



BRAND STANDARDS & GUIDELINES

Version 1.2
(August 9, 2016)





Mission Statement

“ **The mission of Orpheum Theatre Group is to enhance the communities we serve by utilizing the performing arts to entertain, educate, and enlighten while preserving the historic Orpheum Theatre and the Halloran Centre for Performing Arts & Education.** ”

Verbiage

THE ORPHEUM THEATRE GROUP

When referring to the family of venues or the organization in text, refer to them as the “Orpheum Theatre Group.”

Education and fundraising materials should avoid venue-specific language when possible.

When using the phrase “the Orpheum Theatre Group,” the word “the” should not be capitalized.

THE ORPHEUM THEATRE

When referring to the historic theatre in text, refer to it as “the Orpheum Theatre” in the first mention. In subsequent mentions you can simply use “the Orpheum.”

When using the phrase “the Orpheum Theatre,” the word “the” should not be capitalized.

THE HALLORAN CENTRE FOR PERFORMING ARTS & EDUCATION

When referring to the Halloran Centre for Performing Arts & Education in text please follow the following rules:

- Marketing materials for ticketed events such as concerts should refer to the venue as the “Halloran Centre at the Orpheum.”
- Education programming and fundraising materials should refer to the venue as the “Halloran Centre for Performing Arts & Education.”
- When referring to the Halloran Centre in text, refer to the full venue title in the first mention. In subsequent mentions you can simply use “Halloran Centre.”
- When using the phrase “the Halloran Centre,” the word “the” should not be capitalized.
- An ampersand should always be used instead of the word “and” for the phrase “Performing Arts & Education”



ORPHEUM
theatre group

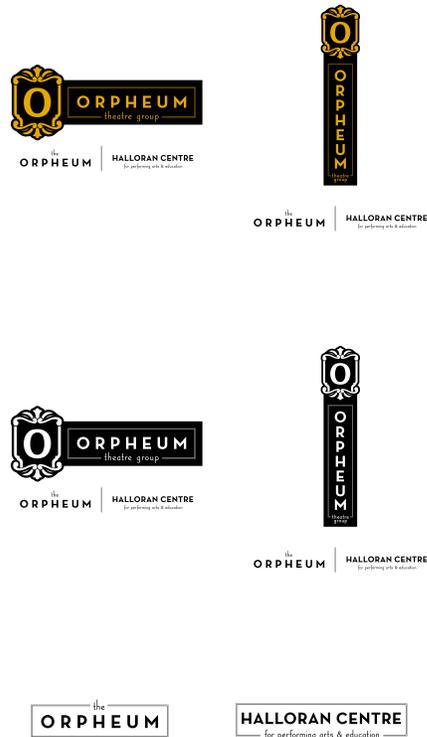
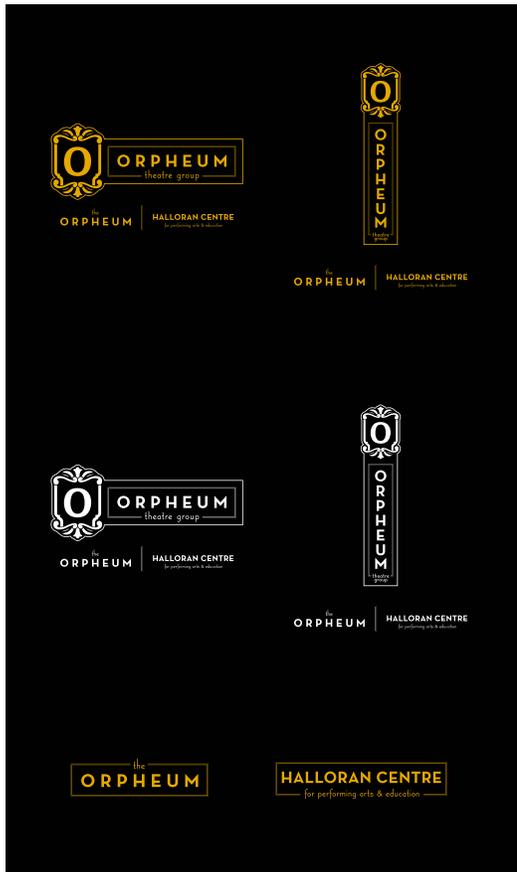
Logos

Guidelines

When using our logos, **you may not:**

- alter our logos in any way
- place a logo in such a close proximity to other content that it is indistinguishable
- use our logos in a way that suggests any type of unauthorized association, endorsement, or partnership without written approval from the Orpheum Theatre Group
- use our logos in a way that is harmful, deceptive, obscene, or otherwise objectionable
- use our logos on websites or places containing hate speech, pornography, or illegal activities
- use our logos with, or in connection with, content that disparages or sullies our reputation

**Use of our logo requires written approval before publishing or going live online.
Please send proofs for approval to graphics@orpheum-memphis.com.**





The preferred logo for the Orpheum Theatre Group is the horizontal lockup. Use this as the default logo.

When the venues are clearly visible or have been established elsewhere on the page or materials, you may remove the individual venue logos.



In some cases, the Orpheum Theatre Group's "O" icon may be used as an alternative. This symbol can also be used as an alternate when the Orpheum Theatre Group is prominently established elsewhere on the page or materials.



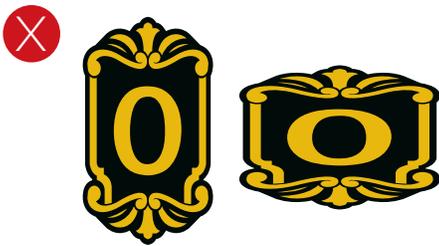
The individual logos should be used for venue-specific materials.

When the venue is clearly visible or has been established elsewhere on the page or materials, you may substitute these logos with the "O" icon.

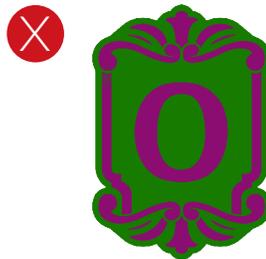
Misuses

The Orpheum Theatre Group's family of logos are the brand's primary visual representation. Its integrity should be respected whenever used. Please do not stretch, condense, augment, or distort their form. Changing any graphic element without creative approval will weaken its impact and detract from the consistent image we seek to project.

The examples below show some, but not all, of the common inappropriate uses of our identity.



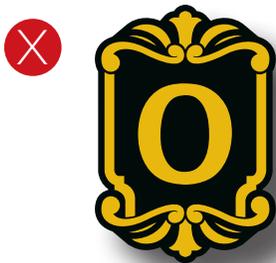
SCALE: The proportions of the logos should not be altered in any way.



COLOR: Do not change the colors of any of the logos.



ORIENTATION: Do not change the orientation of the logos by rotating them.



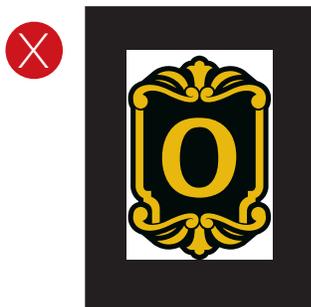
EFFECTS: Do not use effects like drop shadows on any of the logos.



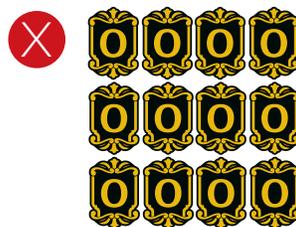
CONTRAST: Locations that are too complex to allow the logo to be clearly defined should be avoided.



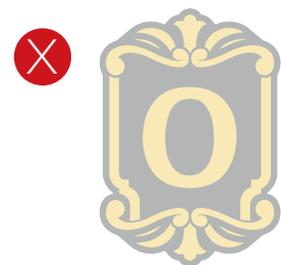
CROP: The logo should never be cropped or hidden behind another object.



TRANSPARENCY: Use appropriate transparent files. There should never be a white box surrounding the logo.



PATTERNS: Do not use the logo as a pattern or background element.



OPACITY: Do not fade the logo.



Color Specs

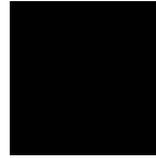
Preferred reproduction of Orpheum Gold is with Pantone spot color.

The colors on this printout should not be used for accurate color-matching.



ORPHEUM GOLD

Pantone: P110 C
4C: 2/2/100/10
RGB: 225/176/19
HEX: #e1b013



RICH BLACK

4C: 40/40/30/100
RGB: 0/0/0
HEX: #000000



LIGHT BLACK

4C: 68/64/62/57
RGB: 54/52/52
HEX: #363434

Typefaces

The Orpheum Theatre Group's primary, default font is **Neutraface Text**. This typeface is modern yet gives a nod to the brand's historic, art deco roots.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz 1234567890

The secondary font is **Trade Gothic Condensed No. 18**. As a general rule this typeface should be used for long runs of copy and small text.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz 1234567890

An alternate secondary font is **Canterbury Sans** but, because of its decorative nature, should be used with caution and never be used as body copy.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz 1234567890



Type Specs

General typographic rules for The Orpheum Theatre Group's fonts:

- Headlines use Neutraface Text Bold
- Sub-headlines use Neutraface Text Book
- Body copy uses Trade Gothic Condensed No. 18

HEADLINE

Sub-headline

Copy. Copy. Copy. Copy. Copy. Copy. Copy. Copy. Copy.
Copy. Copy. Copy. Copy. Copy. Copy. Copy. Copy. Copy.
Copy. Copy. Copy. Copy. Copy. Copy. Copy. Copy. Copy.
Copy. Copy. Copy. Copy. Copy. Copy. Copy. Copy. Copy.
Copy. Copy. Copy. Copy. Copy. Copy. Copy. Copy. Copy.

✓ **CORRECT**

✗ **INCORRECT**

✗ **INCORRECT**

✗ ABC123

✓ ABC123

When using Neutraface, if possible, use these OpenType settings:

- Leading should be set to "Auto" or tightened slightly.
- Kerning should be set to -40 for headlines and sub-headlines.
- Numerals should have the ligatures set to "Tabular Lining" so that the numbers do not drop below the baseline. See the examples to the right for the correct use.

Logo Approval

Use of our logo requires written approval before publishing or going live online.

Please send proofs for approval to graphics@orpheum-memphis.com.



ORPHEUM
theatre group

Partners

Class Partners

The Orpheum Theatre Group partners with community leaders to provide a variety of classes in the Halloran Centre for Performing Arts & Education

These official partners should use the “Class Partners” logo below.



Please refer to the Guidelines and Misuses pages before using any of our logos.

**Use of our logo requires written approval before publishing or going live online.
Please send proofs for approval to graphics@orpheum-memphis.com.**