

THE CIVIC THEATRE

STYLE GUIDE

(NOVEMBER 2020)

NAME AND LOGO

The Civic Theatre has consolidated marketing. Please use the logo on all marketing materials. We ask that you refer to us as “The Civic Theatre”.

Do not refer to The Civic Theatre as:

- The Nelson Civic Theatre
 - The Civic
 - The Civic Theatre Society
 - Nelson Civic Theatre Society
 - NCTS
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FILE FORMATS

Please use the following formats for your application:

- .eps file - the best all-round file for the ability to scale the logo up or down
 - .jpg file - for web or on-screen use only
 - .tif file - generally for placement in Word files only
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LOGO

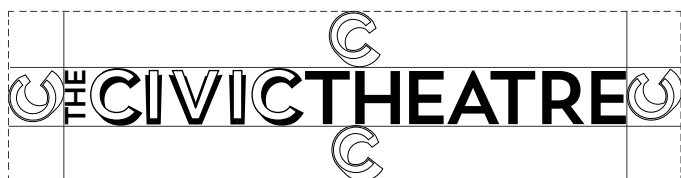
To be used on most marketing material and for 3rd party use (Website, Partnerships, Sponsorships, Flyers, etc.). See pictorial mark for exceptions.*

Do's

- Use only black or white versions of The Civic Theatre logo..
- The logo should always be clearly legible.
- Please allow sufficient room around the logo, except in the case of extremely small ads, as shown here.

Don'ts

- The pictorial mark should not be used in conjunction with the workmark with the exception of the pictorial mark in the yellow circle.
- Do not stretch, distort, or add effects or colour to the logo.



Wordmark

THE CIVIC THEATRE

THE CIVIC THEATRE

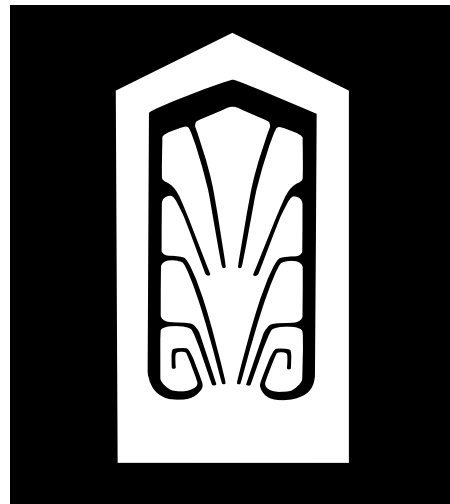


THE CIVIC THEATRE

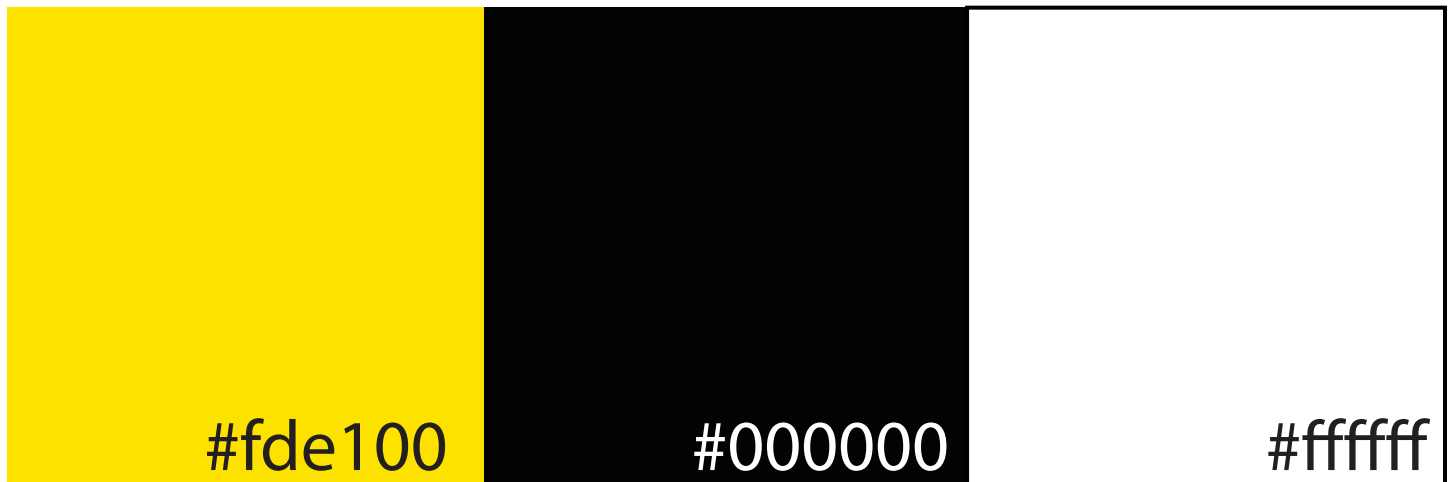
PICTORIAL MARK

Our pictorial mark is to be used on in-house marketing materials only. When used in conjunction with the wordmark, it is to be placed in the footer of a document (often with our contact information), with the wordmark placed as the header.

*The pictorial mark should only be used without the wordmark on materials that do not leave the theatre, and are clear messages from The Civic Theatre. An example being our pre-show slides.



COLOUR PALETTE



TYPEFACES

TREND SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!?.;,'"

LOGO - MARKETING ONLY

Myriad Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?.;,'"

FLYER AND NEWSPAPER AD

AVENIR NEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?.;,'"

LOGO - MARKETING ONLY

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?.;,'"

HEADLINES - *IN HOUSE*, WEBSITE

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?.;,'"

FLYER AND NEWSPAPER AD