Brand Guidelines

Q Theatre | 2024
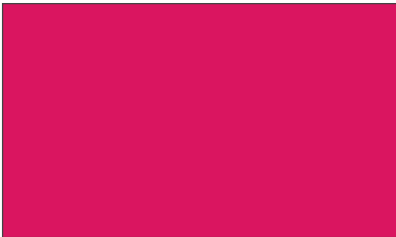
The Logo

The logo should be used in pink.

If the logo cannot be displayed in pink, the logo can be used in black or white.

You can use the logo on a subtle background as long as it doesn't hinder legibility of the logo.

Colour Palette

Pink

R 218, G 21, B 96

C 9, M 100, Y 44, K 1

HEX #da1560

Purple

R 0, G 32, B 96

C 100, M 93, Y 31, K 29

HEX #002060

Dark Grey

R 35, G 36, B 38

C 70, M 63, Y 63, K 60

HEX #313231

RGB is used for online

CMYK is used for print

HEX code is used for HTML or CSS

Light Grey

R 244, G 244, B 244

C 3, M 2, Y 2, K 0

HEX #f4f4f4

The Logo
Correct Usage

The top two rows shows how the logo can be used.

The bottom row demonstrates incorrect usage of the Q Theatre logo.

Do not use strong patterns that make logo hard to distinguish.

Do not stretch or distort the Q Theatre logo.

Do not use the Q Theatre logo placed on non-brand colours, or similar tones otherwise the Q Theatre logo will be illegible.

Do not use the pink Q logo on black background.

Pink on white

Pink on purple

Pink on "Pink Splash" brand image

Pink on dark grey

Black on white

If using an image or textured background, the pink logo must be used. Please ensure it is legible, and backgound must be light.

Incorrect Usage
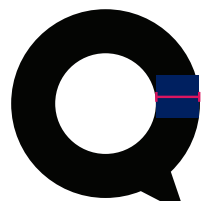
Do not use strong patterns / colours behind the logo
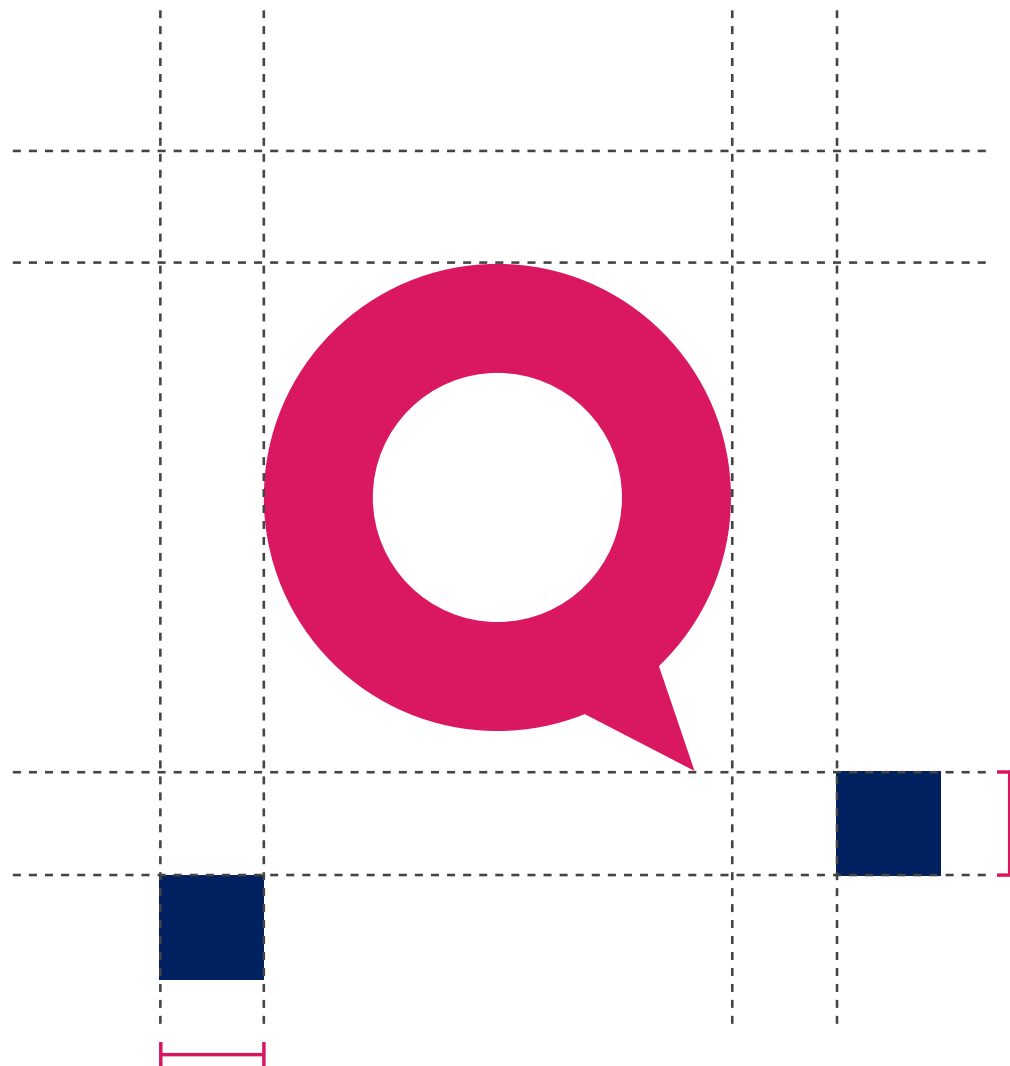
Do not distort or stretch logo

Do not use pink on flat black

The Logo
Clear Space

There needs to be a specific amount of clear space around the Q Theatre logo at all times.

This space is determined of the thickness of the Q.

Fonts

Poppins (free for commercial use)

Available for download from:
https://www.1001fonts.com/poppins-font.html

**abcdefghijklmnopqrstuvqxyz
ABCDEFGHIJKLMNOPQRSTUVQXYZ
Q THEATRE   Q Theatre**

Header font (Poppins Extra-Bold)

**abcdefghijklmnopqrstuvqxyz
ABCDEFGHIJKLMNOPQRSTUVQXYZ
Q THEATRE   Q Theatre**

Sub-header font (Poppins Semi-Bold)

abcdefghijklmnopqrstuvqxyz
ABCDEFGHIJKLMNOPQRSTUVQXYZ
Q THEATRE   Q Theatre

Bold body text font (Poppins Medium)

abcdefghijklmnopqrstuvqxyz
ABCDEFGHIJKLMNOPQRSTUVQXYZ
Q THEATRE   Q Theatre

Body text font (Poppins Light)

abcdefghijklmnopqrstuvqxyz
ABCDEFGHIJKLMNOPQRSTUVQXYZ
Q THEATRE   Q Theatre

Header font (Arial Narrow Bold)

abcdefghijklmnopqrstuvqxyz
ABCDEFGHIJKLMNOPQRSTUVQXYZ
Q THEATRE   Q Theatre

Sub-header font (Arial Narrow)

Alternate Fonts

If you cannot use Poppins, use Arial Narrow

Brand image

"Pink Splash" is used as a brand hero image.

Full colour version.

Pink Splash can be used at 20% transparency as an alternative.

If colour Pink Splash cannot be used, you can use a greyscale version at 20% transparency.