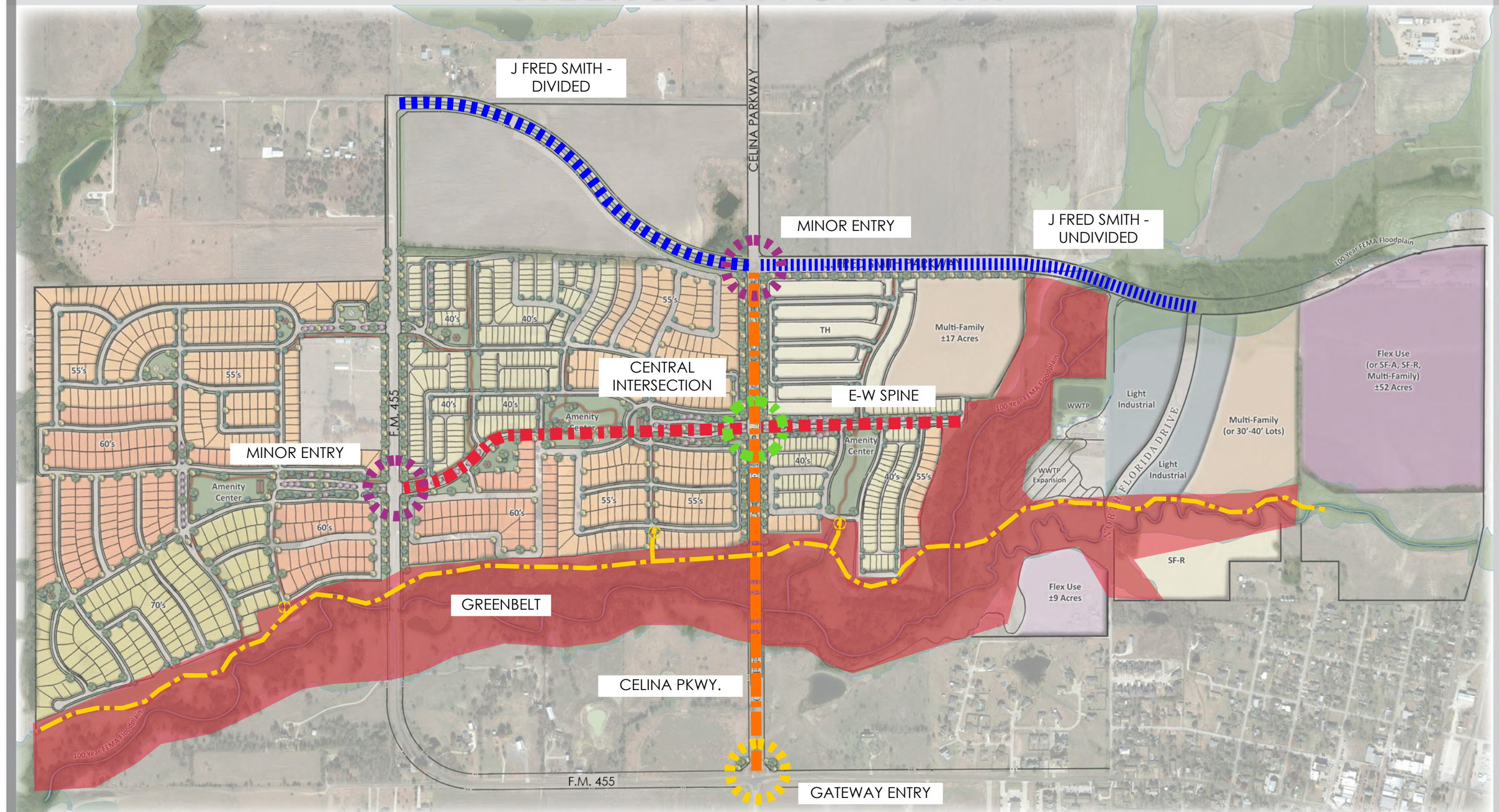
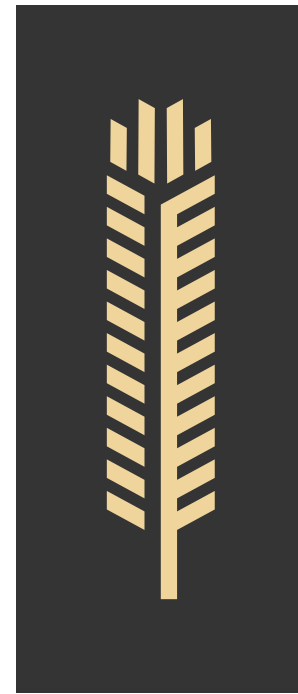


VILLAGES AT UPTOWN



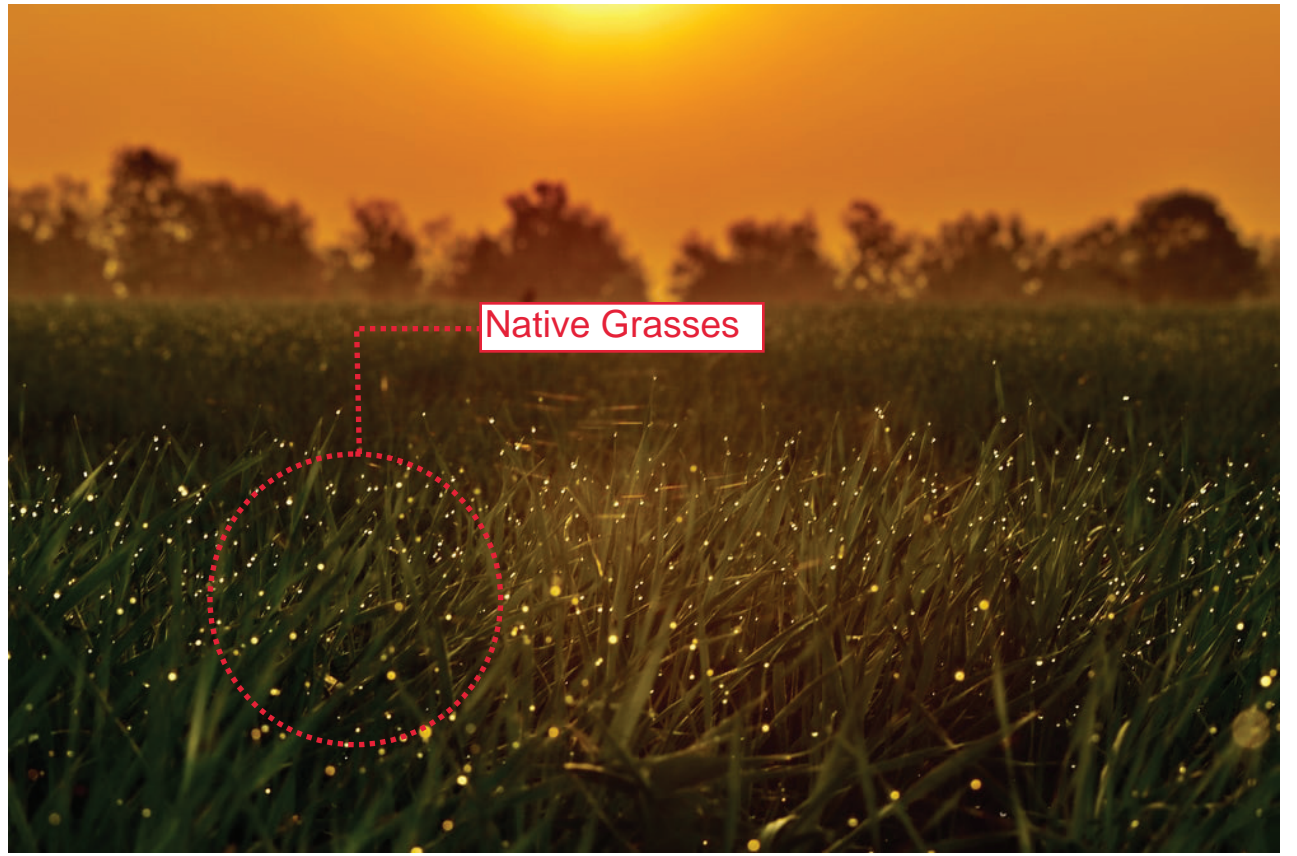
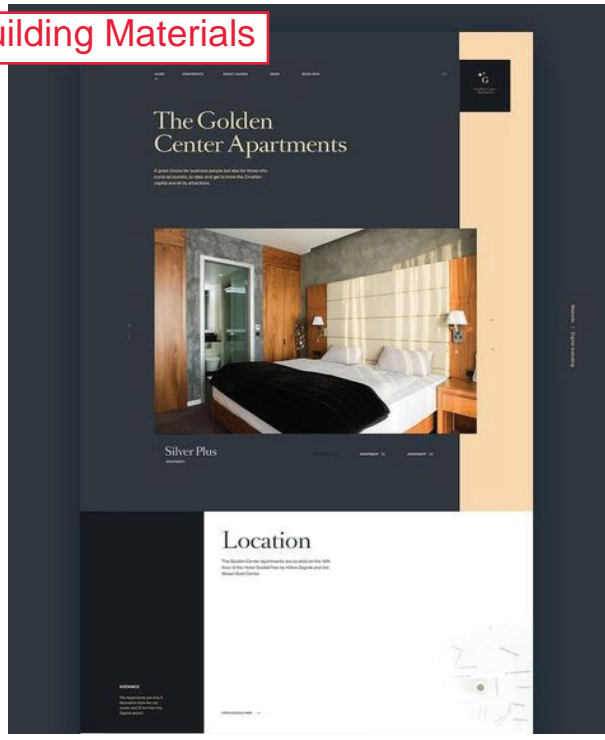


UPTOWN
CELINA

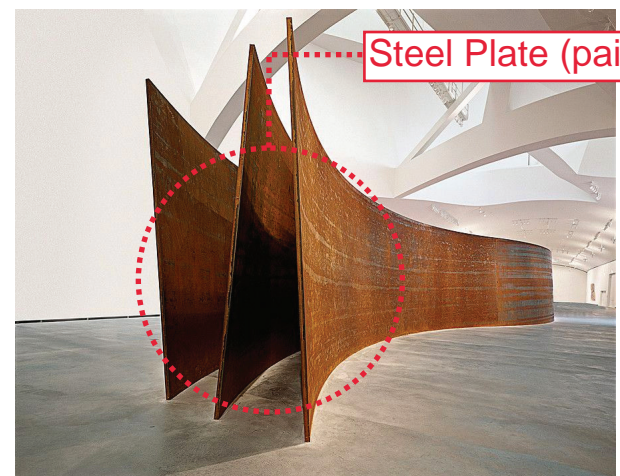
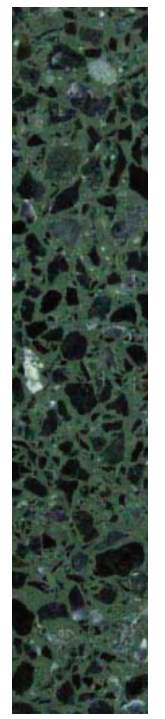
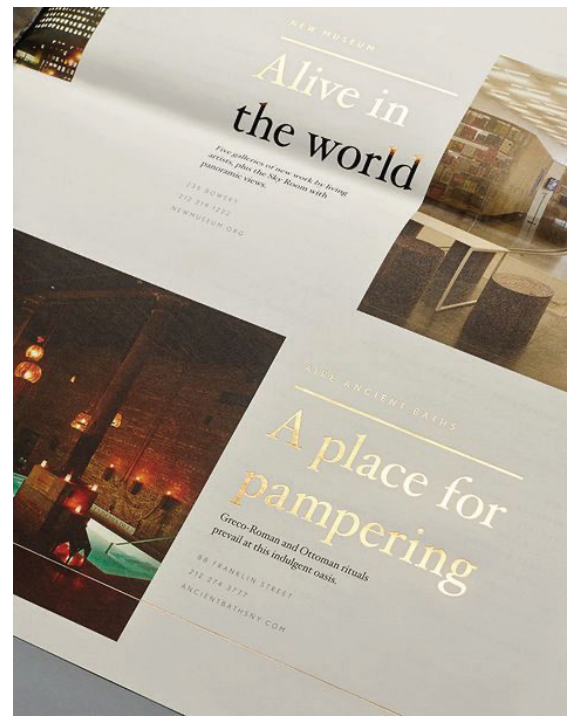
UPTOWN CELINA - BRAND GUIDE



Cool Gray Siding / Building Materials



Native Grasses



Steel Plate (painted)



UPTOWN CELINA - BRAND GUIDE

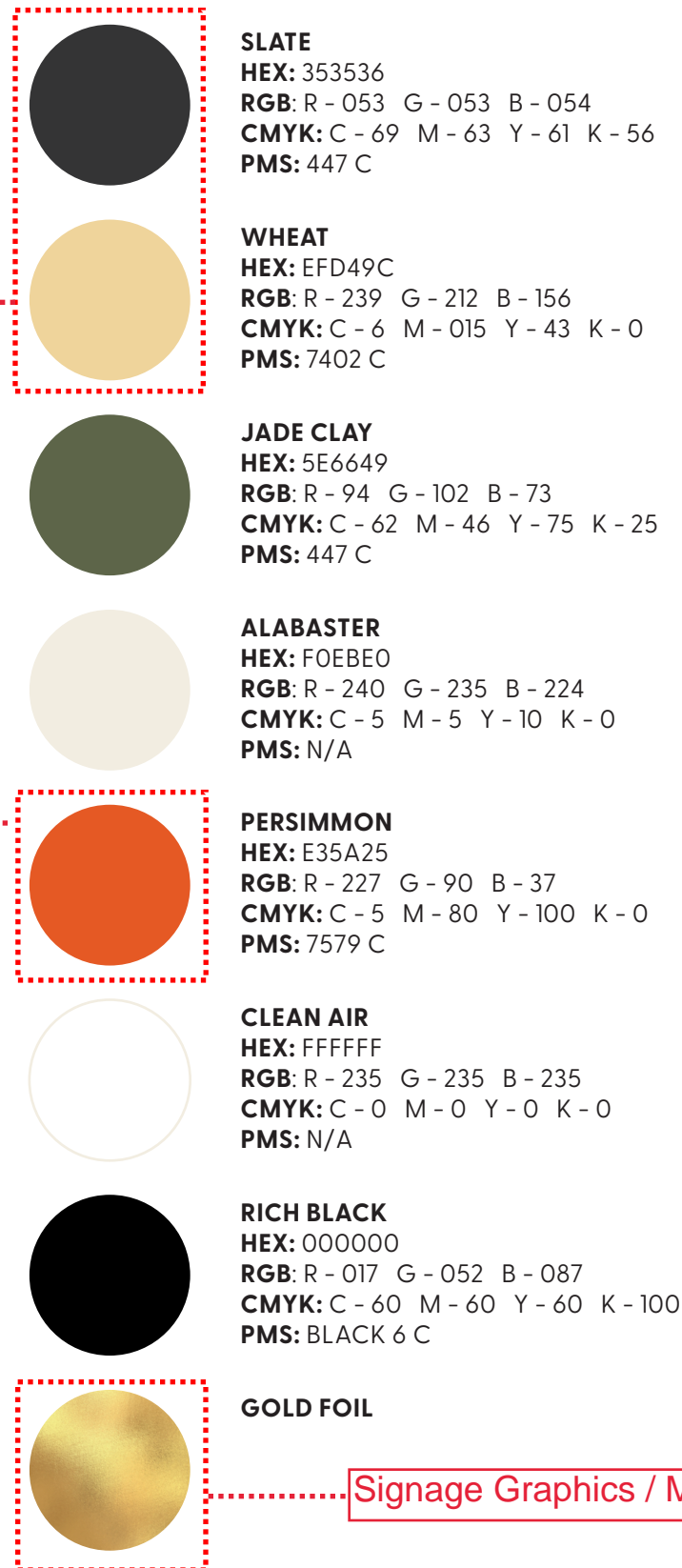
MAIN LOGO



HORIZONTAL MAIN LOGO



COLORS



PRINT TYPOGRAPHY

Community. Connection. Character.

BUILDING AN EXCEPTIONAL COMMUNITY JUST FOR YOU.

Welcome to Uptown Celina, poised to become the destination for those folks seeking small-town charm coupled with must-have amenities. Picture yourself enjoying partaking of all that Celina has to offer, from shops, restaurants, breweries and wineries complemented by ample green spaces and state-of-the-art hike and bike trails.

HEADLINE: QUINCY CF - BLACK

Signage Graphics / Marks

SUBHEAD: GREYCLIFF CF - DEMIBOLD

BODY COPY: GREYCLIFF CF - MEDIUM

WEB TYPOGRAPHY

Community. Connection. Character.

BUILDING AN EXCEPTIONAL COMMUNITY JUST FOR YOU.

Welcome to Uptown Celina, poised to become the destination for those folks seeking small-town charm coupled with must-have amenities. Picture yourself enjoying partaking of all that Celina has to offer, from shops, restaurants, breweries and wineries complemented by ample green spaces and state-of-the-art hike and bike trails.

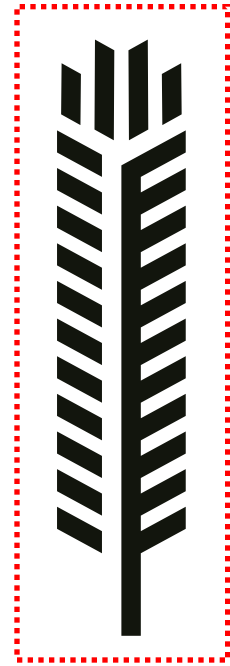
HEADLINE: QUINCY CF - BLACK

SUBHEAD: GREYCLIFF CF - DEMIBOLD

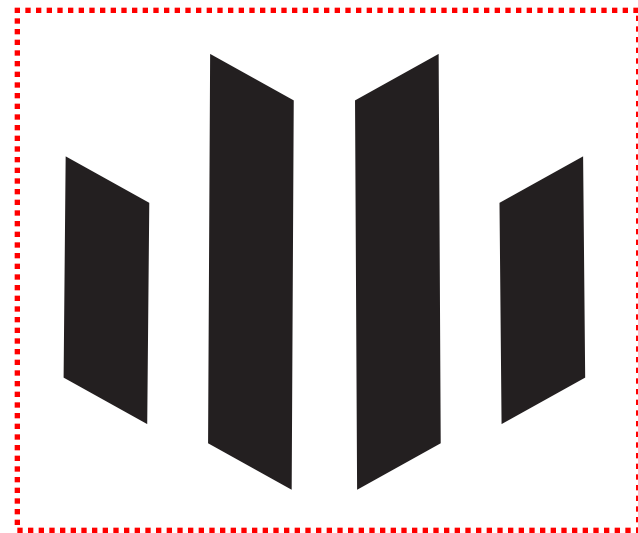
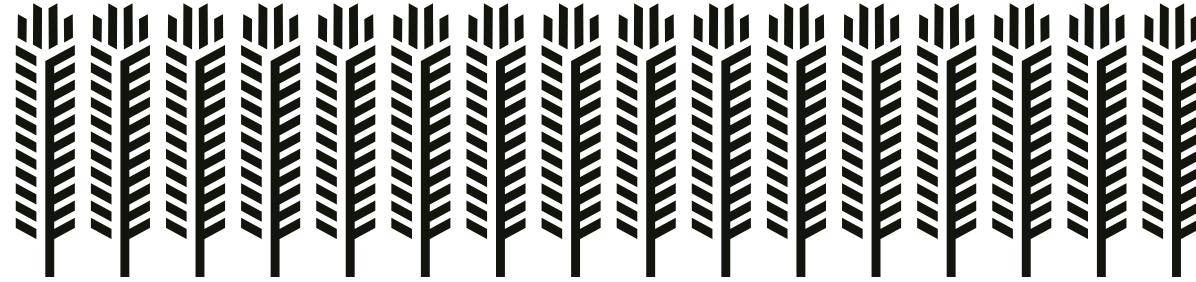
BODY COPY: GREYCLIFF CF - MEDIUM

ICONOGRAPHY - BASED ON DESCONSTRUCTION AND RECONSTRUCTION OF THE MARK FROM THE LOGO

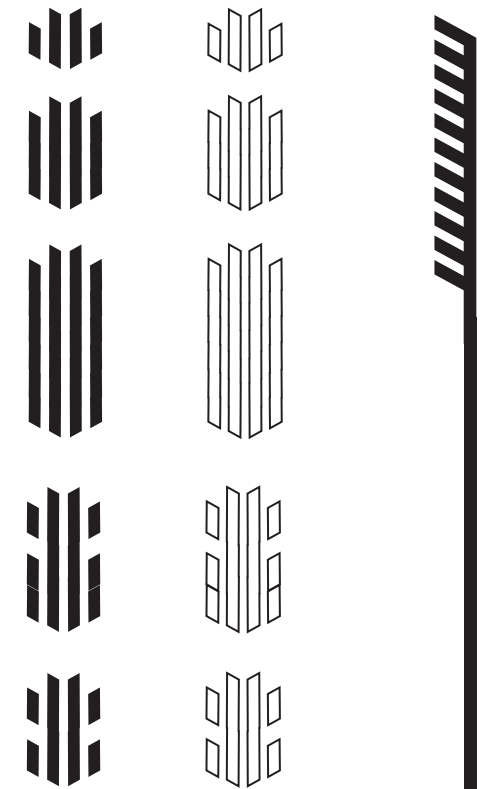
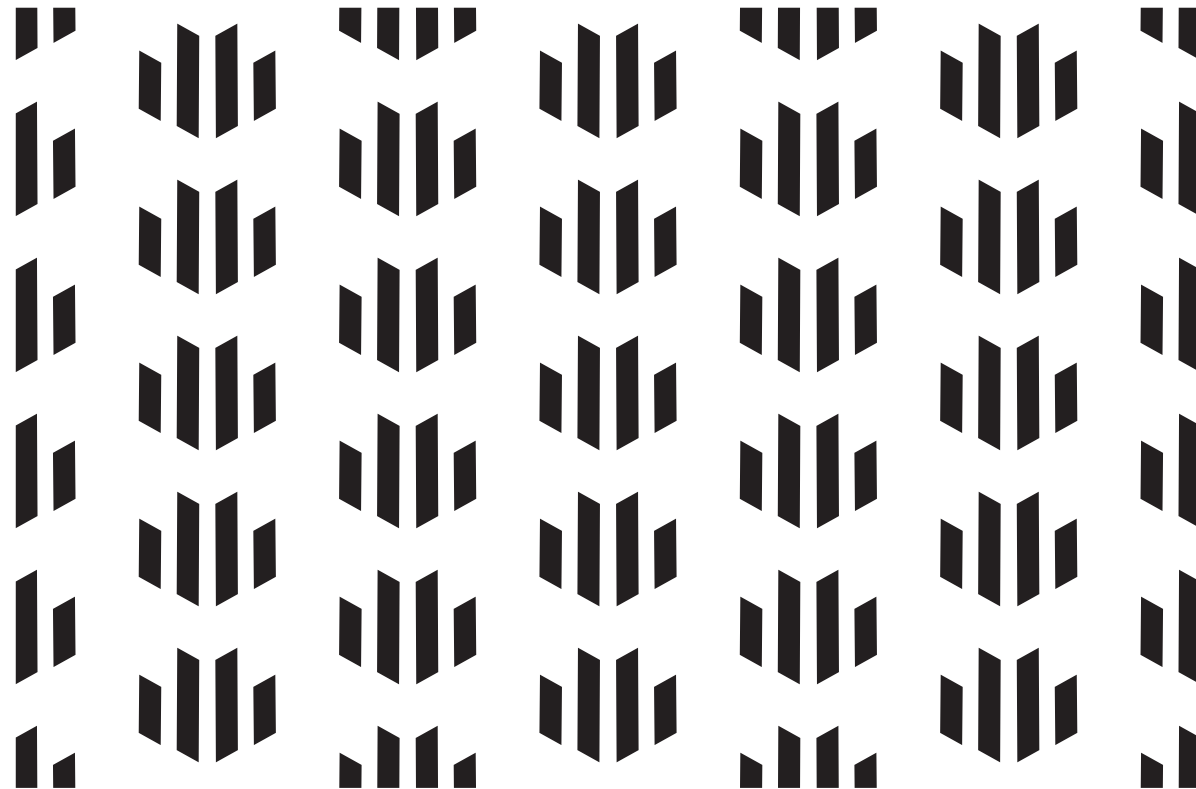
Monument Graphics / Brick Accents / Steel Details



Primary Abstract Mark



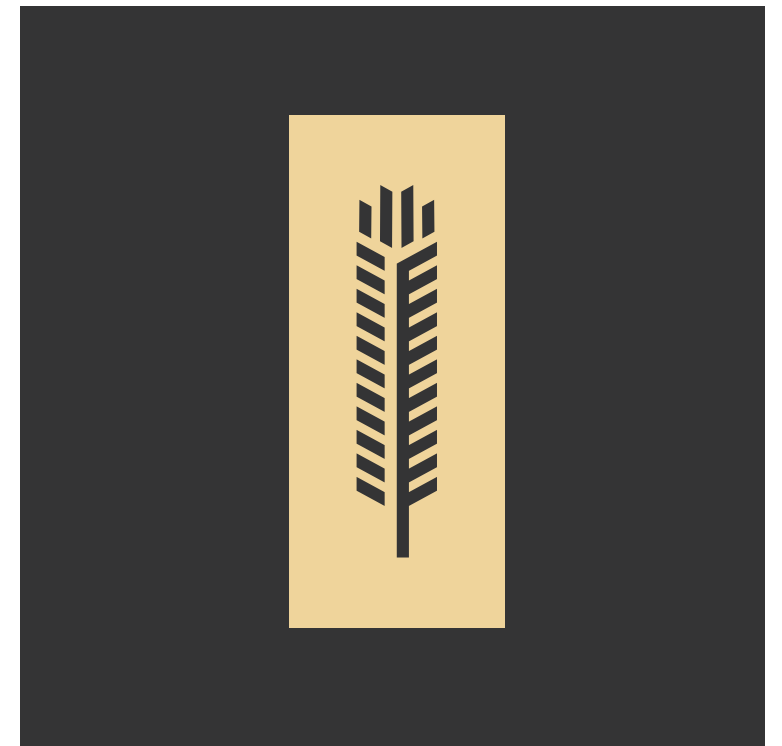
Secondary Abstract Mark

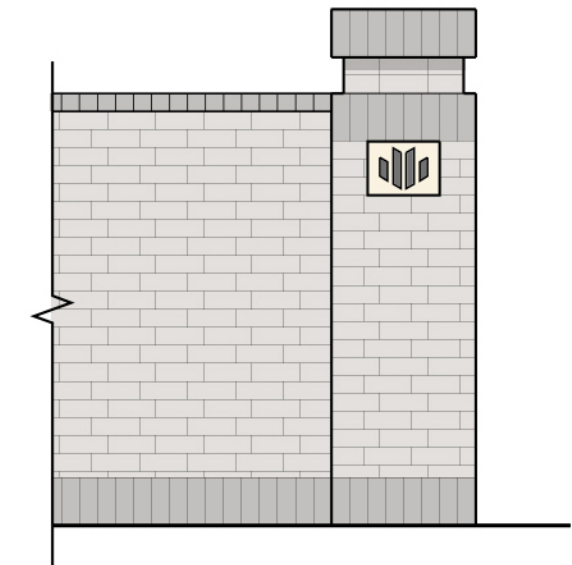


FULL FAMILY - BLACK



FULL FAMILY - FULL COLOR

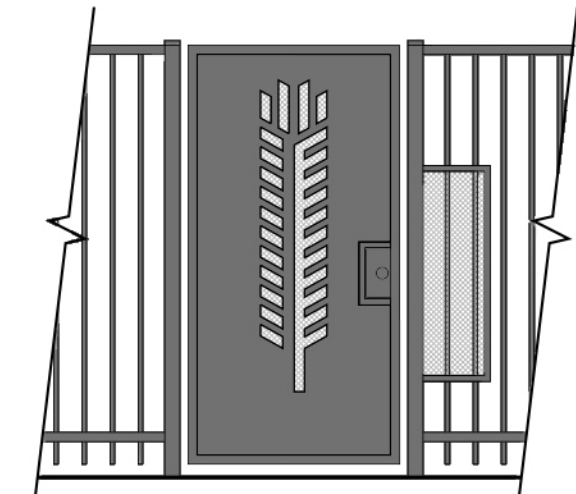




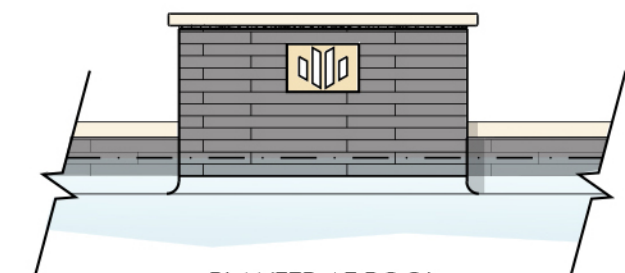
PRIMARY COLUMN & THIN WALL



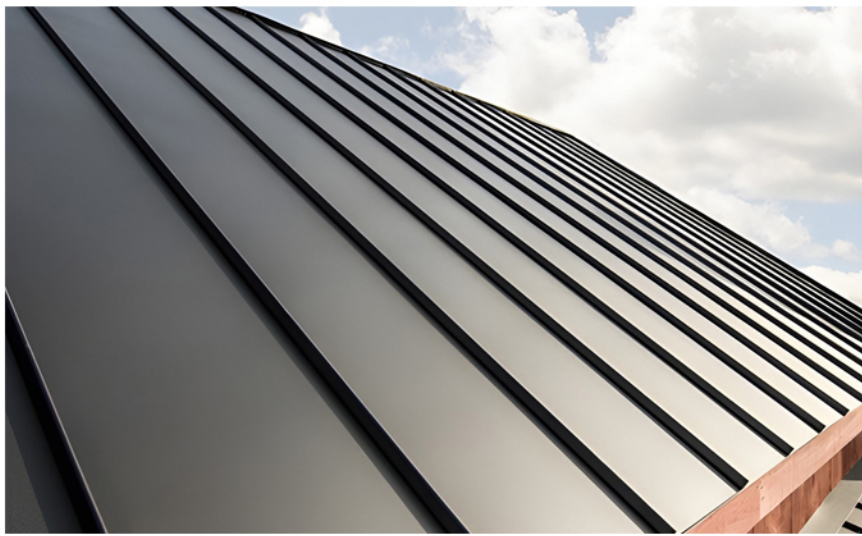
MONUMENT SIGN



ORNAMENTAL STEEL GATE



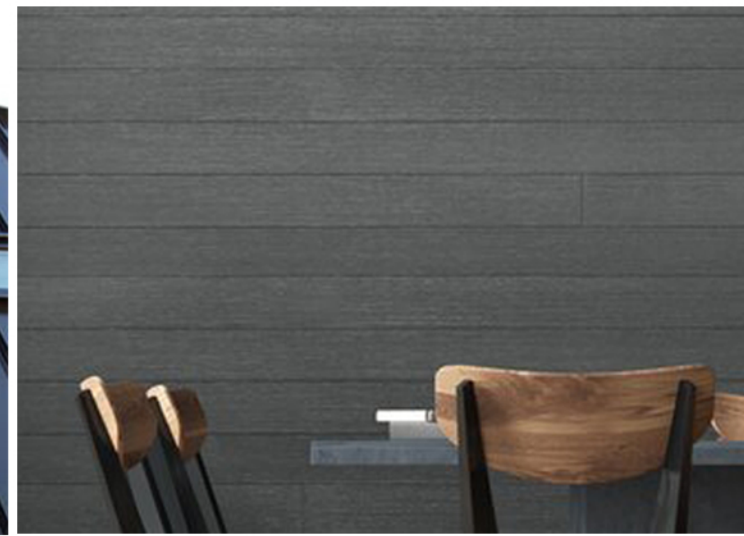
PLANTER AT POOL



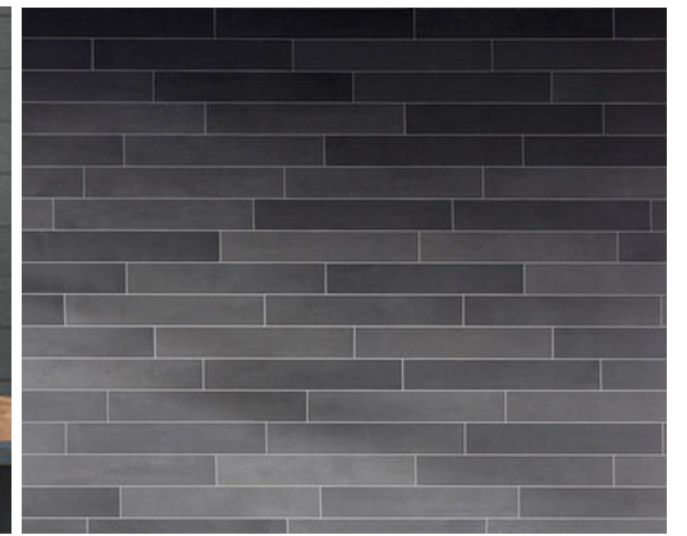
STANDING SEAM METAL ROOF



METAL SIDING



HARDIE SIDING



POOL TILE



PAINTED METAL



BRICK



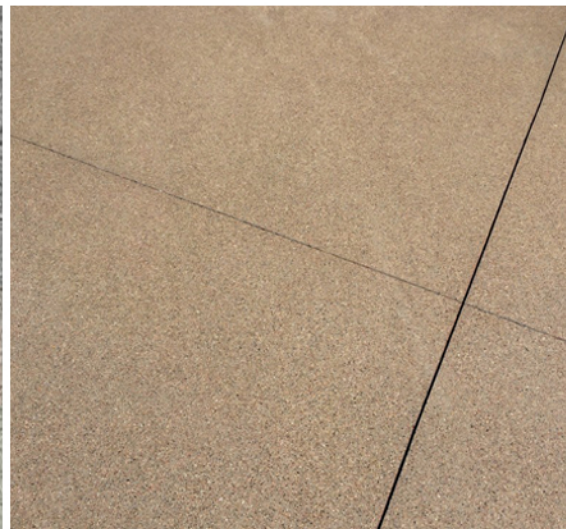
BOARD FORM CONCRETE



LIMESTONE



PAVERS



COLORLED CONCRETE



SANDBLAST CONCRETE



BENCH



LITTER RECEPTACLE



CAST STONE



BUR OAK



SHUMARD OAK



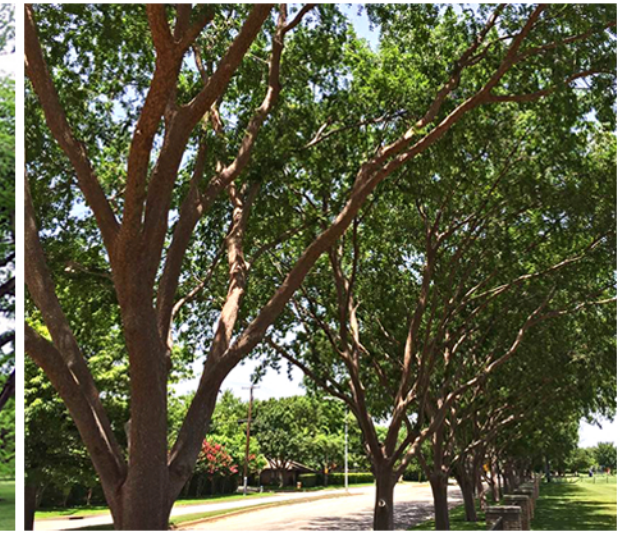
HIGH RISE LIVE OAK



BALD CYPRESS



CEDAR ELM



LACEBARK ELM



CHINESE PISTACHIO



MEXICAN SYCAMORE



CRAPE MYRTLE



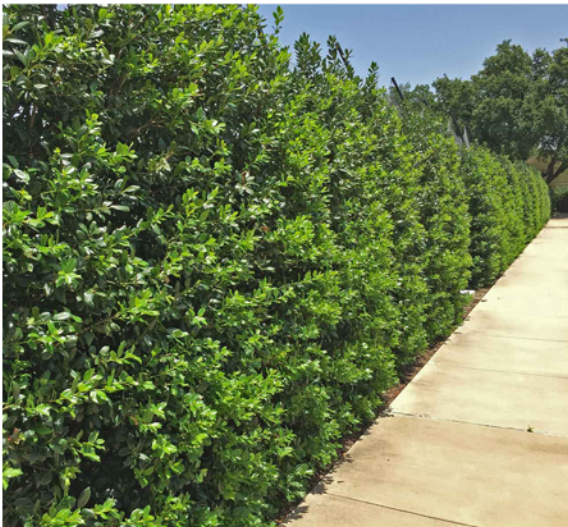
FOREST PANSY REDBUD



DESERT WILLOW



VITEX



NELLIE R. STEVENS HOLLY



EASTERN RED CEDAR



RED YUCCA



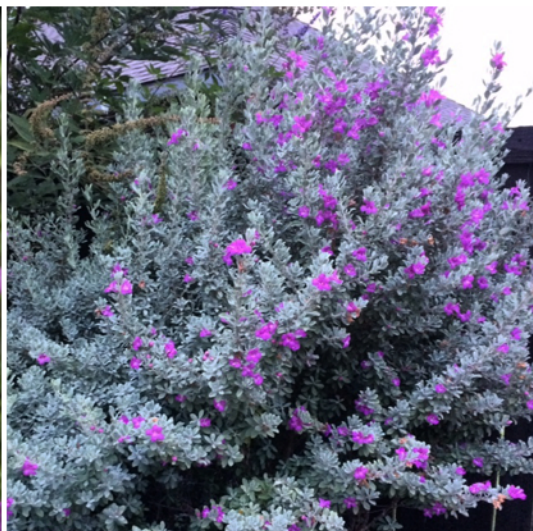
YELLOW YUCCA



SOFTLEAF YUCCA



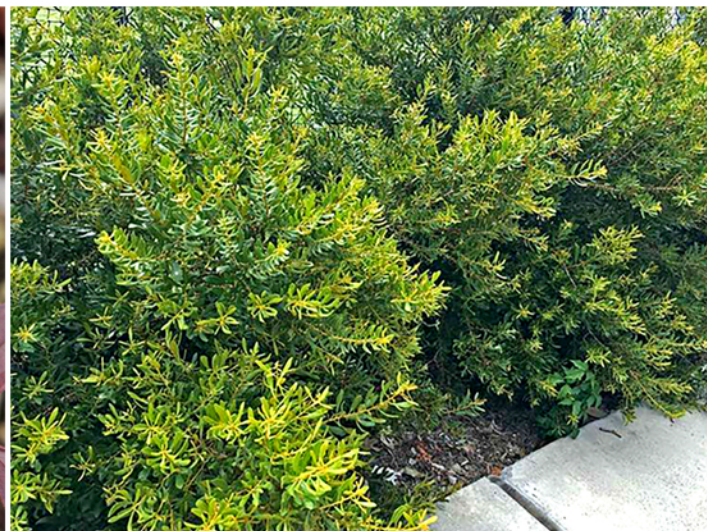
GREENCLOUD TEXAS SAGE



CIMARRON SAGE



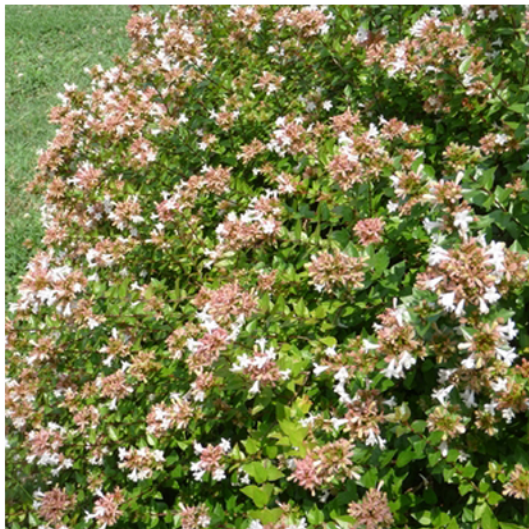
PURPLE PIXIE LOROPETALUM



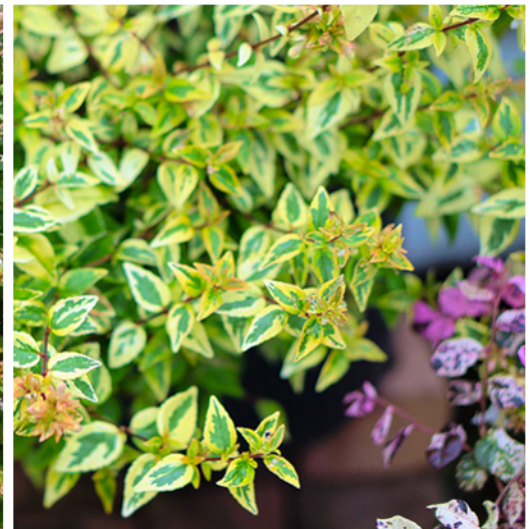
DWARF WAX MYRTLE



SUNSHINE LIGUSTRUM



ROSE CREEK ABELIA



KALEIDOSCOPE ABELIA



GULF MUHLY



LINDHEIMER MUHLY



BLONDE AMBITION GRASS



MEXICAN FEATHER GRASS



WEeping LOVE GRASS



GIANT BERMUDA



PURPLE WINTERCREEPER



BIG BLUE LIRIOPE



WOOLLY STEMODIA





DALLAS BLUES SWITCHGRASS



BLUE DARTS RUSH



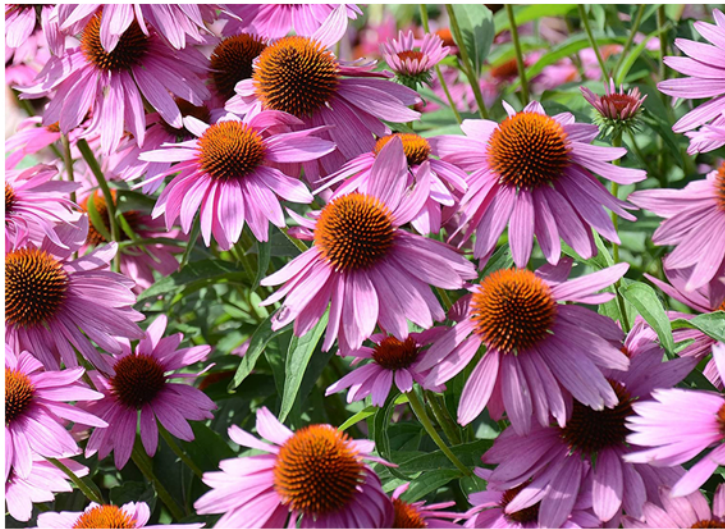
AUTUMN SAGE



AUTUMN JOY SEDUM



BUTTERFLY BUSH



PURPLE CONEFLOWER



BLACK-EYED SUSAN



SHASTA DAISY



RUSSIAN SAGE



PINK SKULLCAP



LANTANA



TEJAS BLACK RIPRAP (3"-5")



DECOMPOSED GRANITE