



AMERICAN SOCIETY OF
THEATRE CONSULTANTS

VISUAL IDENTITY STYLE GUIDE

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PURPOSE

This Visual Identity Style Guide has been created to help our customers, partners, outside vendors, and other third parties understand how to use our visual identity elements correctly; including American Society of Theatre Consultants logos. You are permitted to use the American Society of Theatre Consultant visual identity elements only in accordance with our Visual Identity Style Guide. Any use of American Society of Theatre Consultants visual identity elements contrary to our Visual Identity Style Guide is prohibited.

PRIMARY LOGO



ASTC Typeface: Lexend Bold

Lexend Bold is a FREE Google Font: <https://fonts.google.com/specimen/Lexend>

AMERICAN SOCIETY OF THEATRE CONSULTANTS Typeface: Lato Regular

Lato Regular is a FREE Google Font: <https://fonts.google.com/specimen/Lato>

PRIMARY LOGO

The American Society of Theatre Consultants logo is the visual anchor for the brand.

The 2-color Stacked logo is the preferred usage of the logo:

2 - COLOR LOGO STACKED

RED:

PANTONE 485 CP

C: 0 M: 95 Y: 100 K: 0

R: 221 G: 60 B: 39

HEX: #DD3C27

GRAY:

PANTONE 416 CP

C: 45 M: 35 Y: 43 K: 18

R: 126 G: 131 B: 117

HEX: #7E8375



SECONDARY LOGO

The 2-color Horizontal logo is the second choice for the 2-color version of the logo:

2 - COLOR LOGO HORIZONTAL

RED:

PANTONE 485 CP

C: 0 M: 95 Y: 100 K: 0

R: 221 G: 60 B: 39

HEX: #DD3C27

GRAY:

PANTONE 416 CP

C: 45 M: 35 Y: 43 K: 18

R: 126 G: 131 B: 117

HEX: #7E8375



AMERICAN SOCIETY OF
THEATRE CONSULTANTS



PANTONE 485 CP



PANTONE 416 CP

GRAYSCALE LOGO

When print media requires a grayscale use the following logos :

**Grayscale Logo
HORIZONTAL or STACKED**

BLACK:

PANTONE Process Black CP 100%

C: 0 M: 0 Y: 0 K: 100

R: 0 G: 0 B: 0

HEX: #000000

BLACK 80%:

PANTONE Process Black CP 80%

C: 0 M: 0 Y: 0 K: 80

R: 88 G: 89 B: 91

HEX: #58595b



AMERICAN SOCIETY OF
THEATRE CONSULTANTS



PANTONE Process Black CP 100%



PANTONE Process Black CP 80%



AMERICAN SOCIETY OF
THEATRE CONSULTANTS



PANTONE Process Black CP 100%



PANTONE Process Black CP 80%

BLACK LOGO

When print media requires a single color in black use the following logos:

Black Logo
HORIZONTAL or STACKED

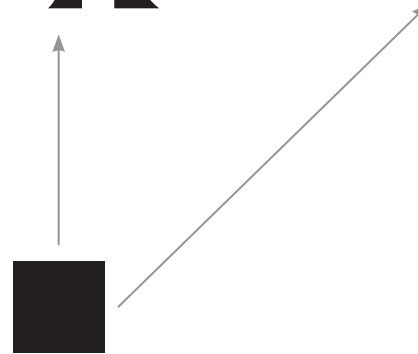
BLACK:

PANTONE Process Black CP

C: 0 M: 0 Y: 0 K: 100

R: 0 G: 0 B: 0

HEX: #000000



PANTONE Process Black CP 100%



PANTONE Process Black CP 100%

WHITE LOGO

When print media requires a single color in White use the following logos :

White Logo
HORIZONTAL or STACKED

WHITE:

White or Paper Color in Adobe CC

C: 0 M: 0 Y: 0 K: 0

R: 255 G: 255 B: 255

HEX: #FFFFFF



White or Paper Color in Adobe CC



White or Paper Color in Adobe CC

LOGO USAGE ON BLACK BACKGROUND

The Red and White versions of the logo can be used on a black background:

RED AND WHITE LOGOS

RED:

PANTONE 485 CP

C: 0 M: 95 Y: 100 K: 0

R: 221 G: 60 B: 39

HEX: #DD3C27

WHITE:

WHITE

C: 0 M: 0 Y: 0 K: 0

R: 255 G: 255 B: 255

HEX: #FFFFFF



AMERICAN SOCIETY OF
THEATRE CONSULTANTS



PANTONE 485 CP



White or Paper Color in Adobe CC



AMERICAN SOCIETY OF
THEATRE CONSULTANTS



PANTONE 485 CP



White or Paper Color in Adobe CC

LOGO USAGE ON LIGHT BACKGROUND

The Red and Black versions of the logo can be used on a light background:

RED AND BLACK LOGOS

RED:

PANTONE 485 CP

C: 0 M: 95 Y: 100 K: 0

R: 221 G: 60 B: 39

HEX: #DD3C27

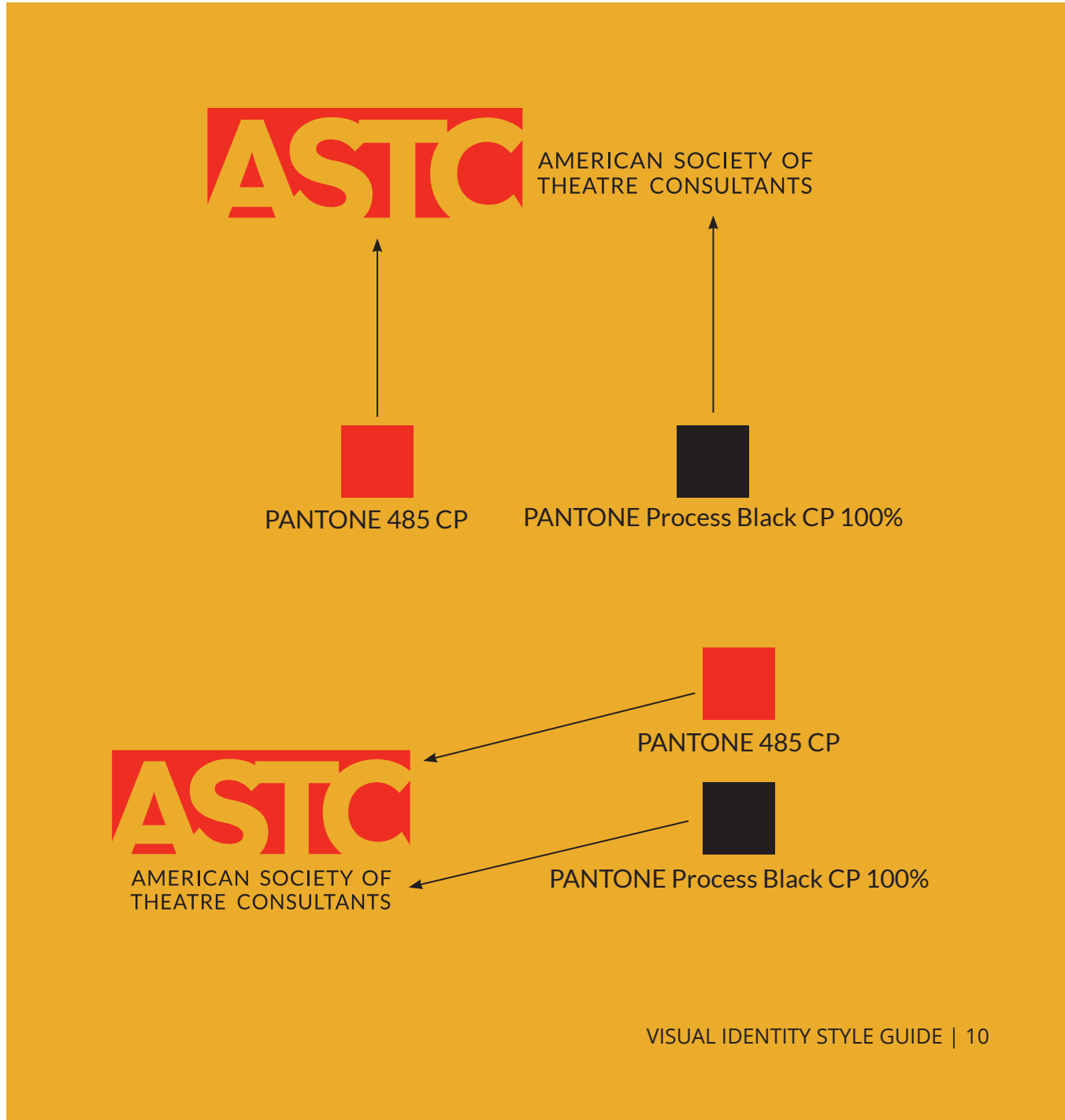
BLACK:

PANTONE Process Black CP 100%

C: 0 M: 0 Y: 0 K: 100

R: 0 G: 0 B: 0

HEX: #000000



40 YEARS LOGO



ASTC Typeface: Lexend Bold

Lexend Bold is a FREE Google Font: <https://fonts.google.com/specimen/Lexend>

AMERICAN SOCIETY OF THEATRE CONSULTANTS Typeface: Lato Regular

Lato Regular is a FREE Google Font: <https://fonts.google.com/specimen/Lato>

40 Typeface: Proxima Nova Bold

Proxima Nova can be purchased here: <https://www.myfonts.com/collections/proxima-nova-font-mark-simonson>

YEARS Typeface: Proxima Nova Semibold

Proxima Nova can be purchased here: <https://www.myfonts.com/collections/proxima-nova-font-mark-simonson>

40 YEARS LOGO

The American Society of Theatre Consultants
40 YEARS anniversary logo.

RED:

PANTONE 485 CP

C: 0 M: 95 Y: 100 K: 0

R: 221 G: 60 B: 39

HEX: #DD3C27



GRAY:

PANTONE 416 CP

C: 45 M: 35 Y: 43 K: 18

R: 126 G: 131 B: 117

HEX: #7E8375



ASTC 40 YEARS LOGO COLOR BREAKS

The ASTC 40 YEARS logo follows the same color breaks as the Primary Logo for the red, gray and red, and grayscale versions.

40 YEARS LOGO RED AND WHITE

The American Society of Theatre Consultants
40 YEARS anniversary logo.

The Red and White version of the logo can be
used on a black background:

RED AND WHITE LOGO

RED:

PANTONE 485 CP

C: 0 M: 95 Y: 100 K: 0

R: 221 G: 60 B: 39

HEX: #DD3C27

WHITE:

WHITE

C: 0 M: 0 Y: 0 K: 0

R: 255 G: 255 B: 255

HEX: #FFFFFF



40 YEARS LOGO RED AND BLACK

The American Society of Theatre Consultants
40 YEARS anniversary logo.

The Red and Black version of the logo can be
used on a black background:

RED AND BLACK LOGO

RED:

PANTONE 485 CP

C: 0 M: 95 Y: 100 K: 0

R: 221 G: 60 B: 39

HEX: #DD3C27

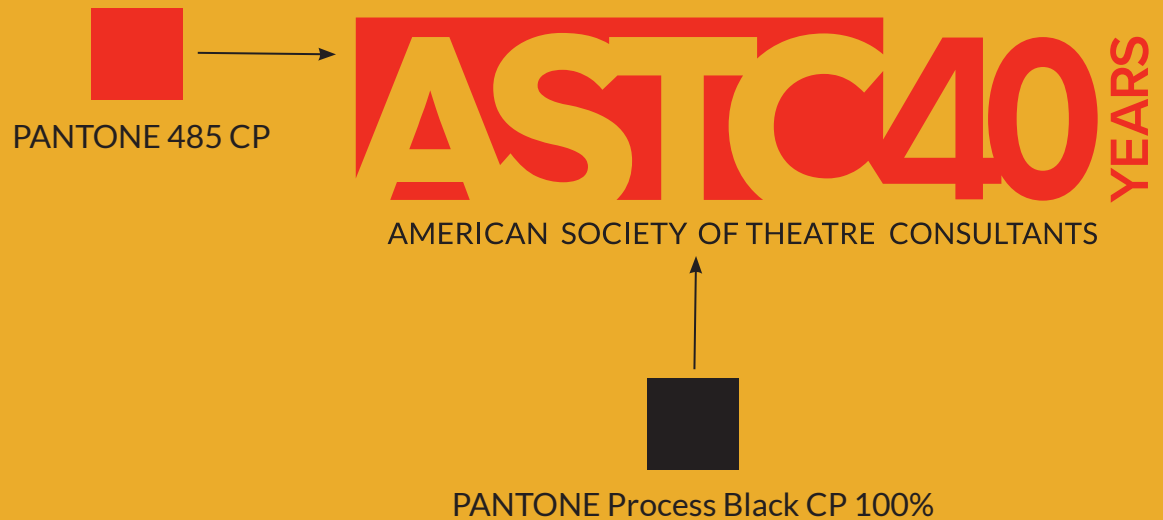
BLACK:

PANTONE Process Black CP

C: 0 M: 0 Y: 0 K: 100

R: 0 G: 0 B: 0

HEX: #000000



LOGO CLEAR SPACE

Please observe the Clear Space around the logo to maximize visual effectiveness.

Nothing should intrude into this specified Clear Space.

Clear Space can be calculated by dividing the total height of the logo by 4.



LOGO USAGE

INCORRECT LOGO USAGE

1. Do not add extraneous effects to the logo. This includes but is not limited to: bevel and emboss, lighting effects and outlines.
2. Do not scale the logo unproportionately.
3. Do not place the color logo over busy photography.
4. Do not attempt to recreate the logo with other typefaces.
5. Do not change the logo colors.
6. Do not use the logo as a repeated pattern, "wallpaper," or other decorative design element, except as noted in this style guide.
7. Do not display the logo on a slant.
8. Do not separate the graphic element from the typography when using the logo, the graphic element can be used alone.



GRAPHIC ELEMENT CLEAR SPACE

Please observe the Clear Space around the ASTC Graphic Element to maximize visual effectiveness.

Nothing should intrude into this specified Clear Space.

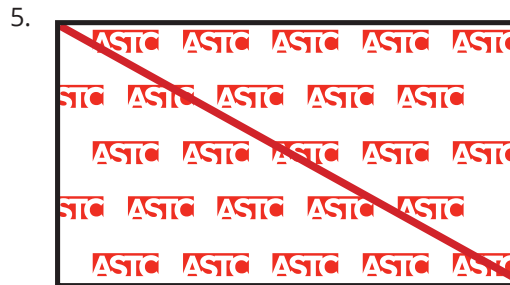
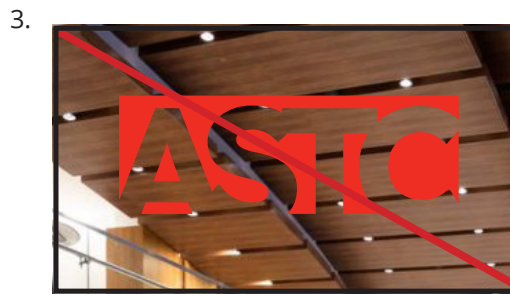
Clear Space can be calculated by dividing the total height of the ASTC graphic element by 4.



GRAPHIC ELEMENT USAGE

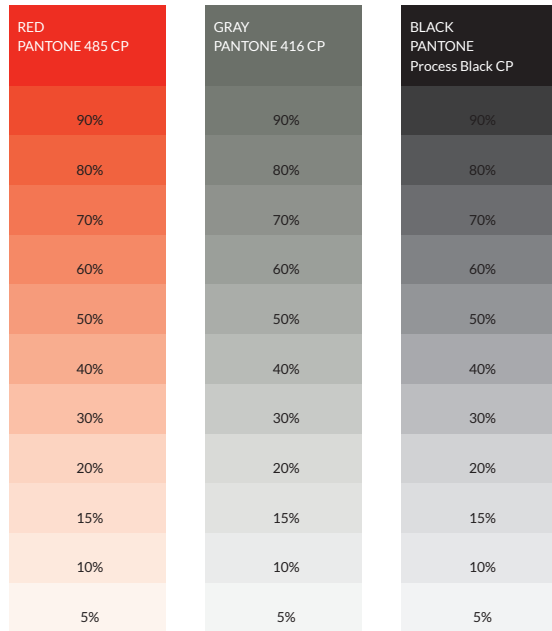
INCORRECT ASTC GRAPHIC ELEMENT USAGE

1. Do not add extraneous effects to the ASTC graphic element. This includes but is not limited to: bevel and emboss, lighting effects and outlines.
2. Do not scale the ASTC graphic element unproportionately.
3. Do not place the ASTC graphic element over busy photography.
4. Do not change the ASTC graphic element colors.
5. Do not use the ASTC graphic element as a repeated pattern, "wallpaper," or other decorative design element except as indicated in this style guide.
6. Do not display the ASTC graphic element on a slant.



PRIMARY COLOR PALETTE

The primary color palette should be used most often. You can use tints of the primary colors.



PANTONE 485 CP	PANTONE 416 CP	PANTONE PROCESS BLACK CP
C: 0	C: 45	C: 0
M: 95	M: 35	M: 0
Y: 100	Y: 43	Y: 0
K: 0	K: 18	K: 100
R: 221	R: 126	R: 0
G: 60	G: 131	G: 0
B: 39	B: 117	B: 0
HEX: #DD3C27	HEX: #7E8375	HEX: #000000

SECONDARY COLOR PALETTE

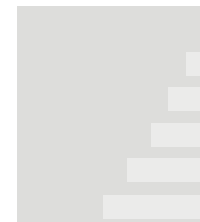
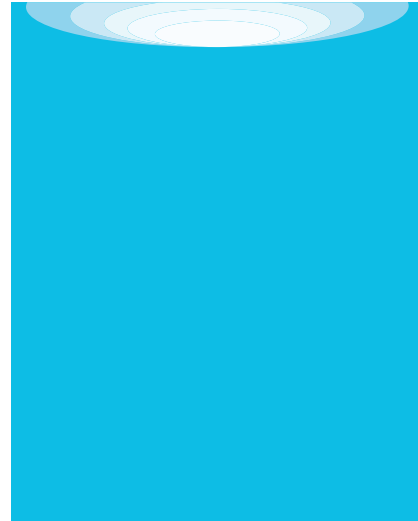
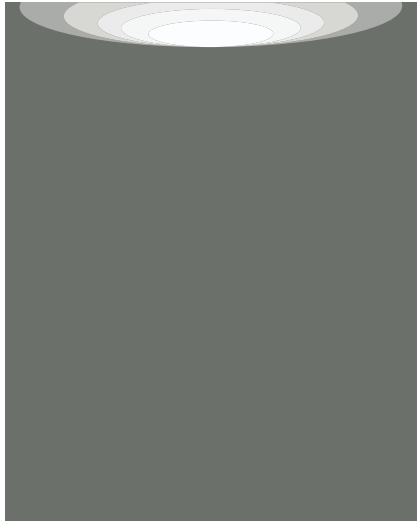
Use secondary color palette sparingly, as highlight colors. Do not use more than two secondary colors on a single page.



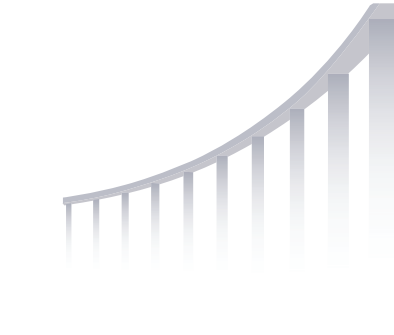
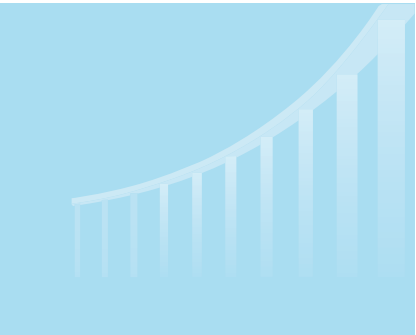
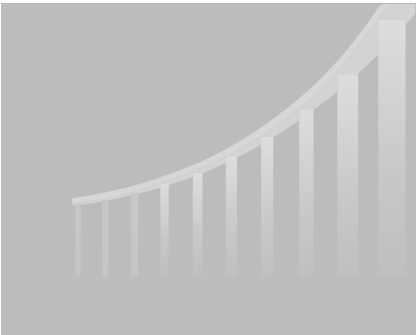
PANTONE 4128 CP	PANTONE 2359 CP	PANTONE 7473 CP	PANTONE 2007 CP	PANTONE 2199 CP	PANTONE 285 CP
C: 56	C: 47	C: 76	C: 1	C: 73	C: 90
M: 47	M: 48	M: 6	M: 31	M: 0	M: 47
Y: 21	Y: 24	Y: 44	Y: 91	Y: 7	Y: 0
K: 15	K: 14	K: 8	K: 5	K: 0	K: 0
R: 117	R: 130	R: 55	R: 222	R: 52	R: 43
G: 118	G: 116	G: 154	G: 157	G: 184	G: 123
B: 133	B: 131	B: 135	B: 50	B: 204	B: 187
HEX: #757685	HEX: #827483	HEX: #379A87	HEX: #DE9D32	HEX: #34B8CC	HEX: #2B7BBB

GRAPHIC ELEMENTS

Use secondary graphic elements sparingly. Use light shades of white or Pantone 416 CP over a color or on white. Do not use more than two graphic elements on a single page. If you overlay text on a graphic element make sure the text is legible.



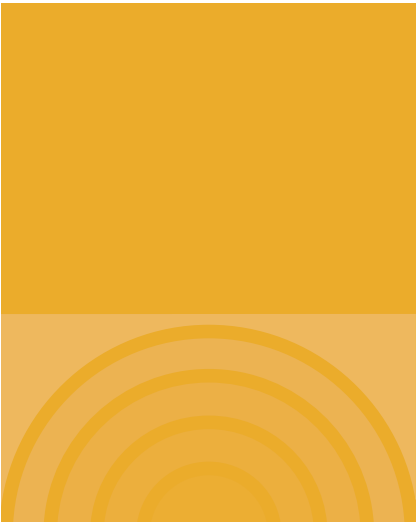
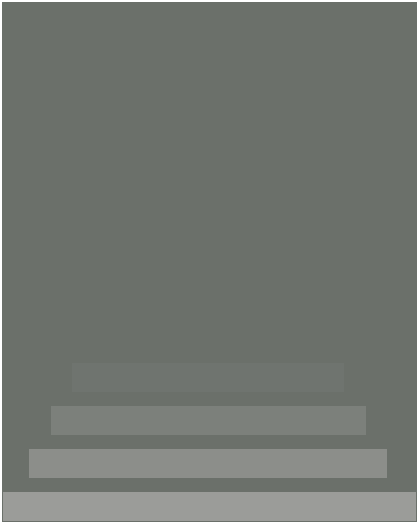
GRAPHIC ELEMENTS



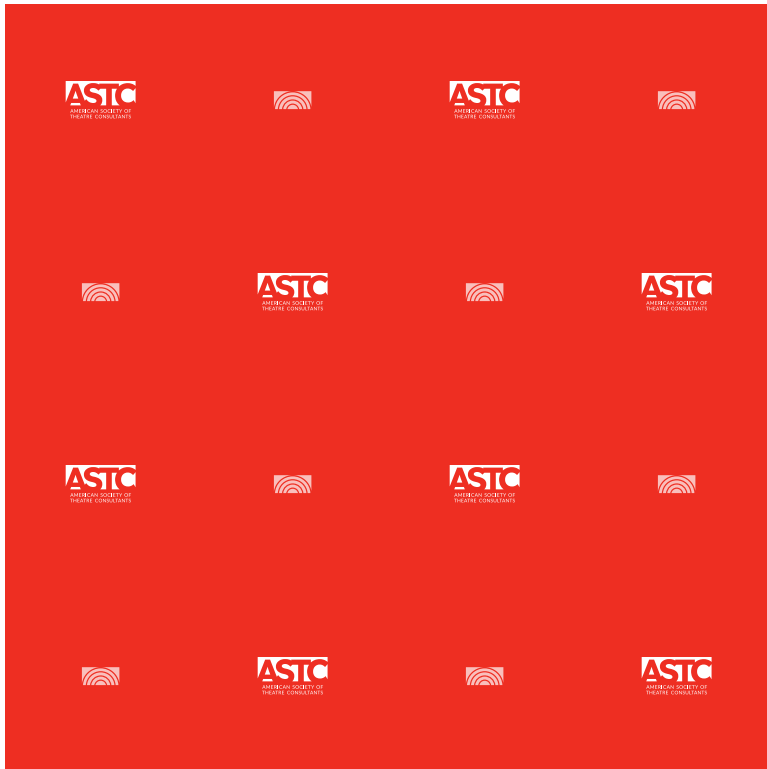
GRAPHIC ELEMENTS



GRAPHIC ELEMENTS



PATTERN BACKGROUND



TYPEFACES

Proxima Nova Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Proxima Nova Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Proxima Nova Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

TYPEFACES

Proxima Nova Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

TYPEFACES

Lexend Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

HOW/WHERE TO PURCHASE FONTS

Lexend Bold is a FREE Google Font: <https://fonts.google.com/specimen/Lexend>

Lato Regular is a FREE Google Font: <https://fonts.google.com/specimen/Lato>

Proxima Nova can be purchased here: <https://www.myfonts.com/collections/proxima-nova-font-mark-simonson>

FONTS USED:

Proxima Nova Extrabold
 Proxima Nova Medium
 Proxima Nova Regular
 Proxima Nova Semibold

WEBPAGE HEADLINE

← Proxima Nova Extrabold, 45 / 54,
 Tracking: 0, Horizontal Scale: 100%

Webpage Subheader

← Proxima Nova Medium Italic, 20 / 21,
 Tracking: 0, Horizontal Scale: 95%

WEBSITE HEADLINE TWO

← Proxima Nova Semibold, 32 / 38.4,
 Tracking: 0, Horizontal Scale: 100%

Webpage Subheader Two

← Proxima Nova Medium Italic, 16 / 20,
 Tracking: 0, Horizontal Scale: 100%

Proxima Nova Medium, 12 / 18,
 Tracking: 60, Horizontal Scale: 85%

Proxima Nova Bold, 18 / 20,
 Tracking: 0, Horizontal Scale: 100%

Headline Three

SUBHEADER THREE

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old.

Proxima Nova Regular, 11 / 15,
 Tracking: 0, Horizontal Scale: 100%

Proxima Nova Medium Italic, 18 / 24,
 Tracking: 0, Horizontal Scale: 85%

Proxima Nova Medium, 22 / 26.4,
 Tracking: -20, Horizontal Scale: 100%

HEADLINE FOUR

Subheader Four

Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College.

Proxima Nova Regular, 11 / 13,
 Tracking: 0, Horizontal Scale: 100%

HEADLINE ONE

← Proxima Nova Bold, 20 / 24,
 Tracking: -10, Horizontal Scale: 100%

Subheader One

← Proxima Nova Semibold, 14 / 18,
 Tracking: 0, Horizontal Scale: 100%

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor. McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source.

← Proxima Nova Regular, 11 / 16,
 Tracking: 0, Horizontal Scale: 100%

HEADLINE TWO

← Proxima Nova Regular, 18 / 21.6,
 Tracking: 100, Horizontal Scale: 100%

Subheader Two

← Proxima Nova Medium Italic, 14 / 18,
 Tracking: 0, Horizontal Scale: 100%

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source.

← Proxima Nova Regular, 11 / 16,
 Tracking: 0, Horizontal Scale: 100%