

MUSIC CITY CENTER BRAND GUIDELINE



UPDATED JANUARY 2019

PRIMARY LOGO



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



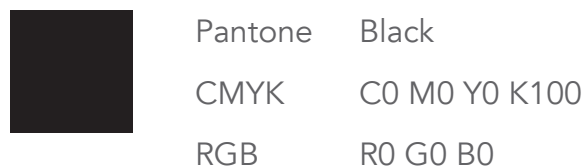
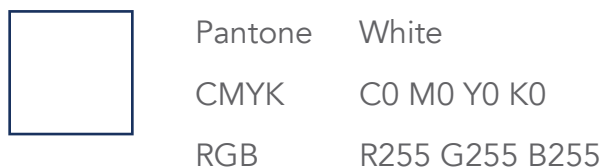
Do not place on dark background



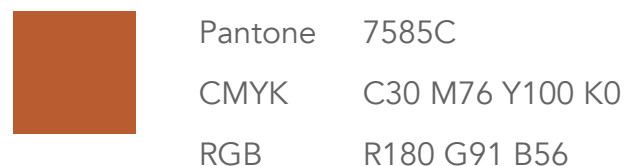
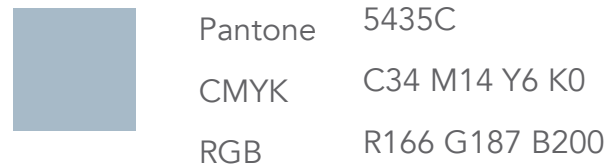
Do not recreate type

COLORS & SECONDARY LOGOS

Primary Colors



Secondary Colors



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