



**Brand Style Guide**  
Hirers' Guide

# A note from The Stag

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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.

Contact:

[marketing@stagsevenoaks.co.uk](mailto:marketing@stagsevenoaks.co.uk)

01732 466595

## Logo

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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

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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

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We require all hirers to reference all areas using the correct room names.

Permitted	Not permitted
The Stag	STAG
The Stag Theatre	STAG Community Arts Centre
Stag Sevenoaks	Stag Community Arts Centre
Stag Cinema	
Stag Plaza	Plaza Suite
Stag Café Bar	
Limelight Room	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, 25th March , 8pm

London Road, Sevenoaks TN13 1ZZ

Box Office: 01732 450175 [stagsevenoaks.co.uk](http://stagsevenoaks.co.uk)

## Logo Positioning

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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

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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 where possible unless agreed otherwise.

# STAG

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## SEVENOAKS

**Stag Theatre**

**Stag Cinema**

**Stag Plaza**

**Stag Café Bar**

**Stag Select**

**Stag Theatrical**

**Stag Business**

**STAGE • SCREEN • COMMUNITY**