

Vamos Theatre Logo Guidelines

V1.0/09/19



The Vamos Theatre Logo

Thank you for reading these guidelines and helping us keep our brand identity consistent.



Please follow these guidelines when using our logo:

- Scale it uniformly; never stretch the logo horizontally or vertically
- Don't rotate it beyond its existing slight angle
- Don't place it too close to other objects (see White Space/Exclusion)
- Don't change or recreate it
- Use our brand colours



Never stretch the logo



Never squash the logo



Never change the colour



Never rotate the logo



Never alter the logo elements



Don't place on photographs



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

More guidelines
and information
this way...

www.vamostheatre.co.uk +44 (0)1905 312 921

@vamostheatre /VamosTheatre /vamostheatre

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Colours

Please use our logo in one of three colour choices - the specified red, in black, or in white.

Wherever possible, the logo should be used in its red format.



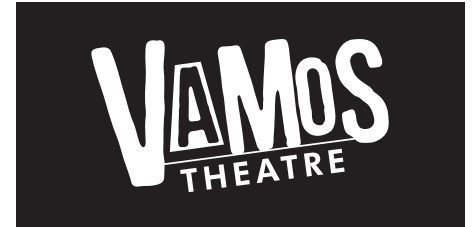
Red: use wherever possible.

PANTONE: 199
CMYK: 0.100.69.0
RGB: 226.0.60



Black: use when full colour production is not possible.

PANTONE: N/A
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.

PANTONE: N/A
CMYK: 0.0.0.0
RGB: 255.255.255

White Space/Exclusion

The minimum white space around the logo should be equal to the width of the letter M in the logo (see image).



Minimum Logo Sizes

Always use our logo at or above the following minimum size:



File Formats

Our logo is available in 3 formats: vector **EPS** for print. **JPG** or **PNG** for screen applications.

You can download all formats from our website at: www.vamostheatre.co.uk/about/the-company/brand-guidelines

If you have any questions, please call +44 (0)1905 312 921 or email marketing@vamostheatre.co.uk

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