



BRAND GUIDELINES
AUGUST 11, 2016

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LOGO

The Broadway League logo should be displayed prominently and clearly to maximize its impact. Allowing it to breathe by preserving a minimum clear space area around all four sides and keeping it legible by having a minimum display size.



The logo must be at least 0.75" wide



0.75 inch

The Broadway League logo cannot be reproduced smaller than 0.75" width.

The minimum amount of clear space required around the logo is defined by the "L" in the word "LEAGUE."



LOGO VARIATIONS

For dark or complex backgrounds where original logo will not work, use the color logo reversed. This logo consists of a red mark and white type and should be used on all dark backgrounds.

When the logo is placed on The Broadway League red, use the secondary reversed color logo. This logo consists of a white mark and white type and should only be used against a red background.

For light greyscale backgrounds, use the black and white logo

For dark or complex greyscale backgrounds where original logo will not work, use the black and white reversed logo

COLOR

COLOR LOGO REVERSED



SECONDARY COLOR LOGO REVERSED



BLACK AND WHITE

BLACK AND WHITE LOGO



BLACK AND WHITE LOGO REVERSED



STACKED LOGO

If the preferred orientation cannot be used due to layout or orientation issues, the stacked logo may be used in its place.

COLOR

STACKED COLOR LOGO



STACKED COLOR LOGO REVERSED



SECONDARY STACKED COLOR LOGO REVERSED



BLACK AND WHITE

STACKED BLACK AND WHITE LOGO



STACKED BLACK AND WHITE LOGO REVERSED



COLOR

To foster brand recognition, all core campaigns, advertisements, brand material and apparel adheres to the this palette to strengthen association between the colors and The Broadway League.

PRIMARY COLORS



PMS 200
C-5 M-100 Y-55 K-5
R-163 G-11 B-53



PMS 297
C-46 M-4 Y-1 K-0
R-126 G-203 B-239



PMS 1655
C-0 M-86 Y-100 K-0
R-255 G-76 B-0



PMS 102
C-0 M-0 Y-95 K-0
R-255 G-236 B-41

SECONDARY COLORS



PMS 185
C-0 M-100 Y-77 K-0
R-235 G-0 B-41



PMS 338
C-65 M-0 Y-50 K-0
R-32 G-184 B-149



PMS 286
C-88 M-77 Y-0 K-0
R-58 G-83 B-164



PMS 7543
C-29 M-13 Y-13 K-2
R-164 G-178 B-187

COLOR LOGO USAGE

For light backgrounds, the primary logo is preferred option. However, on colors that skew to warmer tones (reds/yellows/oranges) or a similar grey value (light blues), the black typography option can be used to ensure optimal contrast.



For dark or complex backgrounds where the original logo will not work, use the reversed typography logo.

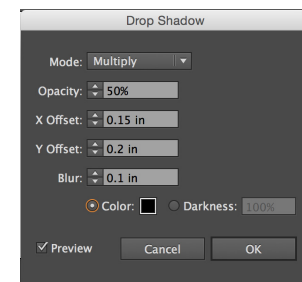


Use the secondary reversed color logo only when the logo is placed on The Broadway League red.



BUSY BACKGROUND LOGO USAGE

In the rare case where a busy background image or patterns are used we encourage best judgment. The recommended use is to include a drop shadow to help elevate and separate the logo from background and to ensure optimal contrast.



<https://helpx.adobe.com/illustrator/using/create-drop-shadow.html>

<https://helpx.adobe.com/indesign/how-to/indesign-adding-drop-shadows.html>

https://helpx.adobe.com/photoshop/using/creating-type-effects.html#add_a_drop_shadow_to_text

BLACK AND WHITE LOGO USAGE

When the greyscale background is 50% value or greater, the logo should be knocked out to white. The contrast between the logo and background must be clearly noticeable.

0% BACKGROUND



50% BACKGROUND



10% BACKGROUND



80% BACKGROUND



20% BACKGROUND



100% BACKGROUND



IMPROPER LOGO USAGE



Stretching or distorting the logo in anyway is prohibited.



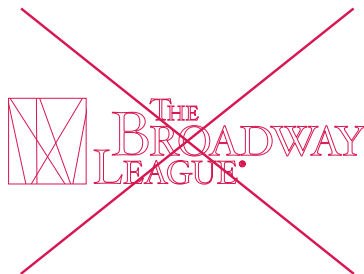
Using colors outside of The Broadway League palette is prohibited.



Using a drop shadow or stylistic effect on the logo is prohibited. Except for overly busy 4-color backgrounds or patterns.



Rotating the logo off the vertical/horizontal grid is prohibited.



Representing the logo as an outline is prohibited.



Recreating logo with a different typeface is prohibited.



Adjusting the spotlights on the logomark is prohibited



Reassembling the logo with different proportions is prohibited

TYPOGRAPHY

The typefaces for Headline 1 and Headline 2 can be used interchangeably throughout the brand. Black type on a light color is preferred.

HEADLINE 1

SOLANO GOTHIC MVB PRO
BOLD | ALL CAPS | TRACKING 10+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#!?

HEADLINE 2

PROXIMA NOVA
BLACK | ALL CAPS | TRACKING 50+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#!?

TEXT

PROXIMA NOVA
REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#!?