



FOUNDATION  
THEATRES

Style Guide 2019

DRAFT V2 230619



## Contents

|                                   |    |
|-----------------------------------|----|
| Our Vision                        | 02 |
| Our Logos                         | 03 |
| Master Logo                       | 04 |
| Single Colour Logo                | 05 |
| Dark Background Logo Usage        | 06 |
| Logo Recommendations              | 07 |
| Logo Don'ts                       | 08 |
| <br>                              |    |
| Secondary Brand Assets            | 09 |
| Secondary Brand Assets: Seats     | 10 |
| Secondary Brand Assets: Sweep     | 13 |
| Secondary Brand Assets: Colour    | 15 |
| Secondary Brand Assets: Typefaces | 16 |
| <br>                              |    |
| Logo & Asset Application          | 17 |
| <br>                              |    |
| Co-Branding                       | 21 |
| <br>                              |    |
| Contact                           | 23 |



## Our Vision

Our mission is to own and operate a series of thriving, internationally renowned, first class theatres in NSW. Our vision is that our venues, along with our significant investment in theatrical product and industry initiatives will be a driver in building a vibrant performing arts sector in NSW. Focusing on maximising opportunities for innovation, employment, education, and the pursuit of excellence, our aim is to work alongside the Government to ensure that NSW remains an arts, culture and entertainment leader on the national and international stage.

## Our Logos

This section highlights the suite of Foundation Theatre logos and in what circumstances to use them.

The logo is based on the idea of looking from the stage out onto the audience/auditorium. It is a reflection of the company's potential and being there for other's enjoyment.



## Master Logo

The Foundation Theatres logo is made up of two parts. The 'seats' icon and the logotype.

The icon composition has been created to provide optimum legibility. The logotype is a modified typeface and must not be adapted in any form. When reproducing the logo, use only the approved master artwork provided to ensure consistent usage.

Where formats dictate an alternative horizontal logo can be used however the master has been set up to work in the majority of size formats and should be used wherever possible.



Horizontal alternative (to be used only when required)



## Single Colour Logos

For single colour use, the logo can either be in black or the Foundation Theatre blue.

Where printing allows a bronze foil would add a premium touch, NB: when applied to lighter backgrounds the contrast level would need to be clear to ensure strong legibility.



## Dark Background Usage Logos

When using the logo on dark backgrounds either the bronze or white versions of the logo can be used.

Where printing allows a bronze foil would add a premium touch.

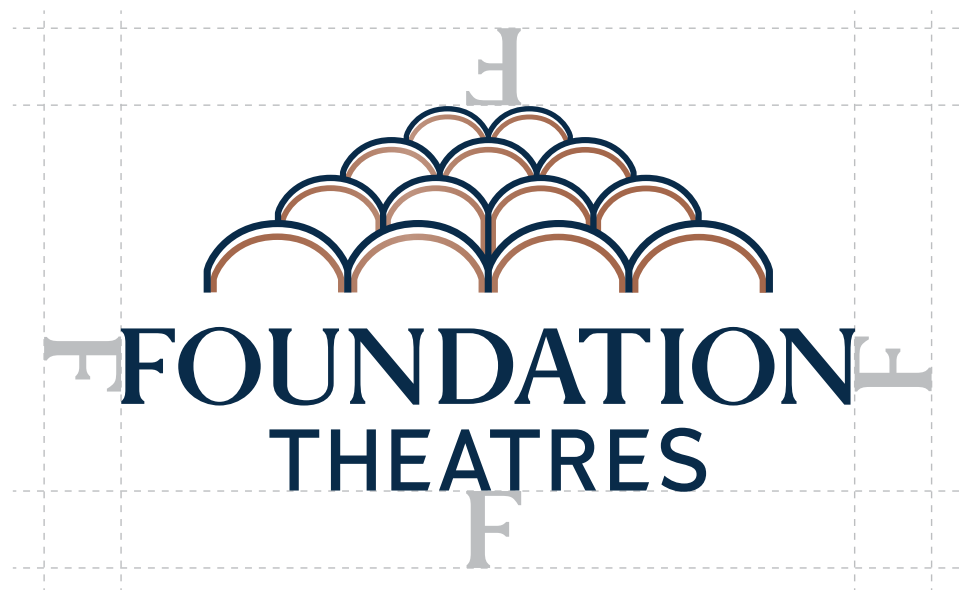


## Logo Recommendations

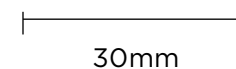
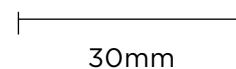
To provide the brandmark with standout and clear space the minimum clearance area, shown here, should be maintained.

To ensure the legibility of the brandmark the minimum size recommendation should be adhered to.

Minimum Clearance area



Minimum Size



## Logo Don'ts

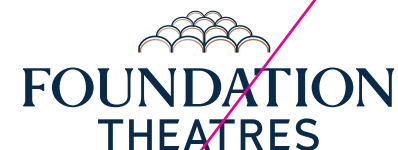
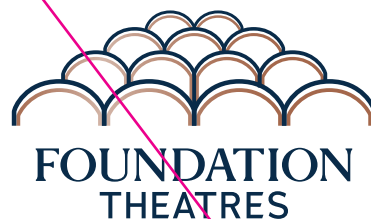
Whenever the logo is used it should be as per the master logo supplied.

It has been set up to be visually balanced, made up of the seat icon and logotype. This lock up should appear in it's entirety with the proportions maintained.

The logo should always be printed in the colours specified. Where colour is dictated by the materials used the outcome should reflect the premium quality Foundation Theatres strives to convey.

The logo should also remain legible it should not be printed over images or backgrounds that don't allow for the necessary contrast.

It should not be adapted in anyway, including stretching, distorting.



## Secondary Brand Assets

This section highlights the various brand assets that have been created as part of the design evolution and where they can potentially be used. These assets allow the brand to be a little more flexible in it's approach to reaching different audiences.

They are part of the Foundation Theatre design 'language' to build stronger brand recognition and this includes consistent colour and typography use.



## Secondary Brand Assets: Seats

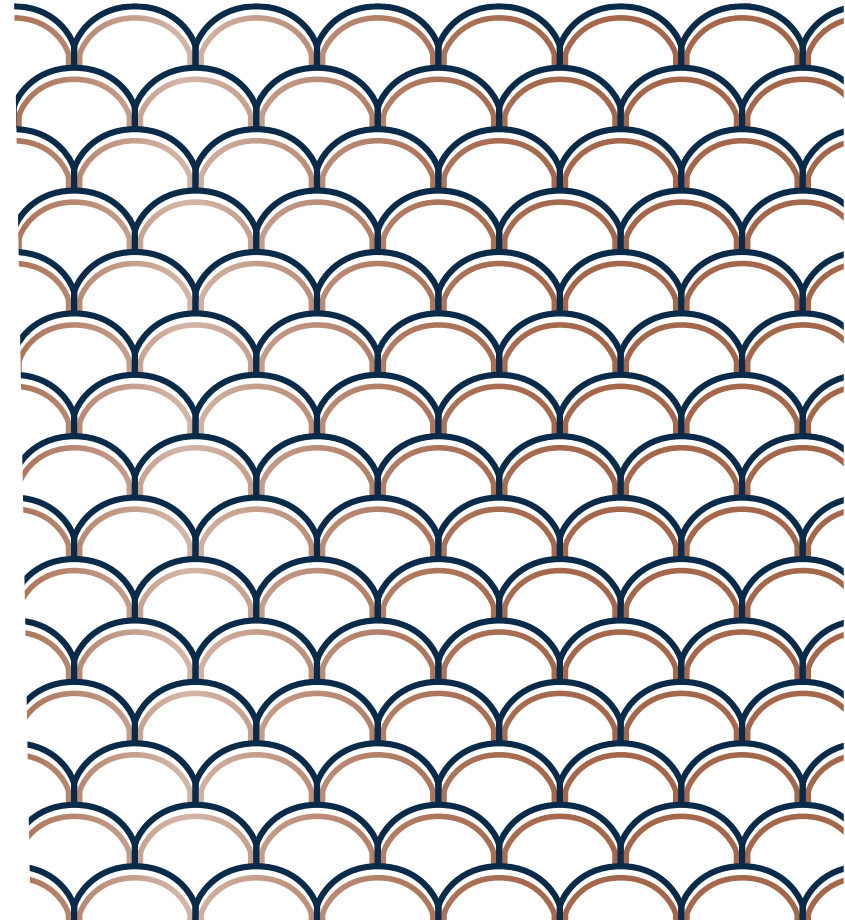
As a subtle feature for certain applications, continuation pages for letters or digital presentations, the 'seats' icon can be enlarged and treated as a quality watermark, cropped to the right side of the page. When using the 'seats' icon as this background feature, they need to be used as consistently as possible.

The transparency should be between 10-20% depending on print or digital formatting to avoid them becoming too prominent and impacting the document's legibility.



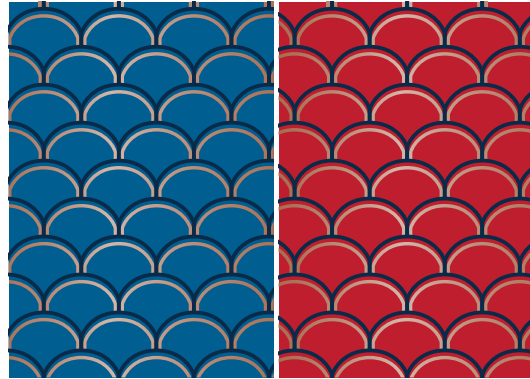
## Secondary Brand Assets: Seats

Whilst the logo itself cannot be adapted. The seats idea can be used as an asset in isolation. Treated in different ways the repeat pattern can be used to help create extra brand recognition. Inside program covers, back of business cards, the theatre carpet.



## Secondary Brand Assets: Seats cont.

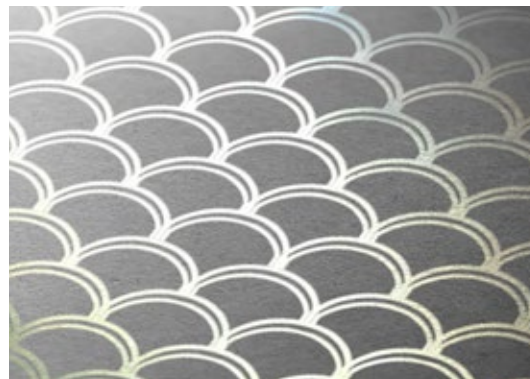
This asset's treatment should always be in a premium way, either through the tone of colour used, or through print embellishments such as foiling, blind embossing etc



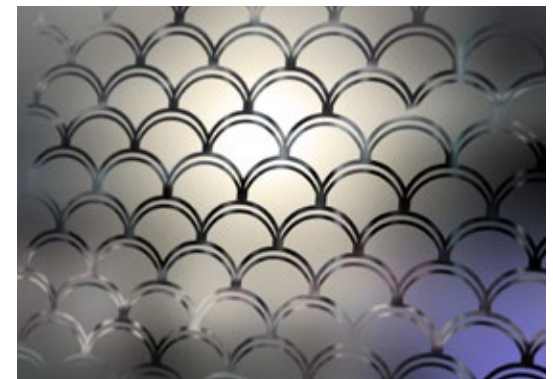
Printed



Embossed



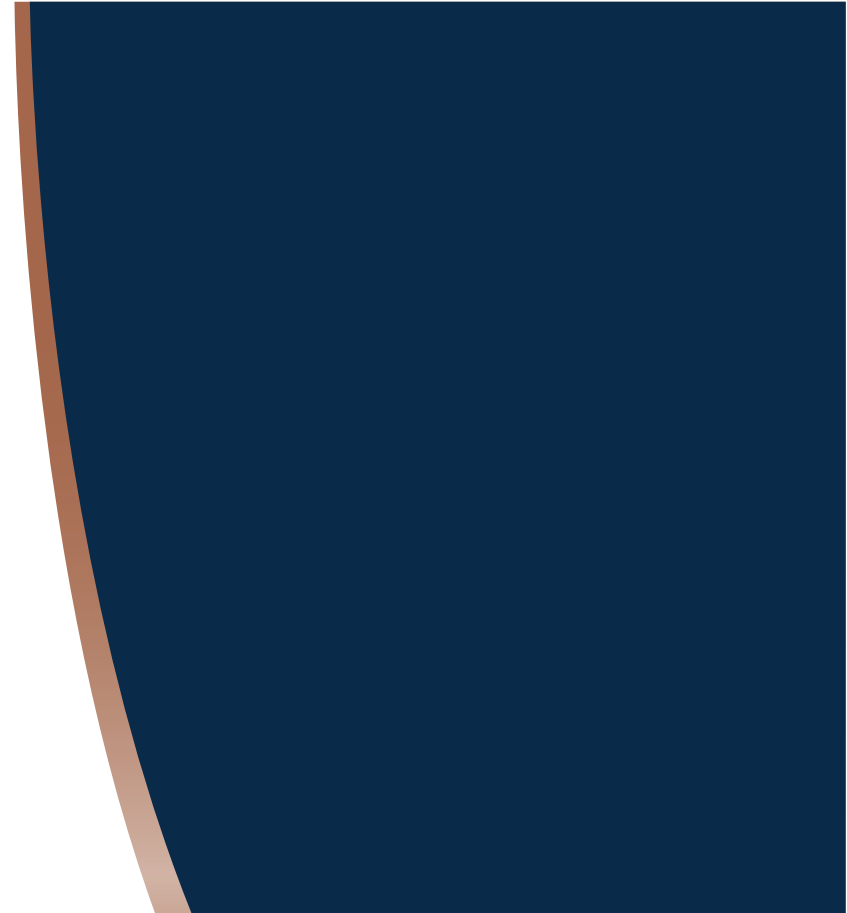
Foiled



Glass decal/Frosted glass

## Secondary Brand Assets: Sweep

The pulling back of the theatre curtain as a reveal into the world of excitement that theatres provide.



# Secondary Brand Assets: Sweep cont.

The ‘sweep’ is a visually strong device that can be used in communications, front covers or to help divide information on internal pages.

It is a device that helps separate the logo with imagery and body copy



## Secondary Brand Assets: Colour

The Foundation Theatre Master Logo is made up of two colours, dark blue and bronze. These signify the premium quality standard that Foundation Theatres represent.

The blue helps to link the logo to the corporate world in which the company needs to live. The bronze is a traditional theatre colour with a nod to the glamour of the theatre world.

Generally, the bronze colour will be printed either a metallic pantone or simulated gradient depending on print capabilities.

Where appropriate and costs allow it could alternatively be a metallic foil, which would provide a further luxury touch.

Both CMYK (printed collateral) and RGB (digital) breakdowns of the PMS have been provided.

### Corporate Blue colour



PMS 7463c  
CMYK: C 100, M 63, Y 12, B 67  
RGB: R 0, G 43, B 73  
HTML: 002B49

### Visual gradient Blue colour

To add more depth into the colour



Light colour - 70% 7463  
Dark colour - 100% 7463

### Bronze Effect colour options



Bronze Kurtz XXXX (Metallic foil)  
or  
Metallic PMS 8023 (Printed Metallic Pantone)

### Non Metallic 'Bronze' colour (Print restrictions)



PMS 479  
CMYK: C 14, M 48, Y 53, B 26  
RGB: R 170, G 128, B 102  
HTML: AA8066

### Visual gradient Bronze colour

(When metallic colour cannot be produced ie. print limitations or on screen)



Light colour - 70% 8023  
Dark colour - 100% 8023

## Secondary Brand Assets: Typefaces

The primary Foundation Theatres typeface is Gotham and should be used where possible for all brand and communication purposes. This is a clean modern typeface that has a large number of font weights within the family.

Where appropriate Berlingske Serif can be used as a secondary typeface. This was the base font of 'Foundation' in the logotype before being heavily adapted and links to theatre heritage.

For digital platforms or PC programs where Gotham is not a practical font option, Calbiri should be used for all body copy (Font size 11). The other font weights in the family can be used for page titles or highlighting specific copy.

### Primary Typeface

Gotham Medium (and other weights in the Gotham Font family)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\_&?!@{}

### Secondary Typeface

Berlingske Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\_&?!@{}

### Tertiary Typeface

Calbiri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\_&?!@{}

## Logo & Asset Application

Balancing consistency and flexibility when using the suite of logos and secondary brand assets is key to creating building recognition.

Logo placement, colourways, style of photography and how the combination of assets are applied all help brand awareness.



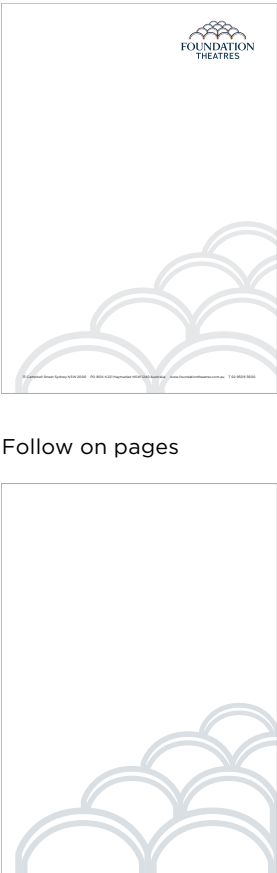
# Logo & Asset Application

The logo can be used in combination with the brand assets. On white backgrounds the master logo should be used wherever possible. The assets are a secondary feature that can be used as a watermark or as a repeat pattern on the back of the collateral.

## Letterhead



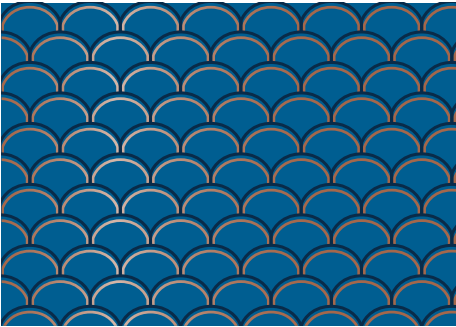
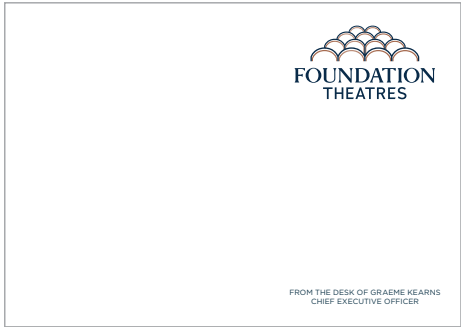
## Alternative



## Follow on pages



## Compilments Slip



## Logo & Asset Application

When using the logo in combination with the 'sweep' device the logo should appear on the dark background area for the strongest legibility.

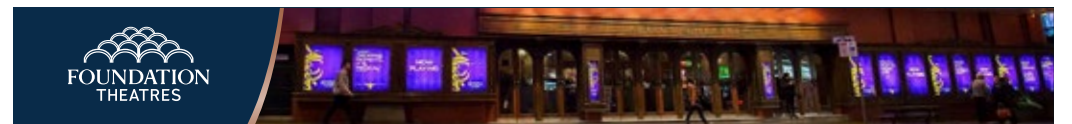
### Business Cards



### Document Cover



### Email Banner



# Logo & Asset Application

Using the 'sweep' device can help balance imagery and body copy for collateral including internal and external documents and communications. On dark colour backgrounds the white or bronze logos, print restrictions dependant, should be used. When the logo appears on lighter backgrounds the master logo should be used.

## Title to go here

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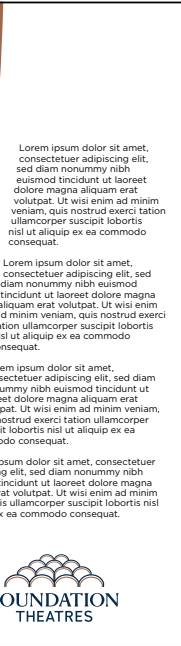


## Title to go here

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## Co-Branding

Foundation Theatres is an umbrella company, it overarches all the theatre's and initiatives that it is involved with.

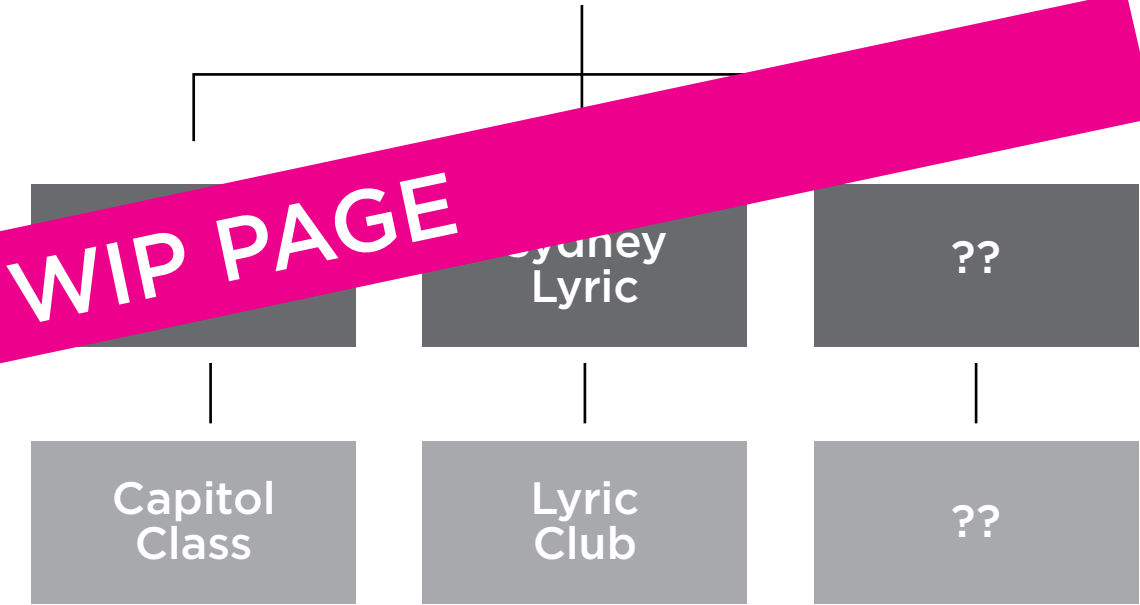
When the logo is used in conjunction with other logos within the company it should be seen in this way.

**WIP PAGE**



Co-Branding

Xx

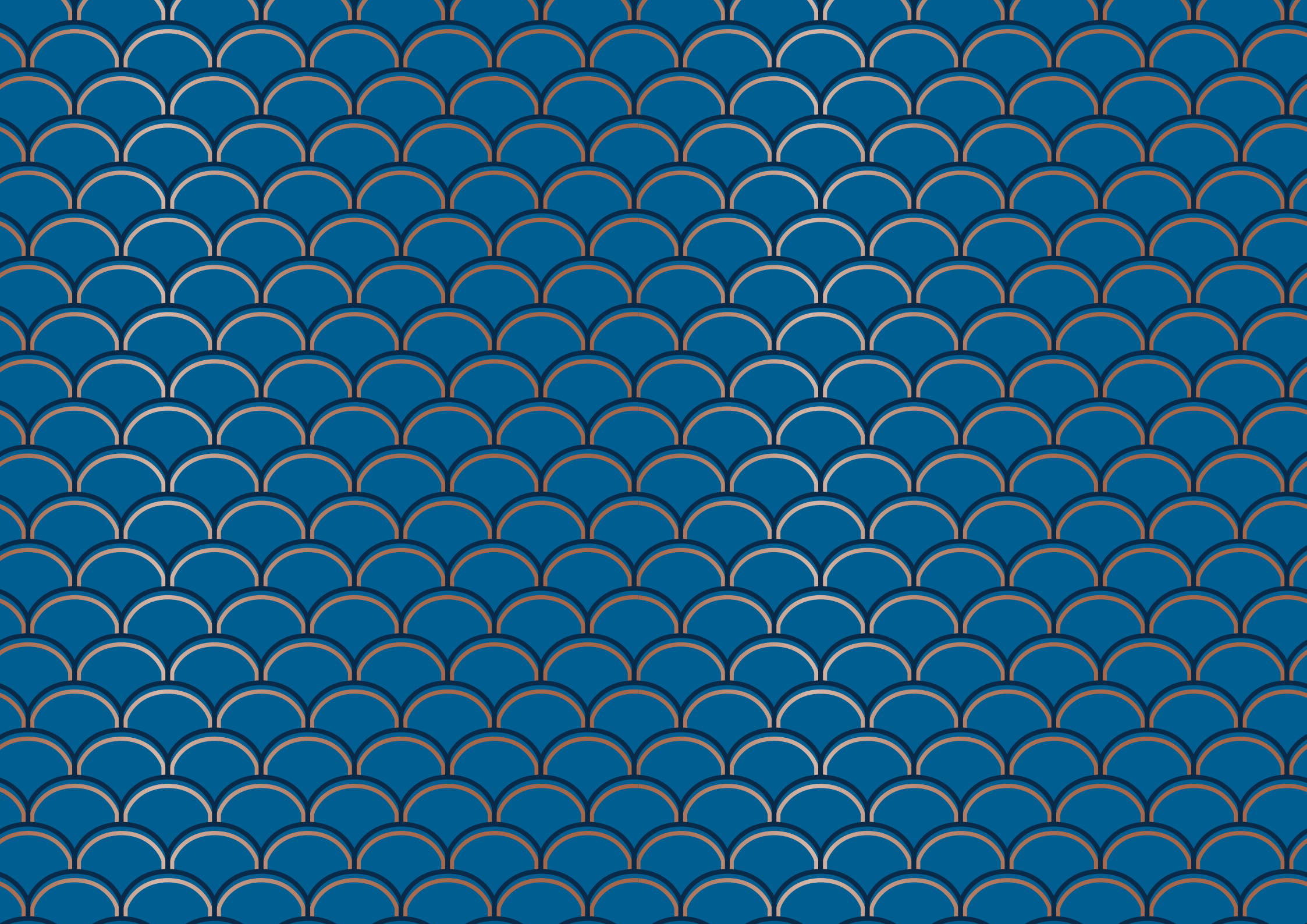


# Contacts

For the Foundation Theatres logos and brand assets files or for any questions regarding their use please contact the following brand custodians.

Xxxx XXXXXXXX  
Xxxx XXXXX XXXX  
Xxxx XXXXXXXX

Xxxx XXXXXXXX  
Xxxx XXXXX XXXX  
Xxxx XXXXXXXX





  
FOUNDATION  
THEATRES