



BroadwayBaby^{.com}

B R A N D G U I D E L I N E S

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Introduction

These Brand Guidelines will help create a consistent brand experience for all Broadway Baby stakeholders. Whether you are a Broadway Baby employee involved in developing marketing materials or an external designer, creative agency, production house or printer, this document is intended to support your creative and production work for Broadway Baby.



“ A brand is not a product or a promise or a feeling. It’s the sum of all the experiences you have with a company. ”

Amir Kassaei

Core Statements

Our Purpose

(why we exist)

To satisfy the needs of the performing arts industry and its audience.

Our Vision

(what we want to achieve)

To provide quality coverage of the performing arts without bias or prejudice and a first-class marketing vehicle for our partners.

Our Mission

(how we plan to achieve our vision)

Our writers should always be knowledgeable and enthusiastic about their subject matter and our technology should always be constantly evolving to meet the needs of our readers.

Brand Essence

Broadway Baby covers all aspects of performing arts, but we have a particular affinity with fringe theatre. We were born at the Edinburgh Festival Fringe. It's our roots and our DNA.

Broadway Baby is apolitical and secular, although we allow our writers to express their opinions freely. We believe no voice should be silenced and we judge a production on its ability to entertain.

We value honesty and integrity. Our editorial team are not biased by advertising, but our marketing team are our partners' champions. We strive to provide the best service for both reader and partner without compromise to either.

Broadway Baby is above all about enjoyment, and its style and tone should always reflect that in our language and design.

Masterbrand Logo and Usage

The Broadway Baby Masterbrand Logo reflects our spirit of fun and writing expertise. Consistent use of our Masterbrand logo across all of our branding efforts will reinforce our position as a trusted advisor.

Logo Elements

The Broadway Baby logo is a registered trademark (UK00003039895) and as such should always appear with the ® symbol.

Primary Logo



Landscape Lockup Version



Portrait Lockup Version

Alternate Logos



Landscape Mono Positive



Portrait Mono Positive



Landscape Mono Negative



Portrait Mono Negative

The logos above are available in vector (EPS) and bitmap (PNG) format on the Broadway Baby website here:

<https://broadwaybaby.com/about-us/brand-guidelines>

Clearspace

The Broadway Baby Masterbrand Logo carries the main responsibility of brand recognition. If it gets lost or is unrecognisable when it is used, our brand will be diminished.

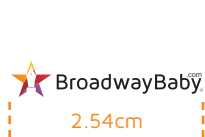
The Broadway Baby Masterbrand Logo should always be surrounded by a minimum of 1B (height of "B" in Broadway Baby). Wherever possible, allowance for more clear space is preferred.

The area of clear space ensures that text or other visual elements do not encroach upon the Masterbrand logo. The orange box surrounding the Masterbrand logo shown here indicates this minimum clear space.



Minimum Size

To ensure proper recognition and legibility, the Masterbrand logo must never appear smaller than 2.54 cm (1.0 inch) in width for the landscape version, or 1.95 cm in width for the portrait version.



The Logo Bug

The Broadway Baby logo star element, or the “Bug”, can be used with more flexibility than the full logo, such as reversed out and cropped in a background design (see Business Card sample). As such it does not have the same restrictions on clearspace and can tinkered with for many purposes.



Standard Bug



As background device



File not found.

Website graphic



Pride Month

Improper Usage

It is important to maintain brand recognition and integrity across all print and digital applications. Using the Broadway Baby Masterbrand Logo as defined, will maintain our brand presence.

The Masterbrand logo should not be altered, adjusted or modified in any way. The examples of the Broadway Baby Masterbrand Logo shown on this page represent many ways the Masterbrand logo should not be used.

1. Do not alter the colours of the Masterbrand logo.
2. Do not stretch or skew the Masterbrand logo disproportionately.
3. Do not place the Masterbrand logo on an unbranded colour background or on a background color that renders it illegible.
4. Do not place the Masterbrand logo on a busy background, rendering it illegible. This also encroaches upon clear space rules.
5. Do not add to, encroach upon or generally reduce the integrity of the Masterbrand logo. Do not alter the Masterbrand Logo in any way.
6. Do not use the Broadway Baby text of the logo alone. The stylised star 'bug' may be used alone, however.
7. Do not create variations of the Masterbrand logo for any reason or purpose.
8. Do not place the Masterbrand logo within a container that encroaches upon the clear space rules.

1



2



3



4



5



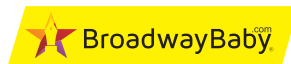
6



7



8



The Bobbys



Our Bobby Awards have their own logo which can be used by recipients of the award.



Full colour version



Monochrome version

Brand Colour Palette

Our brand colour palette reflects our modern, fun approach. Our colours help distinguish us from our competition and convey our energy. Consistent use of these brand colors will create a solid foundation in the public eye.

Primary Colour Palette

Our primary brand colours should be utilised across all print and digital applications using the formulas listed on this page.

Hierarchy

Our burgundy colour should be used in conjunction with our other primary colours. While it can be used as an accent color to bring attention to a detail or message, it should not be overused or dominant. These primary colours can be proportionally interchanged, but the overall feeling should not be overly dark. White should play an integral role in layouts too. Refer to our samples section for brand inspiration and layout guidance.

Colour Source

All colour formulas are from the Pantone® Solid Coated system.



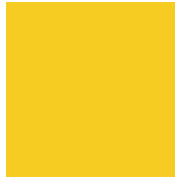
Burgundy

PMS 1805 C
R181 G46 B52
C21 M95 Y85 K11
#B52E34



Orange

PMS 715 C
R246 G139 B31
CO M55 Y99 KO
#F68B1F



Yellow

PMS 115 C
R246 G204 B30
C4 M17 Y96 KO
#F6CC1E



Purple

PMS 7655 C
R168 G86 B161
C36 M79 Y0 KO
#A856A1

Dimensional Blends

Shades of our Primary Colour Palette can be used as blends for use in, for example, backgrounds. See also the section on our Graphic Device, which takes the shapes and blends from our logo to create a recognisable background (as used in this document).

Burgundy Blend



Start

PMS 7629 C
R107 G45 B44
C36 M83 Y73 K45
#6B2D2C

End

PMS 485 C
R237 G28 B36
CO M100 Y100 KO
#ED1C24

Orange / Yellow Blend



Start

PMS 715 C
R245 G130 B32
CO M60 Y100 KO
#F58220

End

PMS 7408 C
R255 G203 B8
CO M20 Y100 KO
#FFCB08

Purple Blend



Start

PMS 261 C
R94 G44 B99
C70 M94 Y31 K20
#5E2C63

End

PMS 7432 C
R180 G90 B133
C30 M77 Y24 KO
#B45A85

Typography

Fonts and typography play an important role in communicating an overall tone and quality to our audiences. Careful use of typography reinforces our personality and ensures clarity and harmony in all marketing and communication efforts.

Primary Brand Font

Our primary brand font family is Maven Pro. This font family and the recommended three weights are to be used for all Broadway Baby external-facing marketing efforts.

Maven Pro
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890
!@£\$%^&*()_+

Regular	Bold	Black
abcdefghijklmn	abcdefghijklm	abcdefghijklm
opqrstuvwxyz1	nopqrstuvwxyz	nopqrstuvwxyz
234567890	z1234567890	yz123456789

Maven Pro is available as part of Google’s open source font project here: <https://fonts.google.com/specimen/Maven+Pro>

When using Maven Pro, it is recommended that you reduce the tracking to ‘tighten up’ the space between characters.

Secondary Brand Font

Our secondary brand font family is Perpetua. This font family can be used to provide contrast in blocks of text such as business cards or where italics as a design element is called for.

Perpetua
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
!@£\$%^&*()_+

Regular	<i>Italic</i>	Bold
abcdefghijklmnopq	abcdefghijklmnopqrst	abcdefghijklmnop
rstuvwxyz1234567	uvwxyz1234567890	opqrstuvwxyz1
890		23456789

Perpetua is a commercial font. If you do not have access to it, Newsreader is a suitable alternative, available from Google here: <https://fonts.google.com/specimen/Newsreader>

Web Safe Fonts

Where it is not possible to use or embed our house style fonts, you may use the following web safe fonts. If embedding house style fonts on a website, please use these fonts as the backup. eg:

```
font-family: 'Maven Pro', Verdana, sans-serif;
```

Verdana

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890

!@£\$%^&*()_+

Times New Roman

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

1234567890

!@£\$%^&*()_+



Sample Layouts

Business Card Layout

Our business card design showcases many of our brand guidelines. Here it is below:

BC-guidelines.qxp 27/02/2021 11:11 Page 1



BC-guidelines.qxp 27/02/2021 11:11 Page 2



Advert Layout

This is an example of a quarter page advert.

broadway baby brand guidelines.qxp 27/02/2021 22:48 Page 19



Check out the review before the box office.



BroadwayBaby.com

The Graphic Device

The background of this page is an example of our 'graphic device'. This is a object based on the blends and shapes from our logo and can be used, as it is here, as a background image.

Photographic Guidelines

Most imagery on our site is provided by production companies to illustrate their show, but when we have to use stock photography please follow these guidelines:

- **Be authentic.** Use editorial images rather than shots that look like stock photography.
- **Objects work better than people.** If you're in stock libraries, pictures of things tend to be better than people.
- **Candid rather than posed.** If you need to use images of people, make them look natural, not looking down the lens.
- **Ensure you have rights.** If in doubt, don't use it. Images 'found' in Google are rarely without copyright.
- **Size Matters.** Your image should be high enough resolution so as not to look 'soft' on the web, but not so large that they add MBs of weight to the download. 800px wide JPG 80% is normally good enough to get an image around 100K.



Approval Process

All new artwork should be approved by the publisher (publisher@broadwaybaby.com). The exception to this is if you are using an already approved template.

If in doubt, please check before making any design public. Our brand is vitally important and we should jealously guard it.