



# **CENTRO**

**SAN ANTONIO**

**BRAND STANDARDS GUIDE**



The image features a central white circle with the text "VISUAL ELEMENTS" in bold, black, sans-serif capital letters. This central circle is surrounded by a thick, multi-layered ring. The innermost layer of the ring is pink, with darker pink triangular shapes pointing outwards. The next layer is a lighter pink, followed by a teal layer, and then a yellow layer. The outermost layer is a light green, with darker green triangular shapes pointing outwards. The entire graphic is set against a background of overlapping, semi-transparent geometric shapes in shades of green, yellow, and teal, creating a dynamic, sunburst-like effect.

# **VISUAL ELEMENTS**



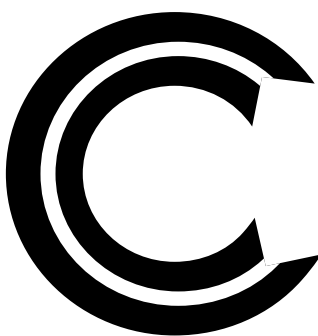
# The Logo

This section outlines the proper uses of the logo. The logo is an essential part of branding and must be handled with care and consideration. Without proper logo usage it can be difficult to maintain brand recognition.



PRIMARY LOGO

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ICON

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ALTERNATIVE MARK

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# Logo Use

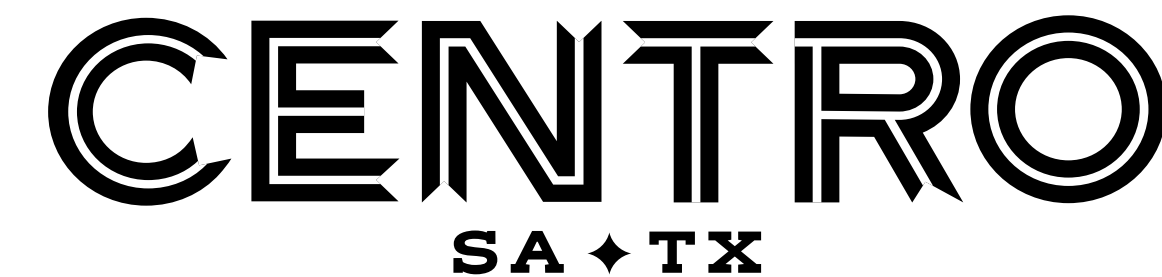


## PRIMARY LOGO

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This logo is used as the primary mark for all:

- Digital marketing
- Social media
- Swag & merch
- Website
- Internal team use



## ALTERNATIVE MARK

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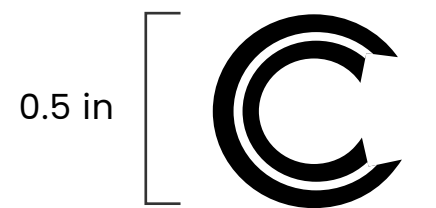
This logo must be used with care. Use when "Centro" is needed to be emphasized. This should be used in a local setting. It should not replace the Primary logo on the website since it will be seen by others outside of Texas.



# Logo Use



**PRINT & DIGITAL**  
Never scale the logo below 1.0 in Wide.  
Never scale the logo below 75 px Wide.



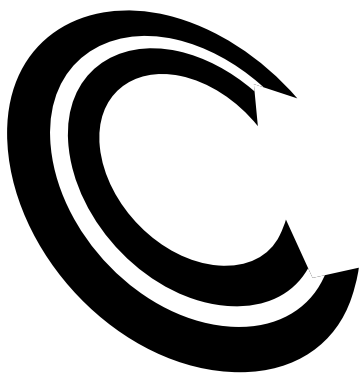
**PRINT & DIGITAL**  
Never scale the logo below 0.5 in Wide.  
Never scale the logo below 36 px Wide.



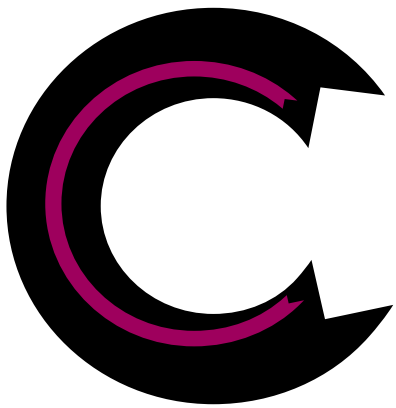
To maintain even logo spacing use the “O” as a way to measure evenly around the logo. This will ensure logo legibility.

## LOGO MISUSE

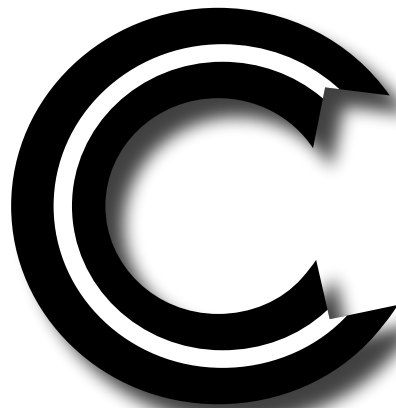
Do not distort the logo in anyway. The logo must maintain its structure to be legible and recognizable.



The inner stoke in the icon should not be moved, altered in color, or reduced in thickness.



It is important not to distort the logo in anyway. Do not use any effects that will distort the logo and reduce legibility.



Use the branded colors listed in the brand guide for the logo and icon. To maintain clarity and contrast, do not use two closely related colors on or behind the logo marks.





# Color Overview

This color scheme is bright, energetic and festive, reflecting Centro’s spirit that strives to represent the cultural community of San Antonio. It is important to follow the color guide in order to use the colors effectively. If used incorrectly the colors can overwhelm the design.

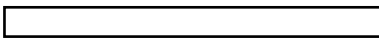

## Spirited Colors

These colors are used to reflect the atmosphere of San Antonio. They create energy and emotion and each color represents a different facet of Centro. Play Pink reflects love, passion and playfulness. Heritage Orange represents heritage and the proud history of San Antonio. Welcoming Yellow represents the Centro team and its ambassadors welcoming all to the city. Live Green represents the life in the city and its lush community. Work Teal reflects honesty and authenticity of the hard working people of San Antonio.

-  Play
-  Heritage
-  Welcoming
-  Live
-  Work

## The Contrast

Black and white are essential components of Centro’s color scheme. Without them the spirited colors will overwhelm Centro’s visual identity. Spirited White should be used to balance and break up large usage of color creating rest for a viewer. Empower Black is used to create emphasis and draw attention to information. Black is best used for buttons on a website or creating bold eye catching headlines and titles.

-  Empower
-  Spirited



# Color Codes

<div><div>PLAY</div><div>CMYK: 0 / 90 / 37 / 0</div><div>RGB: 241 / 63 / 109</div><div>HEX: F13F6D</div><div>PANTONE: 191 C</div></div>	<div><div>LIVE</div><div>CMYK: 35 / 0 / 75 / 0</div><div>RGB: 172 / 219 / 107</div><div>HEX: ACDB6B</div><div>PANTONE: 2283 C</div></div>	<div><div>WORK</div><div>CMYK:74 / 2 / 31 / 0</div><div>RGB: 0 / 183 / 186</div><div>HEX: 00B7BA</div><div>PANTONE: 7710 C</div></div>	<div><div>WELCOMING</div><div>CMYK: 2 / 18 / 98 / 0</div><div>RGB: 250 / 203 / 17</div><div>HEX: FACB11</div><div>PANTONE: 7408 C</div></div>
<div><div>HERITAGE</div><div>CMYK: 0 / 50 / 98 / 0</div><div>RGB: 247 / 147 / 30</div><div>HEX: F7931E</div><div>PANTONE: 144 C</div></div>	<div><div>EMPOWER</div><div>CMYK: 0 / 0 / 0 / 100</div><div>RGB: 0 / 0 / 0</div><div>HEX: 000000</div><div>PANTONE: BLACK C</div></div>	<div><div>SPIRITED</div><div>CMYK: 0 / 0 / 0 / 0</div><div>RGB: 255 / 255 / 255</div><div>HEX: FFFFFFFF</div></div>	



# Color Pairings

When using the colors on the website it is important to make sure that the colors are paired with the correct information associated with that color. For digital or print.

**Any information regarding events or fun** things to do and see in San Antonio should be colored Pink with accents of yellow.



**Information regarding living** in San Antonio or local information should be colored Green with accents of pink.



**Information relating to work or promoting businesses** of San Antonio should be colored blue with accents of green



**Information relating to Centro** or the Centro organization should be colored Yellow with accents of orange. With the exception of the logo it should be in black.





# Typography

This section outlines the correct typefaces used for the brand. It is important to keep consistency in typography to maintain reading legibility. Some are used for headers, subheaders and body copy. Using different font weights is a good way to bring dynamic design in the branding.

## OUR TYPEFACE – POPPINS

Header:	Thin	Light	Regular	Body:	Light	Regular	Medium
Sub Header:	Medium	Bold	Extra Bold	This is a range of weights that can be used for headers, subheaders and body copy. This range allows flexibility if needed.			

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9 ! & # %



# Patterns & Elements

Using patterns and textures is a healthy way to active space and create pacing between bits of information. Use these elements as tertiary elements. They should never clutter or take over the design.

## Papel Picado Shapes

These shapes are inspired by the Mexican folk art Papel Picado. Used to create dynamic patterns that reflect the cultural art in San Antonio. More can be created to match the ones listed here. These are simplified to create a hand crafted feel in Centro's design.



## Black & White Photography

This is reflecting the color scheme usage. With such bright colors you need a balance in the design. Most importantly, for website headers with large blocks of color, use black and white cutouts to ensure that colored photography doesn't clash with the header. This does not apply for photography that is secondary in information. This can also apply to any promotional printed material or artwork created for Centro.



## Stripes & Lines

Centro utilizes lines and simple shapes to reflect the urban atmosphere of winding roads and flowing rivers through downtown. Crafting a retro feel of San Antonio.

