
BROADWAY SQUARE

BRANDING GUIDE

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WELCOME

Welcome to the Broadway Square Branding Guidelines.

Using our brand consistently and correctly is important to us. We ask that this guide is referenced frequently and adhered to when discussing, promoting or partnering with Broadway Square. This document contains all the information Broadway Square staff and each of its partners, collaborators and friends need to know to help represent us. Included in this document you will find our brand story and identity as well as usage guidelines for logos, colors, fonts and the written word.

If you have any questions on branding, messaging or asset sharing, please email Marketing@FargoBroadwaySquare.com.

BRAND STORY & IDENTITY

MISSION

Broadway Square serves as a central, vibrant, inclusive, and engaging downtown community space with something for everyone, respectfully presenting a collection of innovative and authentically representative programming that amplifies a unique Fargo flavor and is driven by an ingrained placemaking philosophy.

VISION

Broadway Square aims to become a treasured community asset – a vibrant and authentically representative space that’s driven by community placemaking. It strives to break down barriers and expand the engagement, understanding and dialog of our area by offering a diverse and innovative collection of programming that showcases Fargo flavor, explores a world of cultural celebrations and embraces the art of storytelling and dialogue. The Square will also establish and serve as a regional placemaking resource, an educational hub and a living example of placemaking strategy in action.

VALUES

The following core values are guiding principles for the cohesive leadership and management of Broadway Square – they impact decision making, prioritization of resources and shape our internal and external culture. It is our intent to embrace, embody, promote and foster the furthering of these values in our community. We strongly value:

- Placemaking
- Authenticity
- Inclusivity & Equity
- Collaboration
- Engagement & Creative Production
- Vibrancy
- Storytelling
- Awareness
- Empathy
- Innovation
- Barrier-Breaking & Agility

BRAND STORY & IDENTITY

OUR PLACEMAKING APPROACH

Placemaking is the philosophy and method at the heart of Broadway Square’s mission, voice and leadership approach to managing our community square.

The placemaking approach is a collaborative, inclusive and evolving process that strives to develop an active, vibrant space for the members of a community to gather together in safely, engaging with each other and strengthening connections. It focuses on the relationships between people and the places they share while paying particular attention to the physical, cultural and social identities that define a place and support its ongoing evolution. Placemaking embraces and fosters everything that makes a space unique and communally valued.

“Placemaking shows people just how powerful their collective vision can be. It helps them to re-imagine everyday spaces, and to see anew the potential of parks, downtowns, waterfronts, plazas, neighborhoods, streets, markets, campuses and public buildings,” claims the Project for Public Spaces.

Broadway Square aims to enrich our community through the creation of a quality public space that contributes to people’s health, happiness and well-being. We feel that the inclusion, empathy, respect and authentic representation fostered by placemaking are critical to the development of happy, healthy and heard individuals able and willing to contribute to a stronger, richer community network. We will do this by creating inspirational programming, equitable experiences and lasting memories for all our community members.

TAGLINE

BROADWAY SQUARE: A PLACEMAKING SPACE

Broadway Square’s tagline is not to be used as part of a logo lockup. Instead it is to be used alone, in primarily print and web applications.

VISUAL IDENTITY

USING THE LOGOS

The Broadway Square logo should be used in black or white when printing or for online applications. **Approval is always required before materials are published, printed, or otherwise used for public view.** Please send print-ready mockups to Marketing@FargoBroadwaySquare.com for approval prior to publishing, allowing no less than 48 hours for a review and response.

Do NOT create any additional logo lock-ups, unless given approval by Broadway Square management or the Block 9 Partners to do so.

REQUESTING AN ADAPTED LOGO

We recognize that there will be a rare occasion when the logos included in these Branding Guidelines may need a requested modification to accommodate unpredicted circumstances. Submit a request to Broadway Square Management and Marketing Team (Marketing@FargoBroadwaySquare.com) for approval, including a brief justification for the requested change. This submission should be made no less than 30 days out from the intended use/application.

CO-PRODUCTION LOGO USE/RECOGNITION

When co-producing an event with Broadway Square, logos of both/all producing entities should be included side-by-side on all marketing materials, in equal sizes and typically with the text “Co-Produced By” above.

GENERAL USE - VERTICAL

BROADWAY
— **SQUARE** —

Our master logo is a vertical format and is used for general Broadway Square use by all organizations.

MANAGING PARTNER - VERTICAL

BROADWAY
— **SQUARE** —
WITH THE FARGO PARK DISTRICT

This logo is the preferred logo for instances relating to or highlighting the connection and managerial relationship between Broadway Square and the Fargo Park District.

This logo should NOT be used in small sizes. "WITH THE FARGO PARK DISTRICT" should always remain legible.

SECONDARY LOGOS

GENERAL USE – HORIZONTAL

BROADWAY SQUARE

Our general use horizontal logo format should be used when the application area is better suited to a landscape format.

MANAGING PARTNER – HORIZONTAL

BROADWAY SQUARE

WITH THE FARGO PARK DISTRICT

This horizontal logo format should be used when denoting the connection with the Fargo Park District when the application area is better suited to a landscape format.

This logo should NOT be used in small sizes. “WITH THE FARGO PARK DISTRICT” should always remain legible.

OTHER LOGO TYPES

BROADWAY
FARGO **SQUARE** NODAK

LOCATION FOCUSED

Use in situations when the logo has an intended viewing audience outside the city or region. This logo should not be used in small sizes, and “FARGO” and “NODAK” should always remain legible.



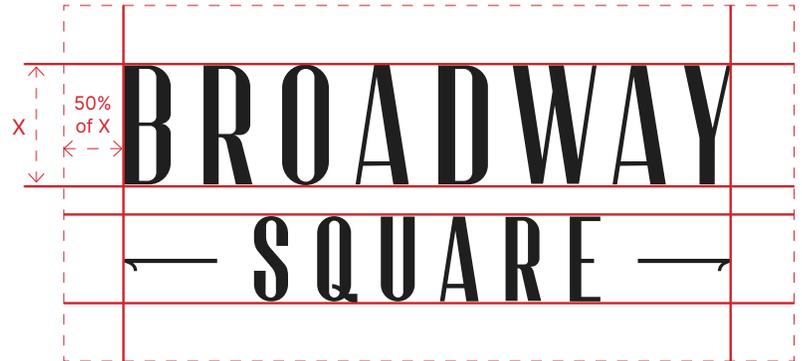
SOCIAL MEDIA/PROGRAMMING AVATAR

This specialized branding mark is to be used in areas when the Broadway Square brand is represented in full elsewhere. ONLY Broadway Square originated materials may use the programming avatar.

SPACING

CLEAR SPACE/SPACING

To ensure the Broadway Square logo's consistency and legibility, an area of clear space should be maintained around the logo. The minimum clear space is equal to or greater than 50% of the height of the B in Broadway Square at each of the furthest reaches.



LOGO MISUSE

Any changes to our logos diminish their integrity and the equity of our brand. To ensure consistency across all platforms, the examples shown below are some specific “do not’s” for our logo:



BROADWAY
— SQUARE —

Do not alter the logos colors



BROADWAY
— SQUARE —

Do not skew, stretch or transform the logo. Scale in proportion if size adjustment is needed.



BROADWAY
SQUARE

Do not change components within the logo



BROADWAY
— SQUARE —

Do not outline the logo



BROADWAY
— SQUARE —

Do not add decoration to the logo



BROADWAY
— SQUARE —

Do not rotate the logo

Never use other colors aside from those specified in the colors section of these guidelines. Never apply gradient, drop shadow, or use other effects.

TYPOGRAPHY

The following fonts have been carefully selected to establish the identity of Broadway Square. Fonts should be purchased and used legally.

HEADING

The heading typeface is **VEVEY REGULAR**. This typeface should be used in larger sizes and visible tracking or letter-spacing.

If technical restrictions limit your ability to use Vevey Regular – for example, in PowerPoint templates, typed documents, etc., Broadway is the approved substitute.

PURCHASE VEVEY REGULAR

<https://www.losttype.com/font/?name=vevey>

VEVEY REGULAR

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890!@#\$%^&*()

SUB-HEADING

The sub-heading typeface is **D-DIN**. It is recommended that this typeface be used in all caps and in smaller sizes. Text in this font should never be a larger font size than the heading typeface. D-Din can be used when minimal text is needed, i.e. titles and on event invitations, but it is **not to be used for body text**.

PURCHASE D-DIN REGULAR
<https://www.1001fonts.com/d-din-font.html>

D-DIN Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

D-DIN Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&()*

D-DIN Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

TYPOGRAPHY

PARAGRAPH AND BODY

INTER is the body typeface and should be used in a sentence case and can be used in the stated weights depending on the type size and its function.

Inter is a versatile sans serif font that should be used across branded materials wherever possible. If Inter font isn't available for a select application, then Arial can be substituted.

PURCHASE INTER

<https://fonts.google.com/specimen/Inter#standard-styles>

Inter Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Inter Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&()*

Inter Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

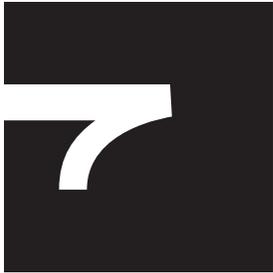
1234567890!@#\$%^&*()

PRIMARY & SECONDARY COLORS

PRIMARY COLORS

Straight-forward, saturated, and bold black and white hues serve as the primary brand colors for Broadway Square and should be used on all collateral and applications. Logos should only be shown in these colors unless otherwise approved by Broadway Square's Marketing Department.

Colors:

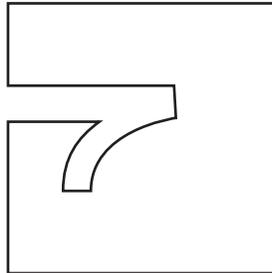


BLACK

CMYK: 0 0 0 100

RGB: 33 33 33

HEX: 212121



WHITE

CMYK: 0 0 0 0

RGB: 255 255 255

HEX: #FFFFFF

SECONDARY COLOR

Lime serves as our secondary color and may be used as an accent in marketing and branding materials.

Color:



VIBRANT LIME GREEN

Pantone 375

CMYK: 45/0/100/0

RGB: 140/255/0

HEX: 8CFF00

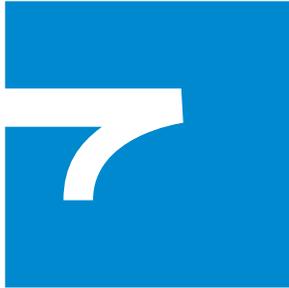
TERTIARY COLORS

TERTIARY COLORS

The tertiary colors are used in combination with the primary and secondary colors. These tones are meant to add extra depth, interest and recognition, while also conveying consistency and subtext about a focused content.

Colors:

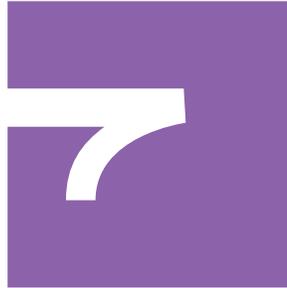
Core Programming Focus



BLUE

Pantone 7689
CMYK: 100/30/0/0
RGB: 0/179/255
HEX: 00B3FF

Square Events Focus



PURPLE

Pantone 2665
CMYK: 50/70/0/0
RGB: 128/77/255
HEX: 804DFF

Rentals Focus



ORANGE

Pantone 2018
CMYK: 0/55/100/0
RGB: 255/115/0
HEX: FF7300

Broadway Square works to convey our values in action as we share the stories and accomplishments of The Square. In an effort to create an evolving dialogue with our community, we focus on the themes of engaged community members, collaborations, placemaking efforts and activations, inclusive amenities, urban design and various methods of storytelling through art.

PHOTOS

Photographs included in Broadway Square's official branding, marketing, and social media materials are high-quality, vibrant images with a story to tell. We strongly value images that share a story, capture a meaningful moment, or convey someone's unique artistic voice.

Photos featuring people of all ages, races, abilities, talents, and walks of life engaged with some aspect of Broadway Square are encouraged.

VIDEOS

Broadway Square utilizes carefully crafted video stories as well as on-the-fly video interviews, programming snapshots, and video featurettes of The Square and its offerings to share our brand's efforts and accomplishments with the public. When shooting video for The Square, it's important to highlight the diversity of the features and opportunities available at Broadway Square, as well as the broad range of public who are experiencing and utilizing Broadway Square.

DESIGN SHAPE

The shape of a square is to be used thematically on Broadway Square's marketing materials, rather than that of a circle or rectangle.

Broadway Square's print materials including business cards, posters, brochures etc. are to be shaped in a square-like fashion, rather than the traditional rectangular one whenever possible.

WRITTEN WORD IDENTITY

VERBIAGE

BROADWAY SQUARE

“Broadway Square” is the official name of Fargo’s Broadway Square civic plaza, and a proper noun. Please, do NOT refer to us as The Broadway Square – similar to Starbucks or Target.

FARGO BROADWAY SQUARE AND FBS

“Fargo Broadway Square” should be used when referring to our website, social media accounts, or as a hashtag (as those are FargoBroadwaySquare.com, @FargoBroadwaySquare, and #FargoBroadwaySquare) or in the case of geographically delineating our Broadway Square from other geographical Broadway Squares (such as the one in Tyler, TX).

“FBS” can be used when an extremely shortened version of our name is needed and “The Square” doesn’t work or is too long. Under no circumstances should “BS” be used as a shortened version of “Broadway Square.”

SQUARE VS. PLAZA

Following the long tradition of “town squares,” Broadway Square should be referred to as a square, and not a plaza, park, amphitheater, etc.

THE SQUARE

When referring to Fargo’s Broadway Square repeatedly and in familiar and fond terms, we do so by calling it “The Square.” Please note “The” and “Square” should always be capitalized in this context, making it a proper noun, with a modicum of respect.

“AT THE SQUARE”

When referring to events occurring at Broadway Square, use the phrase “at The Square” or “at Broadway Square.” Do NOT use “in the Square” or “on the Square,” for the purpose of consistency.

WRITING FOR & ABOUT FBS

AP STYLE

Broadway Square uses the Associated Press guidelines to consistently shape our message. Please refer to the most recent Associated Press Style Guide: apstylebook.com/

VOICE

Broadway Square’s voice is one of bold authenticity, inclusion, and respect, with the occasional streak of playfulness. We aim to be professional, knowledgeable, approachable, fun and welcoming to all.

TOP THREE RULES OF THUMB

THE SQUARE

Please review ALL verbiage requests listed above, but in a snapshot summary, we ask that people generally refer to our space as “Broadway Square” or “The Square” in daily communication, and “Fargo Broadway Square” when delineating Fargo’s Broadway Square from other geographically remote Broadway Squares.

WEBSITE

Omit “https://www.” when referring to our website in copy. Visit FargoBroadwaySquare.com (mixed cases) for more information.

If a link is longer or more complicated than just FargoBroadwaySquare.com/rentals (etc.), use an embedded or shortened link instead of writing it out.

KEEP IT SIMPLE

Be clear and brief. Always make the language simple, inclusive, and easy to understand, yet true to the message that you are trying to convey.

BROADWAY
— SQUARE —