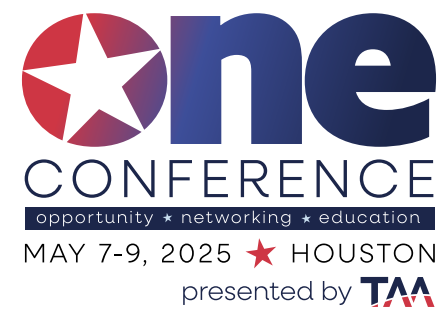
WHITE



LOCKUP GUIDE

WITH
"CONFERENCE"

A1



A2



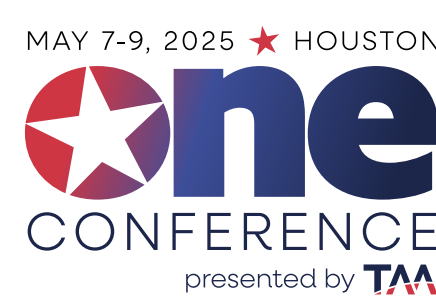
A3



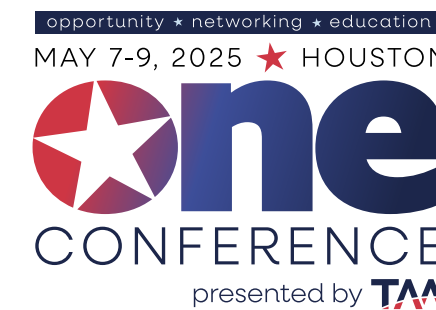
A4



A5



A6



A7

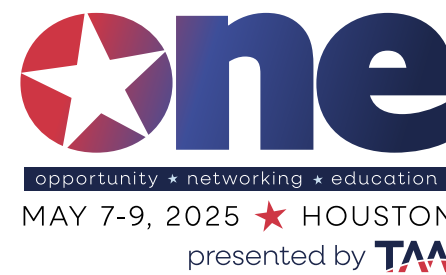


A8



WITHOUT
"CONFERENCE"

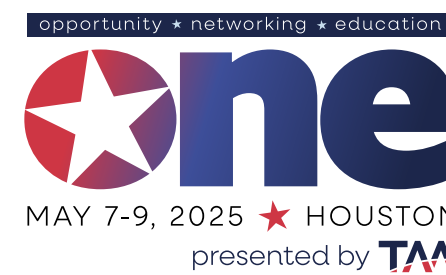
B1



B2



B3



B4



B5



B6



B7



B8



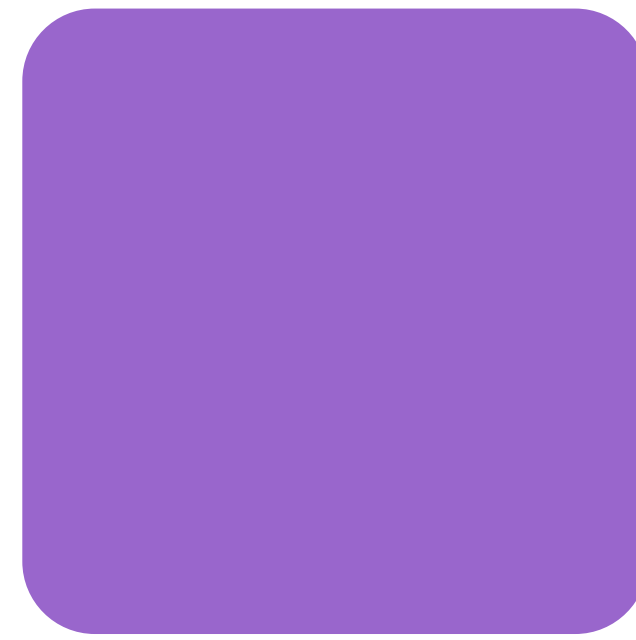
COLORS



GOLD
RGB 231 167 87
CMYK 8 37 76 0
HEX #E7A757
(Gradient Spot Color #F47E20)



RED
RGB 225 29 62
CMYK 5 100 77 0
HEX #E11D3E
(Gradient Spot Color #7C0612)



PURPLE
RGB 153 102 204
CMYK 49 67 0 0
HEX #9966CC



ROYAL BLUE
RGB 56 79 159
CMYK 90 79 2 0
HEX #384F9F



LIGHT BLUE
RGB 195 223 241
CMYK 22 4 1 0
HEX #C3DFF1



NAVY
RGB 26 38 77
CMYK 99 90 40 39
HEX #1A264D

BLUE FREEFORM GRADIENT
Royal Blue, Light Blue, Navy

RED FREEFORM GRADIENT
Red and Gradient Spot Color #7C0612

GOLD FREEFORM GRADIENT
Gold and Gradient Spot Color #F47E20

LOGO GRADIENT 1

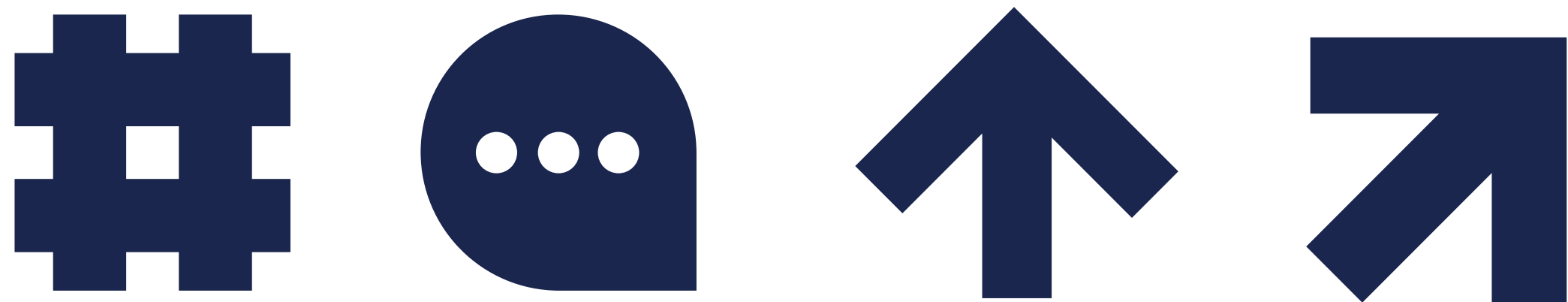
LOGO GRADIENT 2

ICONS

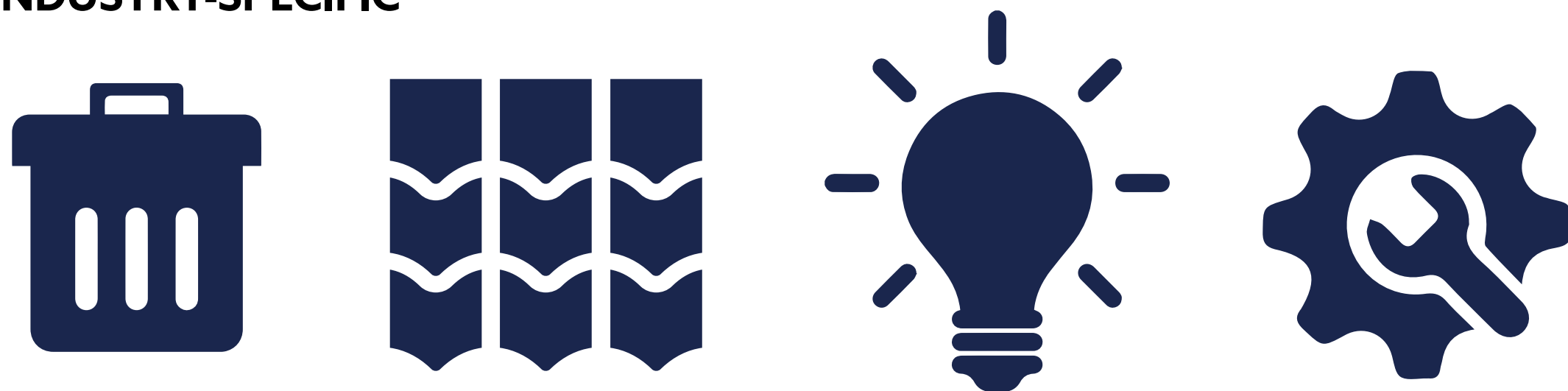
THEMED



SOCIAL/WAYFINDING

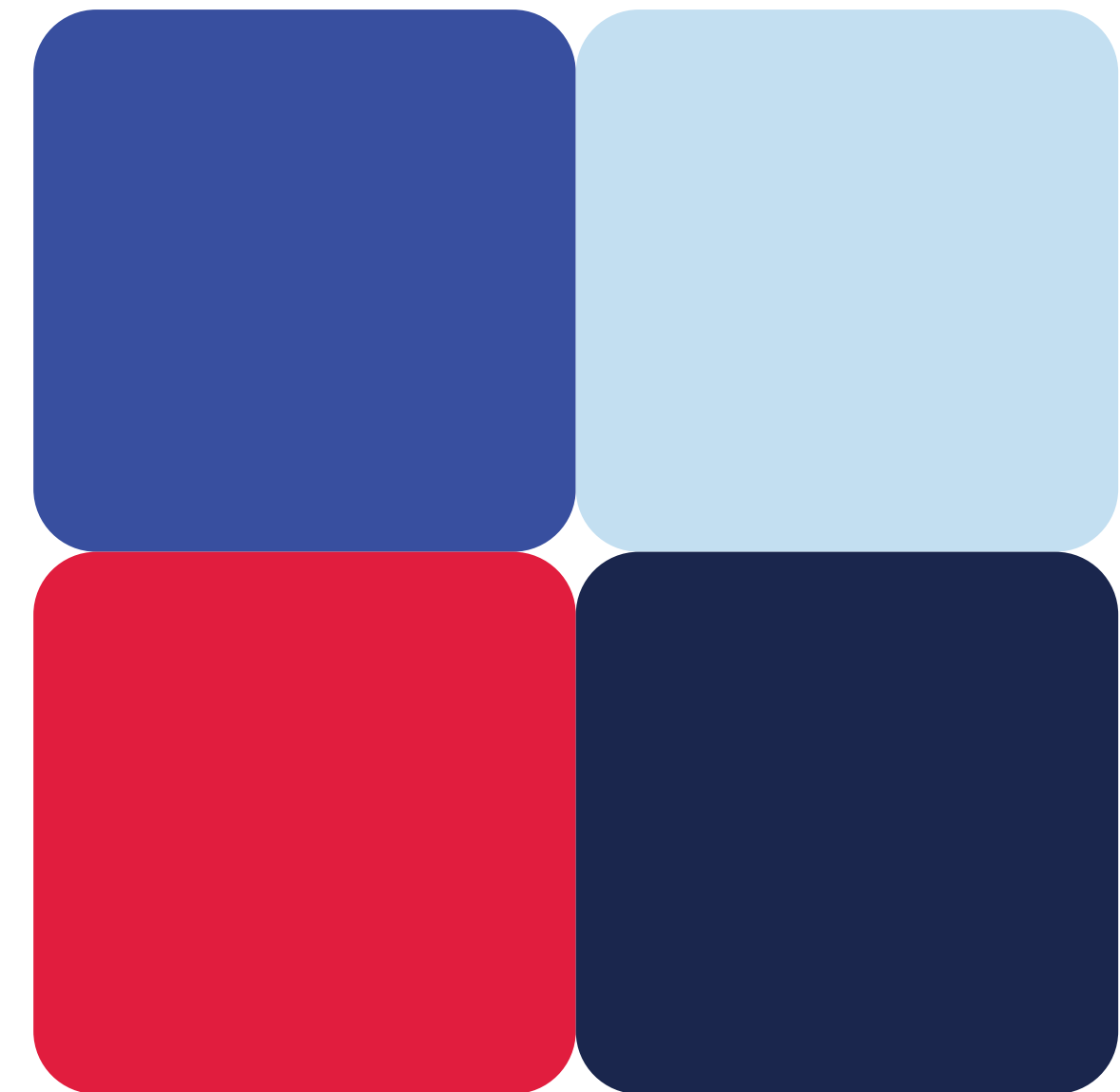


INDUSTRY-SPECIFIC



BLOCKS

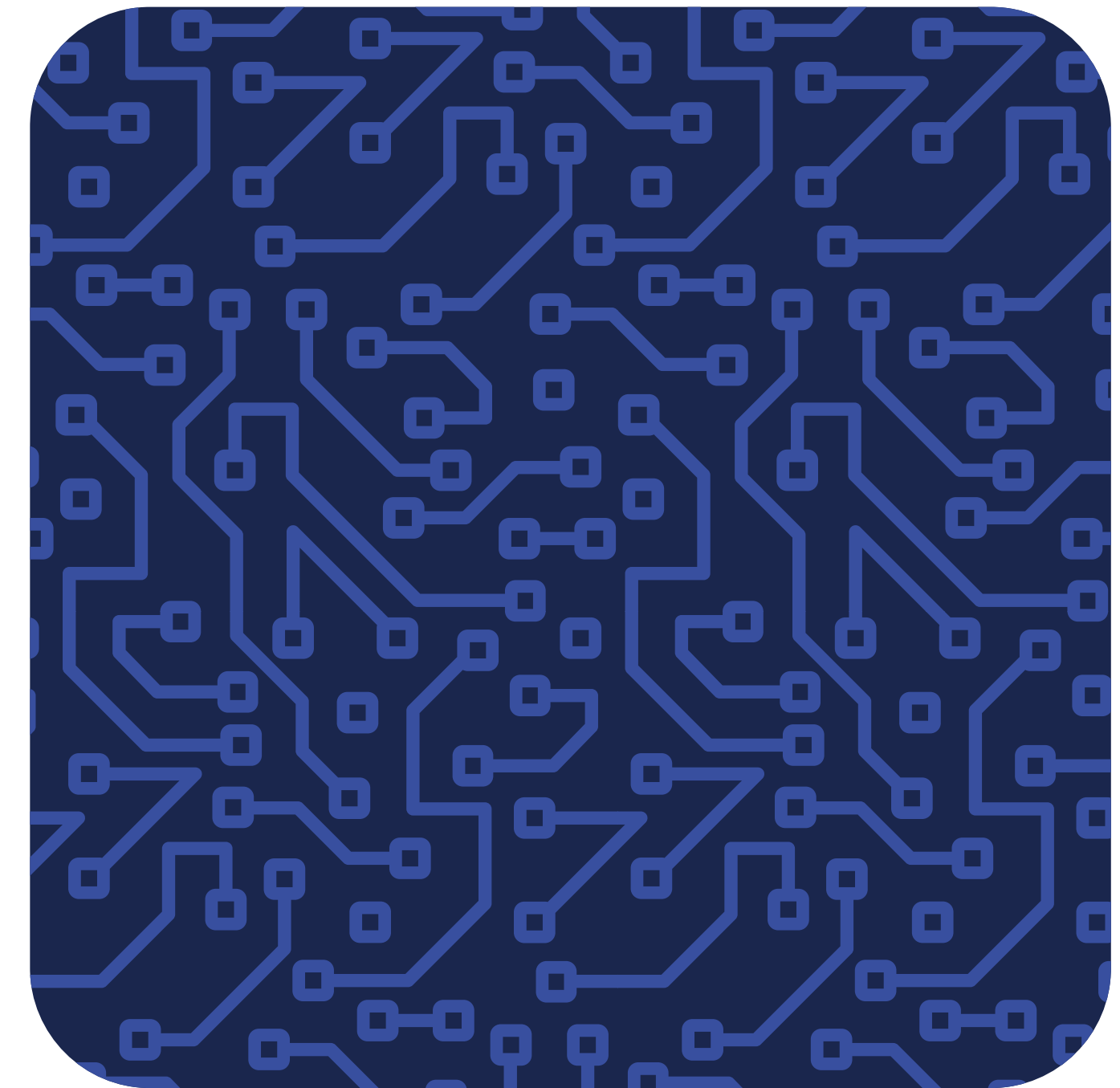
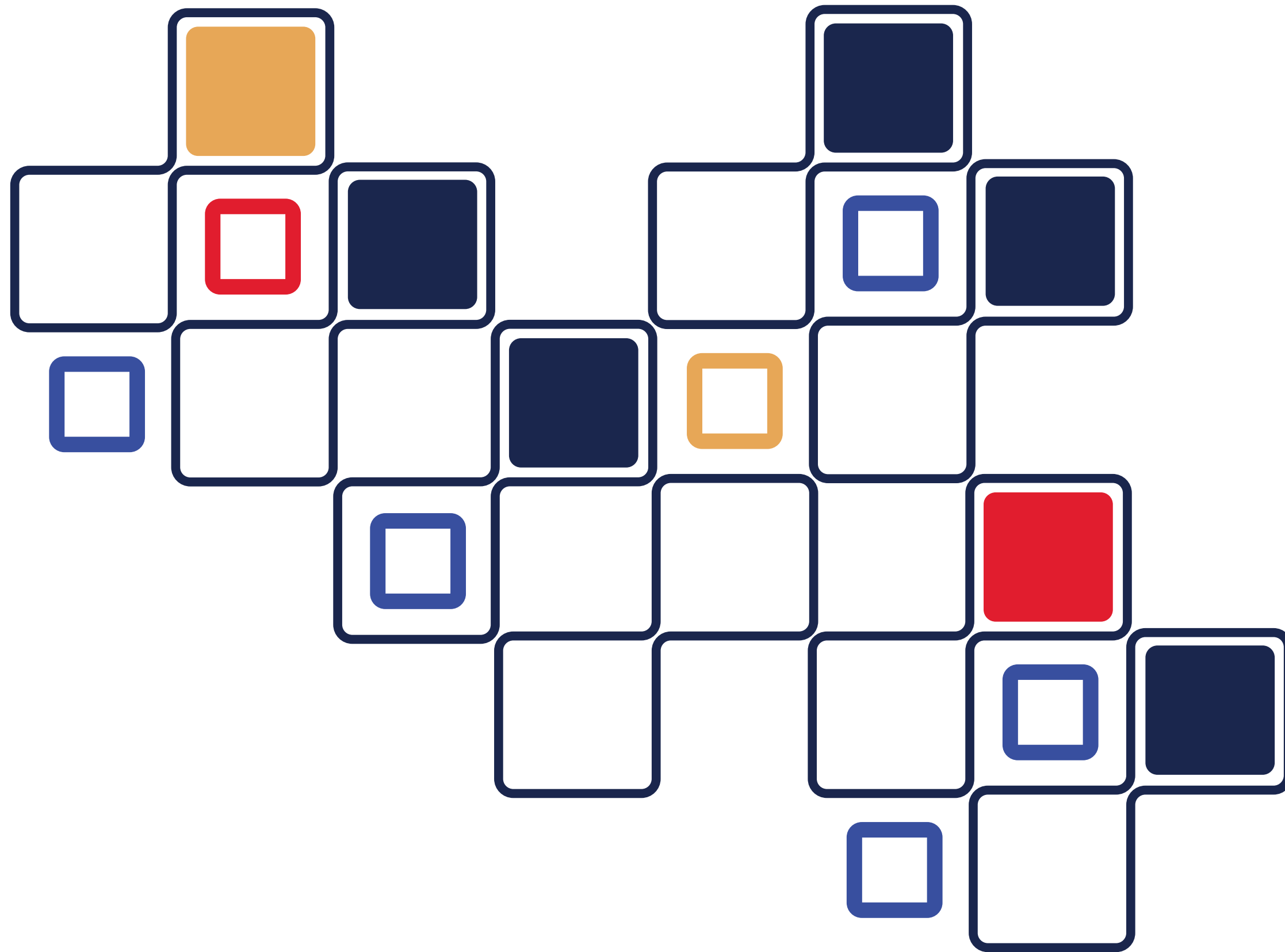
Should always touch, never stand alone



PATTERNS

PRIMARY CONFERENCE PATTERN

Colors can change depending on application,
consider single- or two-color pattern with lighter opacity for colored backgrounds



SECONDARY PATTERN

2025 Theme-Specific,
should always be contained

TYPOGRAPHY

CONNECT
AND EVOLVE

WELCOME TO 2025 TAA ONE

Download the Texas Apartment Association app
on the App Store and Google Play.

HEADING 1 (AZO SANS BOLD, KERN: 100)

HEADING 2 (AZO SANS LIGHT)

SUBHEADING (AZO SANS MEDIUM)

Body Copy (Azo Sans Regular)

EXAMPLE APPLICATIONS

