URBANDALE COMMUNITY THEATRE

BRAND STYLE GUIDE

PRIMARY LOGO

The primary, horizontal version of the logo should be used as the default in most cases except when other versions of the logo are necessary. It is acceptable to use an all white version of the primary logo on dark backgrounds or backgrounds that clash with the secondary Backdrop Blue color.
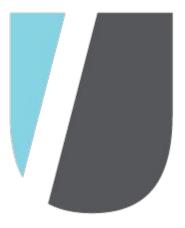
SECONDARY LOGO

**URBANDALE
COMMUNITY THEATRE**

The stacked, secondary logo should only be used in circumstances where the primary logo will not fit or a centered option is needed for design and aesthetic purposes. The primary and secondary logos should not be used interchangeably. Primary logo color options may be applied to the secondary logo when and where necessary.

ICON-ONLY LOGO

The icon-only logo should be used in situations where space is limited or in cases where the logo will be displayed in very small formats. It can also be used as an accent when appropriate. The icon-only logo may appear as an all white version on dark background or where the secondary Backdrop Blue color clashes. The icon-only logo should not appear in settings where the primary logo isn't also present elsewhere or the organization name isn't prominently displayed.

PRIMARY COLOR

STAGE GRAY

CMYK: 65, 57, 52, 28
RGB: 85, 87, 91
HEX: #55575b
PANTONE: 11 C

SECONDARY COLOR

BACKDROP BLUE

CMYK: 44, 0, 10, 0
RGB: 134, 211, 227
HEX: #86D3E3
PANTONE: 636 C

ACCENT COLOR

STAGELIGHT YELLOW

CMYK: 12, 0, 80, 0
RGB: 237, 255, 86
HEX: #EDFF56
PANTONE: 3935 C

DESIGN ANGLE

The slice that appears the Urbandale Community Theatre logo can be used in other design elements to reference the brand but should always appear at the same angle under all circumstances.

ANGLE: 75°

FONT STYLES

SOURCE SANS PRO BLACK

Source Sans Pro Black is the logo font. It can be used as needed without sensitivity to case.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Source Sans Pro Black should be used for headings and specialized accent areas. It should not be used in large chunks or paragraphs. The weight of Source Sans Pro Black makes it difficult to read when used too liberally.

Pontano Sans

Pontano Sans is the primary complimentary font. It should be used in sentence and title case.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Pontano Sans should be used for paragraph font, menus, captions, buttons, links, lists, bolded accents, and any large chunks of text. Pontano Sans is a lightweight font and easy to read when larger text areas are needed.

Last Updated: 2021