

STAGES THEATRE COMPANY'S LOGO USAGE & BRANDING GUIDE

APPROVED LOGO USAGE



UNAPPROVED USAGE

To maintain logo integrity, it is unacceptable to alter the logo in any way. Do not alter their height-to-width ratio, stretch, or change proportions. Do not adjust the colors, or recreate the logo using different fonts. Do not attempt to remake them with your own manipulation. **Use only graphics provided by marketing.**

FONTS USED

Fonts used per season, based on the season design material, and determined usage from marketing. Please use season fonts whenever possible for design materials and branding.

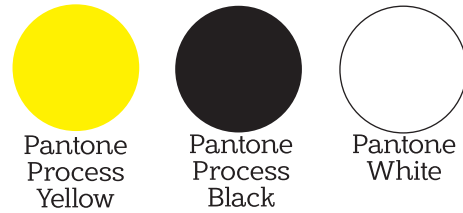
Logo: **STAGESTHEATRE.ORG**
KG Second Chance Solid

2017-18 Season Fonts:

Arigola / **Arigola Bold**
Autumn in November

COLOR PALATTE

STAGES THEATRE COMPANY LOGO



Pantone
Process
Yellow

Pantone
Process
Black

Pantone
White

2017-18 SEASON COLORS



Pantone
547
(002f3b)

Pantone
547 / 87%
(214a54)

Pantone
199
(dc0031)

Pantone
547 / 70%
(4d6e76)

SHOW LOGOS, BOOK ART & IMAGES

All usage of show logos, show images, as well as any classroom or workshop images must be preapproved by marketing.

SHOW CREDITS

All usages of show logos, show images, and book art must include credits and legal lines. Please contact marketing and/or new play development for correct language and proper credits.

DESIGN OF MATERIALS

To create a standard design of all marketing materials, please utilize images that are inclusive. Our images should reflect a diverse audience.

***Please send all materials to marketing for approval BEFORE sending out.**