



CENTURY SQUARE BRAND GUIDE

Graphics Standards & Usage Guidelines

LOGO

Blue



CENTURY SQUARE

Green



CENTURY SQUARE

Purple



CENTURY SQUARE

Grey



CENTURY SQUARE

Pink



CENTURY SQUARE

Black



CENTURY SQUARE

White



CENTURY SQUARE



LOGO USAGE

The colored logo options are to be used on primarily white or light colored backgrounds. Black is to only be used when the other colored logos are not an option. White is to be used on primarily dark colored backgrounds.

SPACING

The clear space surrounding the logo prevents graphic elements from diverting attention away from the logo. The minimum clear space around the Century Square Logo is defined as the height of the "C" in the wordmark and should always be applied.

COLOR PALETTE

Primary



CMYK | 67. 47. 36. 8
RGB | 95. 118. 136
PANTONE 7699 U



CMYK | 52. 40. 37. 0
RGB | 136. 142. 148
PANTONE Cool Grey 9 U



CMYK | 62. 54. 58. 30
RGB | 89. 89. 85
PANTONE 419 U



CMYK | 36. 62. 56. 15
RGB | 150. 101. 96
PANTONE 7609 U



CMYK | 49. 38. 66. 11
RGB | 130. 131. 99
PANTONE 7749 U



CMYK | 57. 65. 48. 27
RGB | 103. 81. 92
PANTONE 7449 U

Gradient



CMYK | 75. 59. 52. 34
RGB | 63. 78. 85
PANTONE 5463 U



CMYK | 44. 67. 68. 43
RGB | 100. 66. 66
PANTONE P 51-14 U



CMYK | 65. 51. 96. 51
RGB | 63. 68. 30
PANTONE 5747 C



CMYK | 43. 44. 37. 0
RGB | 156. 140. 145
PANTONE P 171-5 U

GUIDELINES

Gradient colors should only be used alongside their Primary color partner.

TYPOGRAPHY

Neutraface

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&*))

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&*))

Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&*))

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&*))

Book Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&*))*

Demi Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&*))*

Bold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&*))*

GUIDELINES

Neutraface should be the only font used in material for Century Square unless trying to include a partner's brand. The various weights should be used to designer's discretion, however, all body copy should be at the "Book" weight. Only use Italics when necessary. Alternate forms of Neutraface such as "Light Alt," "Book Alt," "Demi Alt" and "Bold Alt" should not be used.

ABOUT

Project Overview

Century Square is an exciting mixed-use destination adjacent to Texas A&M University in College Station, Texas. Redefining the Brazos Valley, the 60-acre development creates a dynamic community center where people congregate from across the region to experience a walkable, urban destination. The project features premier retail and restaurant establishments, entertainment venues, 90,000 SF of Class-A office, two full-service hotels: The George and Cavalry Court, luxury apartment homes: 100 Park, and an activated central gathering space.

More Information

Century Square should be written in title case with a space separating the words at all times. When using “ | ” for separation purposes always use two spaces before and after the mark.

Website & Social Sites

Website		century-square.com
Facebook		facebook.com/CenturySquareBCS
Twitter		twitter.com/Century_Square
Instagram		instagram.com/centurysquare

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