



Brand Style Guide

Hirers' Guide

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.

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



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

Referencing the venue

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
Footlights Bar	Café/Bar
Limelight Room	Carlton Room
Kiosk	
Holgate Foyer	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

Logo Positioning

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



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 where possible unless agreed otherwise.

STAG

SEVEN OAKS

Stag Theatre

Stag Cinema

Stag Plaza

Stag Footlights Bar

Stag Select

Stag Theatrical

Stag Business

STAGE • SCREEN • COMMUNITY