



Brand Style Guide

Guide to hirers

February 2017

Hirers style guide. Subject to change

© 2015-2017 The Stag Theatre, Sevenoaks

A note from The Stag

The Stag has produced the following style guide to assist all hirers and users in their marketing.

The guide is designed to ensure consistency across all marketing platforms and protect the Stag's brand identity.

If you have any questions on the guide please contact our marketing department who will be able to assist you.

The Stag reserves the right not to use advertising and printed material which doesn't follow these guidelines.

A full list of marketing services provided by the Stag can be found on www.stagsevenoaks.co.uk/facilities/hireandservice

Contact:

marketing@stagsevenoaks.co.uk

01732 466595

Logo

We will provide a copy of our logo for your marketing material in multiple formats.

For screen display (web and email) use jpg or PNG.

For print use the EPS file.

The aspect ratio must be retained when re-sizing the Stag logo.

Whilst we will except a whitened version of the logo for darker artwork, you must not change the colours of the logo from the original blue shades.

We also ask that the image isn't rotated, distorted or rearranged.



White logo to be used on dark backgrounds



Blue logo to be used on white and pale coloured backgrounds



Please do not change the colour of our logo



Incorrect aspect ratio



Please do not change parts of our logo

Logo design specification

Please allow 1cm
space around our logo



Pantone 281
C=100 M=72 Y=0 K=32



Pantone 2925
C=85 M=24 Y=0 K=30

Referencing the venue

We require all of our users to reference all of our venue areas in the following manner in their advertising.

Permitted	Not permitted
Stag	STAG
Stag Theatre	STAG Community Arts Centre
Stag Sevenoaks	Stag Community Arts Centre
Stag Cinema	
Stag Plaza	Plaza Suite
Theatre Bar	
SR3	Carlton Room
Cormack stage	Bleacher seating
Kiosk	
Upper Foyer	
Lower Foyer	

Overprint

Venue

Date and time

Short address

Office information

Example formatting

Stag Plaza

Wednesday March 25, 8pm

London Road, Sevenoaks TN13 1ZZ

Box Office: 01732 450175 stagsevenoaks.co.uk

Logo Positioning

Artwork should include a copy of the Stag logo in the lower left corner.



A Gift...

Struggling to find that perfect gift for the ones you love?

Gift vouchers are now available from the Stag Box Office and they can be exchanged for Stag Theatre shows, Stag Plaza events as well as film and cinema live events.

Stag gift vouchers are not just for Christmas. They are the gift that keeps on giving **all year round.**

STAG
SEVENOAKS

Box Office 01732 450 175
www.stagsevenoaks.co.uk
London Road, Sevenoaks, TN13 1ZZ

Address to be listed as:
London Road, Sevenoaks, TN13 1ZZ

Typography

Our recommended font is Calibri.

We have chosen this as our brand font as it is a familiar, refined and easy to read typeface.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

? ! @ # " £ \$ % & *

We ask that all hirers use Calibri for printing marketing materials unless agreed otherwise.

STAG

SEVENOAKS

Stag Theatre

Stag Cinema

Stag Plaza

Stag Café

Stag Select

Stag Business

STAGE • SCREEN • COMMUNITY