MUSIC CITY CENTER
BRAND GUIDELINE

Music City
CENTER®

UPDATED JANUARY 2019

The primary Music City Center logo is composed of the music note and the text "Music City Center." The logo must always be used with the trademark ®.

The Music City Center brand is sophisticated, clean, bold and modern to reflect the design of our building.

The logo should be used on a light background and is not be placed on dark backgrounds which make the dark blue not visible.

The logo may used inside a circle when needed to increase visibility, such as on a photograph or on a dark or complex background.

The space between the logo and the circle must be equal to 15% of the logo in diameter.
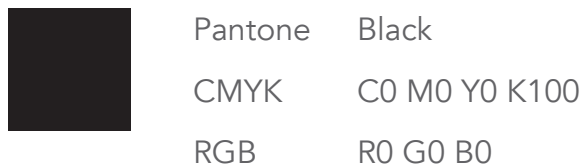
Incorrect usage examples:

Do not stretch or alter the logo in any way
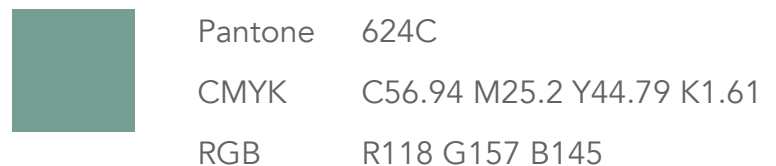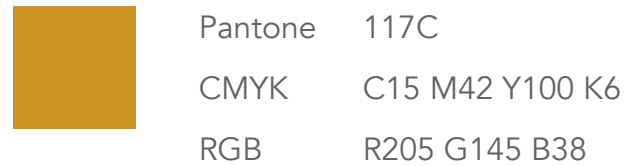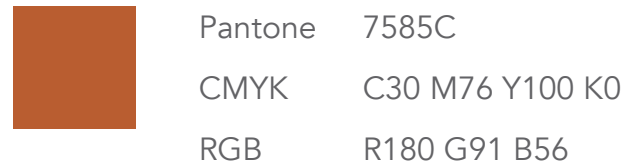
Do not place on dark background

Do not recreate type

COLORS & SECONDARY LOGOS

Primary Colors

	Pantone	534C
	CMYK	C100 M87 Y35 K27
	RGB	R28 G53 B94

	Pantone	White
	CMYK	C0 M0 Y0 K0
	RGB	R255 G255 B255

	Pantone	Black
	CMYK	C0 M0 Y0 K100
	RGB	R0 G0 B0

Secondary Colors

	Pantone	5435C
	CMYK	C34 M19 Y14 K0
	RGB	R0 G106 B132

	Pantone	7585C
	CMYK	C30 M76 Y100 K0
	RGB	R180 G91 B56

	Pantone	117C
	CMYK	C15 M42 Y100 K6
	RGB	R205 G145 B38

	Pantone	624C
	CMYK	C56.94 M25.2 Y44.79 K1.61
	RGB	R118 G157 B145
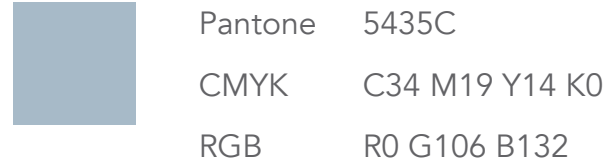
Secondary Logos

The secondary logos are black and white versions of the primary logo. They may be used when one-color or two-color prints are needed or when the primary logo will not be visible.

TYPEFACES

Approved Typefaces

Avenir

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BEBAS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Logo Typefaces

Music City

Caslon 540 Italic

C E N T E R
SWISS 911 XCM BT REGULAR

Use of all other typefaces must be approved by the Music City Center Communications Director.

DIGITAL

The Music City Center digital brand is sophisticated, clean, bold and modern to reflect the design of our building.

The purpose of all signage is to promote Music City Center. All signage must be approved by the Director of Communications before posting. Marquee signage must be approved by CEO.

Approved Typefaces

Open Sans

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890