

Brand Guideline

Uvalde Chamber
of Commerce



2026

Brandmark



Brandmark Meaning

The Uvalde Chamber of Commerce brandmark was intentionally designed to reflect the history, geography, and spirit of our community.

At the center of the design are two intersecting roads representing **U.S. Highway 83 and U.S. Highway 90**. These two historic highways, both among the longest in the United States, intersect in **Uvalde, Texas**, symbolizing our city as a crossroads for commerce, travel, and community connection.

From this intersection, **four squares are formed**, mirroring the layout found in the heart of downtown Uvalde. In real life, these four blocks surround some of our community's most important landmarks: **the Uvalde County Courthouse, the Town Plaza, City Hall, and the United States Post Office**. These blocks represent the historic and civic center of our community.

Within the brand mark, these four spaces are filled with symbols that reflect the identity and heritage of Uvalde.

The Grand Opera House represents Uvalde's rich history and cultural pride. Built in **1891**, the Grand Opera House continues to operate today and stands as a symbol of our community's dedication to preserving its history.

The Tree represents the natural beauty that defines our region. Uvalde has long been known for its diverse and unique trees and once held the designation of **Tree City, USA**. Throughout town, many of our streets are uniquely designed with trees growing directly within the roadway medians, creating a distinctive and recognizable part of the city's landscape. The tree also honors the community's original name, **Encina**, which is Spanish for oak.

The Coyote represents the spirit and pride of our local schools, the **Uvalde Coyotes and Lobos**, symbolizing community unity, teamwork, and local pride.

The Honeycomb celebrates Uvalde's agricultural heritage. Our community once held the distinction of **Honey Capital of the World**, and early local teams were even known as the **Uvalde Honey Bees** before the Coyotes and Lobos.

Together, these elements tell the story of Uvalde — a community built at the crossroads, rich in history, nature, pride, and tradition.

Primary Logo



UVALDE
CHAMBER OF COMMERCE

Secondary Logo



UVALDE
CHAMBER OF COMMERCE



UVALDE CHAMBER

Word Mark

UVALDE
CHAMBER OF COMMERCE

Member Logo



UVALDE
CHAMBER OF COMMERCE
2026 MEMBER

Logo Dont's



Brand Colors

Color Palette



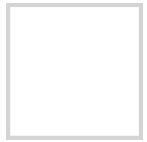
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#000000



#D6B593



#FFFFFF

Brandmark Color Variations



Logo Color Variations

