

REO'S VIDEO STYLE GUIDE

NAME AND LOGO

Reo's Video and The Civic Theatre has consolidated marketing. Please use the logo on all marketing materials. We ask that you refer to us as "Reo's Video" and "The Civic Theatre".

Do not refer to Reo's Video as:

- Reos Video
- Reo's Videos
- Reo's
- Reo's DVD Store
- Reo's Rentals

Do not refer to The Civic Theatre as:

- The Nelson Civic Theatre
- The Civic
- The Civic Theatre Society
- Nelson Civic Theatre Society
- NCTS

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

LOGO

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



LOGO CONTINUED

Do's

- Use only black or white versions of The Civic Theatre logo.
- White on a black background is preferred but black may be used for printed materials.
- The logo should always be clearly legible.
- Please allow sufficient room around the logo, except in the case of extremely small ads.

Don'ts

- Never use the wordmark in conjunction with the pictorial mark.
- Do not stretch, distort, or add effects or colour to the logo.



WORD MARK

The wordmark should be used to supplement the logo or when it is already clear that Reo's Video is being referred to.



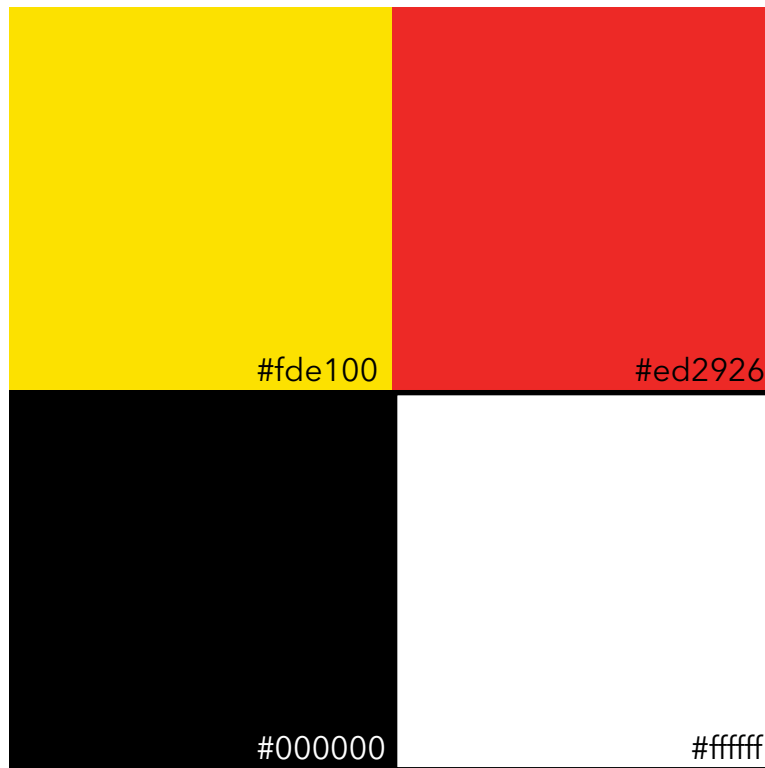
PICTORIAL MARK

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 organization, and are clear messages from Reo's Video. An example being our in store print media.



COLOUR PALETTE



TYPEFACES

TREND SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!?.;,'"

LOGO - MARKETING ONLY

AVENIR NEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890!?.;,'"

LOGO - MARKETING ONLY

Myriad Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890!?.;,'"

FLYER AND NEWSPAPER AD

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890!?.;,'"

HEADLINES - *IN HOUSE*, WEBSITE

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890!?.;,'"

FLYER AND NEWSPAPER AD