

KAY BAILEY HUTCHISON CONVENTION CENTER DALLAS

Brand Guide

Revised June 2024

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LOGO *Facility and Corporate*

Main Logo Features



More often than not, the main KBHCCD logo is used, but the standalone icon may be used in abbreviated formats where appropriate. The icon is often used as a watermark across various projects.

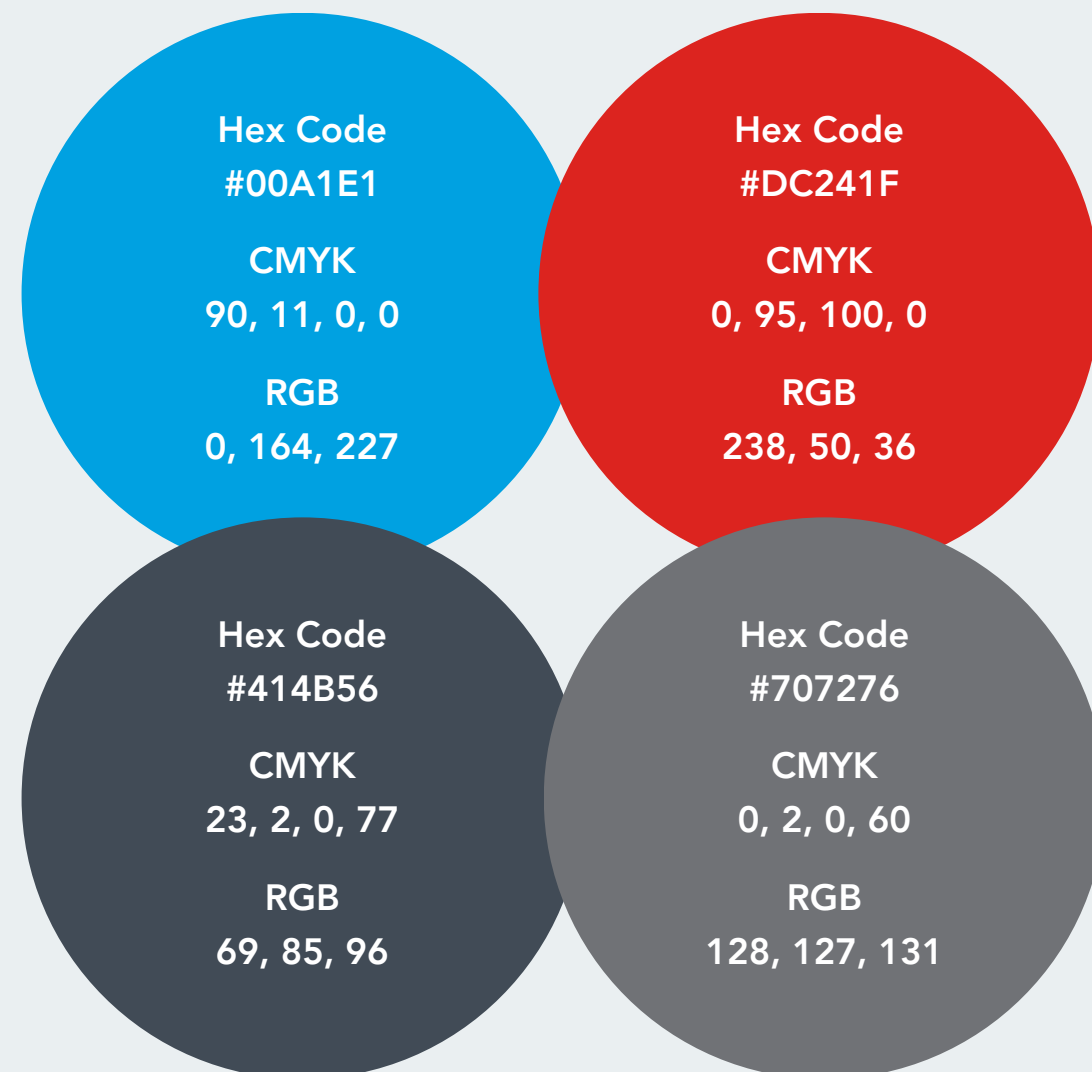
Corporate Logo - OVG



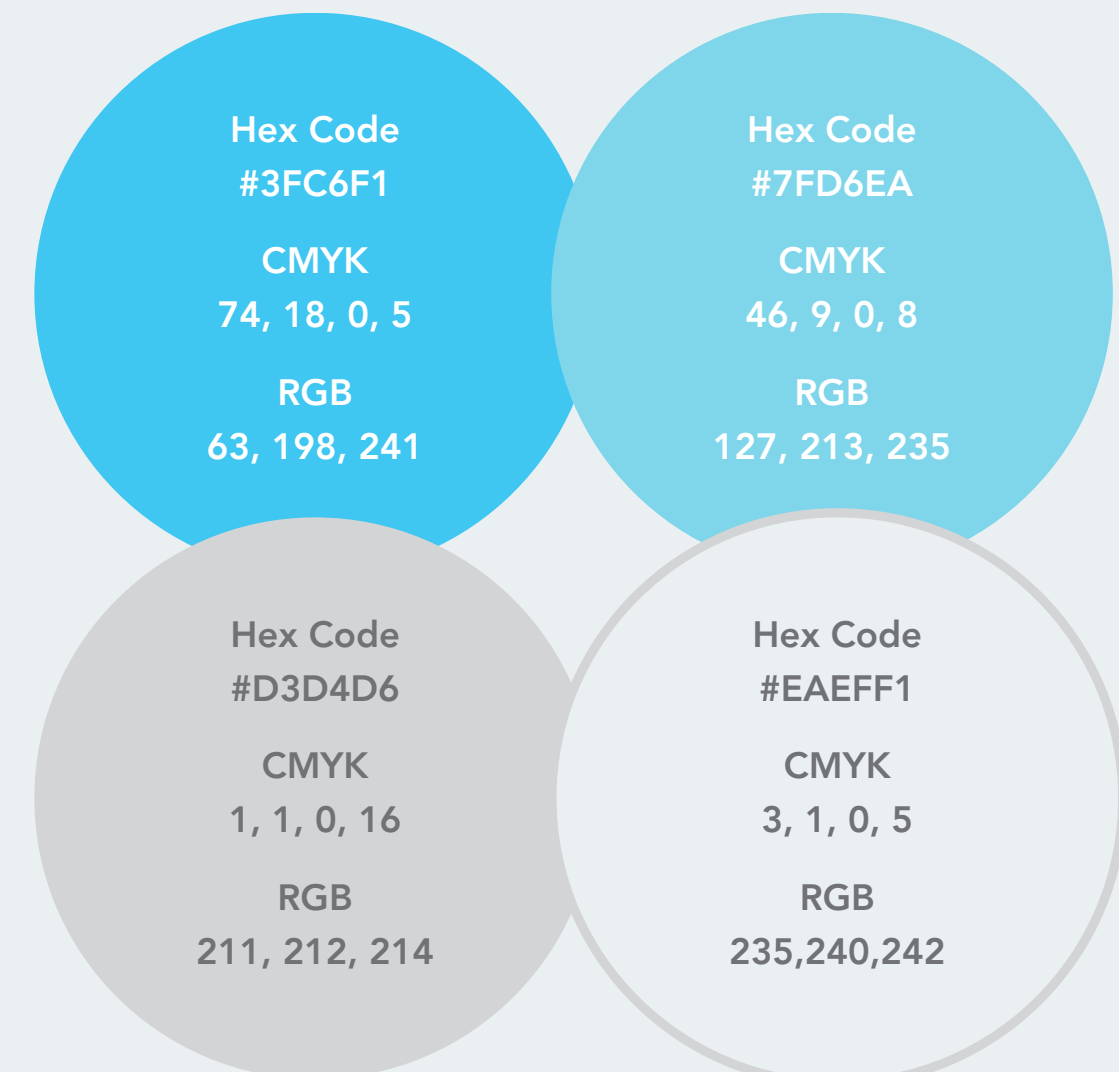
Sometimes, depending on application, the KBHCCD logo will be used in tandem with the logo of the managing company, Oak View Group.

COLOR PALETTE

Primary



Secondary



FONTS

Font Overview

BEBAS NEUE

For Headers

ABCDEFGHIJKLMNOPQRSTUVWXYZABCDEF

GHIJKLMNOPQRSTUVWXYZ1234567890!

@#\$%^&*()

Avenir

For Subheaders and Paragraphs

ABCDEFGHIJKLMNOPQRSTUVWXYZ

XYZabcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Font Hierarchy

CENTRALLY LOCATED

DALLAS IS HOME

Meetings mean business! Located in the heart of downtown Dallas...

SUBMIT RFP

BOOK YOUR EVENT TODAY

Submit a request for proposal today and our talented sales team will be in touch...

Type Treatments

**DALLAS
DELIVERS**

MEETINGS MEAN
BUSINESS

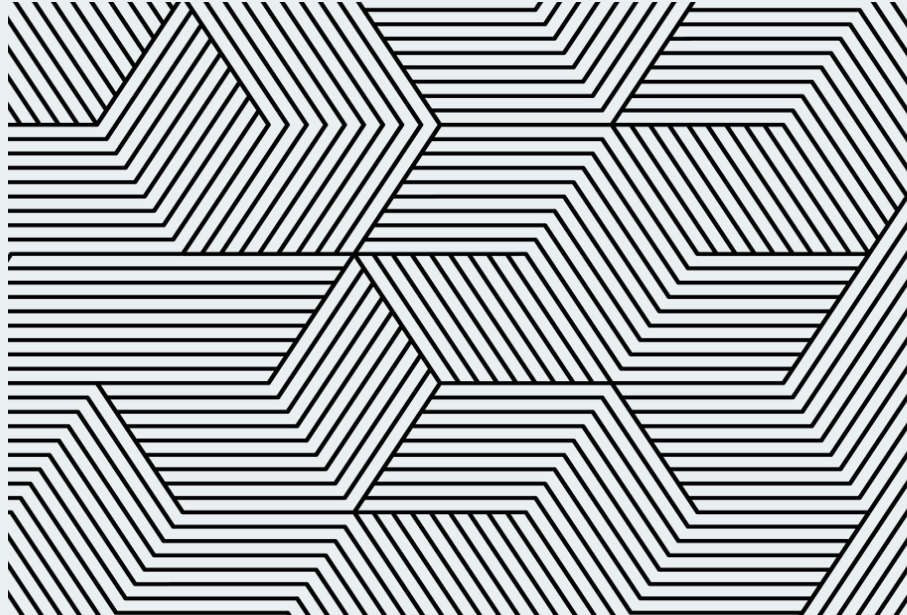
*Tourism is Economic
Development*

ELEMENTS, PATTERNS, SHAPES, LINES

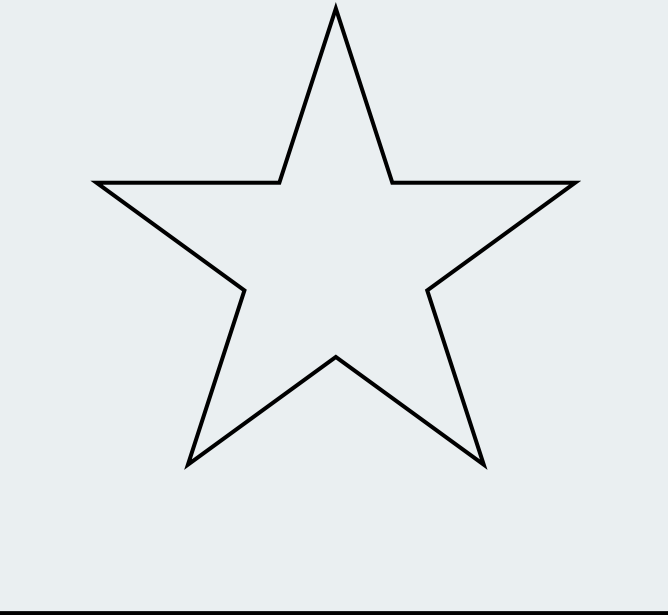
Elements



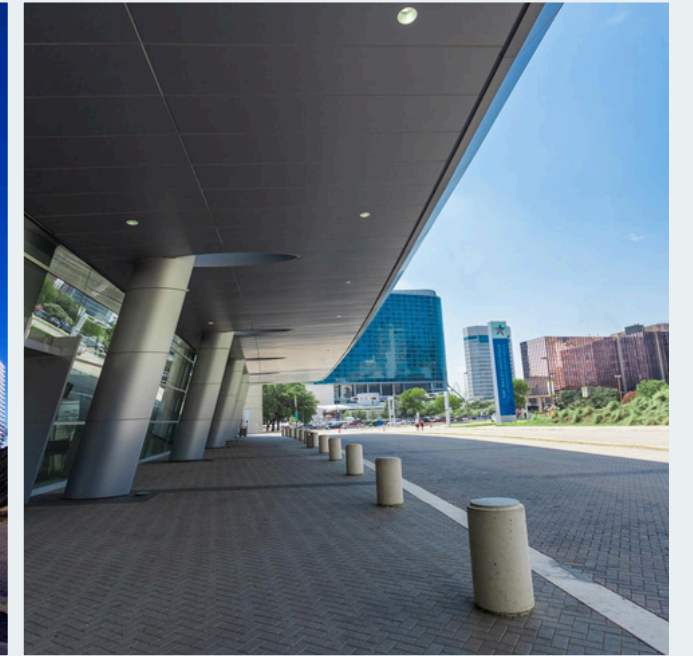
Patterns



Shapes, Lines



PHOTOGRAPHY



Exterior photography is often used in promotions as these views are most recognizable from downtown Dallas, unless promoting specific interior spaces.



C Ballroom



Corridor by D ballrooms and Bluffview



A/B Lobby



OUR WHY

*Fostering excellence by
building positive connections
that unleash dreams*



Corridor by D ballrooms