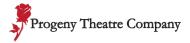# Progeny Theatre Company

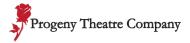# Brand Manual

# Progeny Theatre Company's Requirements.

The Progeny Theatre Company's signatures and graphics described in these guidelines are for use only by current Progeny Theatre Company associates. Progeny Theatre Company associates and individuals must follow these guidelines when publicizing their relationship with Progeny Theatre Company in communications.

The Progeny Theatre Company reserves the right to withdraw permission to use an 'Progeny Theatre Company' signature at any time if the use of the signature is inconsistent with these guidelines or is otherwise deemed inappropriate by Progeny Theatre Company. The Progeny Theatre Company's signatures cannot be used in connection with any communications that do not meet the criteria outlined in the Progeny Theatre Company's Agreement.

# Progeny Theatre Company's Manual Terminology.

Logo: Rose Graphic
Logotype or Signature: Rose Graphic accompanied by Brand name.
Typeface: Font

# Progeny Theatre Company Logotype Configurations.

The appropriate signature can be applied to advertisements, websites, store signs, stationery, and other communications as long as the relationship to Progeny Theatre Company is not obscured or distorted. The logo Configuration is dependent on the situation it is placed, if the signature is being used on a visually cluttered or multicoloured background then the black box should be used, if the company uses social networking the Logo is permitted to be used as the display picture for that profile, however where possible this is to be used in conjunction with the company's name as well.

Signatures should only be used in the following configurations, colours and positioning Elements should not be placed any closer than 5mm (20px) in any direction of the signature. To create the greatest impact allow more space between the signature and elements.
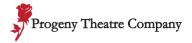
The minimum signature size should be used only when layout space is extremely limited. Logo (Rose) should be at a minimum size of 5mm Printed (15px on screen).

🌹

🌹 Progeny Theatre Company

🌹 Progeny Theatre Company

Progeny Theatre Company

# Progeny Theatre Company Logotype Mistakes.

Do not alter Progeny Theatre Company's signature artwork in any way. Always use the complete electronic artwork provided by Progeny Theatre Company..
Avoid these common mistakes
-Never use the Progeny Theatre Company's logo alone on your communications, except as noted below.
-Do not remove the Progeny Theatre Company's logo or alter the relationship of the elements in any way.
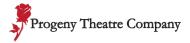-Do not change the font or alter the spacing between letters.
-Do not incorporate the Progeny Theatre Company's signature into your company identity.
-Never create a new signature that combines the Progeny Theatre Company logo with your business name.
-Do not reproduce the signature using any color other than Black or Red.
-Do not use logo artwork that has been rendered to look three-dimensional.
-For the Internet, do not rotate or animate an Progeny Theatre Company's signature or make any of its elements three-dimensional.
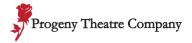
# Progeny Theatre Company Identity Colour Scheme.

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

C:15
Y:100
M:90
K:10

Body copy text should only be in Black, this is most visuble colour backgrounds. In the event that the Logotype or identity uses a black background, then white is to be used.

Headers and Titles should be in Black, footers can be placed in Red or Black.

# Progeny Theatre Company's Typeface Guidelines.

The company will use a typeface (font) known as Garamond, this typeface has the most ecological printing costs with the highest readability and legibility. all body copy should be placed in a minimum of 11 pt with a leading of 2pts more than the typeface point size.

Body copy, Headers, Footers and folios should be placed in regular Garamond, Titles should be placed in Bold Garamond.

Garamond: Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

**Garamond: Bold**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o p q r s t u v w x y z**

**1 2 3 4 5 6 7 8 9 0**