

NexusPark Brand Guidelines

Primary Logo



Logo Variations & Placement



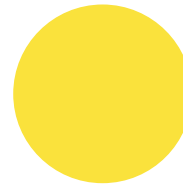
Fieldhouse Naming & Artwork



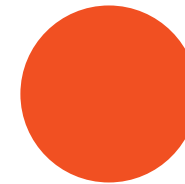
The full name of the fieldhouse is
Circle K Fieldhouse at NexusPark

Please be sure to always use the full name when referencing the fieldhouse.

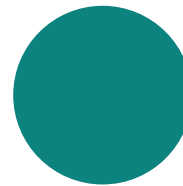
Color Recipes



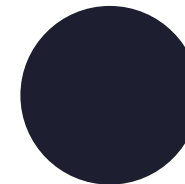
Vivid Yellow
HEX: #ffe13c
CMYK: 8/2/100/0
RGB: 255/255/60



Aerospace Orange
HEX: #ff4e00
CMYK: 0/45/86/0
RGB: 255/80/0



Teal Green
HEX: #08837f
CMYK: 97/26/55/7
RGB: 10/130/130



Raisin Black
HEX: #202030
CMYK: 33/33/0/81
RGB: 32/32/48

Fonts

Neue Haas Grotesk Display Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Font is available via Adobe Fonts. Arial can be substituted when Neue Haas Grotesk is not available.

Spelling, Name Guidelines

If you are hosting an event at NexusPark, please remember that **it is one word, with the N and P capitalized.**

If you are hosting an event at the **Circle K Fieldhouse at NexusPark**, please use the full name.