Brand Style Guide

WAYNE THEATRE ROSS PERFORMING ARTS CENTER

Effective March 2020

Contents

Our brand identity is a valuable asset that needs to be maintained.

This brand style guide is the foundation for our communications. Adhering to it will result in consistency with our visual branding and our messaging.

Color

Colors play an important role in reinforcing our brand. The blue color represents drama/emotion and the yellow represents energy/liveliness/fun. Only colors from our brand color palette should be used.

PRIMARY COLORS

Blue 1

Printing

Pantone (PMS, spot)
Coated paper: 310C
Uncoated paper:

Four-color process
Coated paper: 59C 0M 16Y 0K

Web
Hexadecimal: #58C6D6
RGB: 86 199 214

Yellow/Orange

Printing

Pantone (PMS, spot)
Coated paper: 124C
Uncoated paper:

Four-color process
Coated paper: 11C 31M 97Y 0K

Web
Hexadecimal: #E5B028
RGB: 228 176 43

Spot colors vs four-color process
The four-color process color mixes are close matches to the Pantone colors. However, because these colors are built colors, they are unable to be an exact match to the spot colors.

Spot colors are able to be reproduced with more vibrancy than most four-color process colors.

Coated vs uncoated color variations
There are different colors specified based on the type of paper being used for printing. The spot color numbers and CMYK values are close matches to each other but not exact.

On coated paper, colors will be more vibrant because the ink sits on top of the paper.

On uncoated paper, colors appear a little duller or darker because the ink is absorbed into the paper.

The finish and brightness level of these types of papers will also vary.

Web colors
Colors on screen may vary among monitors, web browsers and even platform (Mac vs PC).

SECONDARY COLORS

The secondary color should be used in addition to, not instead of, the primary colors. When selecting secondary colors, consider the colors that appear in any accompanying photos. Choose colors that would complement those in the photo.

Blue 2

Printing

Pantone (PMS, spot)
Coated paper: 7702C
Uncoated paper:

Four-color process
Coated paper: 64C 14M 33Y 0K

Web
Hexadecimal: #5BADAE
RGB: 91 172 174

Green

Printing

Pantone (PMS, spot)
Coated paper: 372C
Uncoated paper:

Four-color process
Coated paper: 26C 0M 71Y 0K

Web
Hexadecimal: #C4DC74
RGB: 197 221 114

Tan

Printing

Pantone (PMS, spot)
Coated paper: 7502C
Uncoated paper:

Four-color process
Coated paper: 19C 21M 48Y 0K

Web
Hexadecimal: #D0BF91
RGB: 209 191 145

SECONDARY COLORS

The secondary color should be used in addition to, not instead of, the primary colors. When selecting secondary colors, consider the colors that appear in any accompanying photos. Choose colors that would complement those in the photo.

Yellow 1

Printing

Pantone (PMS, spot)
Coated paper: 604C
Uncoated paper:

Four-color process
Coated paper: 11C 5M 89Y 0K

Web
Hexadecimal: #E9DC3B
RGB: 233 223 60

Yellow 2

Printing

Pantone (PMS, spot)
Coated paper: 601C
Uncoated paper:

Four-color process
Coated paper: 3C 0M 58Y 0K

Web
Hexadecimal: #FCF38A
RGB: 248 243 137

Pink

Printing

Pantone (PMS, spot)
Coated paper: 486C
Uncoated paper:

Four-color process
Coated paper: 0C 54M 40Y 0K

Web
Hexadecimal: #D0BF91
RGB: 209 191 145

SECONDARY COLORS

The secondary color should be used in addition to, not instead of, the primary colors. When selecting secondary colors, consider the colors that appear in any accompanying photos. Choose colors that would complement those in the photo.

Green 2

Printing

Pantone (PMS, spot)
Coated paper: 368C
Uncoated paper:

Four-color process
Coated paper: 52C 0M 99Y 0K

Web

Hexadecimal: #88C441
RGB: 135 197 66

Orange

Printing

Pantone (PMS, spot)
Coated paper: 142C
Uncoated paper:

Four-color process
Coated paper: 7C 26M 82Y 0K

Web

Hexadecimal: #EDBB4B
RGB: 238 188 76

Black

Printing

Pantone (PMS, spot)
Coated paper: Black 6C
Uncoated paper:

Four-color process
Coated paper: 0C 0M 0Y 0K

Web

Hexadecimal: #030404
RGB: 0 0 0

SECONDARY COLORS

The secondary color should be used in addition to, not instead of, the primary colors. When selecting secondary colors, consider the colors that appear in any accompanying photos. Choose colors that would complement those in the photo.

Deep Aqua

Printing

Pantone (PMS, spot)
Coated paper: 126-16C
Uncoated paper:

Four-color process
Coated paper: 64C 14M 33Y 70K

Web
Hexadecimal: #1A4242
RGB: 27 75 76

Typography

For brand consistency, the same typefaces should be used in all print and online materials. When the preferred typefaces are not available for use, use the recommended substitutions.

Where to Get Fonts
The typefaces can be downloaded at www.fontsquirrel.com or purchased from www.myfonts.com.

SANS SERIF

Preferred
Myriad Pro Regular
Myriad Pro Italic
Myriad Pro Semibold
Myriad Pro Semibold Italic
Myriad Pro Bold
Myriad Pro Bold Italic

Substitute
Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

SERIF

Preferred
Garamond Regular
Garamond Italic
Garamond Bold

Substitute
Georgia Regular
Georgia Italic
Georgia Bold
Georgia Bold Italic

Below are examples of styling for print materials, for the web and e-mails. The text size and colors used for the headings may vary, as long as they are from the brand color palette. Note the amount of space between lines within and after paragraphs.

PRINT	WEB	E-MAIL

Myriad Pro
Heading 1
Heading 2
Heading 3
Heading 4

The sans serif typeface should be used for body text.

Bulleted lists should look like this:

- List item 1
- List item 2
- List item 3

Sidebar Heading
This is how sidebar text should appear.

Garamond
Heading 1
Heading 2
Heading 3
Heading 4

The serif typeface should be used for body text.

- List item 1
- List item 2
- List item 3

Sidebar Heading
This is how sidebar text should appear.

Garamond
Heading 1
Heading 2
Heading 3
Heading 4

The serif typeface should be used for body text.

- List item 1
- List item 2
- List item 3

Sidebar Heading
This is how sidebar text should appear.

Logo

The logo is the mental visual shortcut to our identity. It represents the level of art and creativity that goes into the Wayne Theatre.

The logo must appear on the website, brochures, ads, social media images, presentations and other materials.

The logo should never be modified (other than proportionate resizing) or recreated. It cannot be used without the symbol.

COLORS

Acceptable versions of the logo appear below.

VARIATIONS

The logo may also be as the emblem only (with or without the text) or with "Waynesboro, Virginia" tag line. Files are available in color, black and white for all versions.
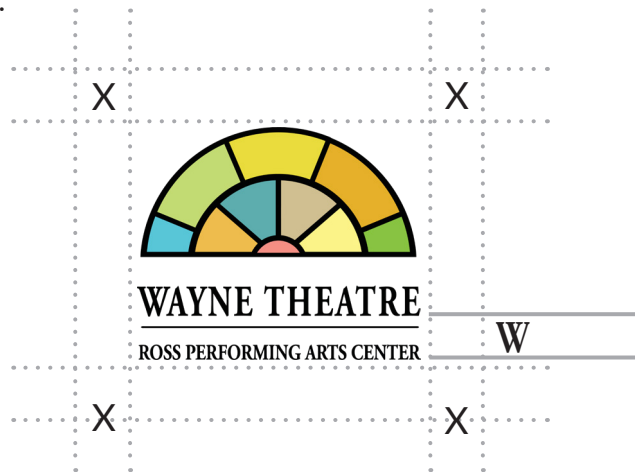
Waynesboro, Virginia versions

Emblem Only (no text)

SIZE AND POSITIONING

Clear Space

To ensure the logo has optimal legibility and visibility, an area of clear space should be maintained around the logo. This space should be at least the width of the "W" and is indicated by "X" below.

Minimum Size

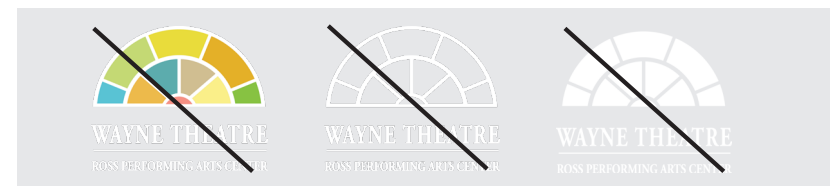For optimal legibility, the logo should never be used at less than 1.5 inches in width.

Placement

The full-color and black versions of the logo should be used on white or light-colored backgrounds.

The white and one-color version should be used only on dark backgrounds.

Avoid using the logo on a complex background where legibility would be decreased.

Scale

The logo must be placed with the text and symbol at the same proportions, with no resizing of individual elements. If the logo needs to be resized, it must done proportionally and as one unit.
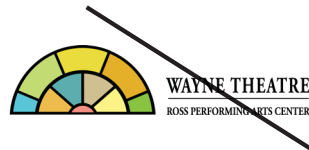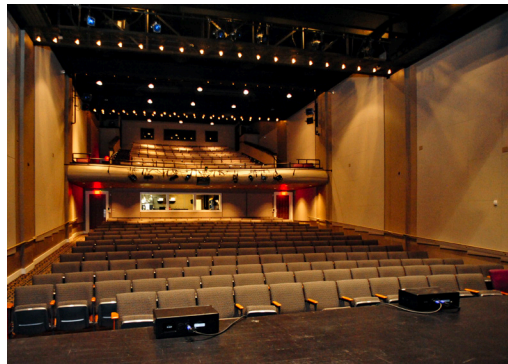
Imagery

The style and type of images used should be consistent across all print materials, the website and social media to reflect our brand.

Examples of appropriate images are shown. Photos should be of high quality and clear focus, showcasing who we are. They should use good lighting.

Appropriate stock images may be used/purchased.

HOME PAGE IMAGES

Home page images should be of horizontal orientation and at least 1400 px wide × 700 px tall.

BLOG IMAGES

Blog images should be of horizontal orientation and at least 700 px wide × 500 px tall.

SOCIAL MEDIA IMAGES

Social Media images should typically be of square orientation and at least 1080 px wide × 1080 px tall at 72dpi.
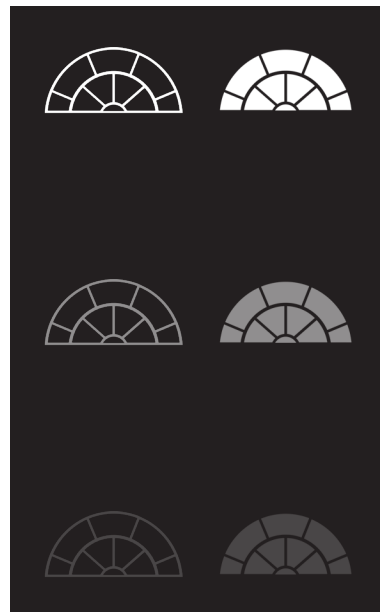
Design Elements

In addition to our brand imagery, these design elements may be used on print and electronic materials.

The emblem is a symbol of of the WAYNE THEATRE stained glass window and a representation of art, design and creativity.
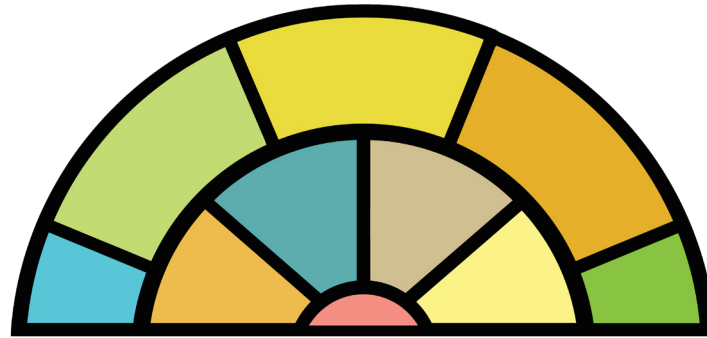
The emblem may be used in varying opacities of white.

The emblem may be used on a dark background or over a photo.

WAYNE THEATRE

ROSS PERFORMING ARTS CENTER

Brand Style Guide prepared by Standout Arts, LLC