





BRAND GUIDELINES

Identity Manual 2022



TABLE OF CONTENTS

1 THE CIVIC

2 HISTORY

3 THE LOGO

4 LOGOS

5 CLEAR SPACE AND SIZE

6 CORRECT USAGE

7 INCORRECT USAGE

8 THE LOOK

9 TYPOGRAPHY

10 COLOR

11 GRAPHICS

12 PHOTOGRAPHY

13 USAGE

14 STATIONARY

15 AD CAMPAIGNS

17 WEBSITE

20 OTHER USAGE

THE CIVIC



HISTORY

Long recognized among the community's cultural landmarks, the Akron Civic Theatre has a rich and spectacular history. It has provided the community with a venue for quality entertainment and live performances for over seventy years. During that time, hundreds of thousands of people have been thrilled by various theatrical presentations, both on stage and on screen. The theater was built in 1929 by Marcus Loew and designed by famed theater architect, John Eberson. The interior structure was fashioned after a Moorish castle featuring Mediterranean decor, including medieval carvings, authentic European antiques and Italian alabaster sculptures. Among facilities of its size, the Civic is one of only five remaining atmospheric theaters in the country where patrons experience a twinkling star-lit sky and intermittent clouds moving across the horizon, all while sitting inside the auditorium.



THE LOGO



THE LOGO

The Civic Theatre logo is re-imagined in this re-brand to appeal to a younger audience but keeps with the elegance of the history of the Civic Theatre. The mark is an abstracted representation of the stage with the stars representing their historic atmospheric ceiling. The linear single color version is used as the main logo, with the full color logo as the secondary logo and the gradient single color logo as a third option. The full color logo colors represent the glow of the stage lights.



CLEAR SPACE AND SIZE

The clear space that **must** be maintained around the logo is 1/3 of the height of the logo from bottom of word-mark to top point of star. Nothing can break this area. The minimum size for the logo digitally is 317 pixels and for print is 1 inch.



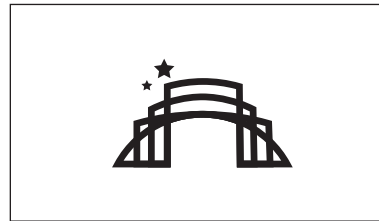
CORRECT USAGE

The Civic Theatre logo in all forms must be legible to the viewer by providing enough contrast and avoiding placement on too busy of backgrounds or backgrounds with not enough contrast. The primary logo can be used in Midnight Blue, white, or black (only in certain circumstances). The logo can appear on Midnight blue, white, black, a graphic, or a photo with enough contrast.



INCORRECT USAGE

Logos on a low contrast background, logos that are skewed, cropped, or obstructed, will not be acceptable.



THE LOOK



TYPOGRAPHY

To create a modern and timeless look, the Civic Theatre uses Futura PT in their logo. For consistency, Futura PT typeface is used across branding to create a seamless and elegant look. This is used for body paragraphs and headers in Book and Bold respectively. The default color for type is not black but Midnight Sky, which gives a subtle pop of color.

FUTURA PT LIGHT

FUTURA PT BOOK

FUTURA PT MEDIUM

FUTURA PT BOLD

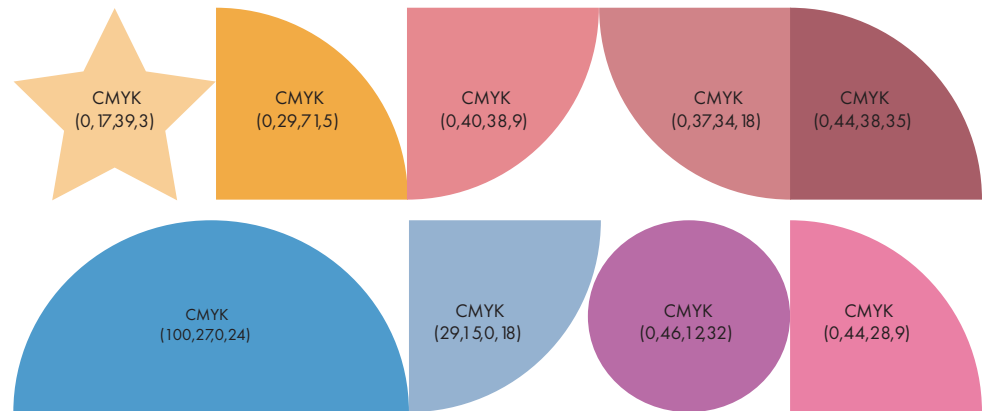
COLOR

The Civic Theatre color library consists of 10 colors with the primary color being Midnight Sky. These colors are found in the full color logo and represent the atmospheric ceiling and the glow of the stage light. The colors are used in the graphics as well.



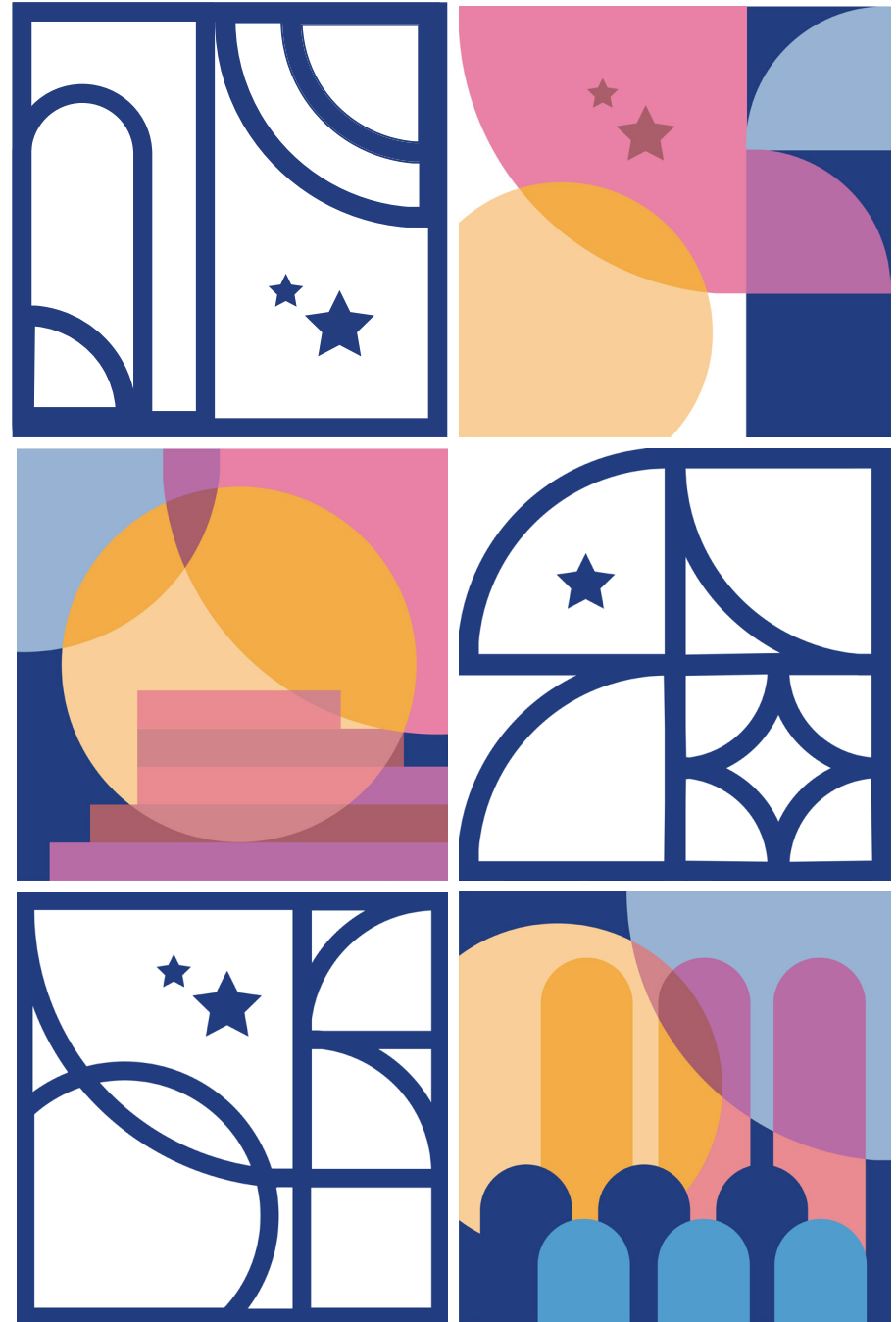
Midnight Sky

Pantone 19-3952 TCX
HEX #203C7F
CMYK C75 M53 Y0 K50
RGB R35 G62 B126



GRAPHICS

The square graphics are used in marketing, for the website, and for merchandise to add a pop of color. The graphics represent the stage, the ceiling, the seating, and the architecture of The Civic Theatre. There is a line dominant version that can be used in Midnight Sky or white and a full color option which uses the full color palette. Often used in corners or stacked upon one another in a zig zag or in a quadrant, These graphics are often layered on top of photography.



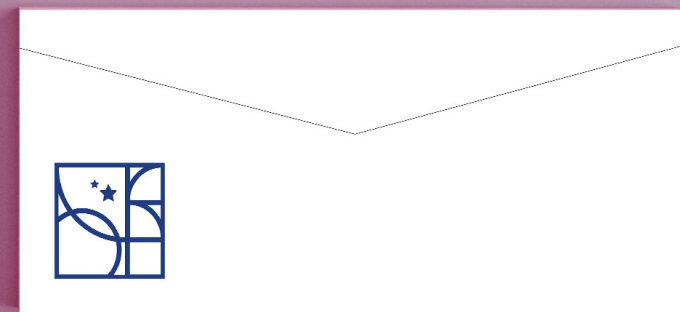
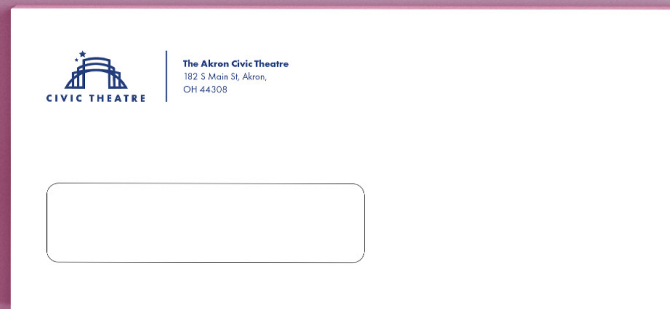
PHOTOGRAPHY

The photography used in marketing and the website is always monotoned Midnight sky. This keeps a cohesive brand look and color palette across The Civic Theatre brand. Photos are high resolution and in focus and accurately represent events in a family friendly way.



THE USAGE





CIVIC THEATRE

DREAM BIG AT THE CIVIC.
For more information, visit akroncivic.com

CIVIC THEATRE

**Making History at
The Civic Since 1929.**
See events and programs at akroncivic.com

CIVIC THEATRE

BE INSPIRED AT THE CIVIC.
See events and programs at akroncivic.com



THIS HOLIDAY SEASON AT THE CIVIC

See all events and programs at akroncivic.com

THE NUTTY NUTCRACKER

Presented By Ohio Ballet Theater

LIGHTWIRE: A VERY ELECTRICAL CHRISTMAS

CHRISTMAS GROOVE

Free Benefit Concert

BABY SHARK LIVE! THE CHRISTMAS SHOW

SCROOGE: THE MUSICAL

Presented by Boom! Theater

SO FUN, SNOW FUN FAMILY FESTIVAL

K-LOVE CHRISTMAS TOUR

Featuring Natalie Grant, Danny Gokey, Brandon Heath, Tasha Layton, and Jon Reddic

SPARKLY BOWS AND MISTLETOE

Nostalgic Holiday Harmony



TICKETS & SHOWS

PLAN YOUR VISIT

SUPPORT & INVOLVEMENT

ABOUT

CONTACT US

THE NUTCRACKER

PRESENTED BY THE OHIO BALLET THEATER

LEARN MORE

TICKETS



THE STRANGER

BILLY JOEL TRIBUTE
Featuring Mike Santoro

THE KNIGHT STAGE
NOV 11 7PM
NOV 11 9PM

TIM HAWKINS

LIVE IN CONCERT

AKRON CIVIC THEATRE
NOV 12 7PM

SO FUN, SNOW FUN FAMILY FESTIVAL

AKRON CIVIC THEATRE
NOV 20 3:30PM

THE PHANTOM OF THE OPERA

OHIO THEATER GROUP

AKRON CIVIC THEATRE
NOV 23 6PM
NOV 24 6PM



ENJOY THE CIVIC LIKE NEVER BEFORE WITH

CIVICGO

LEARN MORE

Administrative Office
182 S. Main St. (King James Way)
Akron, Ohio 44308

Contact Us

SIGN UP FOR
NEWSLETTER





TICKETS & SHOWS

PLAN YOUR VISIT

SUPPORT & INVOLVEMENT

ABOUT

CONTACT US



THE NUTCRACKER

PRESENTED BY THE [OHIO BALLET THEATER](#)

Ballet Theatre of Ohio presents 30 years of Nutcracker at the Akron Civic Theatre Nov 26-Dec 4. Don't miss this production which has been voted Akron's favorite holiday show! BTO brings to life the treasured holiday classic with dazzling dancers, gorgeous sets and stunning costumes. You'll want to take a visit to "The North Pole" featuring Santa's workshop filled with elves, a sleigh full of toys and pictures with Santa, take family photos in front of the magnificent 12' Nutcracker Tree and enjoy Nutcracker Sweets and a boutique featuring over 100 different nutcrackers!

GET TICKETS TODAY

SATURDAY, NOVEMBER 26 2PM

SATURDAY, NOVEMBER 26 7PM

SUNDAY, NOVEMBER 27 2PM

SATURDAY, DECEMBER 3RD 2PM

SATURDAY, DECEMBER 3RD 7PM

SUNDAY, DECEMBER 4TH, 2PM

SHARE

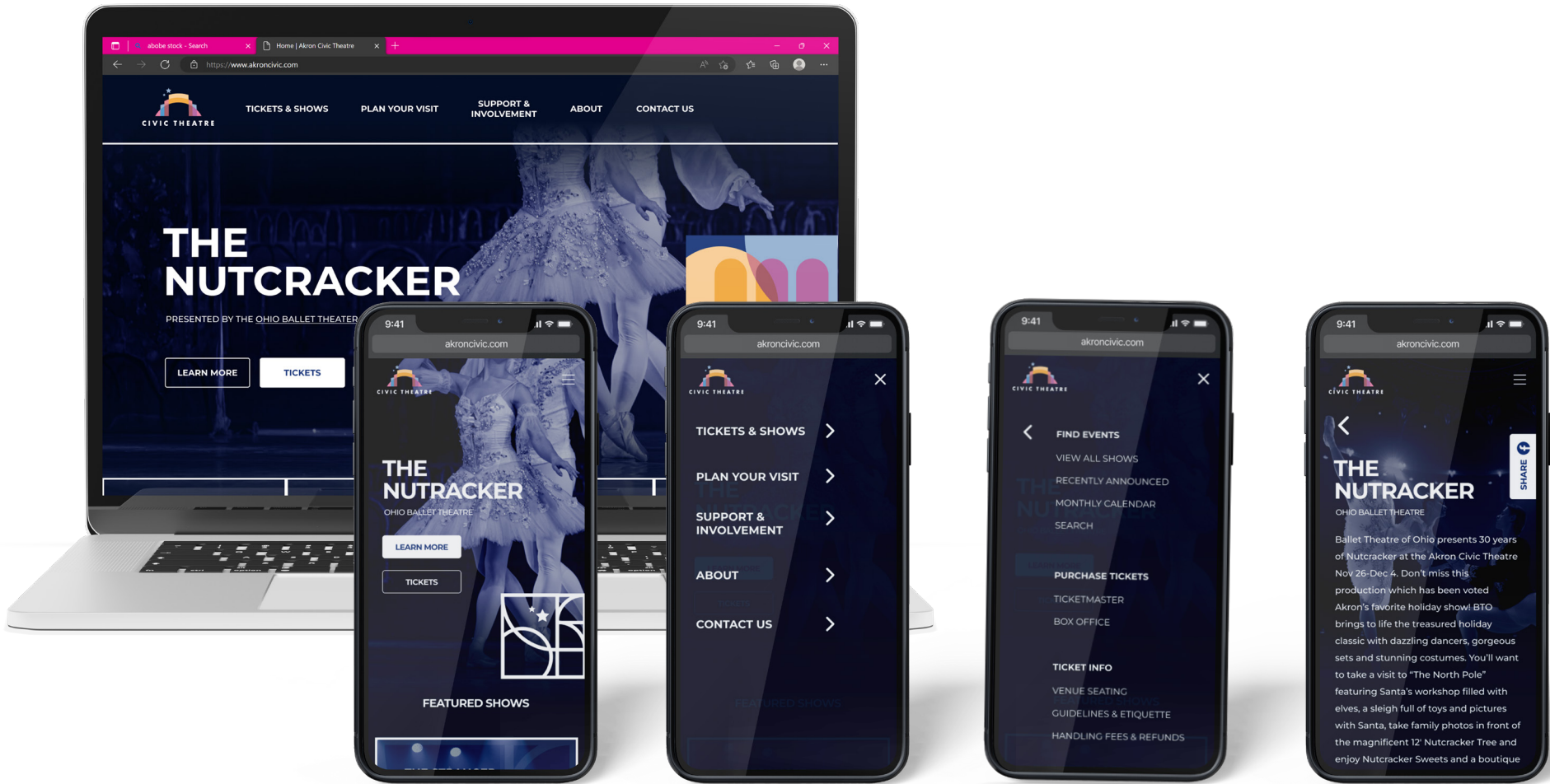
Administrative Office

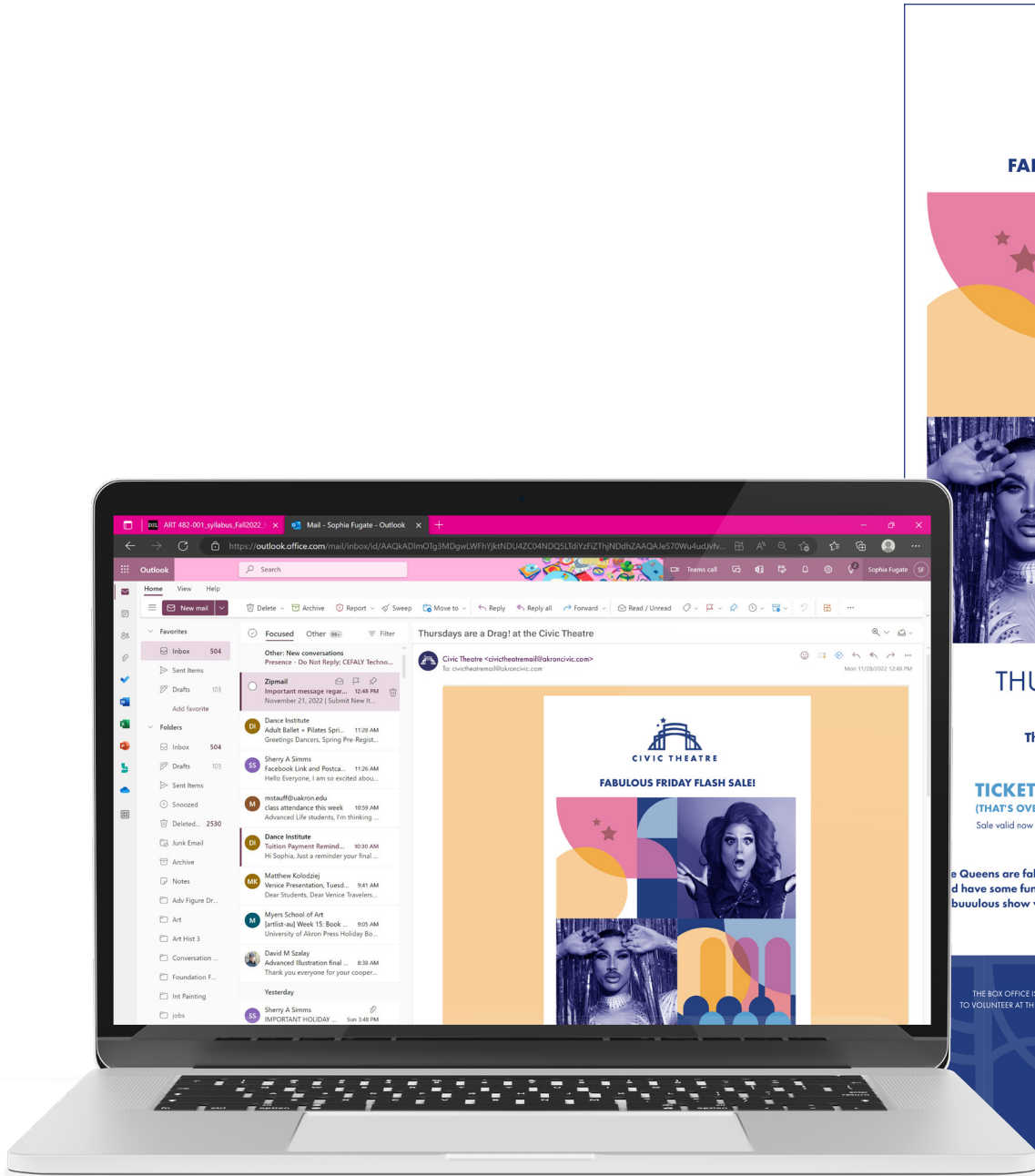
182 S. Main St. (King James Way)
Akron, Ohio 44308

[Contact Us](#)

[SIGN UP FOR NEWSLETTER](#)







FABULOUS FRIDAY FLASH SALE!



THURSDAYS ARE A DRAG! HAPPY HOUR

Thursday (duh!), November 10 6:00pm

TICKETS ARE ONLY \$20
(THAT'S OVER A 57% DISCOUNT, HONEY!)

BUY TICKETS

Sale valid now through Sunday at 11:00 pm, so hurry!

USE CODE: **DIVA**

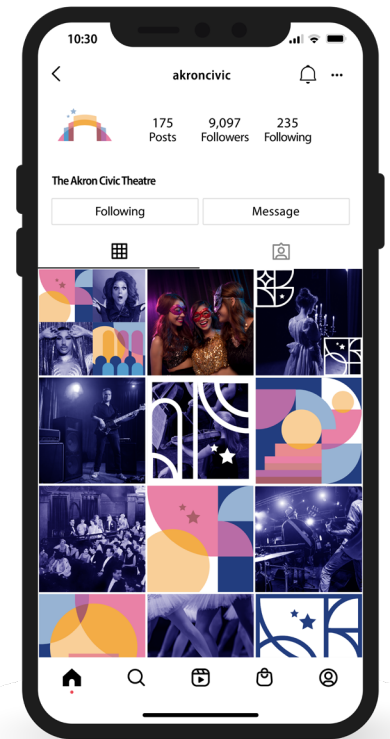
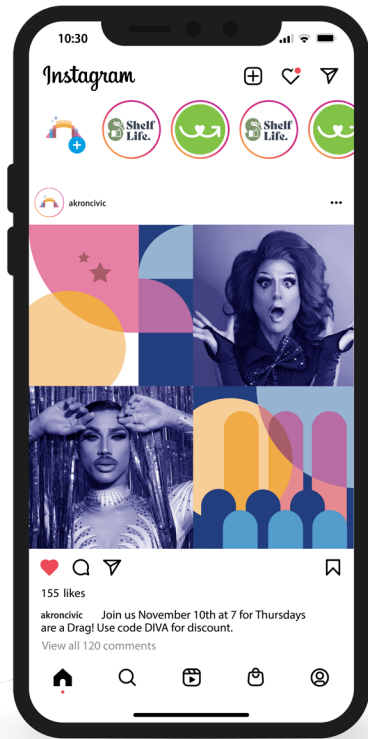
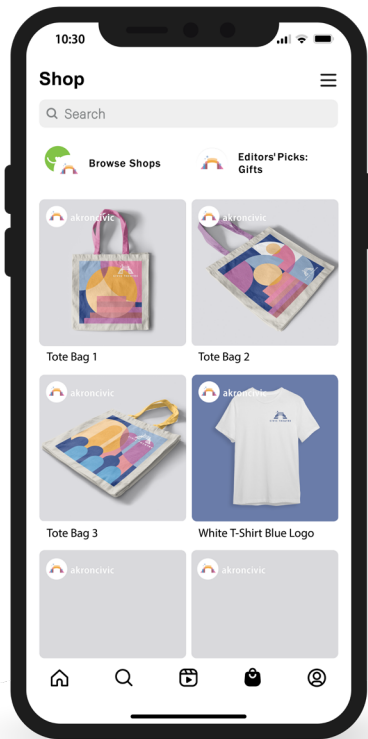
Our Queens are fabulous, and the drinks are flowing so join us in the Knight Stage and have some fun! Each ticket includes one alcoholic drink, light appetizers and a buuulouous show with Coco Vega, Kardi Redd Diamond and Valerie R. Valentino!

BOX OFFICE HOURS: M - F 10 AM to 4 PM

THE BOX OFFICE IS LOCATED IN THE ARCADE LEADING FROM THE MAIN ST ENTRANCE TO THE THEATRE.
TO VOLUNTEER AT THE CIVIC, CONTACT OUR VOLUNTEER COORDINATOR AT VOLUNTEER@AKRONCIVIC.COM



Akron Civic Theatre | 182 S. Main St., Akron, OH 44308
Unsubscribe: sophia11@yahoo.com
Update Profile | Contact Us | Privacy Policy
Sent by akroncivicnewsletter@gmail.com





ANDREW LLOYD WEBBER'S
THE PHANTOM OF THE OPERA
 CIVIC THEATRE

THE CIVIC.
 ukroncivic.com

WELCOME

Dear Families and Friends,
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla qui culpa qui officia deserunt mollit anim id est laborum.

Dear Families and Friends,
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla qui culpa qui officia deserunt mollit anim id est laborum.

Dear Families and Friends,
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla qui culpa qui officia deserunt mollit anim id est laborum.

Dear Families and Friends,
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla qui culpa qui officia deserunt mollit anim id est laborum.

Dear Families and Friends,
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla qui culpa qui officia deserunt mollit anim id est laborum.

Sincerely,
Howard Parr
 Executive Director
 The Civic Theatre



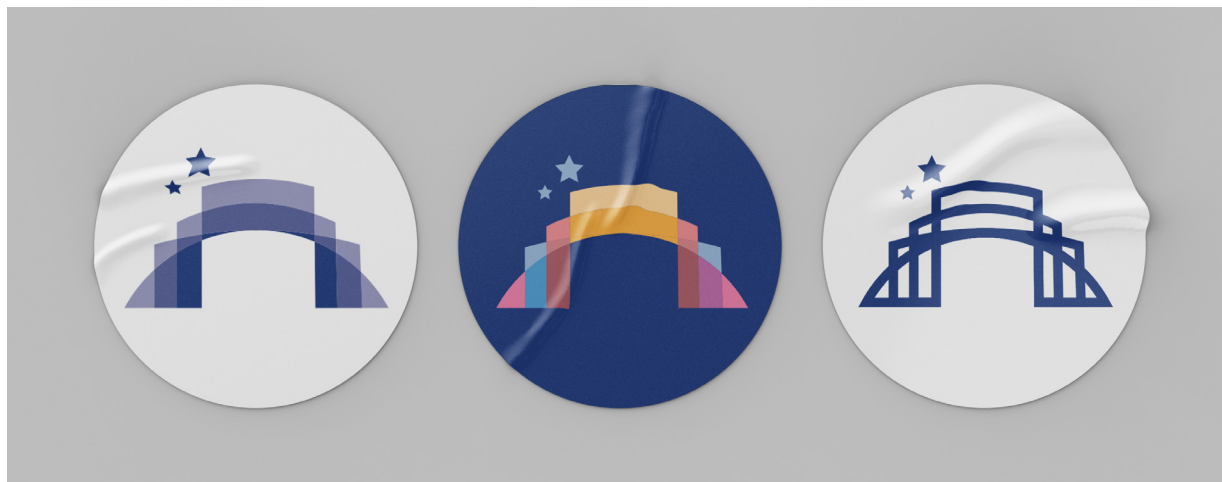


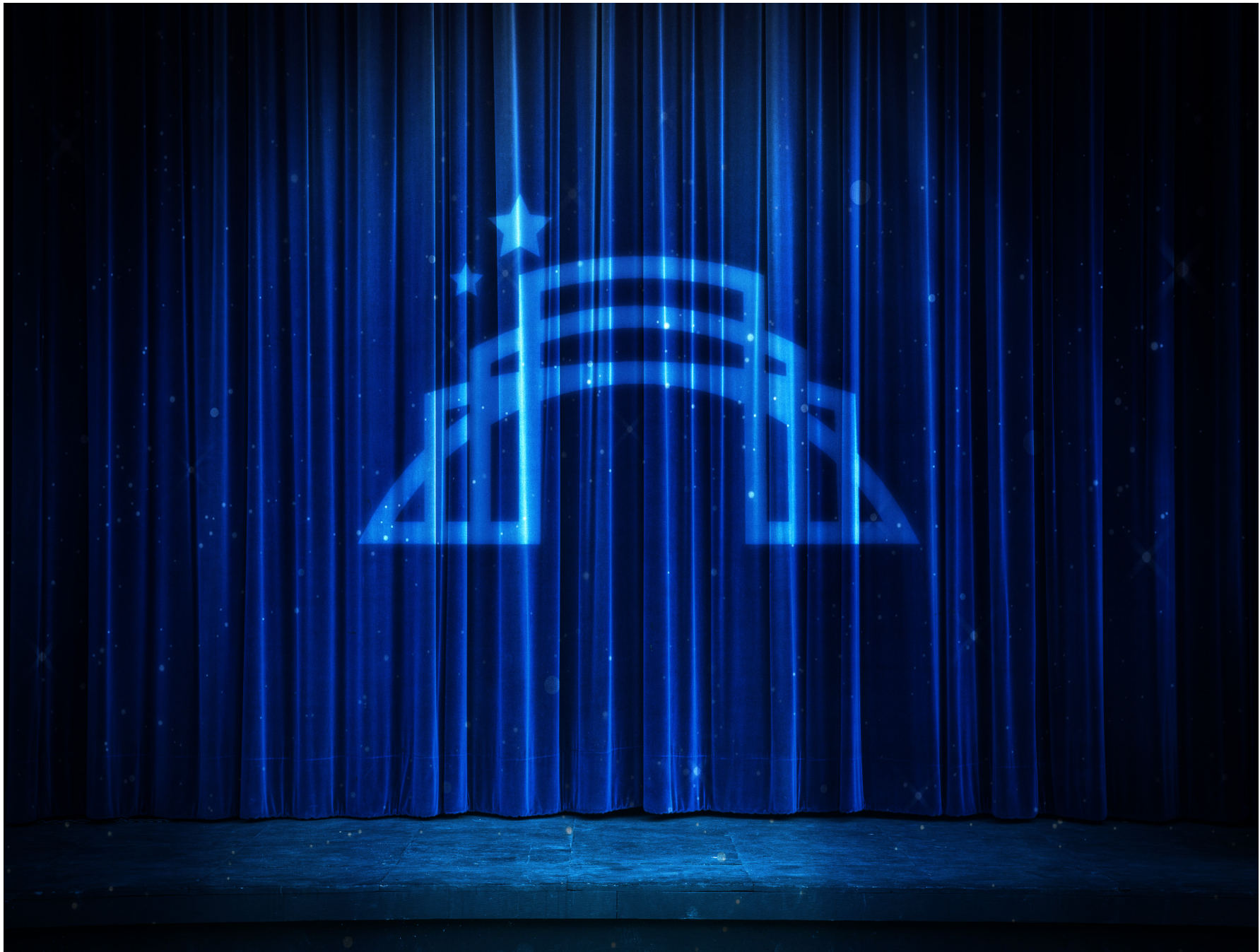


















THANK YOU

For questions please
contact me at
sef63@uakron.edu

