



Brand Guidelines

1. Introduction

Please read the following brand guidelines before using our assets; if you have any questions or would require some help please do not hesitate to email marketing@networktheatre.org

2. Names

The name of the premises should be styled as **Network Theatre**. It may not be abbreviated.

The name of the club that manage the premises and mount productions should be styled as **Network Theatre Company**. It may be abbreviated to **NTC** after the first usage, but this is discouraged in publicity material.

Both names must always appear without the definite article. Therefore *The Network Theatre* and *The Network Theatre Company* are not permitted.

3. Logo

Our logo should only be used to identify Network Theatre Company and its events and productions. It cannot be used on publicity material relating to visiting companies holding events at Network Theatre.

Please note that there is no logo to identify the premises, i.e. Network Theatre.

The logo should not be re-created - high resolution versions (JPEG/PNG) and low resolution versions for web (JPEG/PNG/GIF) are available for download on <http://www.networktheatre.org/archive/marketing/>



4. Colours

We like to keep our colours bold and simple: black font if on a white or pale background; white for dark backgrounds. You can also use the following colours if you need to add some diversity to your execution:



5. Typeface

We use Trebuchet MS on all our literature. Text should not be smaller than 10pt.

This is one of the core Windows fonts so it should already be installed on your computer; however if you have a very, very old computer you can download it from <http://www.networktheatre.org/archive/marketing/> and install it in Control Panel > Fonts (just copy and paste it in this folder)

6. Photographic style

Bold shapes, bold colours, keep it clean and impactful.

Please make sure the images you use are high resolutions enough so that they don't pixelise when blown up or printed. If you're not sure, contact us!

7. Tone of voice

We might be an amateur company but we produce high quality shows and we're friendly, honest and enthusiastic - we like our copy to reflect these values.

8. Templates

Poster and programme templates are available for download from <http://www.networktheatre.org/archive/marketing/>

All executions must be signed off by our marketing team before going to print so please email final executions to marketing@networktheatre.org - if you need help or have questions they will also be able to help you!