UNIVERSITY PLACE

BRAND GUIDELINES

Contents



6 Primary Logos
8 Wordmark
10 Location Identifiers
11 Logo Guidelines
17 Typography
18 Brand Palette
19 Brand Patterns
23 Iconography
24 Illustration
25 Photography
27 Brand Application

A modern mixed-use experience across a 30-acre site


SILVERSPOT
UP

Logos



Stacked Logo

Our logo is the main identifier of our brand. The stacked variation is well balanced both horizontally and vertically. The primary color is black with teal underline or tan with teal underline on dark backgrounds. When used on teal, the underline should be the dark blue from the palette. Use only logo files provided; do not attempt to retype or recreate the logo.







Horizontal Logo

The wide horizontal logo can be used when vertical space is constrained or when the layout benefits from a wider shape.
The type “University Place” is the same height as the logomark and should always be stacked, regardless of which logo is used.







Wordmark Logo

The wordmark logo takes the same form as the horizontal logo but without the logomark. It should be used sparingly when the ‘up’ letters and underline are used elsewhere in a composition.

UNIVERSITY
PLACE

UNIVERSITY
PLACE

Logomark

The logomark can be used to represent University Place where the context shows the full University Place logo or name, or where the application benefits from a more distilled treatment or decorative element. The primary color of the logomark is black and teal, however it can take a contextual approach in layouts and appear in any color from our palette when using just the logomark. The letters u and p should always be the same color, and the underline should be a separate color.



Location Identifiers

Each location has it's own identifier that can be used when communicating about a certain site within the University Place development. Location identifiers follow the same rules regarding clear space, minimum size and color as the primary logo.

The Shops



Connecting retail, culinary and entertainment experiences, The Shops at University Place is 350,000 square feet of open-air retail with the welcoming atmosphere of a town center.

The Commons



The heart and soul of the community, The Commons is a flexible, programmable outdoor public space for art, culture and community events including the Chapel Hill Farmers' Market.

upStart



upStart is a new home for makers and start-up retail concepts with six pre-finished store fronts ready to house the latest in local innovation and imagination.

Location Submarks

The primary University Place logomark can also be locked up with each location identifier or submark. Location identifiers follow the same rules regarding clear space, minimum size and color as the primary logo. 900 Willow, the luxury residences atop ground-level retail, has its own logomark, but can also be locked up with the University Place wordmark.

up

The Shops

up

The Commons

up

upStart

900 WILLOW | at UNIVERSITY PLACE

900 WILLOW

at UNIVERSITY PLACE

Logomark as Container

The logomark can be used as a container for photography. When this treatment is used, the space between the letter u and the circle within the letter p are removed. Photography fills the u and p, but not the line underneath.





Clear Space

To ensure visibility, no graphic elements should be placed too close to the logo. A clear space surrounding the logo should be maintained and exclude other graphics and typography. The minimum clear space around the logotype is equal to the height of the following portions of each logo.



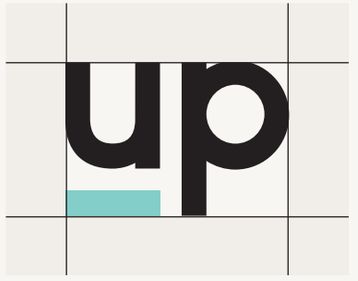


Height of the stacked U and P
in “University Place”





Height of the lowercase u





Height of the circle within
the lowercase p

Minimum Size

To ensure legibility at small sizes, the primary vertical logo should never be used at a size smaller than .5″ in print and 55 pixels on a 72 DPI screen.

The primary horizontal logo should never be smaller than 1″ wide in print and 72 pixels on a 72 DPI screen.

The UP logomark by itself can show up as small as .375″ in print and 27 pixels on a 72 DPI screen.

When combining brand colors and utilizing the logo on a non-white background, be mindful of legibility.

If you can't easily read "University Place," you'll need to enlarge the logo or edit/change your background.

Print Applications



.575″ min



1″ min

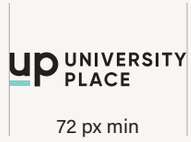


.375″ min

Digital Applications



55 px min



72 px min



27 px min

Tip: Most modern screens render images at least 2x DPI (144), so always check to make sure your logo isn't showing up blurry/pixelated.

Using logo files from the original file set will help ensure proper resolution on all screens.

Improper Logo Usage

To protect the visual identity of University Place, the logo must not be altered or distorted in any way. Changes, no matter how small, detract from the consistent image we want to project. Illustrated below are common mistakes to avoid.



× Don't use unapproved, non-brand colors



× Don't change or alter the logo's font



× Don't stretch or squeeze the logo



× Don't warp or skew



× Don't tilt or rotate



× Don't apply visible drop shadows or other design filter effects



× Don't change proportions or scaling of elements



× Don't outline, alter weights or apply strokes



× Don't ignore clear space rules

Design Elements



Typography

Typefaces for print are Gilroy, Kazimir and Acumin Pro. Typefaces to be used for web are Outfit and Roboto (both Google fonts).

Print

Headlines: Gilroy



Body Copy: Acumin Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Special Use Headlines: Adonis



Web

Headlines: Outfit



Body Copy: Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

https://fonts.google.com/specimen/Outfit
https://fonts.google.com/specimen/Roboto

Color Palette

The core brand colors work together to add richness and excitement to the brand. The primary colors are shown below; tints of the primary colors in values specified below can be used as accents.

CYMK 0, 0, 0, 100 PMS Black 3 C RGB 0, 0, 0 HEX #000000	CYMK 12, 13, 27, 0 PMS 482 C RGB 224, 212, 187 HEX #e0d4bb	CYMK 5, 5, 7, 0 RGB 239, 235, 231 HEX #efebe7	CYMK 47, 0, 25, 0 PMS 3105 C RGB 131, 207, 200 HEX #83cfc8	CYMK 96, 42, 31, 26 PMS 7706 C RGB 0, 97, 122 HEX #00617a	CYMK 61, 44, 95, 33 PMS 371 C RGB 87, 95, 41 HEX #575f2e
70%	70%	70%	70%	70%	70%
50%	50%	50%	50%	50%	50%
30%	30%	30%	30%	30%	30%
10%	10%	10%	10%	10%	10%

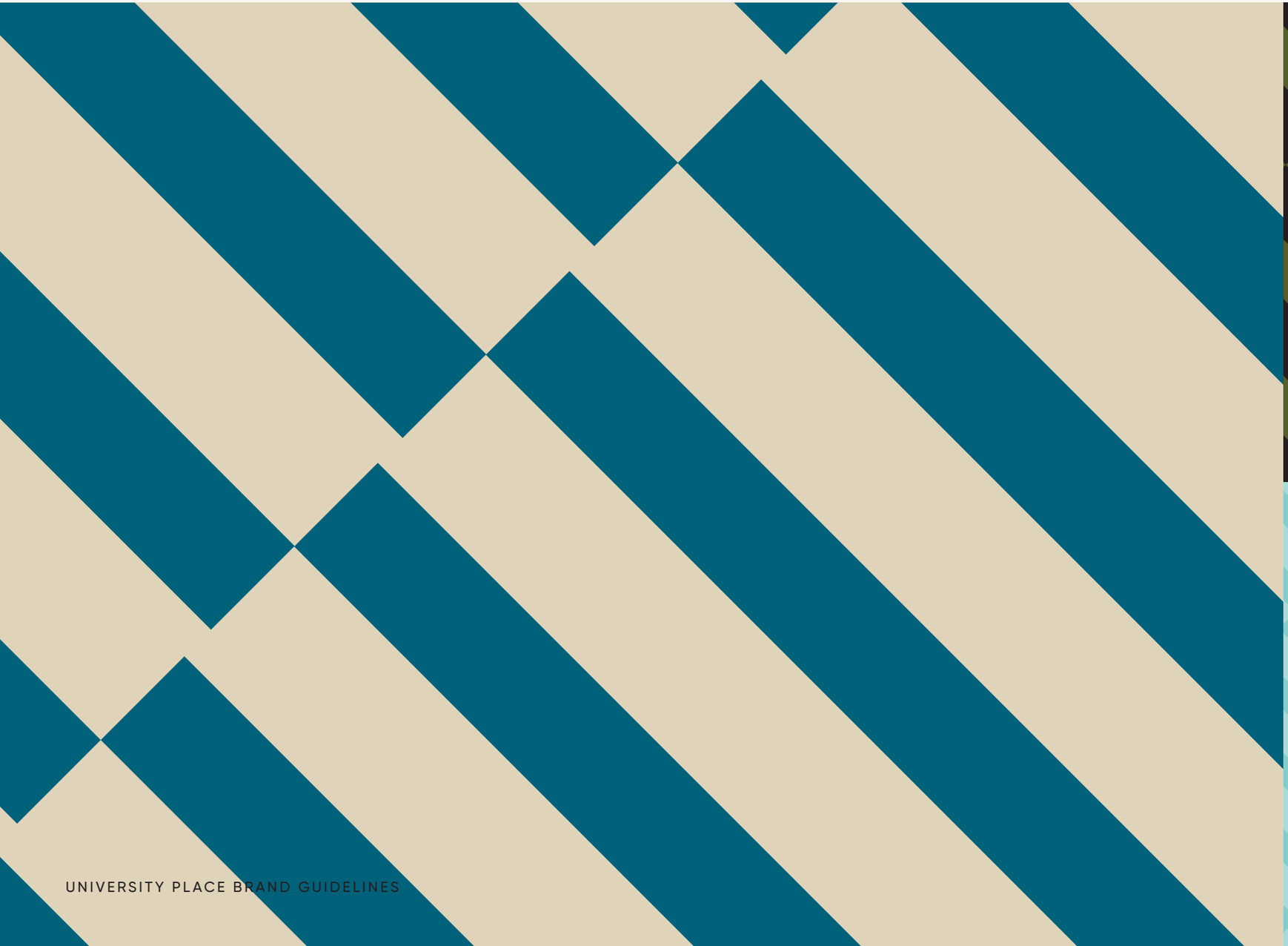
Brand Patterns

The pattern below represents the entire University Place development. Patterns on subsequent pages represent the different site locations and connect with the underline in the logo. The size of the patterns can be scaled up or down to create a variety of layout options for different applications. Patterns should always include either one of the tan colors from the palette; two contrasting colors; or a tint of the same color.



Brand Pattern:
The Shops

This diagonal striped pattern represents the retail portion of University Place, The Shops.







Brand Pattern:
The Commons

This confetti diagonal line pattern represents the outdoor arts and community area of University Place, The Commons.







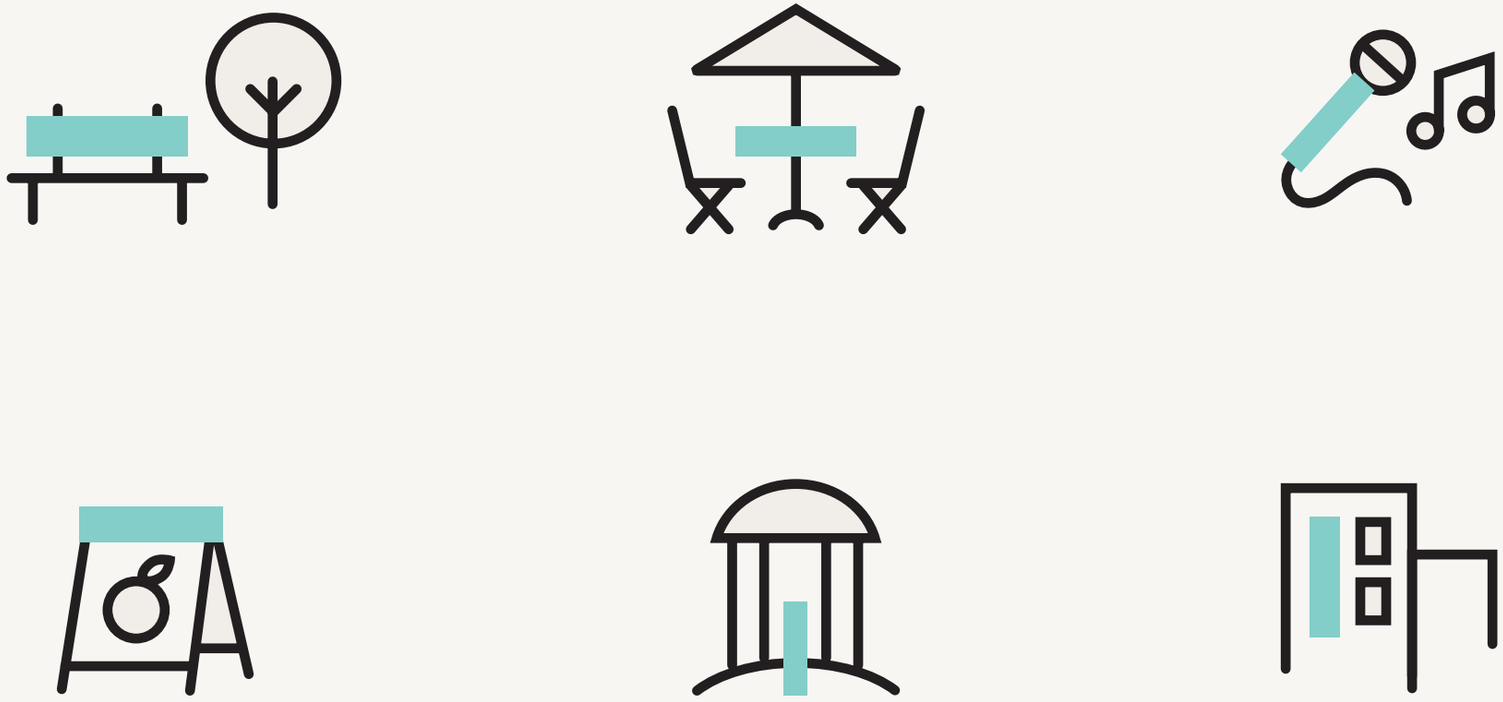
Brand Pattern: upStart

This zigzag pattern represents the start-up retail and maker spaces at University Place, upStart.



Iconography

University Place icons work in harmony with the brand visual language. Each icon incorporates the underline element beneath the u in the brand logo. To give icons a sense of consistency, the primary teal color is used for the bar. On dark backgrounds, icon lines change to the tan brand color.



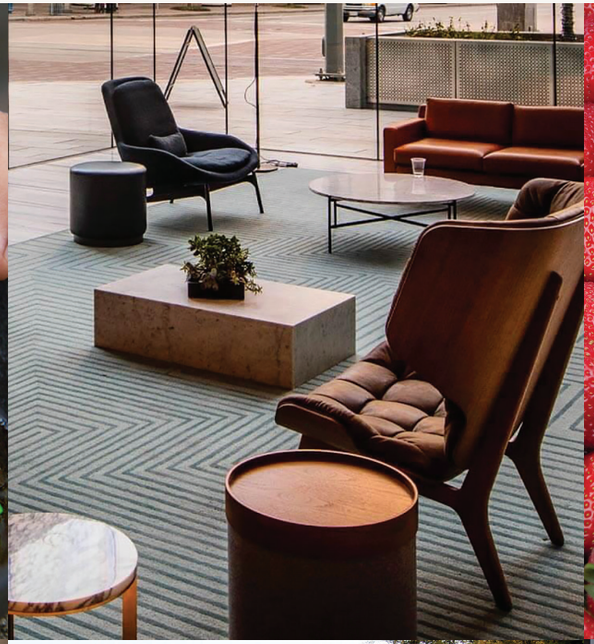
Illustration

University Place illustrations use the same visual language as the logos and icons but adapt them to tell a larger story. It's an additional visual element that allows someone to quickly and easily identify the brand and connect with customers. Illustrations are friendly but not cartoonish and should use always use the brand's color palette.



Photography

Photography should be bright and saturated to reflect the vibrant community.









In Use



Lamp Post Banners

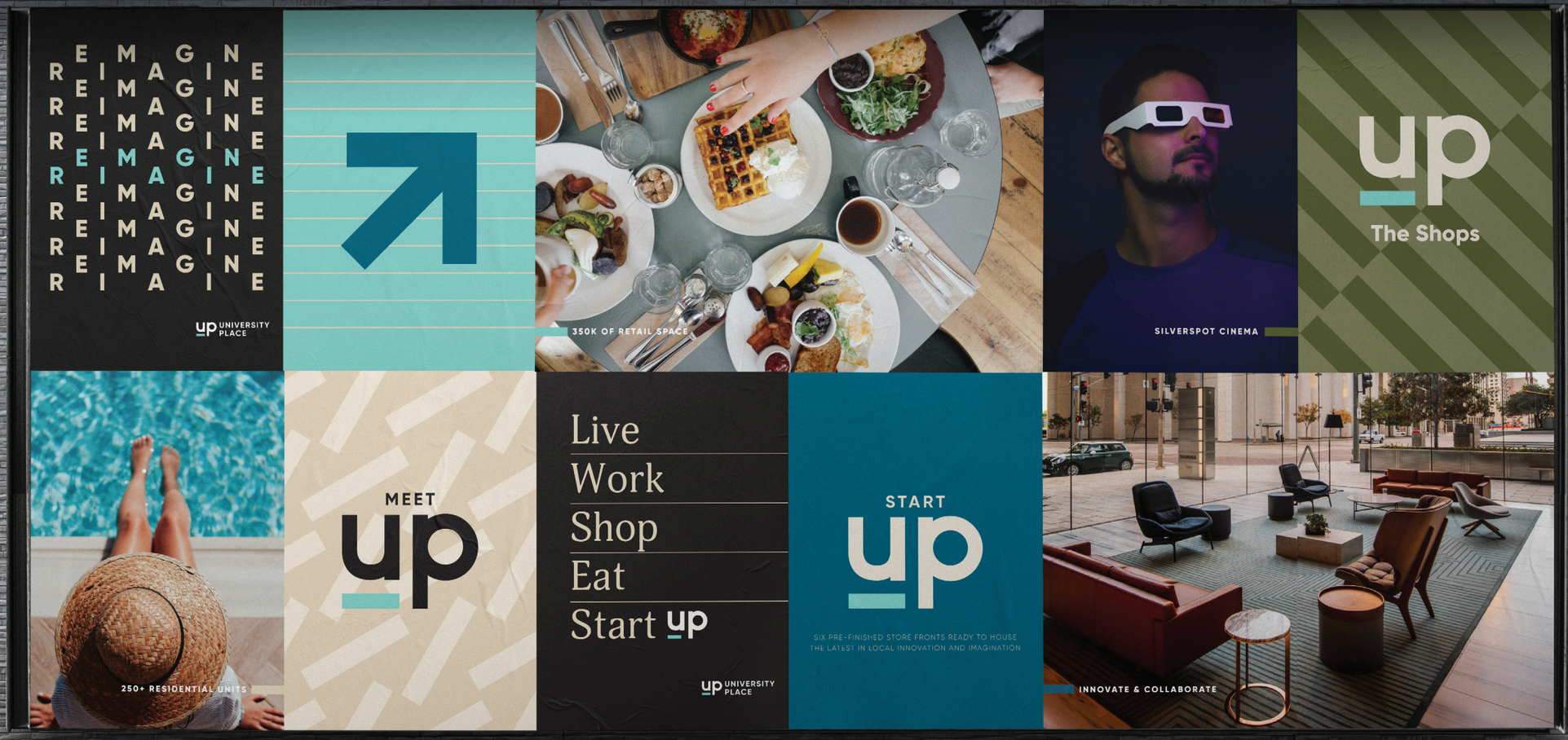




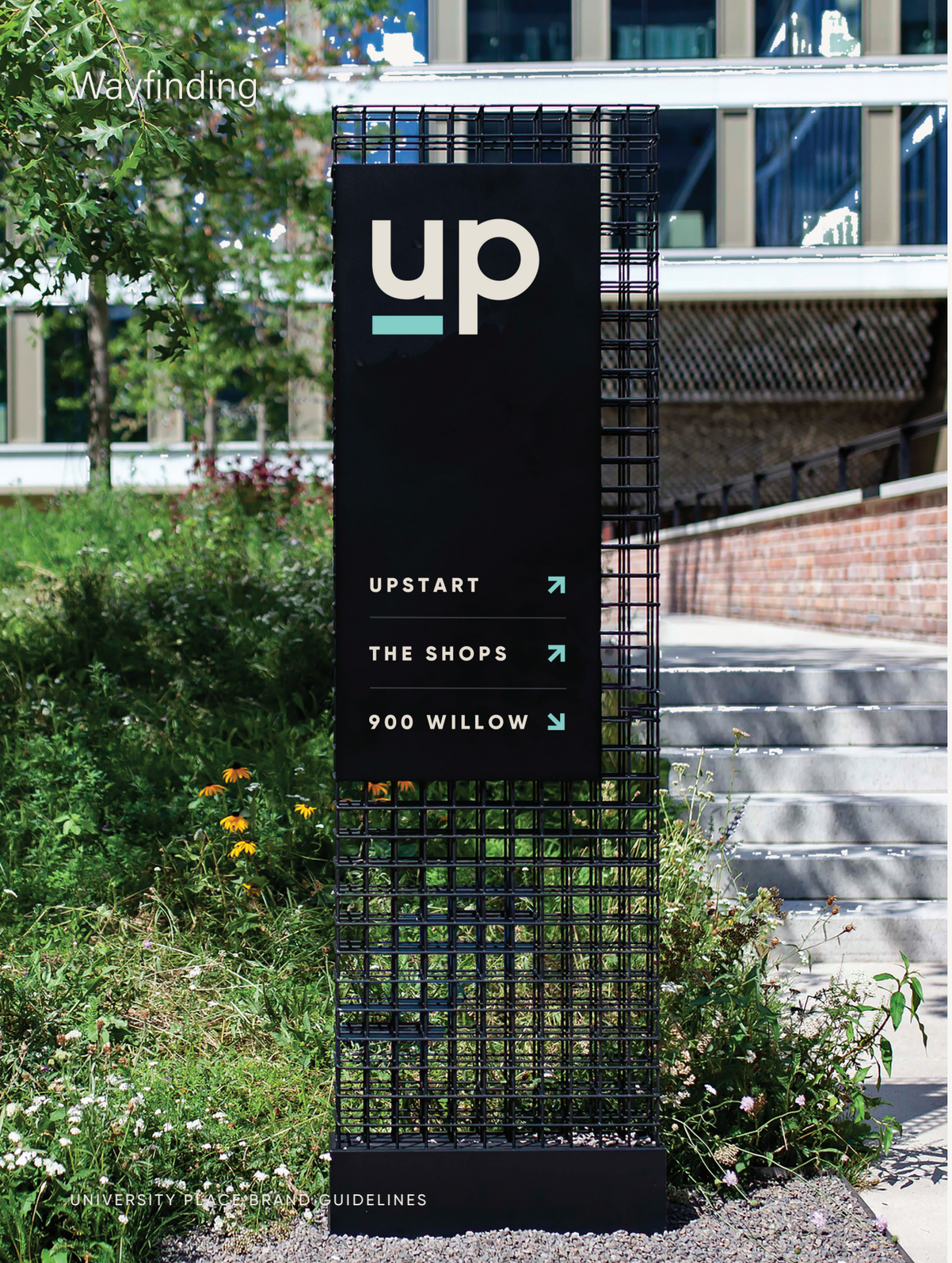







REIMAGINE
UNIVERSITY PLACE
350K OF RETAIL SPACE
SILVERSPOT CINEMA
up
The Shops
250+ RESIDENTIAL UNITS
MEET
up
Live
Work
Shop
Eat
Start up
UNIVERSITY PLACE
START
up
SIX PRE-FINISHED STORE FRONTS READY TO HOUSE
THE LATEST IN LOCAL INNOVATION AND IMAGINATION
INNOVATE & COLLABORATE


Up
Next
A modern, mixed-use experience for the way you live, work and play.
LEASING NOW
888.888.8888
up
The Shops
up
The Commons
REIMAGINE
University Place is being redefined to house
local retail, dining, working and living. It's
community of shops, entertainment, hom
promenades and restaura
up UNIV
PLAC


up
UPSTART
THE SHOPS
900 WILLOW


FARMERS MARKET
GATHERING GREEN


up
UNIVERSITY PLACE
201 S. ESTES DRIVE


up
UNIVERSITY
PLACE
up
UNIVERSITY
PLACE
up
UNIVERSITY
PLACE

UNIVERSITY PLACE

BRAND GUIDELINES