

**theatre  
works!**

**Brand Guidelines**

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## EXCLUSION ZONE

Using the dot in the exclamation mark in the logo as reference, there should not be anything placed that close to the logo so it can have room to breath and won't feel so cluttered.

## MINIMUM SIZE

The logo size should not be lower than 20mm to preserve the legibility.



**LOGO**

**theatre  
works!**

20mm

# WHAT NOT TO DO

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The logo should **NOT**  
be warped out of shape

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The logo should **NOT**  
be rotated at awkward  
angles

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works!*

The logo should **NOT**  
be tinted at any angle

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works!

The logo should **NOT**  
be made less opaque

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The logo should **NOT**  
have its colour changed

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The logo should **NOT**  
be flipped

# STAMPS

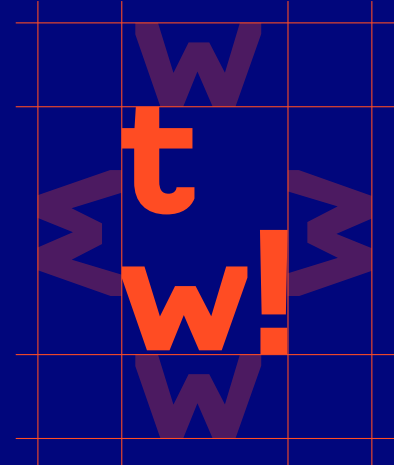
## STAMP USAGE

When using the stamp design for branding, the height of the 'W' from the logo should be used as reference to make sure nothing is within those boundaries to give the stamp space to breath.

## MINIMUM SIZE

The first stamp size should not be lower than 15 mm to preserve the legibility.

A large, bold, orange logo consisting of a lowercase 't' above a lowercase 'w' followed by an exclamation point.



A smaller version of the orange 't w!' logo. Below the 'w!' part, there is a horizontal scale bar with the text '15mm' underneath it, indicating the minimum width for the stamp.

# COLOUR

## COLOUR PALETTE

The three predominant colours of the 'Theatre Works!' brand are the Orange, turquoise, and dark blue.

They are to form the base of any form of communication from the brand, along side accents of black and white respectively.



**#fb4d2e**

**R:251**  
**G:77**  
**B:46**



**#00d0b8**

**R:0**  
**G:208**  
**B:46**



**#01067c**

**R:251**  
**G:77**  
**B:46**

## PRIMARY TYPEFACE

The Navigo family is the primary typeface for the brand and shall be used for all pieces of communication.

This includes and is not limited to:

- Website copy
- Brochure copy
- Titles/sub-headings
- Posters

Navigo **Aa**

TYPEFACE

Font Family

Navigo Light ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Navigo Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Navigo Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

t  
w!

