Version 1.0
Effective April 24, 2020

# BRAND GUIDELINES

# TABLE OF CONTENTS

## TheaterCNU Logo
—————————

## Visual Identity
—————————

## Style and Voice
—————————

- Simple, geometric divide evokes shape of proscenium arch

- Use of two different typefaces reflects the fine and bold sides to drama.

- Flat, 2D design makes it easily printable and scalable.

- **NOTE**: Use this version of the logo lockup whenever possible. Its square design makes it useful in most situations, regardless of how much vertical or horizontal space is available.

- Used whenever a document is specifically addressing an individual concentration.

- Concentration titles written in lowercase to better match the style of the accompanying TheaterCNU lockup.

- Backslashes replaced with ampersands for better readability.

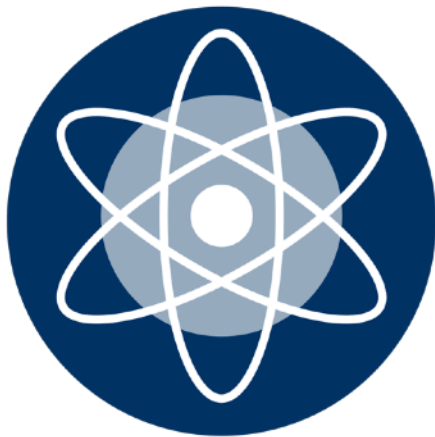- "Arts Administration" abbreviated to keep a consistent size across all lockups.

**One Act**
**FESTIVAL**

**Captains**
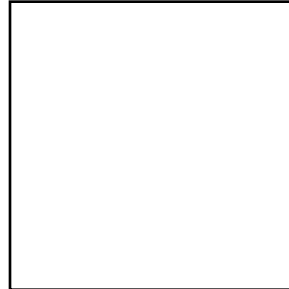**CABARET**

**Science Play**
**FESTIVAL**

# COLOR PALETTE

These are the official colors of TheaterCNU. The color samples below are illustrative of the colors only. Do not use swatches to match or identify the proper colors. Use the official specified colors.
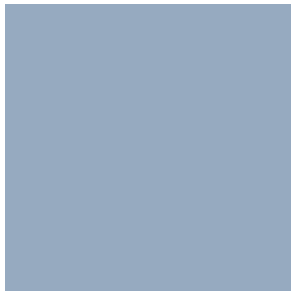
### Royal Blue
Pantone: 654 C
CMYK: 100/86/26/20
RGB: 0/58/112
Hex: 003A70

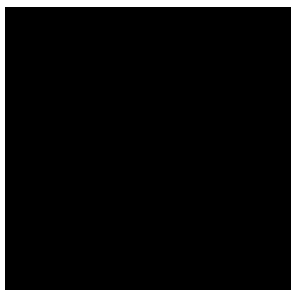### White
Pantone: 11-0601 TCX
CMYK: 0/0/0/0
RGB: 255/255/255
Hex: FFFFFF

### Powder Blue
Pantone: 1225 C
CMYK: 37/16/15/0
RGB: 151/181/192
Hex: 9EB5CB

### Black
Pantone: Black 6 C
CMYK: 50/50/50/100
RGB: 0/0/0
Hex: 000000

- When pairing a lockup with a background, make sure that the color of the lockup with the background properly contrast one another. This improves legibility. See some examples below and to the side.

- When layering a lockup on top of an image, the same rule applies. The designer must use their best judgement to pick a color that "pops" off the image it covers.

Below are the acceptable typefaces for the TheaterCNU brand.

Montserrat Black should be used for content titles; its wide and bold characters make it distinct and modern. Text in titles should be in all caps.

For subtitles, either Playfair Display or Playfair Display Italics can be used. Use whichever contrasts best with the title within the context of the document. Using Playfair Display as a subtitle mirrors the contrast present in the text of the TheaterCNU primary lockup.

For headings, use Playfair Display Black Italic.

Subheadings should be presented in Montserrat Bold.

Playfair Display should be used for body copy. Even though it is mainly used as a display typeface, in its Regular font, type in Playfair Display is still readable with a dramatic flair.

**Titles:**
# MONTSERRAT BLACK

**Subtitles:**
## Playfair Display, *Playfair Display Italics*

**Headings:**
## ***Playfair Display Black Italic***

**Subheadings:**
## Montserrat Bold

**Body Copy:**
## Playfair Display

**NOTE**: Both Montserrat and Playfair Display are licensed under the SIL Open Font License. For more information on the terms of this license, please reference: http://scripts.sil.org/OFL.

# BODY TEXT STYLE

## Titles
- Whenever referencing the title of a play, dance piece, musical, television series, or film, make sure to put the title in italics (e.g. *The Crucible*, *South Pacific*).

- Whenever referencing the title of a one act play, a song, or a television episode, put the title in quotations (e.g. "27 Wagons Full of Cotton," "Seventy Six Trombones").

## Names
The following are the proper spelling and capitalization standards for commonly used terms. Use these variants when writing body text.
- TheaterCNU
- Peebles Theatre
- Ferguson Center Studio Theatre
- CNU Theatre Guild
- First Year student
- Sophomore
- Junior
- Senior
- One Act Play Festival
- Directing Showcase
- Alpha Psi Omega, the National Theatre Honor Fraternity
- Nu Delta Alpha, the National Dance Honor Society
- Acting Concentration
- Music–Theater/Dance Concentration
- Directing/Dramatic Literature
- Arts Administration Concentration
- Design/Technical Theater Concentration
- Theater Studies Concentration

## Other Conventions
- With the exception of the examples listed above, use the variant of "theater" over "theatre" in body text.

- Use the Oxford comma when writing out lists.

- Do not use contractions except in titles of plays, musicals, etc.

- It is preferable to use the ampersand (&) in titles and headings over "and." Within body copy, use the full word "and."

# VOICE AND TONE

## Voice

- Keeping in line with TheaterCNU's tagline ("We Practice Professionalism"), the voice used in TheaterCNU material should be scholarly, clear, and—above all—professional.

- The editorial voice should reflect the quality of the work shown on the stage, maintaining both a sense of dignity and competence.

- Ensure that the editorial voice, while following the previous guidelines, does not teeter on becoming too cold and detached. Attempt to strike a balance of communicating the enthusiasm of the practitioners as well as the standards to which they hold themselves.