



# **Immediate Theatre**

## Identity Guidelines

September 2008

Immediate Theatre's vision is to ensure access for all to art that breaks down barriers and engages people in debate.

# Why this Document is Important

The way we express ourselves visually – from the design of our logo through to the words and imagery we use – helps people to understand the Immediate Theatre brand. Consistency in the application of our visual identity is key to the brand's success. Maintaining the 'look and feel' of all marketing materials will help to give Immediate Theatre a distinctive and easily recognised brand.

This document explains how the basic elements of the Company's visual identity should be used. This won't limit your creativity but will instead enable you to produce communications within a consistent framework that are on brand.

If you have any questions call Immediate Theatre's Marketing Officer on:

**020 7012 1677** or email:

**[rhian@immediate-theatre.com](mailto:rhian@immediate-theatre.com)**

Since 1996 we have been working in partnership to produce work that is:

## **Inclusive:**

working at the grassroots and celebrating diversity

## **Interactive:**

involving communities throughout the creative process

## **Imaginative:**

finding new ways to engage with vital issues.

## **Our aims are:**

- to work in partnership to support the use of drama and other art forms as a tool for social engagement in all aspects of society
- to provide programmes that enable people at high risk of exclusion to participate in the arts
- to develop productions and performed workshops exploring a range of social issues pertinent to the experiences of specific communities that enable people to engage in the process of change
- to create pathways to employment in the arts industries for those traditionally not accessing these opportunities
- to produce high quality theatre projects that inspire everyone involved
- to develop the capacity of the company in order to achieve our vision.

# Our Logo

Wherever possible, the Black version of the logo should be used. If the background is too dark and is likely to impair the visual strength of the identity, the White version should be used.

Our logo has more impact if it is given space to breathe. To ensure our logo is seen clearly it should be surrounded by an area of space half the logo's width at all times. The space should be clear of text, other logos, graphics or images.

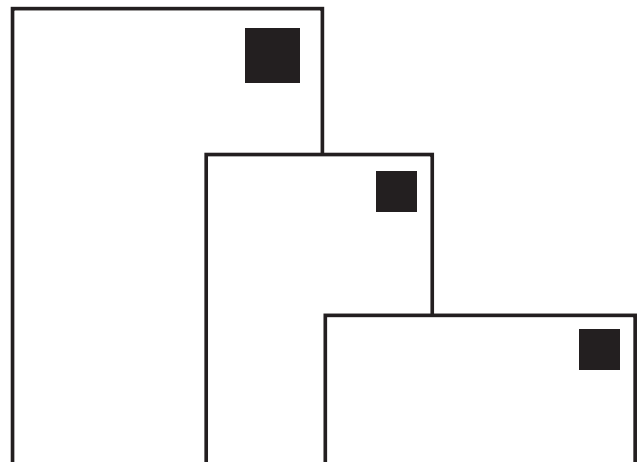
The logo is available in a variety of formats: TIFF, JPEG and EPS, together with GIFs for on-line use. For digital artwork please contact Rhian on: 020 7012 1677 or email: [rhian@immediate-theatre.com](mailto:rhian@immediate-theatre.com)

Wherever possible the Immediate Theatre logo should appear in the top right-hand corner of the page. If this is not possible, approval for re-positioning must be obtained.

DO NOT adjust the Immediate Theatre logo.

If our identity is to be widely recognised then consistency of presentation is imperative.

- 1 DO NOT move or adjust any of the elements.
- 2 DO NOT use different colours from those specified in this guide.
- 3 DO NOT skew or tilt any of the elements.
- 4 DO NOT print onto a background that might impair clarity, use a white-out version instead.



# Our Typefaces

## American Typewriter

American Typewriter must be used for captions and headings on all Immediate Theatre marketing material. As a general rule, the larger the type, the more attention should be given to letter spacing.

Aa

American Typewriter Condensed  
abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

**Arial Bold Condensed**  
**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

## Arial

Arial must be used for body copy on all Immediate Theatre marketing material.

Aa

Arial Regular  
abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

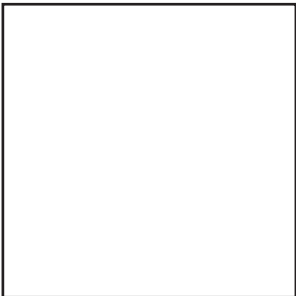
**Arial Bold**  
**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

# Our Colours

Our colour palette is made up of five colours. Black is our principal colour supported by Immediate Theatre Orange, Purple and Green. White is also important as it helps to express clarity and keeps our communications legible.



PANTONE PROCESS BLACK  
CMYK 0/0/0/100  
RGB 30/30/30  
HTML 1E1E1E



WHITE  
CMYK 0/0/0/0  
RGB 255/255/255  
WEB FFFFFFFF



PANTONE 021  
CMYK 0/53/100/0  
RGB 247/143/30  
HTML FF5800



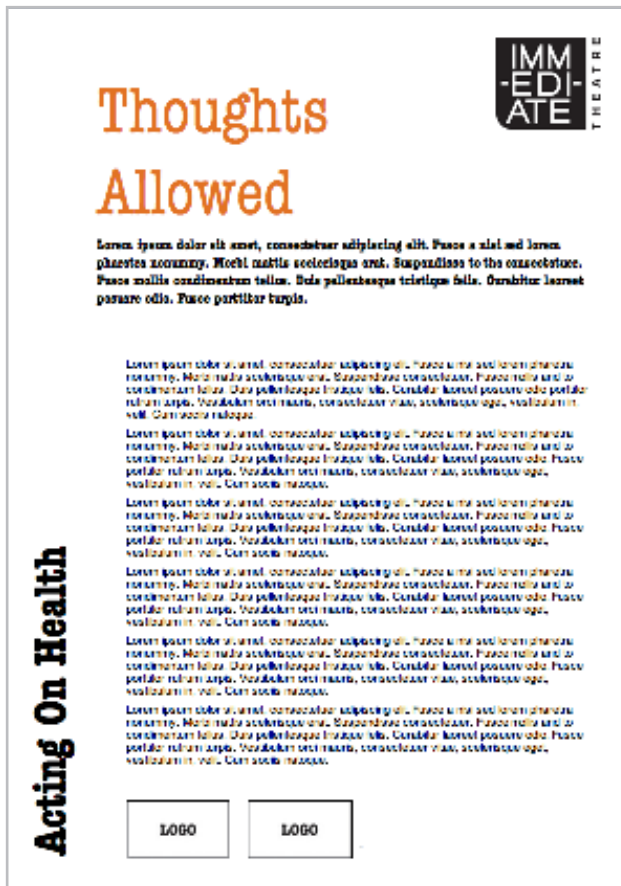
PANTONE 527  
CMYK 73/100/0/0  
RGB 106/44/145  
HTML 722EA5



PANTONE 375  
CMYK 41/0/78/0  
RGB 160/206/103  
HTML C3E76F

# Information Sheet Template

A Word Template for our Information Sheets has been created to ensure consistency. Information sheets should be delivered in a folder

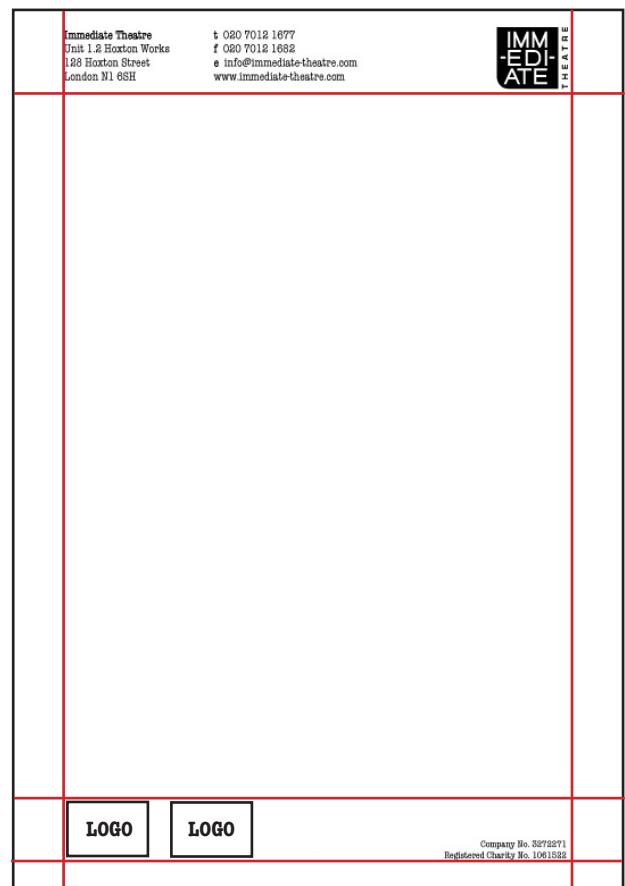
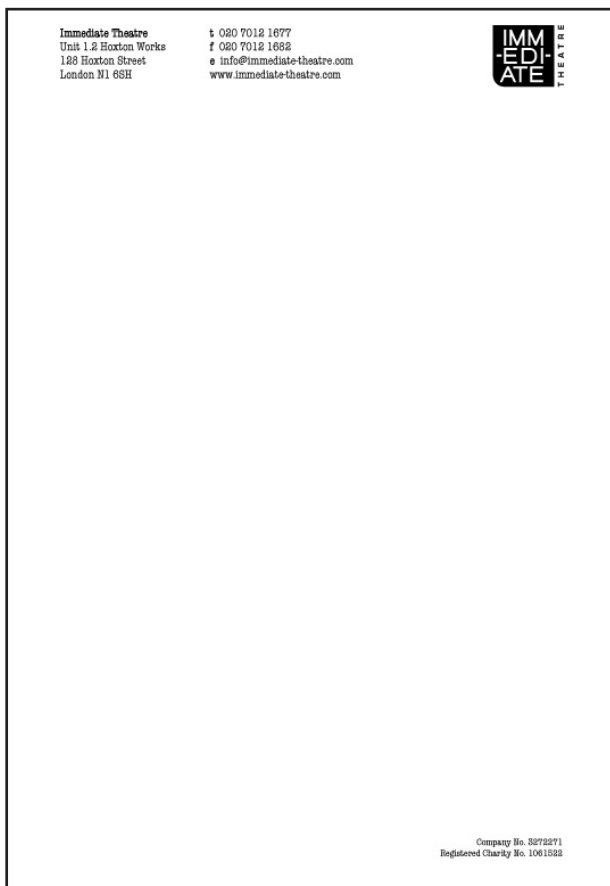


# Letterhead Template

A Template for our Letterhead has been created to ensure consistency. The following template should be used for letters and other A4 documents where possible.

## The Letterhead with Other Logos

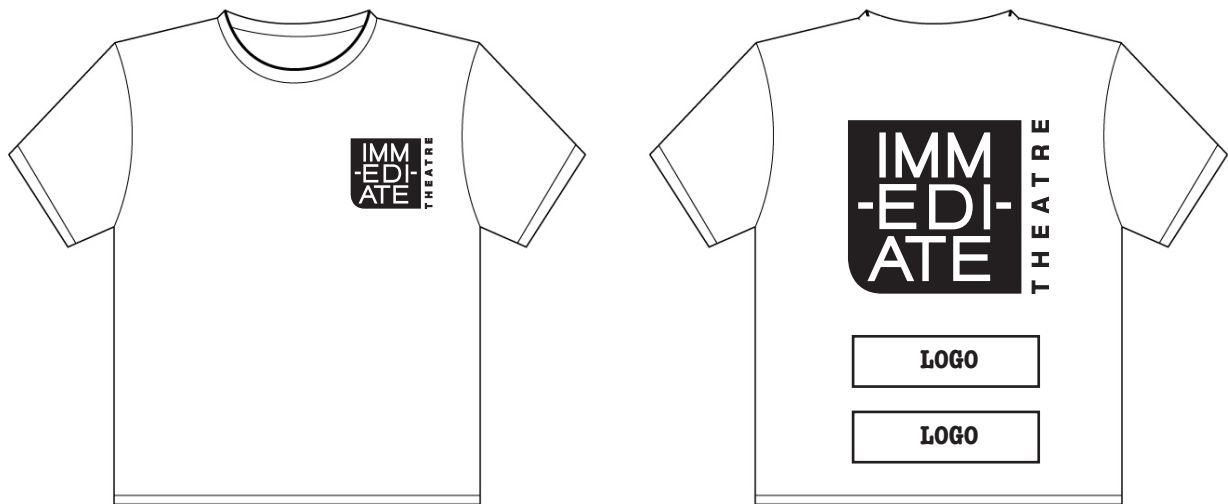
It will sometimes occur that additional logos need to be included on the Immediate Theatre main letterhead. These should be fitted neatly at the bottom of the page on the left hand side. Remember to align the elements visually.



# Merchandise

## T-shirts and Other Merchandise

T-shirts with the Immediate Theatre logo should be printed, where possible, in accordance with with the following example:



Additional logos should be positioned neatly on the back of the T-shirt below the Immediate Theatre logo. DO NOT use different colours from those specified in this guide.

# Signage

Immediate Theatre's logo must be used in accordance with the logo guidelines unless otherwise approved.

# Identity Checklist

Use this checklist to ensure that we communicate consistently:

- Are the logos you have used the correct ones, at the right size, sitting in the right place in the correct clear space?
- Is American Typewriter used for all headline text and Arial used for body copy?
- Are the colours used selected from our colour palette and in the correct spot CMYK or RGB breakdowns?
- If appropriate, have you used the right Template?
- Have you had approval from Immediate Theatre's Marketing Officer?

**Immediate Theatre**

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