



AKRON CIVIC THEATRE

BRANDING GUIDE

• April 2015 •



The following brand guide for the Akron Civic Theatre highlights all written, visual, and graphic elements that encompass our brand. These standards are intended to be tools and guidelines that enable use to maintain a consistent voice to the public and provide them with the most effective identity. Please refer to this when developing additional items for the Akron Civic Theatre.

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MISSION STATEMENT

The Akron Civic Theatre seeks to expand the boundaries of theatre. By restoring the theatre in 2001, the Akron Civic Theatre expanded this focus to include the audience's total theatrical experience in order to give them a voice, a sense of ownership, and a feeling of importance in the theatrical world.



THREE CORE VALUES

ARTISTRY

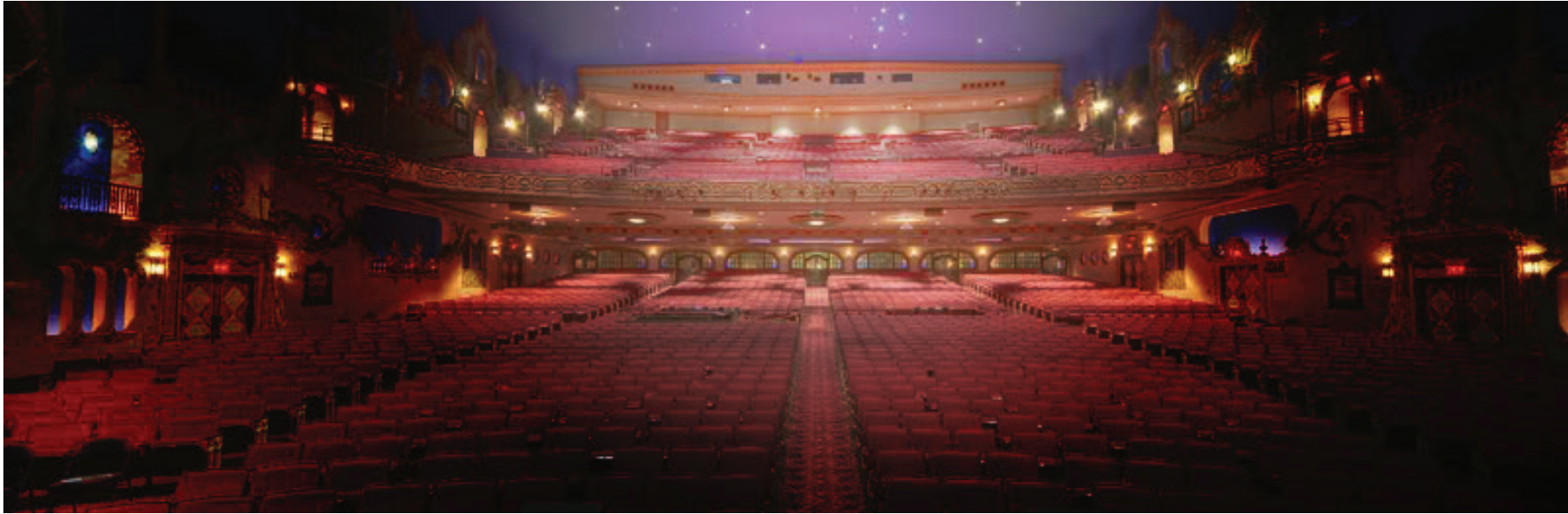
The Akron Civic Theatre believes that the services we provide are aimed at nurturing and promoting artistry throughout the community, which will benefit and contribute to the society as a whole.

DIVERSITY

Throughout our several projects provided by the producing partners, the Akron Civic Theatre is committed to supporting a diverse community including individuals of all races, classes, genders, and ages.

ACTIVISM

Theatre has the power to shape and challenge ideas, inspire civic engagement, and change the world. This sense of activism allows the Akron Civic Theatre to continue to fight to keep the world of theatre alive today.



History

Long recognized among the community's cultural landmarks, the Akron Civic Theatre has a rich spectacular history.

It has provided the community with a venue for quality entertainment and live performances for over seventy years.

During that time, hundreds of thousands of people have been thrilled by various theatrical presentations, both on stage and on screen.

The theatre was built in 1929 by Marcus Loew and designed by famed theatre architect, John Emberson. The interior structure was fashioned after a Moorish castle featuring Mediterranean decor, including medieval carving, authentic European antiques and Italian alabaster sculptures.

Among facilities of its size, the Akron Civic Theatre is one of only five remaining atmospheric theatres in the country where patrons experience a twinkling star-lit sky and intermittent clouds moving across the horizon, all while sitting inside the auditorium.

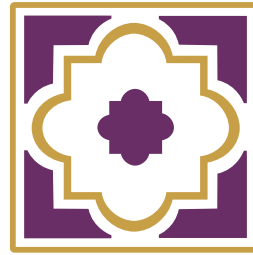
Restoration and Expansion

In June 2001, the Akron Civic Theatre closed its doors for the most comprehensive restoration and expansion project in its history. Over the course of the next sixteen months, just over \$19 million was spent bringing the theater up to modern performance and patron standards, and to restoring its failing 70 year old infrastructure.

Following its reopening in November 2002, the New Civic, along with its partner The University of Akron's E.J. Thomas Hall, continued to play a significant leadership role in downtown revitalization. In May 2003, the Akron Civic Theatre began a partnership with the City of Akron to program and operate Lock 3 Live, a new outdoor performance venue featuring more than 80 events and attractions scheduled between Memorial Day and Labor Day.

The success of the Akron Civic Theatre is a testament, particularly during these difficult economic times, to the support of our community and the vision of its leaders. Support for the Akron Civic Theatre has come to be understood for what it is - an investment in our community that fuels the economy and drives downtown vitalization by hosting the best in local, national, and international entertainment and events.

THE LOGO



AKRON CIVIC THEATRE

The Akron Civic Theatre's logo consists of a custom drawn element that resembles an architectural feature found in the theatre and a typographical name in Adobe Calson Pro.

Note that the logo should be placed on all materials pertaining to the Akron Civic Theatre including materials for any production or event hosted by the Akron Civic Theatre.

CORRECT LOGO USAGE



AKRON CIVIC THEATRE

Secondary Logo



AKRON CIVIC THEATRE

Clear Space

CORRECT USAGE OF THE LOGOS

The Akron Civic Theatre logo should be used in purple and gold or white.

- If the logo is being used on a light background, use the **primary logo**.
- If it is being used on a dark background, use the **secondary logo**.
- If used on a photograph, use the **secondary logo** placed onto a 45% opacity civic purple background.
- The **icon** should only be used when the primary or secondary logo has already been provided on the material. For example, the primary logo is seen on the front of an envelope while the icon is used on the back.



Icon

CORRECT CLEAR SPACE

When using the Akron Civic Theatre logo, always maintain the minimum amount of clear space. The clear space is shown to the left.

- Using this space will ensure that the logo will always be properly spaced.
- A minimum distance of one corner flourish (within the icon) is required around the entire logo.

MINIMUM SIZE

When using the Akron Civic Theatre logo, the minimum size of the logo must be at least 1” wide or larger on a printed application and 100 px or larger on a digital application.

Place contact Liza, Martinex, Event Marketing and Development, for Akron Civic Theatre logo files by emailing her at LMartinex@akroncivic.com or (330) 535-3179 ext. 210

MISUSE OF THE LOGO

In order to preserve the integrity of the brand, it is imperative that you avoid changing or distorting the Akron Civic Theatre logo. Below are examples of misuses of the logo.



~~AKRON CIVIC THEATRE~~

Do not alter the color.



~~AKRON CIVIC THEATRE~~

Do not alter the position of the icon.



~~AKRON CIVIC THEATRE~~

Do not rotate the logo or icon.



~~CIVIC THEATRE~~

Do not alter the name.



~~AKRON CIVIC THEATRE~~

Do not stretch the logo.

~~AKRON CIVIC THEATRE~~



Do not rearrange the order of the logo.



~~AKRON CIVIC THEATRE~~

Do not delete any portion of the logo.



~~AKRON CIVIC THEATRE~~

Do not lighten the logo.

COLORS WITHIN THE LOGO

Color	Gold	Purple
Pantone®	Pantone 2622 C	Pantone 7407 C
CMYK (print)	63 93 32 18	19 36 91 1
RGB	106 47 100	207 158 58
HEX (web)	# 6A2F64	# CF9E3A

The colors of the Akron Civic Theatre correlates directly with its strong historical background.

For examples, gold is a precious metal that is associated with wealth, grandeur, and prosperity, all characteristics of a royal lifestyle and material found in a Moorish style castle. On the other hand, the color purple is associated with royalty, nobility, and luxury.

Be sure to always use the correct color specifications when using either match color reproduction (Pantone), four-color process reproduction (print), RGB reproduction, or hexadecimal reproduction (web).

TYPOGRAPHY

Typography plays a major role in shaping a brand. The Adobe Calson Pro family was selected to help create a consistent identity for all printed and electronic materials generated for the Akron Civic Theatre. It can be downloaded from adobe.com.

Note that one other typeface is used in the quotations on various applications as a way to call out specific words. This typeface is called *Hans Hand* and should only be used for this specific purpose.



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&^*()

ADOBE CALSON PRO



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&'()*

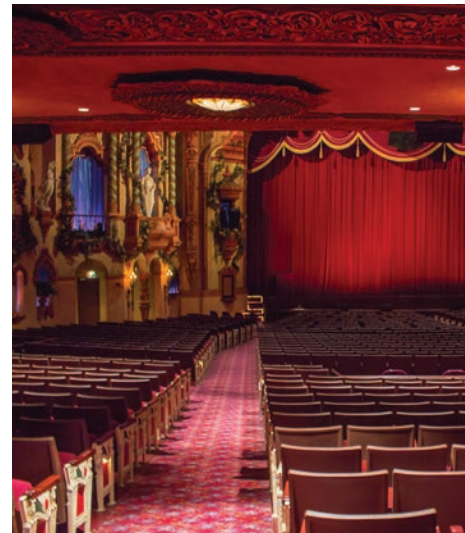
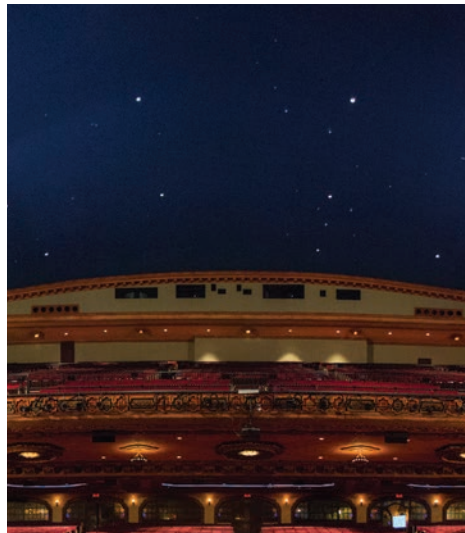
HANS HAND

PHOTOGRAPHY



The use of photography is a key necessity for many applications created for the Civic Theatre.

- All images must have dynamic lighting, radiating energy, and portray the beauty of the theatre.
- Be sure to bleed all background images to the edge of the document or fade to black.
- Shown are examples of images used within various applications for the Akron Civic Theatre.

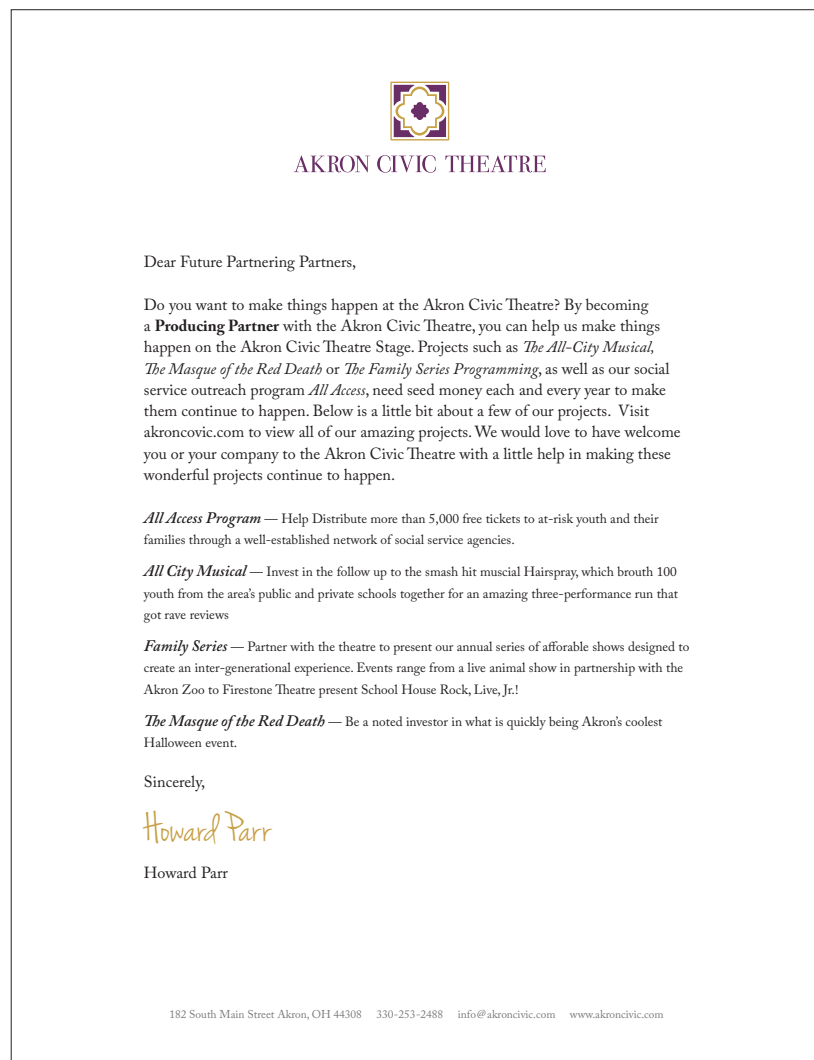


Stationary System

The stationary system for the Akron Civic Theatre includes many items. The first is the letterhead. The front features an elegant flourish similar to architectural features found in the Akron Civic Theatre. The back features a simplified version of the icon that contains six statements about the theatre's history.

Statements include:

- Opened in 1929
- Designed by Architect John Eberson
- Built by Marcus Loew
- 1 of 5 Remaining Atmospheric Theatres in the United States
- Fashioned After a Moorish Castle
- Restored from 2001-2002



APPLICATIONS - Business Forms


Stationary System Continued

Also included in the stationary system is the envelope, business card, and shipping label. These three items contain the elegant flourish featured on the letterhead. The envelope is a standard #10 envelope, the business card is a standard 3.5" wide by 2" high card, and the shipping label is a 4" wide by 3" high label, which is a standard Avery mailing label size.



Invoice

The invoice is clearly organized and easy to understand. The color scheme and style is similar to that of the stationary including the elegant flourish.



AKRON CIVIC THEATRE

INVOICE
CT014063

Cilent University of Akron Steel Drum Band
Address 302 E Buchtel Ave, Akron, OH 44325
Contact Galen Karricker; (330) 829-7497; karricker@uakron.edu
Reason for Rental Steel Drum Band Performance

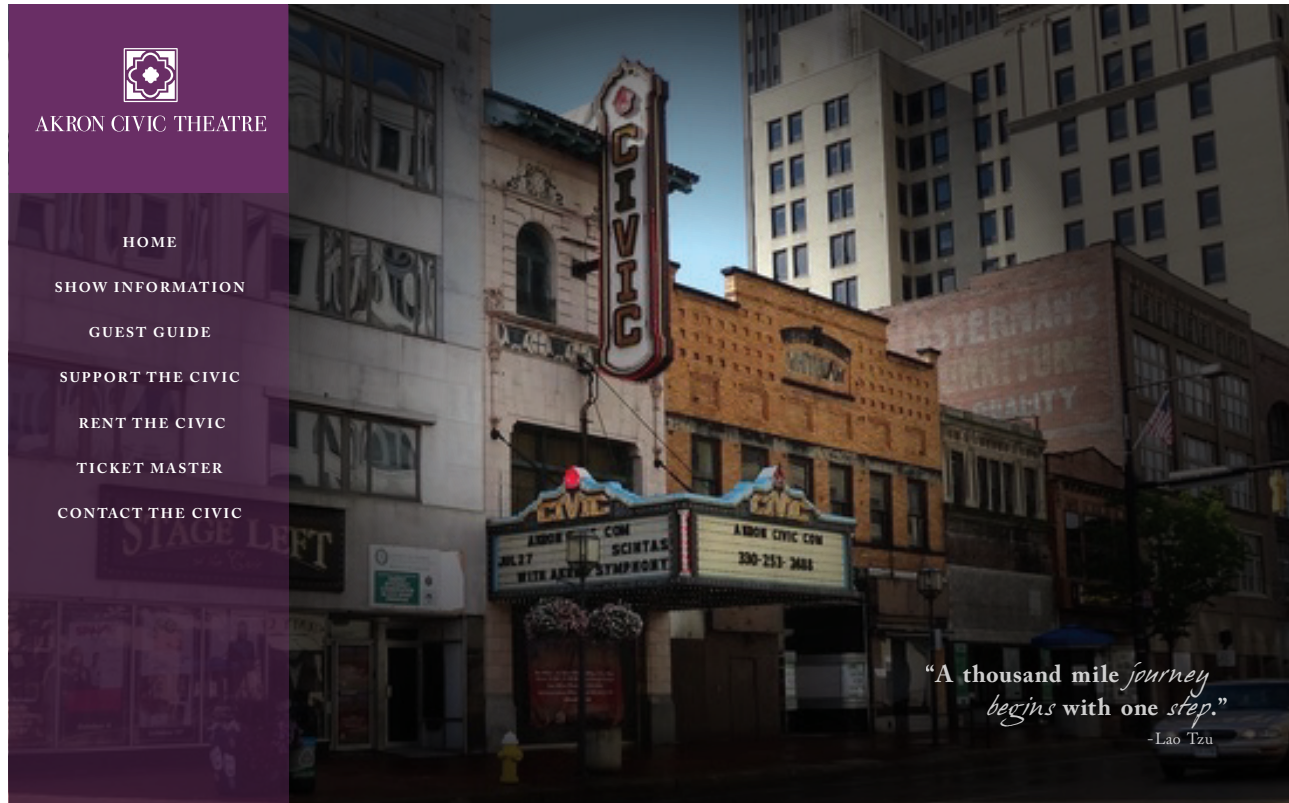
Due on November 25, 2015
Remit check to address below.

Description	No.	Price per unit	Total Price
Civic Usage (Grand Lobby, Stage, Mezzanine, general stage wash only)	-	\$6,000.00	\$6,000.00
Event Personnel	-	\$1,200.00	\$1,200.00
Doorman Security	1	\$800.00	\$800.00
Police	2	\$800.00	\$1,600.00
Latse and Job Steward/Houseman	-	\$2,400.00	\$2,400.00
Table/Chairs Up & Down	-	\$400.00	\$400.00
Sub-Total			\$13,400.00
Taxes			\$871.00
GRAND TOTAL			\$14,271.00

182 South Main Street Akron, OH 44308 T 330-253-2488 O 330-535-3179 info@akroncivic.com www.akroncivic.com

Website Homepage


The Akron Civic Theatre's homepage is designed to captivate the beauty of the theatre's history. The fixed side bar navigation then helps to redirect the viewer from the image to the logo and then to the navigations where the viewer is free to explore the website.



Website Interior Page

The upcoming show page on the Akron Civic Theatre's website scrolls from left to right showing an image of the show, show title, show date(s) and time(s), and description of the show. It also includes links to the show calendar, ticket master (where tickets can be ordered from), and "contact the civic page." The navigation remains fixed to the left side and all scrolling happens along a horizontal path.





AKRON CIVIC THEATRE

HOME
SHOW INFORMATION
GUEST GUIDE
SUPPORT THE CIVIC
RENT THE CIVIC
TICKET MASTER
CONTACT THE CIVIC


SHOW INFORMATION

[VIEW CALENDER](#) [ORDER TICKETS](#) [CONTACT THE CIVIC](#)



Count... The Legend of Dracula
Preceded by a screening of the original 1922 silent movie class, *Nosferatu*
Sat. November 1st, 2014 at 8 pm

Count...the Legend of Dracula, Neos Dance Theatre has re-envisioned and reimagined a stunningly original adaptation of Bram Stoker's classic gothic horric masterpiece. The collaboration of Emmy award winning videographer and documentary director Andy Gardner, choreographer Bobby Wesner, and Emmy award winning writer Michael Thomas has produced a thrilling multimedia event at the Akron Civic Theatre combining rock, pop, and industrial music with video imaging and the innovative staging that has become the hallmark of Neos Dance Theatre.



On An Average Day
Based off of *None Too Fragile's* Theatre's original production
Wed. November 5th, 2014 at 7:30 pm

In a revival of *none too fragile's* first ever show, the action is set in the kitchen of a small house in upstate New York, the home of the acutely lonely Robert. The place is piled high with old newspapers, and something is rotting in the fridge in such a way that extracting a beer poses a major health risk. Robert is clearly in trouble. Then his older brother Jack arrives, as neat and controlled as his sibling is wild and unraveled. This West End hit starring Woody Harrelson and Kyle MacLachlan, is a mystery play, a moving psychological drama and a black comedy, a thrill ride full of twists and turns.

This is a cabaret and seating will be limited.

APPLICATIONS - Online Marketing

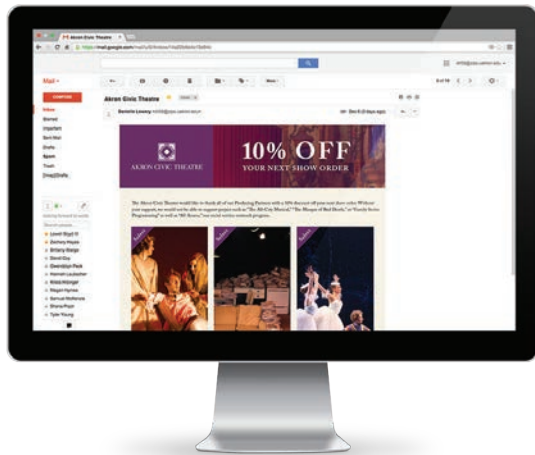
Responsive Website

Since the Akron Civic Theatre strives to reach out to its community online, it is important that their website is responsive so that all platforms will receive the same visual impact upon visiting.



HTML Email & Landing Page

As the Akron Civic Theatre strives to reach out to the community online, special offers would also be sent out via email. This particular HTML email offers a 10% discount to one of three upcoming shows as a way to thank its producing partners. Once a viewer selects their chosen show, they would be redirected to a landing page on the Akron Civic Theatre website.





AKRON CIVIC THEATRE

10% OFF

YOUR NEXT SHOW ORDER

The Akron Civic Theater would like to thank all of our Producing Partners with a 10% discount off your next show order. Without your support, we would not be able to support project such as "The All-City Musical," "The Masque of Red Death," or "Family Series Programming" as well as "All Access," our social service outreach program.



THE LEGEND OF DRACULA



ON AN AVERAGE DAY



THE NUTCRACKER

182 South Main Street Akron, OH 44308 330-253-2488 info@akroncivic.com www.akroncivic.com

HTML Email & Landing Page Continued

Once the viewer reaches the landing page, they are thanked for selecting their chosen show, given a discount code to be used on ticket master, and encouraged to purchase those tickets immediately through a “buy now” link.

The image shows a screenshot of a landing page for the Akron Civic Theatre. The page has a purple header with the Akron Civic Theatre logo and name. Below the header is a navigation menu with links: HOME, SHOW INFORMATION, GUEST GUIDE, SUPPORT THE CIVIC, RENT THE CIVIC, TICKET MASTER, and CONTACT THE CIVIC. The main content area is light beige and features a large heading: "Thank you for Selecting Ballet Theatre of Ohio's Performance of 'Nutcracker'". Below this heading is a paragraph of text: "We would like to thank you for continuing to help Akron Civic Theatre out with your wonderful donation. Please use the code below when ordering your tickets on Ticket Master. We can not wait to see you there and hope you enjoy the show!". Below the text is a large image of a scene from the Nutcracker ballet, showing a nutcracker prince in a blue and red uniform performing a high kick, surrounded by other dancers in colorful costumes. Below the image is the text "A Scene from 'Nutcracker'". To the right of the image is a "Buy Now!" button with the code "NUT14" next to it.

APPLICATIONS - Work Environment

Uniforms

The employees' of the Akron Civic Theatre including the ushers should wear a Akron Civic Theatre branded button-up dress shirt and one of two tie styles. One tie is stylized with the icon, which has been enlarged and cropped. The second tie is a patterned tie made of the Akron Civic Theatre icon. This shirt should be worn with black dress pants and a black belt.



Program Cover

The Akron Civic Theatre hosts hundreds of theatrical performances, thus the design of a good program is important! Displayed here is the program cover. The front of the cover displays the title of the show, the date and time, and any other important information. In this case, it states that it is “a reproduction of None Too Fragile’s Theatrical Production” of the show “On An Average Day.” On the back, are the top sponsors for the show.



APPLICATIONS - Print Advertising

Magazine Advertisement Series

This print advertisement includes a series of three magazine advertisements. It portrays the beauty of the theatre and is detailed with a quote, which beautifies the theatre through words. It then lets the viewer know that the Akron Civic Theatre can help them by hosting their next event.

This advertisement's quote is "The *brightest stars* are for those who *shine* for the *benefit* of each other" - Anonymous.



APPLICATIONS - Print Advertising

Magazine Advertisement Series Continued

The advertisement on the left uses the quote “A thousand mile *journey* begins with one *step*” - Lau Tzu.

On the right advertisement uses the quote “Life is not measured by the number of *breaths* you take but by the number of *moments* that take your *breath away*” - Micaela Smeltzer.

“A thousand mile *journey* begins with one *step*” - Lau Tzu.

AKRON CIVIC THEATRE
akroncivic.com

Let the Akron Civic Theatre take your breath away.
Have your event here!
Call Howard Parr at 330-535-3179 ext. 203 or email him at hparr@akroncivic.com

“Life is not measured by the number of *breaths* you take, but by the *moments* that take your *breath away*.”
-Micaela Smeltzer

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APPLICATIONS - Print Advertising

Rack Card

Since the Akron Civic Theatre is a historic landmark, it is important to get the word out to as many communities throughout Ohio and Pennsylvania. One way to do this is through the use of a rack card. This card briefly states the history of the civic and its location.

AKRON CIVIC THEATRE

"Life is not measured by the number of breaths you take, but by the moments that take your breath away."
-Micaela Smeltzer

Long recognized among the community's cultural landmarks, the **Akron Civic Theatre** has a rich and spectacular history. It has provided the community with a venue for quality entertainment and live performances for over seventy years.

The theater was built in 1929 by **Marcus Loew** and designed by the architect, **John Emberson**. There interior structure was fashioned after a Moorish castle featuring Mediterranean decor, including medieval carvings, authentic European antiques and Italian alabaster sculptures.

Among the facilities of its size, the Akron Civic Theater is **one of only five remaining atmospheric theaters** in the country where patrons experience a twinkling star-lit sky and intermittent clouds moving across the horizon, all while sitting inside the auditorium.

Akron Civic Theatre
Historic music, comedy & dance venue
5 min drive - home

Lock 3 Park
Family-friendly outdoor park with events

Summit County Child Support

U.S. Bank




182 South Main Street; Akron, OH 44308

For more information, visit akroncivic.com

APPLICATIONS - Print Advertising


Direct Mail Card - Upcoming 2015 Shows


Lastly, it is important to promote the upcoming shows. A great way to do this is by sending out a direct mail card containing the upcoming shows for the next season, January 2015 - May 2015.

**NON PROFIT ORG
US POSTAGE
PAID
AKRON OH
PERMIT # 1234**

Stella E. Foster
1238 Derek Drive
Akron, OH 44308





January-May
2015 SHOW SCHEDULE

 <p>Hotel California <i>A Salute to the Eagles presented by WYONCE</i> January 9, 2015 • 8:00 pm</p>	 <p>A Tribute to Patsy Cline <i>Presented by the Club at the Civic</i> January 23, 2015 • 8:00 pm</p>	 <p>ZOSO <i>The Ultimate Led Zeppelin Tribute Band</i> February 7, 2015 • 8:00 pm</p>	 <p>Snow White <i>Performed by Ballet Etzel</i> March 14, 2015 • 2:00 pm & 7:00 pm March 15, 2015 • 2:00 pm</p>	 <p>Past Unforgotten VI <i>An Annual Celebration</i> March 21, 2015 • 6:00</p>	 <p>UA Symphony Orchestra <i>Presented by Children's Cancer Society</i> April 15, 2015 • 12:00 am April 16, 2015 • 12:00 am</p>	 <p>AKRON CIVIC THEATRE</p>
 <p>It's a Wild World Animal Show <i>Presented by the Akron Zoo</i> February 8, 2015 • 2:30 pm</p>	 <p>US Army Field Band and Solider's Chorus February 26, 2015 • 7:30 pm</p>	 <p>Cirque Ziva <i>Featuring the Golden Dragon Aerobats</i> February 28, 2015 • 8:00 pm</p>	 <p>Paul: The Musical <i>YEP! presents the musical's 10th Anniversary</i> April 25, 2015 • 8:00 pm</p>	 <p>Sleeping Beauty <i>Presented by the Ballet Theatre of Ohio</i> May 2, 2015 • 2:00 & 7:00 pm May 3, 2015 • 2:00 pm</p>	<p>For more information or to order tickets, visit akroncivic.com</p>	



www.akroncivic.com