Streatham Theatre Company – Brand Guidelines

All publicity and public-facing documents, whether print or online, shall follow these guidelines to ensure the company gives a clear and consistent image. Do not use alternative images, fonts or styles without clearance.

If in doubt consult the PR & Publicity Contact below.

Name

The company is **Streatham Theatre Company**, abbreviated to **STC**.

Streatham Theatre may also be used in the appropriate contexts.

The definite article '**The**' is NOT used.

Fonts

Headings: Agency FB

Body text: Trebuchet MS

In body text: *Titles* of shows are emphasised in *italics* or   HTML tags. 'Single quotes' are used where italic formatting is not permitted.

Case

Proper names and Titles use proper case, unless otherwise specified.

Acronyms and abbreviations use upper case, unless otherwise specified.

Avoid unnecessary capitalisation in body text.

Colours

Purple: #7030A0 (112, 48, 160)

Orange: #f79646 (247, 150, 70)

Plus white, grey and black

Logos

STC logos are available. Do not recreate them; always use one of these:

- STClogo.png/jpg: standard logo, 650 x 240
- STClogorev.png/jpg: reversed colour scheme, 650 x 240
- STClogogrey.png/jpg: greyscale, 650 x 240
- STCabbrev.png: avatar, 190 x 190
- STCabbrev.ico/favicon.ico: favourites icon, 32 x 32

Other logos, such as sponsors or venues, should not dominate or crowd the STC logo.

Use appropriate blank margins around logos if not incorporated in the logos.

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Branded Documents and Templates

STC branded documents and templates are available from Downloads. Do not recreate them; always use one of these. If an appropriate one does not exist, one can be created using a suitable base document in the STC style, in consultation with the Contact below.

- Business card / membership card (print)
- Name badge – to fit standard badges/lanyards (print)
- Letter
- Word document
- Excel spreadsheet
- Invoice
- Poster/flyer – A3, resizeable to A4/A5/A6 for print and online
- Programme – A5 booklet format for print onto double-sided A4 with fold

Other documents may also be available in Downloads.

Previous print documents are also available as guidance.

Print

Design of print items needs to factor in cost of paper and printing, and how the print is to be produced.

Items should fit standard paper sizes (i.e. A3/A4/A5/A6). Multiple items can be placed on a single A4 page, e.g. 2 x A5 on an A4, or 4 x A6 on an A4, to assist in production.

Print items should not normally have default formatted hyperlinks, e.g. underlined. Watch out for automatic hyperlinks created by applications.

Print should usually be delivered as PDF files at print resolution (usually 300dpi). These files can also be used online. PDF fixes the way the document should appear on all devices, but watch out for fonts! If a PDF file uses a font not on the destination device, it may be substituted with another which may not look as intended. To avoid this, fonts should be embedded in the PDF file where possible.

Items for home printing should avoid significant blocks of colour, such as backgrounds or images, and be able to be printed on A4.

Items for professional print may require a 'bleed' area outside and a clear 'margin' area inside the nominal page size, and 'cut' or 'crop' marks to allow for trimming. Without these, there may be unprinted borders, or printing close to the edge may be cut off. Printers may also require a 'CMYK colour space', rather than RGB. If in doubt, ask for help.

Specific Events

Each show or significant event may have its own style chosen to fit the specific branding used in the event publicity campaign. Take care to respect others intellectual property rights.

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Generally the company branding should remain for the company, and specific versions of any of the following used consistently for the specific show or event.

- Images
- Icon
- Fonts
- Colours
- Sponsors logos

Email Signatures
Example:

<name>, <role>, Streatham Theatre Company
<phone> | <email with mailto: link>
www.streathamtheatre.org.uk | facebook.com/StreathamTheatre | twitter.com/StreathamTheatr

This is a PRIVATE message. If you are not the intended recipient, please delete without copying and kindly advise us by e-mail of the mistake in delivery. NOTE: Regardless of content, this e-mail shall not operate to bind us to any order or other contract unless pursuant to explicit written agreement or government initiative expressly permitting the use of e-mail for such purpose.

Downloads
Fonts, logos, branded documents, templates etc. are at
www.streathamtheatre.org.uk/pr

Contact
pr@streathamtheatre.org.uk