

Vamos Theatre Logo Guidelines

The Vamos Logo:

The importance of projecting a consistent brand image cannot be overestimated. Vamos Theatre's logo is easily recognizable & central to our values, vision & mission.

Anywhere the Vamos Theatre logo appears, the following rules must be applied to preserve the integrity of our brand:

- The Vamos Theatre logo should always be scaled uniformly; never stretch the logo horizontally or vertically.
- The logo has been created on a slight angle but should not be rotated.
- The logo should never be too close to other objects i.e. logos, text, images, etc.
- The logo should never be dissected, either by objects or by running off the edge of the page.
- The logo should never be changed or recreated, or altered in colour.



"The magic of Rachael Savage's production is that it creates such a vivid world without voice and words."

The Guardian



"One of the most charming, delightful and perfectly inventive pieces of theatre seen in years... Vamos breaks new ground where other mask mime theatre companies fear to tread."

BBC Radio Shropshire



"This is theatre as theatre should be - entertaining, uplifting, funny, moving and wonderfully inventive... A truly magical piece of full-mask theatre... a must-see show."

Hereford Times



Vamos Theatre
71 Malvern Road
St Johns
Worcester WR2 4LJ
tel: 01905 748249
info@vamos theatre.co.uk
www.vamos theatre.co.uk



X Never stretch the logo horizontally



X Never change the colour



X Never stretch the logo vertically



X Never dissect or crop on edge of page



X Never rotate the logo



X Never place on distracting backgrounds



Always use the logo in its entirety with clear space around it to ensure clarity

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Colours:

The logo may appear in only three colour choices - the specified red, in black, or in white.

Do not use any other colours in presenting the logo or alter these colour selections in any way, such as incorporating a tint, a fade or other device.

Wherever possible, the logo should always be used in its red format. If this is not possible, for example in monochrome printing processes, or for increased visibility on photographic backgrounds, it is acceptable to use one of the other versions.



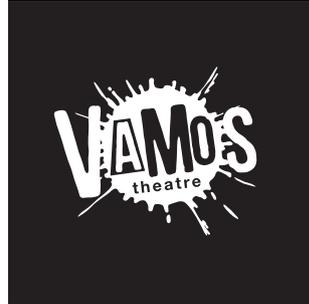
Primary Logo: use wherever possible

PANTONE: 199
CMYK: 0/100/69/0
RGB: 226/0/60



Black logo: use when full colour production is not possible

CMYK: 0/0/0/100
RGB: 0/0/0



Full reverse logo: use when full colour production is not possible or for use on dark backgrounds

CMYK: 0/0/0/0
RGB: 255/255/255

White Space:

In addition to the colour specifications, a minimum of white space must appear around the logo. The minimum white space around the logo should be equal to the width of the letter S in the logo.

See image (right) for clarification.



Minimum Logo Sizes:

To ensure that we maintain legibility of the logo, it is important that it is never used below the minimum sizes outlined below.

Print: 24mm width (logo width not including white space)

Online/Web/Digital: 70px height

File Formats:

The logo is available in 3 formats:

EPS for print. An EPS is a vector file & can be made smaller or larger without loss of quality.

JPEG for screen applications. A JPEG file is a bitmap file. Enlarging a bitmap file can result in loss of quality. Therefore, use these logos as much as possible at 100%.

PNG for screen applications. Like a JPEG, a PNG file is a bitmap file. Enlarging a bitmap file can result in loss of quality. Therefore, use these logos as much as possible at 100%.

Thank you.

We really appreciate your care in helping maintain our brand identity.



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