



Brand Guidelines

V.1.2 | 2026

index

Introduction

What's this Guide for?	03
Who is Howdy.com?	04

01 Logotype

Positive Version	06
Negative Version	07
Clear Space	08
Minimum Sizes	09

02 Color

Color Palette	11
Color Contrast 1	13
Color Contrast 2	14

03 Typography

Typeface	16-19
Typography Uses	20-23

04 Allowed & Forbidden

Allowed Uses	25
Forbidden Uses	26
Allowed Backgrounds	27
Forbidden Backgrounds	28

05 Graphic Elements

Graphic Elements	30-31
Elements in Use	32 -33

06 Photography

Real People	35
Object Based	36
Meme Visuals	37

07 Brand Application

Brand Application	39-44
-------------------	-------



This guide shows how
to bring **Howdy.com's**
brand trademark to life.



Who is *Howdy.com?*

Howdy US, represents the most professional version of who we are—stable, strong, and reliable. **It's Howdy in a suit**, ready to stand tall in any room while maintaining the approachable essence of our identity. Howdy.com is Howdy's brother—more formal, polished, and professional. While we share the same foundation and values, we each have our own distinct personalities, blending similarities and differences in perfect harmony. Together, we create a cohesive experience for all of our audiences.

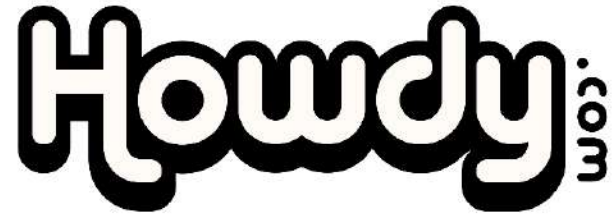
Howdy.com's design and tone are about creating a secure, confident impression that resonates with clients, seeking reliability and expertise.

By respecting the guidelines in this document, you will help us succeed in both our unique yet connected ways, reflecting our true essence, our intention and our commitment.

01

Logotype

Logo
Positive Version

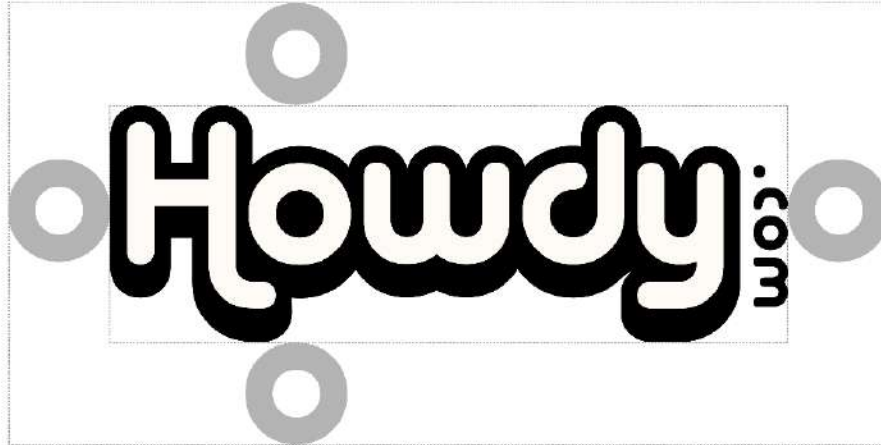
The logo for Howdy.com is rendered in a bold, rounded, and bubbly sans-serif typeface. The letters are white with a thick black outline, giving it a friendly and approachable appearance. The word "Howdy" is written in a slightly lowercase style, and ".com" is written in a smaller, all-caps font to the right of the main word.

Logo

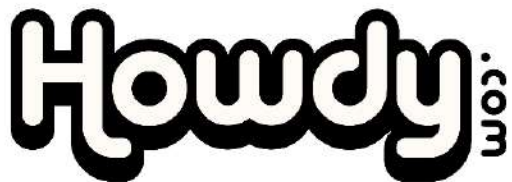
Negative Version



Logo
Clear Space



The usage of the logo should always respect the **required clear space**. This space is measured from the **height of the letter “o”**.

The logo features the word "Howdy" in a bold, rounded, black-outlined font. The ".com" is written in a smaller, black-outlined font, positioned vertically to the right of the "y".

Howdy.com

18,5 x 7cm

The logo features the word "Howdy" in a bold, rounded, black-outlined font. The ".com" is written in a smaller, black-outlined font, positioned vertically to the right of the "y".

Howdy.com

11 x 4cm

The logo features the word "Howdy" in a bold, rounded, black-outlined font. The ".com" is written in a smaller, black-outlined font, positioned vertically to the right of the "y".

Howdy.com

6 x 2cm

02

Color

Color Palette

Primary

Off-Cream

HEX: #FEF6F6
RGB: 254, 250, 246
CMYK: 0%, 1%, 2%, 0%

Charcoal Gray

HEX: #1B1B1B
RGB: 27, 27, 27
CMYK: 73%, 67%, 65%, 78%

Soft Lavender

HEX: #D7D7F3
RGB: 215, 215, 243
CMYK: 13%, 13%, 0%, 0%

Mint

HEX: #DCEDEC
RGB: 220, 239, 236
CMYK: 14%, 0%, 8%, 0%

Deep Violet

HEX: #3939C6
RGB: 57, 57, 198
CMYK: 84%, 79%, 0%, 0%

Emerald

HEX: #4FB0A1
RGB: 79, 176, 161
CMYK: 77%, 3%, 16%, 0%

Lavender

HEX: #B6B6DB
RGB: 182, 182, 219
CMYK: 27%, 25%, 0%, 0%

Sage

HEX: #97CCC2
RGB: 151, 204, 194
CMYK: 46%, 0%, 28%, 0%

Dark Violet

HEX: #2A2A5E
RGB: 42, 42, 94
CMYK: 96%, 96%, 37%, 22%

Moss Green

HEX: #2C4C48
RGB: 44, 76, 72
CMYK: 84%, 49%, 64%, 40%

Secondary



We must **respect contrast** and **color** so as to assure **full legibility** of our brand communication.

These are some examples of how our **color combination** should look:

Howdy.com

Howdy.com

Howdy.com

Howdy.com

Howdy.com

Howdy.com

Howdy.com

Howdy.com

03

Typography

Typeface

Work Sans is our main typeface.

It's modern, clean, and highly versatile, making it ideal for both digital and print applications. Its geometric structure and balanced proportions give our brand a contemporary, approachable feel while maintaining clarity at all sizes. We use Work Sans across headlines, body text, and UI elements to ensure a consistent and cohesive visual voice throughout all touchpoints.

Work Sans

REGULAR	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&*()-
MEDIUM	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&*()-
SEMIBOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&*()-

Typeface

Fraunces is our secondary typeface.

It adds warmth, personality, and a refined editorial touch to our brand. With its expressive serif details and flexible weight range, Fraunces brings contrast to our clean, modern system while remaining highly readable. We use Fraunces intentionally across key moments—such as headlines, highlights, and storytelling elements—to create depth, emphasis, and a distinctive voice within the Howdy brand.

Fraunces

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*()-

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*()-

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*()-

LIGHTITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*()-

REGULARITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*()-

SEMIBOLDITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*()-

Typeface

Rilley is our tertiary typeface.

We use it selectively across social media posts and our events communications as an accent font that adds contrast and personality. With its vintage, western-inspired character, Rilley brings a distinctive flair that aligns with our Austin roots and helps key messages stand out. It should be used sparingly and intentionally to highlight moments where a bold, expressive tone enhances the overall visual experience.



Typeface

Inter is our primary web typeface.

Designed specifically for digital interfaces, Inter offers exceptional legibility, clarity, and performance across all screen sizes. Its modern proportions and generous spacing make it ideal for UI components, body text, and any content that needs to remain highly readable in dynamic, responsive layouts.

Inter

REGULAR	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&*()-
MEDIUM	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&*()-
SEMIBOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 !@#%&*()-

Typography Usage

Mixing Work Sans and Fraunces Across Headline Styles

Body copy is always set in Work Sans Regular for maximum legibility in longer text blocks. Within this system, Work Sans uses -75 tracking and Fraunces uses -25 to keep a consistent reading rhythm across all layouts. And now that the rules are stated, we can glide into some gentle placeholder text -Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

“*This quote is styled in Fraunces to create an expressive, editorial feel.*”

Key words appear in **Fraunces Black** for added impact.

Data points like

94%

use Fraunces Black to increase impact.

Typography Usage

*Rilley for events
and short titles.*

...and sometimes social media.

Work Sans carries event info:

April 12 · 7:30 PM

Hey, also

Work Sans for
subheads

Typography Usage

Look
closer

Rilley + Fraunces - Both fonts
combine in short display lines.

Work Sans keeps the system
grounded when Rilley + Fraunces

get expressive.

*** Rilley**

is not used on web or
in any sales materials.

Typography Usage

Inter leads the web system—clean, flexible, and fully variable.

All body copy is set in Inter Regular or Inter Medium, ensuring clarity across digital layouts.

Fraunces steps in only for titles.

No Fraunces in CTAs

Use Inter Here

Inter for All Buttons

Keep It Consistent

YES.

TYPOGRAPHY UPDATE

On web

Fraunces = titles only.
Everything else = Inter.

Noted

04

Allowed & Forbbiden

Allowed Uses

Use only the official logo versions, keeping proper color, proportion, and clear space for consistent visibility.



Forbidden Uses

Do not alter, distort, recolor, or place the logo on backgrounds that compromise readability.



Do not stretch, distort, or rotate the logo



Do not change the color scheme.



Do not take out ".com" from our logo



Do not add effects like shadows or outlines.



Do not change brand colors.



Do not place the logo on busy backgrounds that compromise visibility.

Backgrounds Uses

Light Backgrounds: Use the main version color.

Howdy.com

Dark Backgrounds: Use the negative version color.

Howdy.com

Backgrounds Uses

Do not apply the main version logo on dark or low-visibility backgrounds.



Howdy



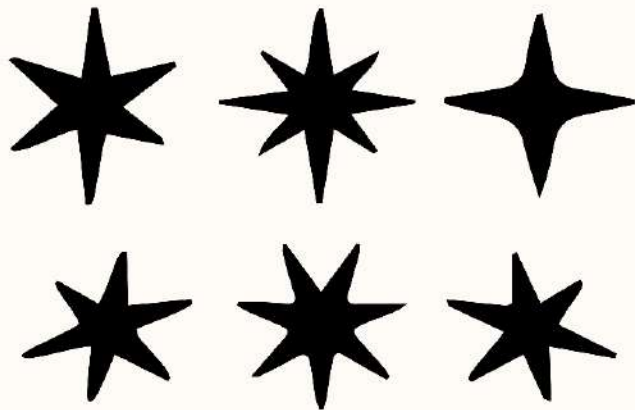
Do not place the white logo on light or low-contrast backgrounds.



Howdy

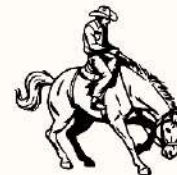
05

Graphic Elements



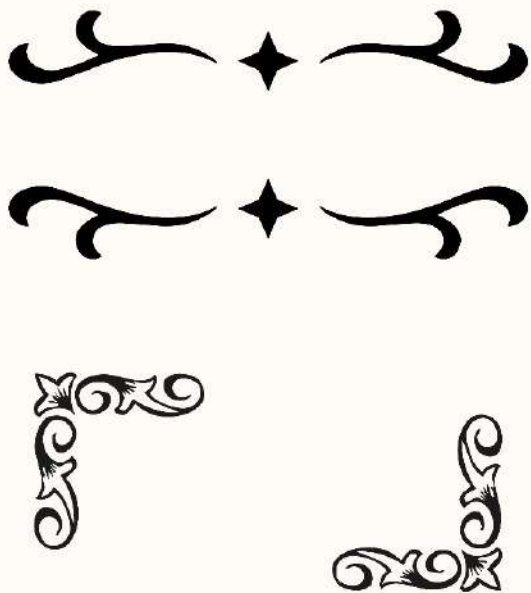
Western Starbursts

Subtle Western-inspired bursts that add energy, movement, and character to highlight key moments in a layout.



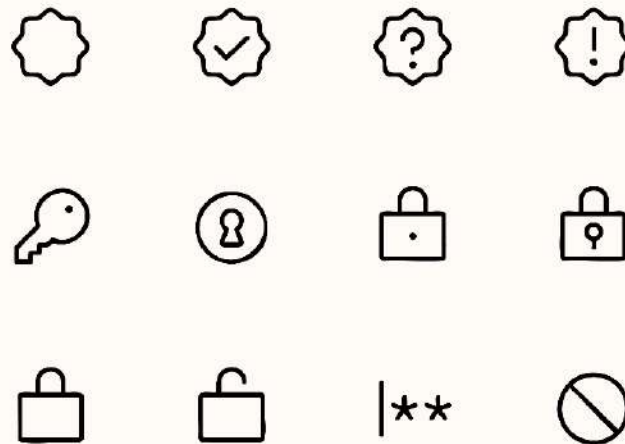
Vintage Western Illustrations

Detailed Texas-rooted illustrations that reinforce Howdy's Western identity and enrich storytelling across campaigns and events.



Ornamental Flourishes & Corners

Heritage-style decorative elements that frame compositions and add a refined Western touch when used sparingly.



UI Icons

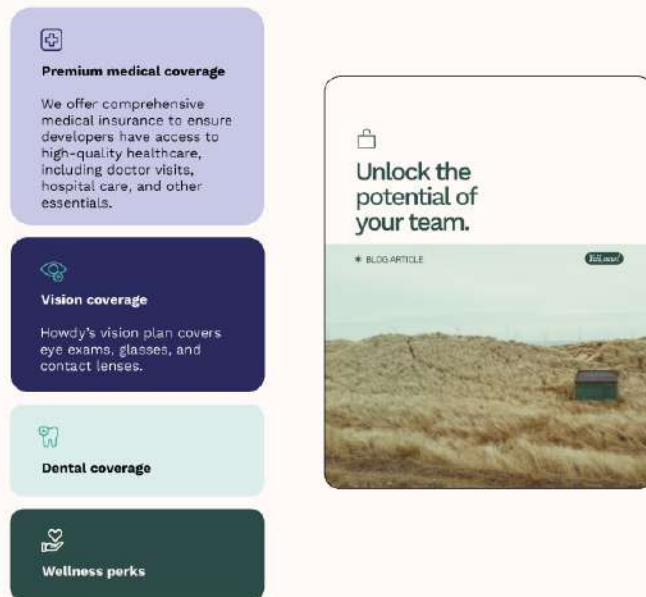
Minimal line-based icons that support clear, functional communication across product, presentations, and documentation.

Ornaments support layout structure through corner accents, edge framing, or subtle emphasis zones. ✪



* restricted from all web and sales usage.

Icons support clarity—use them to label features, actions, or quick info. Keep sizing and stroke consistent.



06

Photography



Real People Photography

Our real-people photography showcases the heart of Howdy: our teams across the U.S. and Latin America. These images feel modern, warm, and approachable—capturing real Howdy folks in genuine moments of focus, collaboration, and personality.

We avoid overly staged or corporate visuals. Instead, we highlight natural expressions, clean environments, and simple setups that keep the attention on the human connection.



Object-Based Photography

Our object-driven images blend tech and work tools with Western Texas elements to create a visual world that feels unmistakably Howdy.

This style focuses on art-directed still-life scenes, textures, and symbolic objects — Western references mixed with modern work culture.

The goal is to build a distinctive, ownable visual language where objects, materials, and compositions communicate the brand's personality: bold, Texan, clever, and confident.

These images complement our real-people photography and our meme universe, expanding the toolkit with visuals that are conceptual, flexible, and instantly recognizable as Howdy.



Meme Visuals

Our meme content taps directly into the cultural pulse of our audience. We use iconic scenes, frames, characters, and moments from movies, TV shows, social media, and internet culture to deliver ideas with clarity, humor, and speed.

Memes let us communicate big concepts—work, tech, outsourcing, Texas energy, or everyday frustrations—in a way that feels human, relevant, and unmistakably Howdy.

They're not an afterthought or a side-channel: memes are a core visual language for our brand. We use them intentionally, choosing references that are widely recognizable, culturally resonant, and aligned with our tone: bold, smart, playful, and a little irreverent.

07

Brand Application



Build Your Dream Team

[Book a Demo](#)

Build teams that last
Message us to get started



Find the Experts

You Need

Artificial Intelligence & Learning Machine

Platform Architect

AI Engineer

AI Prompt Engineer

Generative AI Engineer

[Hire Now](#)



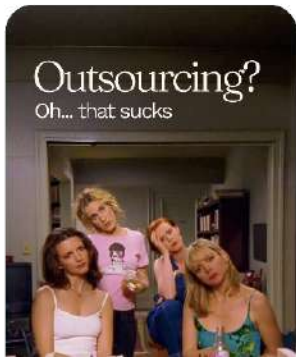
We Are Hiring *
(Motion Graphics Designer)

Bring Motion to Howdy

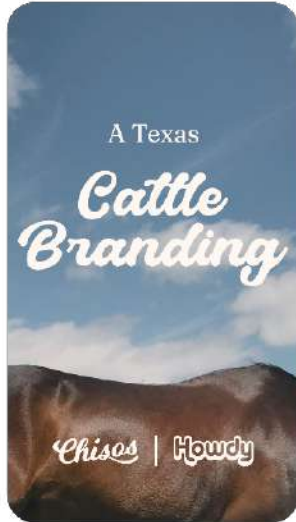
AI - remote Advanced Initial Lead Also Elastic
Strong Portfolio Motion-First mindset



Surreal Luck DAY 1



Outsourcing? Oh... that sucks



emergency

43%
say dental care only affordable for basics



If building a team feels like this, you deserve Howdy.

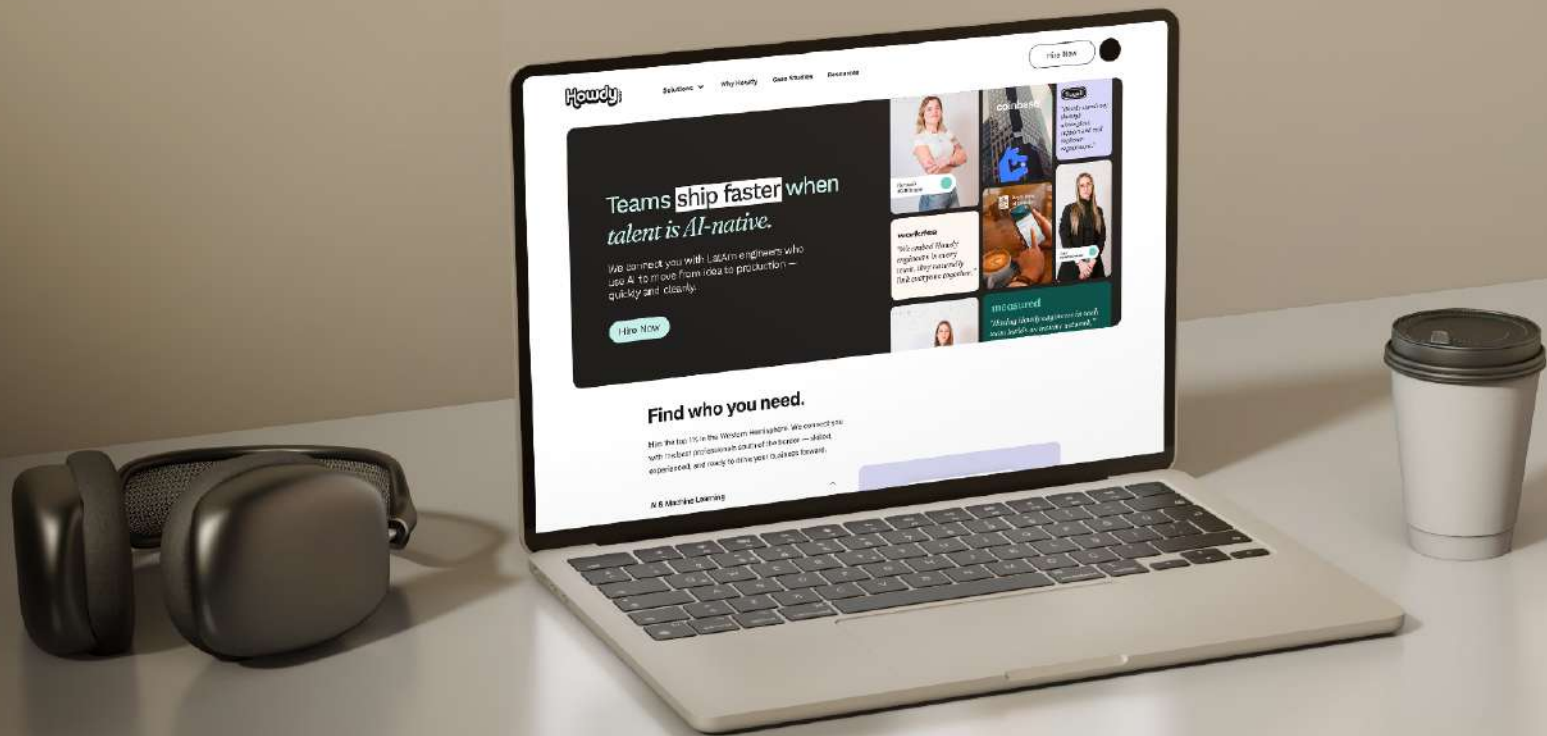
[Book a Demo](#)



These Boots Were Made for Walking







How **Earnest**
scaled their team
with  How to grow a team without
growing your payroll headaches
nearshore talent

Read the full story ————— howdy.com/blog



• BLOG ARTICLE

NEW

The True Price of
Cheap Talent *(and Howdy's Solution)*

Vetted fit LATAM engineers
Handling payroll, taxes & compliance

How does
Howdy scale
your team?

Real cultural fit

Aligned time zones

Engineers

feel seen, heard, and ready



For feedback, syncs, and collaboration



Howdy^{INC.}

Howdy Takes
US Companies Global

Book a Demo  [Howdy.com](https://www.howdy.com)



Innovate



Developers working with Howdy have access to the latest AI-powered tools, integrated directly into their development environments. These tools enhance productivity, assist with code review, and reduce repetitive tasks so they can focus on high-level problem-solving.

03 Career development

Premium medical coverage

We offer comprehensive medical insurance to assist developers from access to high-quality healthcare, including cancer care, hospital care, and other essential services.

Dental coverage

Our dental plan provides developers with their high-quality dental care, including preventive care, hospital care, and other essential services.

03 Career development

At Howdy, career growth is a priority

We work with developers to set personal career development plans that align with professional goals with your company. Our goal is to help your teammates advance their skills and advance within your company.



SC | Howdy Benefits

Coworking and community

Howdy provides a vibrant community of developers through our coworking spaces. These spaces offer a collaborative environment where developers can connect, share knowledge, and work together on projects. Our coworking spaces are designed to foster a sense of community and provide a supportive environment for developers to thrive.



Competitive BENEFITS

Career DEVELOPMENT

Cutting-edge TOOLS

Quality MENTORSHIP

Coworking and COMMUNITY

Continuous LEARNING

SC | Howdy Benefits

Continuous learning

Howdy prioritizes ongoing education. We offer additional learning opportunities to help developers stay ahead in a rapidly changing field. From on-the-job workshops, tech talks, or a certificate program, Howdy offers a variety of learning options to help you stay sharp and keep up with industry trends.

SC | Howdy Benefits

Competitive benefits

Premium medical coverage

We offer comprehensive medical insurance to assist developers from access to high-quality healthcare, including cancer care, hospital care, and other essential services.

Dental coverage

Our dental plan provides developers with their high-quality dental care, including preventive care, hospital care, and other essential services.

Ready to build your top-performing development team?

Partner with Howdy to access the best engineers from LaCm and create an environment where they can excel. **Book a demo today** to discover how Howdy can help you hire, support, and retain the top talent.

[Book a demo](#)

03 Career development

At Howdy, career growth is a priority. We work with developers to set personal career development plans that align with professional goals with your company. Our goal is to help your teammates advance their skills and advance within your company.

05 Cutting-edge tools

Developers working with Howdy have access to the latest AI-powered tools, integrated directly into their development environments. These tools enhance productivity, assist with code review, and reduce repetitive tasks so they can focus on high-level problem-solving.

Competitive BENEFITS

Howdy provides a competitive benefits package that goes beyond the basics to support the well-being of developers. Your teammates enjoy:

02 Ongoing MENTORSHIP

Howdy offers ongoing mentorship to assist developers from access to high-quality healthcare, including cancer care, hospital care, and other essential services.

04 Ready to build your TOP-PERFORMING development team?

Partner with Howdy to access the best engineers from LaCm and create an environment where they can excel. **Book a demo today** to discover how Howdy can help you hire, support, and retain the top talent.

SC | Howdy Benefits

01 At Howdy, career growth is a priority

We work with developers to set personal career development plans that align with professional goals with your company. Our goal is to help your teammates advance their skills and advance within your company.

02 Ongoing MENTORSHIP

Howdy offers ongoing mentorship to assist developers from access to high-quality healthcare, including cancer care, hospital care, and other essential services.

05 Cutting-edge TOOLS

Developers working with Howdy have access to the latest AI-powered tools, integrated directly into their development environments. These tools enhance productivity, assist with code review, and reduce repetitive tasks so they can focus on high-level problem-solving.

01 At Howdy, career growth is a priority

We work with developers to set personal career development plans that align with professional goals with your company. Our goal is to help your teammates advance their skills and advance within your company.