



Branding Guidelines

2020

Version 1

Introduction



Who should use these guidelines?

If you are using Sharnbrook Mill Theatre branding in publicity, marketing, signage, blogging or in general usage, you should ensure that you adhere to the Brand Guidelines as shown in this document.

In particular, these guidelines should be used by:

- Any member, governor or other volunteer or staff member using our branding in communications, either paper-based or electronic, on behalf of the theatre or Trust.
- All Mill committees and teams.
- Any hiring organisations.

Any communication regarding Sharnbrook Mill Theatre should, at least, include the logo in accordance with that section of this document.

The Brand

The Sharnbrook Mill Theatre brand uses typography and graphical elements to present a strong brand to customers both internal and external. The logo features a mill wheel surrounding an abstract version of our building. Both of these are surrounded by typography which clearly states our location (Sharnbrook), that we are a mill and that, predominantly, we are a theatre.

Any sub-branding should be discussed, in the first instance, with the Marketing Team. *Please do not create your own sub-brands without discussion as we want our branding to be consistent and clear.*

Formats

The logo has been exported as JPG and PNG files. This should be useful for most applications. However, if you require any other size or format, such as a vector graphic, please contact the Marketing Team. There are formats for both print (CMYK) and electronic usage (RGB). Please ensure you use the right format for the right outlet.

The main logo



This is the main version of the logo with blue and black lettering. Blue was chosen to reflect the water flowing through the mill and the River Great Ouse, on whose banks we are located.

Please never try to reproduce the logo—we have assets that are available and can be adapted if necessary, according to guidelines.

Please note: there are different versions available for RGB and CMYK use.

Logo fonts

The “SHARNBROOK” and “MILL” text elements are created using the **OSWALD MEDIUM** font.

The “THEATRE” text is created using the **ALLER DISPLAY REGULAR** font.

Please note: these fonts should only be used for the logo and not for body text, which is covered later in this document.

Size, orientation etc

The logo can be used at any size where the text is legible. Please scale it uniformly—never stretch the logo horizontally or vertically. If you find that the supplied sizes do not meet your requirements, please contact us and we will generate a larger version.

Do not rotate the logo in any way—it should always be straight and level.

Do not change the logo in any way. This includes reducing the relative size of the wheel/building element which has been highlighted deliberately. Always use the colours provided—blue, black or white.

The main logo (continued)



Guidance

We should always give the logo prominence and precedence—it should always be the most vital and visible element of our communications.

All posters, flyers and paper-based communications should feature the logo and should include the website address (www.sharnbrookmilltheatre.co.uk)

Hiring organisations are required to display our logo on their publicity in accordance with our guidelines. This is to ensure that our logo remains synonymous with the use of our building.

Spacing

The logo should always have a space around it that equates to at least the narrower dimension of the MILL element as shown above.

Outlining

It is permitted to outline the logo to ensure that it stands out. This should be done in a sympathetic way such that the outline does not overpower the logo.

Use in electronic communications



Where possible, the logo should always be included in email communications. For communications such as newsletters (e.g. The Grist), the logo should be featured at the top of the communication.

For email signatures, a small copy of the logo together with the job title and name of the individual sending the email should be included in the following format, with the name/job title above the logo:

John Smith

Example Committee Chair



Logo usage



The logo can be used in its standard, coloured format (as per the previous pages) or it can be used in monochrome, as featured on this page.

We can see the logo above rendered in black, against a light background, and in white, against a dark background.

It is permissible only to use the logo in blue, black or white. This is to reinforce the branding, but also to ensure that the logo remains a strong element in any design.

Please note: there are different versions of the monochrome logo available for RGB and CMYK use. Black is different on-screen to on-paper. It is important that this is recognised.

Social Media

Primary logo



Secondary/alternate logo



For social media, we should, in preference, use the primary logo at the top of the page. Different sizes/resolutions and surrounding white space will be required for different purposes. NB: These sizes change periodically (especially on Facebook!).

Special note—our secondary logo

Where a square logo is required (for instance for circular profile pictures), the secondary/alternate logo **can** be used. The rectangular (standard) version of the logo should **always** be used where possible and practical.

Please note: On no account should the secondary version of the logo be used for any purpose other than where a circular/square image is required by social media platforms. This includes using the logo for all print purposes, for example letterheads.

If you require a specific size logo to fit into social media group banners or other locations, please let the Marketing team know as it is fairly simple to produce to specific requirements to make the logo look the best it can be.

Fonts

The main **body text** font for Sharnbrook Mill Theatre is **Droid Sans**. Droid Sans is free to use and is web-compatible. We should try and use this font in programmes and letters, to name but two examples.

Here is a selection of different stylings for the font.

Normal text — Sharnbrook Mill Theatre

Bold text — Sharnbrook Mill Theatre

Italic text — Sharnbrook Mill Theatre

Italic bold text — Sharnbrook Mill Theatre

In *very* rare circumstances, a Serif font may be used. It is from the same family and is called **Droid Serif**.

Normal text — Sharnbrook Mill Theatre

Bold text — Sharnbrook Mill Theatre

Italic text — Sharnbrook Mill Theatre

Italic bold text — Sharnbrook Mill Theatre

Special note for posters/artwork

The only exception to the use of these typefaces is on posters where other fonts may be used. Where we say “Sharnbrook Mill Theatre presents”, this text should match the poster font. However, the logo typefaces **must** remain intact.

Colours

<u>White</u> R255 G255 B255 C0 M0 Y0 K0 #FFFFFF
<u>Black</u> R0 G0 B0 C0 M0 Y0 K100 #000000
<u>Orange</u> R187 G68 B48 C0 M64 Y74 K27 #BB4430
<u>Purple</u> R104 G14 B75 C0 M87 Y28 K59 #680E4B
<u>Mill Blue</u> R41 G97 B166 C75 M42 Y0 K35 #2961A6
<u>Light Blue</u> R152 G193 B217 C30 M11 Y0 K15 #98C1D9
<u>Green</u> R119 G150 B109 C21 M0 Y27 K41 #77966D

Here we can see the main colour scheme. Generally, we will use only Mill Blue, black and white but the other colours tone in should we need to use them. Poster designs need not use these colours, but careful consideration should be made as to which of the monochrome logos (see previously) is used. We should always aim for a high contrast of the Mill logo against the background of any other design work.

Awards & Affiliations



**The Queen's Award
for Voluntary Service**



**The Queen's Award
for Voluntary Service**

The Queen's Award for Voluntary Service

Permission is granted for us to use the QAVS logo on letterheads, posters etc. We should make every effort to include it on any printed communication and, where possible, on electronic communication.

The purple of the logo is as follows:

- Purple Pantone® 2612
- CMYK: C64 M100 Y0 K14
- RGB: R107 G32 B127

The logo should be above all other logos, apart from our own.

Various file types are available for use but, where possible, the EPS version should be imported and used as it is of the highest quality.

Please note where the apostrophe is when referring to the award in text!



NODA affiliation

On Sharnbrook Mill Theatre publicity, our NODA affiliation should, where possible, be stated as follows: *Affiliated to the National Operatic and Dramatic Association*. Where possible, the NODA crest should be included (see left).



History of this document

Version 0.1—13th September 2020, drafted by Michael Horne, Marketing chair.

Version 0.2—13th September 2020, Michael Horne, added QAVS.

Version 0.3—17th September 2020, Michael Horne, added b/w logos, square/rect logos and more text.

Version 0.4—4th October 2020, Michael Horne, feedback from Marketing committee & clarifications.

Version 0.5—12th October 2020, Michael Horne, changed square logo to vertical, also replaced ALL logos with updated versions with better alignment. Also, added email signature details.

Version 0.6—16th October 2020, Michael Horne, clarified use (or non-use) of the secondary logo.

Version 0.7—19th October 2020, Michael Horne, wording changes and clarifications.

Version 1—20th October 2020, Michael Horne, clarifications and reformatting some pages. (pre-AGM)