



**UPTOWN**  
ARTS DISTRICT

**Guidelines & Usage**

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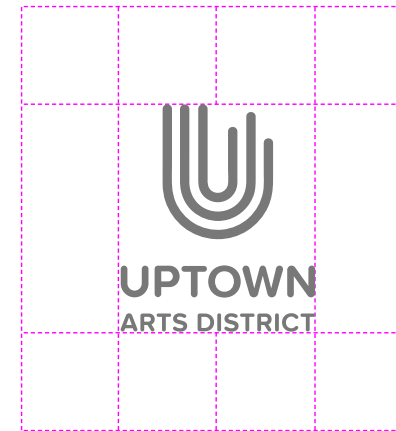
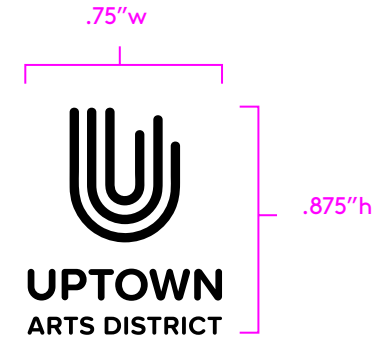
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# Logo Usage



To ensure the successful implementation of the Uptown identity, assets have been created for use throughout all print and digital applications. The assets have been handed over in three color-ways—black, white, and Uptown’s signature color: vibrant blue. The logo in black should be used for all black and white applications, the white option is ideal for layering over photos, the blue version is used for all color applications and can be paired with the cream shade or cream paper stock from the Uptown color palette.

Print logos are delivered as a CMYK build with corresponding PMS formulas included in the palette of each file. Web logos are in RGB format and optimized

for 300ppi resolution. They may be scaled down until reaching their individual minimum size specification. They may not be scaled up. The absolute smallest size the logo should be used at is .75”w x .875”h for print and 110 x 130 pixels for digital and web.

For all standard print and digital applications, keep a minimum amount of clear space around the logo. The minimum clear space is half the size of the applied logo’s width. If you are using a logo that is 1” wide, the clear area around the logo should be at least .5”. This minimum space should be maintained as the logo is proportionally resized.

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# Color Palette

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When used correctly, these colors reinforce the Uptown brand identity. Specifications have been provided for all formats—printing, digital, and environmental. Formulas for CMYK builds should be treated as approximations and, due to inconsistencies across formats and stocks, all print projects should be reviewed, proofed, press checked, and modified accordingly.



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**CMYK:** 89, 0, 1, 0

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**Hex:** 039DFC

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**PMS:** 2995 U, 2193 C



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**CMYK:** 0, 71, 66, 4

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**Hex:** D85A45

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**PMS:** 7597 U, 7597 C



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**CMYK:** 0, 12, 100, 0

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**Hex:** F8BF42

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**PMS:** 122 U, 1235 C



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**CMYK:** 97, 8, 68, 30

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**Hex:** 236D43

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**PMS:** 335 U, 336 C



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**CMYK:** 0, 5, 21, 1

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**Hex:** F7EDD7

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**PMS:** 9224 U, 9224 C



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**Stock 1:** Domtar Cream

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**Stock 2:** Neenah Classic Crest, Classic Cream

# Type System

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To provide the best fit between the verbal and visual flow of the Uptown identity and to establish the appropriate tone, we use a specific type system that visually connects to the brand mark. Proxima Nova Soft will be used for body copy. In situations where typefaces within the Uptown identity aren't available— such as Powerpoint or Microsoft Word—or for

daily inter-office correspondence, use the font Calibri as an alternative. There are multiple options for display type. Proxima Nova Soft Black, Proxima Nova Soft Extra Condensed Bold, and Finalist Slab Bold are all part of the Uptown type system and are perfect for creating moments of visual hierarchy.

Proxima Nova Soft

---

Aa

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n  
o p q r s t u v w x y z & ?  
1 2 3 4 5 6 7 8 9 0

Proxima Nova Soft Italic

---

Aa

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n  
o p q r s t u v w x y z & ?  
1 2 3 4 5 6 7 8 9 0

Proxima Nova Soft Black

---

Aa

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n  
o p q r s t u v w x y z & ?  
1 2 3 4 5 6 7 8 9 0

Finalist Slab Bold

---

Aa

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n  
o p q r s t u v w x y z & ?  
1 2 3 4 5 6 7 8 9 0

Proxima Nova Soft Bold

---

Aa

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n  
o p q r s t u v w x y z & ?  
1 2 3 4 5 6 7 8 9 0

Calibri

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Aa

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n  
o p q r s t u v w x y z & ?  
1 2 3 4 5 6 7 8 9 0

Proxima Nova Soft Extra Condensed Bold

---

Aa

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n  
o p q r s t u v w x y z & ?  
1 2 3 4 5 6 7 8 9 0

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## Incorrect Usage

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In order to maintain a professional, unified, and compelling brand identity, it is important to adhere to the preceding logo guidelines. The following page includes examples of incorrect logo usage.

Do not stretch the logo. To maintain the correct height to width ratio when scaling the vector artwork, hold the Shift key while dragging the anchor points.



Do not freely move the text from the artwork. They are not two separate identities. The text should always be positioned in its shown lockup



Do not change the color. The logo may only be used in black, white, or in the brand colors depending on best visibility.



Do not cut off the logo and do not let it bleed off the page. Be sure to keep at least a 0.35" margin so it does not get cut off when printing.



Do not rotate the logo. The logo should always remain in its upright position.

