Brand Guidelines

Names

The organisation is "**The Friends of Streatham Hill Theatre**" abbreviated to "**FoSHT**". Note lower case o.

"**The Friends**" may also be used as a shorter version in the appropriate contexts, for example in subsequent use. Use upper case T for The.

Always omit the quotes. Always include "The …".

The building is "**Streatham Hill Theatre**" abbreviated to "**SHT**".

"**the Theatre**" may also be used as a shorter version in the appropriate contexts, for example in subsequent use. Use lower case t for the (unless at the start of a sentence).

Always omit the quotes. Do not use "The/the Streatham Hill Theatre".

Legal Status

We are a volunteer-run charitable incorporated organisation (CIO) number CE024993 at Companies House, and registered charity number 1193643 at the Charity Commission, both registered in England.

Where the legal status needs to be given, use the phrase below or after the name:

> The Friends of Streatham Hill Theatre
> A CIO and Registered Charity 1193643

or

> The Friends of Streatham Hill Theatre, a CIO and Registered Charity 1193643

Optionally, we can include the phrase below to highlight our volunteer nature.

> *A volunteer-run community campaign.*

Optionally, in the appropriate context (i.e., 'official' correspondence) include our list of Patrons.

> Patrons: Akram Khan MBE, Baroness Floella Benjamin OM DBE DL, Catherine Russell, David Harewood OBE, Jessica Thom, Jools Holland OBE DL, Paul Merton, Renato Balsadonna, Robert Glenister, Samira Ahmed, Simon Callow CBE & Sir Mark Rylance

Our Attitude and Approach

We will always:

- Be friendly and welcoming
- Be part of the local community
- Be positive in attitude
- Build on members skills and experiences at whatever level
- Be open to new ideas and suggestions
- Coach and mentor
- Collaborate and network locally and in the wider community

Content

Content will depend on the audiences, the message and the medium and should adopt the appropriate form for the purpose. For example, on social media we will typically be friendly, chatty in style, but a progress report will be more formal.

The Social Media team have specific guidance for those channels.

Inclusion of the abbreviated name "FoSHT" in profiles, web pages etc. provides a useful common, but fairly unique, search term across our internet content.

Styles

All our documents, whether print or online, shall follow these guidelines below to ensure the company gives a clear and consistent image. Do not use alternative images, fonts or styles without clearance.

If in doubt consult the Contact below.

Fonts

Use Sans Serif fonts:

Documents: Gill Sans, Open Sans, Arial, Calibri (according to standard platform availability)

Vision presentations: Avenir

Web site: Raleway

In body text: Titles of shows/books are emphasised in italics or   HTML tags. 'Single quotes' are used where italic formatting is not permitted.

Case

Proper names and Titles use proper case, unless otherwise specified.

Acronyms and abbreviations using initials use upper case, unless otherwise specified.

Avoid unnecessary capitalisation in body text.

Logos

Logos are available from our shared storage. Do not recreate them.

Other logos, such as sponsors or venues, should not dominate or crowd our logo.

Use appropriate blank margins around logos if not incorporated in the logos.

Colours

We have a separate FoSHT Brand Colours document for our brand colours, with two colour themes Heritage and Vision, for use in print and electronic publications.

For documents you can use standard colours available from system palettes that are close to the specific colours. Document text is usually black, with headings and hyperlinks in Dimmed Blue or Blue according to scheme.

Monochrome:

> White, Greys and Black

Heritage scheme (based on paler paint colours):

> Pink
>
> Turquoise
>
> Dimmed Blue

Vision scheme (based on auditorium seating, brighter paint colours):

> Red
>
> Blue

Branded Documents and Templates

Branded documents and templates are available from our shared storage. Do not recreate them; always use one of these.

- Business card (print)
- Name badge – to fit standard badges/lanyards (print)
- Letter (A4)
- Word document (A4)
- Excel spreadsheet
- PowerPoint presentation
- Invoice, Purchase Order, Delivery Note (A4)
- Sign-in and email subscribe sheets (A4)
- Assorted signage

Other documents may also be available in our shared storage.

If an appropriate one does not exist, one can be created using a suitable base branded document in our style, in consultation with the Contact below.

Where appropriate (e.g. office style documents such as Word or Excel) include page headers and footers with document control information. Footers should include document id (filename), version/status/saved date (dd month yyyy), page number of pages (3 of 10). Refer to document control guidelines for more detail.

Previous documents, newsletters, posters etc. are also available as guidance.

Print

Design of print items needs to factor in cost of paper and printing, and how the print is to be produced.

Items should fit standard paper sizes (i.e. A3/A4/A5/A6). Multiple items can be placed on a single A4 page, e.g. 2 x A5 on an A4, or 4 x A6 on an A4, to assist in production.

Print items should not normally have default formatted hyperlinks, e.g. underlined. Watch out for automatic hyperlinks created by applications.

Print should usually be delivered as PDF files at print resolution (usually 300dpi). These files can also be used online. PDF fixes the way the document should appear on all devices, but watch out for fonts! If a PDF file uses a font not on the destination device, it may be substituted with another which may not look as intended. To avoid this, fonts should be embedded in the PDF file where possible.

Items for home printing should avoid significant blocks of colour, such as backgrounds or images, and be able to be printed on A4.

Items for professional print may require a 'bleed' area outside and a clear 'margin' area inside the nominal page size, and 'cut' or 'crop' marks to allow for trimming. Without these, there may be unprinted borders, or printing close to the edge may be cut off. Printers may also require a 'CMYK colour space', rather than RGB. If in doubt, ask for help.

Specific Cases

These may have its own style chosen to fit the specific branding used for the particular circumstances. Take care to respect others intellectual property rights.

Generally, our branding (e.g. logo) should remain in use to represent us, and specific versions of any of the following used consistently for the specific case.

- Images
- Icon
- Fonts
- Colours
- Sponsors/Partners logos

Email Signatures

Use the Dimmed Blue colour with wording and style as per this example:

David Harvey
Chairman
chairman@streathamhilltheatre.org | 07770 843030

The Friends of Streatham Hill Theatre
A volunteer-run community campaign
A CIO and registered charity number 1193643

info@streathamhilltheatre.org | www.streathamhilltheatre.org

Shared Storage

Published resources are at http://resources.streathamhilltheatre.org/friends/

Internal resources are in the Brand folder of the Google FoSHT Management drive.

Contact

pr@streathamhilltheatre.org