Center
Theatre
Group

L.A.'s Theatre Company

Branding
Guidelines

Message from the Artistic and Managing Directors

We are very pleased to present Center Theatre Group's Branding Guidelines. More than simply a logotype or tagline, Center Theatre Group's "brand" is the sum of our audiences' and supporters' thoughts and feelings about CTG. Our brand is formed in large part through the Center Theatre Group experience (performances, events), as well as through CTG's visual, written, and verbal communications. It is important, therefore, that all of our communications speak with a clear and consistent voice.

Central to our communications strategy and graphic identity is the increased emphasis on our name "Center Theatre Group" and the creation of our organizational tagline, "L.A.'s Theatre Company." The emphasis of our name through our graphic identity better separates CTG from its performance venues, and enhances our position as one of the United States' leading producers of the highest quality and most diverse theatre. The tagline is meant to communicate our position as the West Coast's preeminent theatre production company, and a leader in Los Angeles' cultural arts community. This is, and will continue to be, an important point in how we communicate CTG to constituents, performing groups, audiences, theatrical professionals, potential funders, and other important stakeholders.

Graphic elements, imagery, typography, color, and voice work together to create print and digital materials that convey the look and tone of our Center Theatre Group brand. This image reflects our stature and direction, and provides the unified, professional appearance that is needed to compete for cultural audiences' attention.

Thank you for your part in helping strengthen and support Center Theatre Group's brand. To obtain digital versions of logotypes and other graphic elements, or if you have questions about these written and graphic standards, please contact the Marketing Department at 213.972.7625.

Sincerely,

Michael Ritchie
Artistic Director

Charles Dillingham
Managing Director

To build and strengthen the Center Theatre Group brand, it is important that we maintain consistency across all forms of communications, through text and graphic elements. These written standards ensure a consistent tone and style for CTG's written communications, from news releases and brochures to presentations and the website.

Center Theatre Group's mission and vision statements are an internally-focused declaration of CTG's purpose and core activities – explaining who we are, what we do, and where we are going.

Our mission and vision serve as reference points for all of CTG's business, resource allocation, and artistic decision-making.

Our Mission

Center Theatre Group believes that the art of theatre is a cultural force with the capacity to transform the lives of individuals and society at large.

Our Vision

To be the West Coast's premiere theatrical company, where one can experience the highest caliber and broadest spectrum of theatre possible ... from first-run Broadway musicals to explosive productions of the classics to groundbreaking experimental new works.

We Exist To

Nurture artists by placing the creative process at the foundation of our commitment and by initiating programming that identifies, encourages, and supports artists and the development of new work.

Expose theatre to a wide range of audiences.

Enlighten young people by encouraging their appreciation of theatre-going as a life-long experience.

Provide artists and a diverse community an unparalleled educational and emotional encounter for generations to come.

What are CTG's Image Attributes and why are they important?

- They are key points for how CTG should be perceived.

- They are positive qualities that CTG would like associated with the organization.

- They help define CTG, which in turn helps position and explain the organization through its programs, events, people, and places.

- They imbue CTG with its desired personality and create a level of expectation for audiences and supporters who will experience it.

How are CTG's Image Attributes used?

- They are incorporated into marketing, communications, development, education, and public relations text to describe CTG and its activities.

- They are reference points for marketing, development, and education staff to use for communications with audiences, subscribers, donors and funders.

- They contain ideas that have been incorporated into CTG's two main communications tools: its position statement and position points.

- They are stimuli for developing graphic design and selecting images.

- Most importantly, they are touchstones to judge the effectiveness of text and graphic design projects.

Diverse

Preeminent

Vibrant

The above three attributes are CTG's most important and should be represented in all materials.

- **Connection among actors, art, and audiences**
- **Consistent quality of work**
- **Diverse** (audiences and art)
- **Dynamic**
- **Force in theatre arts**
- **Fresh**
- **Fun**
- **Highest quality**
- **Integral to the community**
- **Leader**
- **Not-for-profit**
- **Organizational structure clearly defined**
- **Preeminent**
- **Prestigious**
- **Vibrant**
- **Visionary**
- **Welcoming**

What is CTG's Position Statement and why is it important?

- It expresses CTG's position in a simple, concise paragraph that describes CTG's benefits for external audiences.

- It differs from CTG's mission and vision statements, which are internally driven and are written to communicate the reason for CTG's existence, the nature of the institution, its core beliefs and values, and its desired direction to inform decision-making by the Board and management.

- It is an externally focused, benefit-driven statement written for external audiences in words they will find appealing, and it provides a compelling reason to attend from the audience's perspective or to support from a donor's perspective.

- It differentiates CTG by providing an advantage to target audiences over comparable cultural destinations, places of interest, or leisure activities.

- It provides CTG with a management tool for its ongoing communications strategy.

How is CTG's Position Statement used?

- As a guideline to prepare marketing, communications, development, education, and public relations materials about CTG.

- As a touchstone to make sure the points that one wants to make about CTG are on target.

- As a stepping-off point for further development of the ideas contained within the statement.

- As a tool for shifting perspective from CTG to that of the attendee or supporter.

Position Statement

Center Theatre Group, one of the nation's preeminent arts and cultural organizations and Los Angeles' leading not-for-profit theatre company, engages all communities and impacts lives through the power of theatre. Equally renowned for its high-quality work and the singular enjoyment audiences experience from its performances, CTG presents its productions in three unique venues: the Ahmanson Theatre, Mark Taper Forum, and the Kirk Douglas Theatre. World-class performances, innovative outreach and education programs, and diverse programming all contribute to CTG's place as one of the country's most dynamic forces in the theatre world. CTG is committed to nurturing the connections among audiences, actors and art, and the vibrant emotional experiences that only live theatre inspires.

Center Theatre Group's position points are included here to illustrate how the position statement manifests itself in various points for CTG's copywriters and graphic designers to communicate specific ideas as they relate to CTG's activities.

What are CTG's Position Points and why are they important?

- They are created for the unique communications needs of CTG's various departments to ensure consistency of messages throughout communications.

- They are key pieces of information in CTG's communications strategy, some of which must be conveyed in all communications materials to effectively influence perceptions of CTG.

- They are grouped by topic and include all the important points for each topic.

How are CTG's Position Points used?

- Verbatim as part of a copywriting project for CTG or paraphrased to fit the particular writing context of a project.

- Consistently, however not every point needs to be used in every communication.

- In written communications such as news releases, direct / promotional mail, invitations, advertising, fundraising / development and educational materials, public speeches, and the website.

Preeminence

1 Center Theatre Group is Los Angeles' preeminent theatre arts organization, offering audiences the greatest range of theatrical entertainment available from one theatre company.

2 Center Theatre Group consistently delivers experiences that engage a full range of audience emotions. Through our dramas, comedies, musicals, and family theatre, we seek not only to entertain, but to provoke and inspire.

3 Center Theatre Group believes that the art of theatre is a cultural force with the power to transform the lives of individuals and society at large.

4 All three of our stages are committed to the same high caliber theatrical experience, offering audiences a choice in scale, from intimate to grand.

5 Center Theatre Group is uniquely gifted with the resources to deliver the highest quality theatrical experiences. We have the three theatres, the caliber of talent, the commitment of our board, the generosity of a large donor and subscriber base, and a respected education initiative in P.L.A.Y.

6 Center Theatre Group is a non-profit organization. Our existence depends to a large extent upon the generosity of donors. We are grateful for those who support us today and are committed to doubling our donor base within the next five years. While this is an aggressive plan, so, too, are our artistic and community goals. Our needs are great, but our return to the community is greater still.

Board of Directors – Commitment to Theatre Arts

7 Center Theatre Group is governed by a dedicated Board of Directors comprised of business and entertainment leaders, philanthropists, and arts advocates who share a common passion for theatre and a commitment to the community.

8 President Richard Kagan with Chairman Phyllis Hennigan leads the 48-member board, which is integral to both the vision and the execution of Center Theatre Group's mission.

9 The board works in close partnership with Artistic Director Michael Ritchie to ensure the artistic and financial success of the organization. Together, they set strategy, raise funds, manage financials, and inspire professional excellence through all departments and programs.

10 The board also serves as a champion of the theatre arts in the Los Angeles community. It is dedicated to raising the profile of Los Angeles theatre, supporting the development of new work, and igniting interest in the theatre among the community's youth.

Michael Ritchie – Leadership / Passion

11 My vision is to make Center Theatre Group a preeminent force in theatre arts – not only in Southern California, but nationally and internationally. I want to experiment with what is possible in theatre. My inspiration is the medium itself.

12 I see theatre as a prism through which people can view both the world at large and their own lives within. I want to play with that prism to present our audiences with new thoughts and challenges that provoke as well as entertain. My goal is to make people think and feel, discuss and dream ... maybe even do something wonderful.

13 I am privileged to work in a profession that I not only love but respect. For thousands of years, theatre has sought to inform, uplift, and inspire. Its history humbles and challenges me. But what excites me are the possibilities to tell new stories – and enduring stories in new ways.

14 There is no other place, no other position that I would rather be in than mine – right here, right now, as Artistic Director at Los Angeles' Center Theatre Group.

Artistic Vision

15 Theatre is all about connection. It is a medium of engagement. In every performance, the audience is as critical to the experience as the actors and the ideas.

16 Center Theatre Group is committed to producing theatre that both reflects and informs our own community. As the most diverse city in America, Los Angeles is rich with cultural voices anxious to be heard. We hope to attract new audiences to our theatres through stories inspired on our own streets as well as through plays that transport our audiences lifetimes away.

Educational Programs – Scope and Connection

17 Center Theatre Group reaches out to Los Angeles youth – our future audience – through programs that use the power of theatre to enrich the learning experiences of underserved children K – 12.

18 CTG's P.L.A.Y. program (Performing for Los Angeles Youth) enables more than 35,000 children from primary and secondary schools to learn about and experience live theatre each year. But more than knowing the number of the children we serve, we aim to learn their names.

19 This year, we are expanding our educational efforts to the college level through a partnership with the University of Southern California School of Theatre that will bridge the gap between learning and professionalism. This collaboration will enable USC students to intern in virtually every phase of the theatre, including creative and administrative functions.

20 Through existing and new programs, we hope to develop both future artists and future audiences who, in turn, will help us continue the tradition of the theatre.

New Play Development –
Quality, Diversity and Collaboration

21 Center Theatre Group is committed to bringing new work and new voices to the stage.

22 In the years ahead, audiences can expect our artistic staff to select, commission, develop, and produce a wide range of high-quality new works for all three of our stages.

23 We also will look for opportunities to work in partnership with smaller local theatre companies and ensembles to foster a greater range of new and diverse voices.

24 We will dedicate time each season at the Kirk Douglas Theatre to allow smaller companies to present their work on a larger scale to a larger audience.

Development – Great Need / Great Return

25 As one of the nation's leading non-profit theatre arts organizations, Center Theatre Group's existence depends to a large extent upon the generosity of our donors.

26 We are grateful for those who support us today and are committed to doubling our donor base within the next five years. While this is an aggressive plan, so, too, are our artistic and community goals. Our needs are great, but our return to the community is greater still.

27 Center Theatre Group stages provide our community, in all its diversity, with a forum that is as open and vocal as theatre can and should be. And, just as importantly, our education programs encourage new and young voices.

28 Center Theatre Group currently reaches more than 35,000 schoolchildren each year. In the coming years, we will focus and strengthen our school outreach in order to make a more meaningful impact on individual children with a real interest in theatre arts.

Audience – New and Loyal

29 Center Theatre Group is proud to be supported by one of the largest subscriber bases of any non-profit theatre arts organization. Our audience is broad and loyal, and the opportunity exists to make it broader still.

30 Los Angeles IS a theatre town. In addition to being the world's entertainment capital, we are also an arts capital. Not only does Los Angeles have the talent to deliver the highest quality theatre, we have the audience to appreciate it. This is a community of inventive, progressive, and expressive minds.

31 Center Theatre Group makes it possible for all members of our community to enjoy the highest quality of theatre through a discount ticket program that offers seats – in advance – at each of our theatres, every night for only $20. We strongly believe that the theatre is a medium of inclusion rather than exclusion and are grateful to our generous donors and subscribers, who enable others to experience the theatre.

32 Center Theatre Group is unwavering in our dedication to reach our audiences and our desire for audiences to reach us.

Los Angeles – Theatre Town / Arts Capital

33 Los Angeles is the most diverse and dynamic city in America. Our culture is youthful, energetic, inventive, and open-minded – the perfect laboratory for theatrical experimentation and change.

34 We are not just an entertainment capital, we are an arts capital. Los Angeles is very much a theatre town.

35 What's more, Los Angeles is a theatre town that thinks progressively. This culture supports new and bold thinking, writing, and performance. And we have an abundance of talent in every area.

36 Los Angeles ranks among the most exciting theatre towns to be in today – we are leading, not following, the advancement of the art.

Graphic Identity System –
Dynamic and Committed

37 To underscore its commitment to lead and advance theatre arts in Los Angeles, Center Theatre Group has introduced a new graphic identity and organizational tagline.

38 The organization's graphic identity system communicates its preeminent position as a vibrant, three-venue theatre arts organization. The logotype's three interlocked circles suggest not only the fluidity between CTG's three venues, but also live theatre's dynamic link between actors, audiences, and ideas. On a deeper level, it also represents the connection between the organization, theatre arts, and the community.

39 Center Theatre Group's organizational tagline – "LA's Theatre Company" – clearly and succinctly communicates its commitment to serve as the preeminent theatre arts organization in Los Angeles.

Press Template

Founded in 1967, Center Theatre Group is Los Angeles' leading not-for-profit theatre company and one of the nation's preeminent arts and cultural organizations. Under the leadership of Artistic Director Michael Ritchie, CTG offers audiences the greatest range of theatrical entertainment available from any one theatre company. CTG presents productions year-round at the 745-seat Mark Taper Forum and the 1,600 - 2,000-seat Ahmanson Theatre at the Music Center of Los Angeles, and at the 317-seat Kirk Douglas Theatre in Culver City.

Development Template

As one of the nation's preeminent non-profit arts institutions, Center Theatre Group engages all communities and impacts lives by the power of theatre. For 38 years, the organization has supported the productions featured at the Mark Taper Forum, Ahmanson Theatre, and the Kirk Douglas Theatre. Center Theatre Group's national reputation stems from its role in nurturing new artists, producing groundbreaking plays, and implementing innovative outreach and education programs.

None of this would be possible without the support of more than 6,000 donors who annually provide over half of the organization's operating budget. These dedicated individuals believe that theatre is a cultural force with the capacity to transform the lives of individuals and society at large.

Center Theatre Group, Venue Names, and Sub-Brand Names in text
Using the Center Theatre Group, Ahmanson Theatre, Mark Taper Forum, Kirk Douglas Theatre, and sub-brand names in text requires some conventions that have been developed to emphasize the names and ensure their proper use.

Typefaces for Text
For text in graphics programs, designers should use the Center Theatre Group's primary font, Scala Sans. For text in word processing programs, the recommended font is Arial (also see the "Typography" section of these guidelines).

Headlines and First Use
In a letter, news release, brochure, or advertisement, always use an entity's full name. For example, "Center Theatre Group," "Ahmanson Theatre," or "Corporate Circle."

Always use "Center Theatre Group" or the full entity name in sub-headings and in a first paragraph.

Second and Subsequent Uses
If clarity would not be compromised, "CTG" may be used in subsequent paragraphs.

Added Emphasis
Throughout a document, you may always use full entity names for additional emphasis or for added clarity.

CTG and Other Entity Acronyms
For external documents, avoid acronyms for full names in text, digital, serial or word-processed documents. Consider always spelling out "Center Theatre Group," "Ahmanson Theatre," or other entity names.

Keeping the Name Together
When writing CTG's name in text, try to ensure that all three words are on one line and that "Center" and "Group" are not alone on a line. For example, avoid instances such as:
"Discount tickets to Center Theatre Group's productions are now available."
Or this example:
"See what's playing at Center Theatre Group's Ahmanson Theatre."

Italicizing the Names
Do not italicize Center Theatre Group or any other entity name in text unless it is part of a section of copy that is italicized in its entirety.

Using a Different Font and All Capitals
Do not set Center Theatre Group or any other entity name in a typeface other than the one used for the text and do not use all capital letters.
For example, do not write:
"There's so much to see at CENTER THEATRE GROUP."

Hyphens and Widows
Avoid hyphenations in text wherever possible as they interrupt text scanning. Avoid widows (a single word in a line by itself ending a paragraph), as they draw attention to the word and waste space.

Website Name
Use the website name as you see it here in upper and lower case letters: CenterTheatreGroup.org. Website browsers are not case sensitive for website names. This guideline was established to maintain the integrity of the Center Theatre Group name in this use.

E-mail Signature
E-mail correspondence from CTG staff should conclude with an e-mail signature. This system approximates the conventions of information used on business cards:

> **First and Last Name**
> Position
> Center Theatre Group
> 601 West Temple Street, Los Angeles, CA 90012
> T 213-972-xxxx   F 213-972-xxxx
> NPerson@**CenterTheatreGroup.org**

Staff should substitute their first and last name, position, direct telephone and fax numbers, and e-mail name where appropriate.

At the heart of our graphic identity system is Center Theatre Groups's logotype. Because it appears on all printed and digital materials related to CTG, it is our most important communications tool and must always be used with care and consistency.

Logotype

Center Theatre Group's logotype is the basis for which a consistent and compelling visual identity is built. It is a valuable asset, embodying quality, a professional look, and the image that CTG wants for itself and its venues. For this reason, the greatest care should be taken when using the logotype, and thus it may be used only as described in these guidelines. Use provided files listed at bottom of page.

Logotype Elements

The logotype consists of three components: the spotlight icon, tagline and the text element.

The icon was designed to reference Center Theatre Group's theatrical mission and its three theatres. The icon elements are dynamic yet balanced, as if spotlights on a stage.

The text element uses a sans serif typeface that is contemporary to the 21st century.

Fixed Elements

All logotype elements have been carefully designed and are in fixed positions and sizes in relation to each other. They may not be altered other than as described in these guidelines.

Versions

Two versions of the logotype have been designed for maximum flexibility in layouts: stacked version and one line version.

Stacked Version

Text Element

Spotlight Icon   Tagline

One Line Version

NOTE Never create the text element from ordinary typography, as numerous adjustments have been made in letter spacing, size, and letter construction.

Stacked Version
Minimum Clearspace

☐ = 1T

☐ = ½T

T

100% size

Minimum Size

40% size

.72"

Minimum Size without tagline

25% size

.45"

One Line Version
Minimum Clearspace

T

100% size

Minimum Size

40% size

1.32"

Minimum Size without tagline

25% size

.825"

Color

The color(s) of the logotype depend on the background used in the context of other layout elements, and how the logotype interacts with them. See the color section of these guidelines for more information.

Logotype Sizes

While there are logotype minimum sizes, there are no maximum sizes, as long as the ratio of width to height remains unchanged.

Clear Space

A clear space around a logotype is defined to ensure strong brand recognition and to allow the logotype to be clearly seen. Clear space is defined as the height of the capital "T" in "Theatre" of the text element. Maintain the following distances between a logotype and any other graphic or photographic element or a layout edge. Greater distances than minimum are encouraged wherever possible.
Top 1T-height
Left 1T-width
Right 1½T-width
Bottom 1T-height

Clear Space Special Applications

A logotype's readability in all situations is paramount. As such, certain uses necessitate less clear space around a logotype (e.g. street banners or small branded products).

Minimum Size

Shown are both versions of the logotype, both with and without the tagline, in their minimum size to maintain acceptable readability and impact. Use of a larger logotype is always encouraged where appropriate.

Theatre Names

CTG's three theatre names are used in conjunction with the logotype in one of three lock-ups shown. Use provided file listed at bottom of page.

When the theatre names are locked up with the logotype collectively or singly, use the "group" function of your graphic design program to link them to the logotype so that they will size up or down at the same ratio.

Theatre Names Lock-Up with Logotype

The guidelines for clear space also apply to theatre names lock-up with logotype. Maintain at least the distance specified between a logotype and theatre names.
Below 1T-height
Stacked Right 1½T-width
One Line Right 1T-width

Theatre Names as a Graphic Element

CTG's three theatre names can be used effectively collectively or singly as a separate graphic element in layouts, often times at larger than 100%. See pages 6.5-6.6 for examples of this.

NOTE Theatre names may be used at a 90° angle, if desired.

Stacked Version
Theatre Names Below

Center Theatre Group
L.A.'s Theatre Company
Ahmanson Theatre
Mark Taper Forum
Kirk Douglas Theatre

☐ = 1T
☐ = ½T

Stacked Logotype
Theatre Names Right

Center Theatre Group
L.A.'s Theatre Company
Ahmanson Theatre
Mark Taper Forum
Kirk Douglas Theatre

One Line Logotype
Theatre Names Right

Center Theatre Group
L.A.'s Theatre Company
Ahmanson Theatre
Mark Taper Forum
Kirk Douglas Theatre

Ahmanson Theatre
Mark Taper Forum
Kirk Douglas Theatre

Ahmanson Theatre

Follow the same guidelines on page 2.3.

Stacked Version
Individual Theatre Name Below

Center Theatre Group
L.A.'s Theatre Company
Ahmanson Theatre
at the Music Center
in Downtown L.A.

Stacked Version
Individual Theatre Name Right

Center Theatre Group
L.A.'s Theatre Company
Ahmanson Theatre
at the Music Center
in Downtown L.A.

NOTE Location text should be deleted if its use will only be seen on-site (e.g. marquee and lobby posters, building banners).

One Line Version
Individual Theatre Name Right

Center Theatre Group
L.A.'s Theatre Company
Ahmanson Theatre
at the Music Center
in Downtown L.A.

Ahmanson Theatre
at the Music Center
in Downtown L.A.

Ahmanson Theatre
at the Music Center
in Downtown L.A.

Mark Taper Forum
Follow the same guidelines
on page 2.3.

Stacked Version
Individual Theatre Name Below

Center
Theatre
Group

L.A.'s Theatre Company

Mark Taper Forum
at the Music Center
in Downtown L.A.

☐ = 1T
☐ = ½T

Stacked Version
Individual Theatre Name Right

Center
Theatre
Group

Mark Taper
Forum
at the Music Center
in Downtown L.A.

L.A.'s Theatre Company

NOTE Location text should be
deleted if its use will only be
seen on-site (e.g. marquee and
lobby posters, building banners).

One Line Version
Individual Theatre Name Right

Center Theatre Group ☐ Mark Taper
Forum
L.A.'s Theatre Company
at the Music Center
in Downtown L.A.

Mark Taper Forum
at the Music Center
in Downtown L.A.

Mark Taper
Forum
at the Music Center
in Downtown L.A.

Kirk Douglas Theatre
Follow the same guidelines
on page 2.3.

Stacked Version
Individual Theatre Name Below

Center
Theatre
Group

L.A.'s Theatre Company
in Downtown Culver City

Kirk Douglas Theatre

Stacked Version
Individual Theatre Name Right

Center
Theatre
Group

Kirk Douglas
Theatre

L.A.'s Theatre Company
in Downtown Culver City

NOTE Location text should be
deleted if its use will only be
seen off-site (e.g. CTG Brochures
that are used organization wide).

One Line Version
Individual Theatre Name Right

Center Theatre Group ☐ Kirk Douglas
Theatre
L.A.'s Theatre Company
in Downtown Culver City

Kirk Douglas Theatre

in Downtown Culver City

Kirk Douglas
Theatre

Information Block

An information block can be used in conjunction with the logotype (with or without the theatre names) in one of three lock-ups shown.

The information block is in CTG's primary font: Scala Sans® in upper and lower case. For a logotype used at 100%, 8pt. type size with 10pt. leading is recommended. The website name uses Scala Sans® Bold.

When the theatre names are locked up with the logotype collectively or singly, use the "group" function of your graphic design program to link them to the logotype so that they will size up or down at the same ratio.

Information Block Lock-Up with Logotype

The guidelines for clear space also apply to the information block lock-up with logotype. Maintain at least the distance specified between the theatre names or logotype and the information block.
Below ¾T-height

Stacked Version
Theatre Names with Information Block Below

Center Theatre Group

HEIGHT = ¾T

L.A.'s Theatre Company

Ahmanson Theatre
Mark Taper Forum
Kirk Douglas Theatre

601 West Temple Street
Los Angeles, CA 90012
213-628-2772 **CenterTheatreGroup.org**

Center Theatre Group

L.A.'s Theatre Company
in Downtown Culver City

Kirk Douglas Theatre

9820 Washington Boulevarde
Culver City, CA 90232
213-628-2772 **CenterTheatreGroup.org**

Stacked Version
Theatre Names Right with Information Block Below

Center Theatre Group

L.A.'s Theatre Company

601 West Temple Street
Los Angeles, CA 90012
213-628-2772 **CenterTheatreGroup.org**

Ahmanson Theatre
Mark Taper Forum
Kirk Douglas Theatre

One Line Version
Theatre Names Right with Information Block Below

Center Theatre Group

L.A.'s Theatre Company

601 West Temple Street
Los Angeles, CA 90012
213-628-2772 **CenterTheatreGroup.org**

Ahmanson Theatre
Mark Taper Forum
Kirk Douglas Theatre

Directors' Names and Titles

Directors' names and titles are used in conjunction with the logotype in one of three lock-ups shown.

Directors' names are in CTG's primary font: Scala Sans® Bold and titles are in Scala Sans® Regular in upper and lower case. For a logotype used at 100%, 10pt. type size with 11pt. leading is recommended.

When the theatre names are locked up with the logotype collectively or singly, use the "group" function of your graphic design program to link them to the logotype so that they will size up or down at the same ratio.

Directors' Names and Titles Lock-Up with Logotype

The guidelines for clear space also apply to Directors' names and titles lock-up with logotype. Maintain at least the distance specified between a logotype and the Directors' names and titles.
Below ¾T-height

Stacked Version
Theatre Names with Directors' Names and Titles Below

Center Theatre Group

L.A.'s Theatre Company

Ahmanson Theatre
Mark Taper Forum
Kirk Douglas Theatre

Name O. Person Artistic Director
Name O. Person Managing Director
601 West Temple Street
Los Angeles, CA 90012
213-628-2772 **CenterTheatreGroup.org**

Stacked Version
Theatre Names Right with Directors' Names and Titles Below

Center Theatre Group

L.A.'s Theatre Company

Name O. Person Artistic Director
Name O. Person Managing Director
601 West Temple Street
Los Angeles, CA 90012
213-628-2772 **CenterTheatreGroup.org**

Ahmanson Theatre
Mark Taper Forum
Kirk Douglas Theatre

One Line Version
Theatre Names Right with Directors' Names and Titles Below

Center Theatre Group

L.A.'s Theatre Company

Name O. Person Artistic Director
Name O. Person Managing Director
601 West Temple Street
Los Angeles, CA 90012
213-628-2772 **CenterTheatreGroup.org**

Ahmanson Theatre
Mark Taper Forum
Kirk Douglas Theatre

Overview
In these guidelines, CTG's major programs or affiliations are called "sub-brands." Use provided final art files listed at bottom of page.

Sub-brand identification was designed to put primary emphasis on CTG's name with the sub-brand name in a subordinate position.

CTG's sub-brands include:
- Inner Circle
- Corporate Circle
- Entertainment Circle
- The Guild
- P.L.A.Y.
- Gay & Lesbian Theatre Alliance
- Target Family Performances
- Center Theatre Group Affiliates

Sub-brand names are in CTG's primary font: Scala Sans® in upper and lower case. For a logotype used at 100%, sub-brand names are used at 100%.

When the sub-brand names are locked up with the logotype, use the "group" function of your graphic design program to link them to the logotype so that they will size up or down at the same ratio.

Short Sub-Brand Name

☐ = 1T
☐ = ½T

Stacked Version
Theatre Names Right with Sub-Brand Name Below

Center Theatre Group

Ahmanson Theatre
Mark Taper Forum
Kirk Douglas Theatre

L.A.'s Theatre Company

Inner Circle

Stacked Version
Theatre Name Below with Sub-Brand Name Right

Center Theatre Group Inner Circle

L.A.'s Theatre Company

Mark Taper Forum
at the Music Center

One Line Version
Theatre Names Right with Sub-Brand Name Below

Center Theatre Group

Ahmanson Theatre
Mark Taper Forum
Kirk Douglas Theatre

L.A.'s Theatre Company

Inner Circle

Long Sub-Brand Name

Stacked Version
Theatre Name Right with Sub-Brand Name Below

Center Theatre Group Kirk Douglas Theatre

L.A.'s Theatre Company in Downtown Culver City

Gay & Lesbian Theatre Alliance

Stacked Version
Theatre Names Below with Long Sub-Brand Name Right

Center Theatre Group Gay & Lesbian Theatre Alliance

L.A.'s Theatre Company

Ahmanson Theatre
Mark Taper Forum
Kirk Douglas Theatre

One Line Version
Theatre Name Right with Long Sub-Brand Below

Center Theatre Group Ahmanson Theatre at the Music Center

L.A.'s Theatre Company

Gay & Lesbian Theatre Alliance

Sub-Brand Lock-Up with Logotype
Guidelines for clear space also apply to sub-brand names lock-up with logotype. Maintain at least the distance specified between a logotype and a sub-brand name.
Below 1T-height
Stacked Right 1½T-width
One Line Below 1T-width

Sub-Brand Names as a Graphic Element
Sub-brand names can be used effectively as a separate graphic element in layouts, often times at larger than 100%.

Center Theatre Group Affiliates

Center Theatre Group Affiliates
CTG LOGOTYPE/Sub-Brands/CTG Affiliates/

Corporate Circle
CTG LOGOTYPE/Sub-Brands/Corporate Circle/

Entertainment Circle
CTG LOGOTYPE/Sub-Brands/Entertainment Circle/

Inner Circle
CTG LOGOTYPE/Sub-Brands/Inner Circle/

P.L.A.Y.
CTG LOGOTYPE/Sub-Brands/PLAY/

Gay & Lesbian Theatre Alliance

Gay & Lesbian Theatre Alliance
CTG LOGOTYPE/Sub-Brands/Gay & Lesbian Theatre Alliance/

Target Family Performances

Target Family Performances
CTG LOGOTYPE/Sub-Brands/Target Family Performances/

The Guild
CTG LOGOTYPE/Sub-Brands/The Guild/

The logotype may be used in black, white, color, in tints of these, and in multicolor versions as illustrated here.

Black & White Logotypes

1 Black flat for use on white or color backgrounds

White flat for use on black or color backgrounds

Positive logotype with black tints for use on white or grey backgrounds

Negative logotype with black tints for use on black or grey backgrounds

One Color Logotypes

2 One color tint logotypes for use on white or the same color background

NOTE Background shapes are not part of logotypes.

Tint Values

Optimum tint values have been assigned to the individual elements of the spotlight icon as indicated.

For positive logotypes, the values are: 100%, 65%, and 45%.

For negative logotypes, the values are: 0%, 25%, and 50%.

Other ratios of tint values may be used, but each value must be graduated at least 15% greater or lesser than the other tints as illustrated.

1. Black & White Logotypes

2. One Color Logotypes
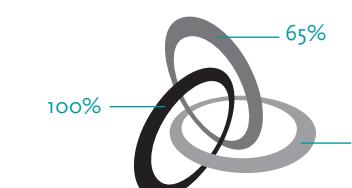
3. Multicolor Positive Logotypes

4. Multicolor Negative Logotypes

Multicolor Logotypes

3 Multicolor positive logotypes using three colors from CTG's color palette should be used only on a white background or light areas of photographs or illustrations.

4 Multicolor negative logotypes should be used only on a solid black background or light areas of photographs or illustrations.

The eight multicolor combinations shown here are recommended, however additional combinations may be used with the following guidelines:

• Colors used for the spotlight icon, if converted to grey scale, must have sufficient contrast such as demonstrated on p. 2.11 under tint values.

• The text element and tagline must always be black, white, or the lead color of the spotlight icon (far left edge element).

• All words within the text element and tagline must be the same color.

Positive Logotype Tint Values

65%
100%
45%

Negative Logotype Tint Values

25%
0%
50%

2.13

LOGOTYPE
Color Backgrounds

LOGOTYPE
Color Backgrounds

2.14

Following are preferred versions of logotypes that contrast best with black, white, grey, and color backgrounds. Some versions are not approved because the logotype does not contrast enough with some backgrounds as indicated.

Black & White Logotypes

1 A black flat logotype may be used on white, on 5-60% black, or on all colors in the palette at the following percentages:
CTG violet and blue 5-60%
CTG red and aqua 5-80%
CTG yellow and green 10-100%

A white flat logotype may be used on 20-100% black or on all colors in the palette at the same percentage range, except CTG yellow and green 30-100%

2 Black tint positive logotypes may be used on white or 5-25% black backgrounds.

Black tint negative logotypes may be used on 70-100% black backgrounds.

One Color Logotypes

3 One color tint positive logotypes may be used on white or 5-25% of same color background, except CTG yellow and green 10-20%

One color tint negative logotypes may be used on 70-100% of same color background, except CTG yellow and green 75-100%

1. Black & White Flat Logotypes

2. Black & White Tint Logotypes
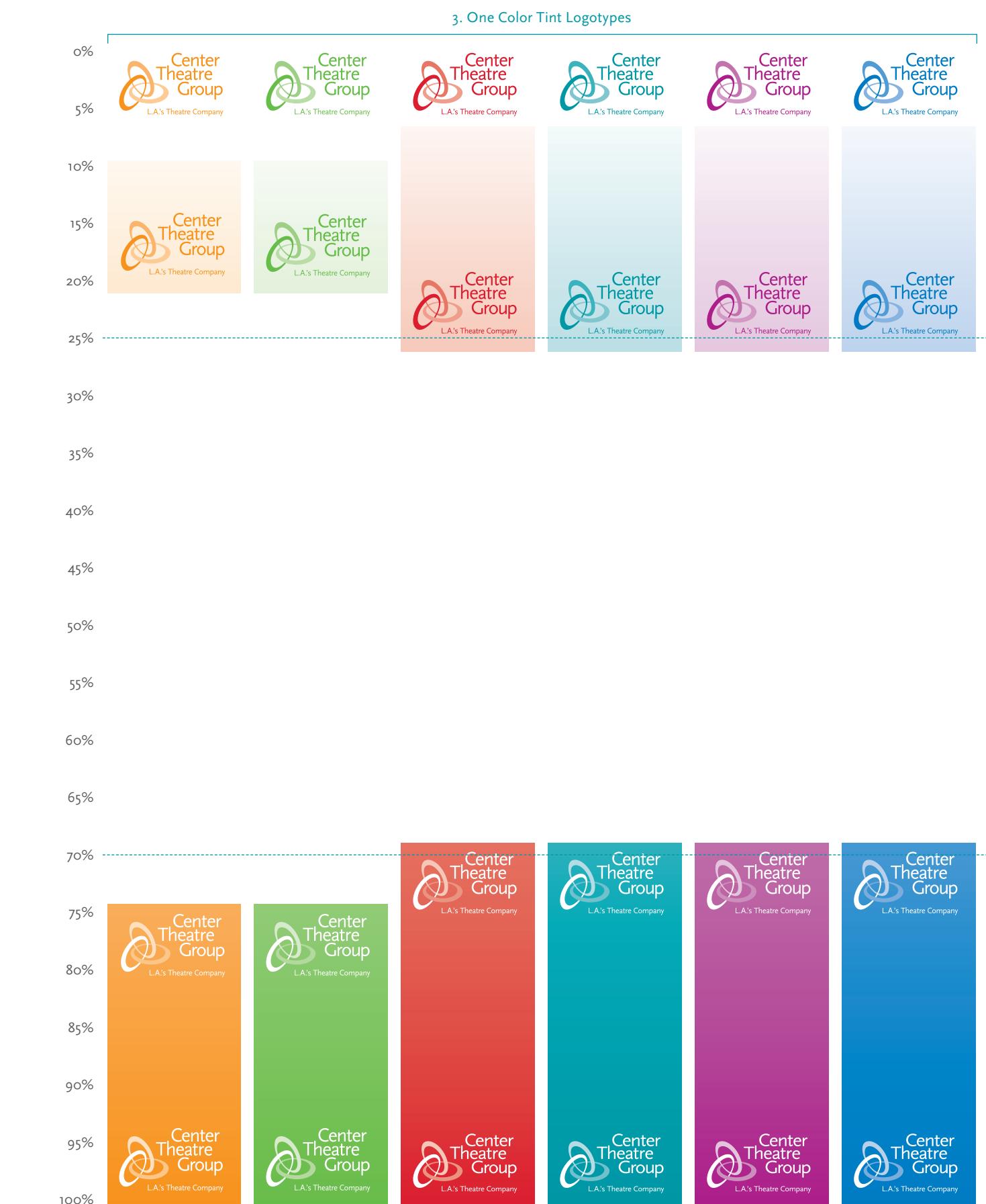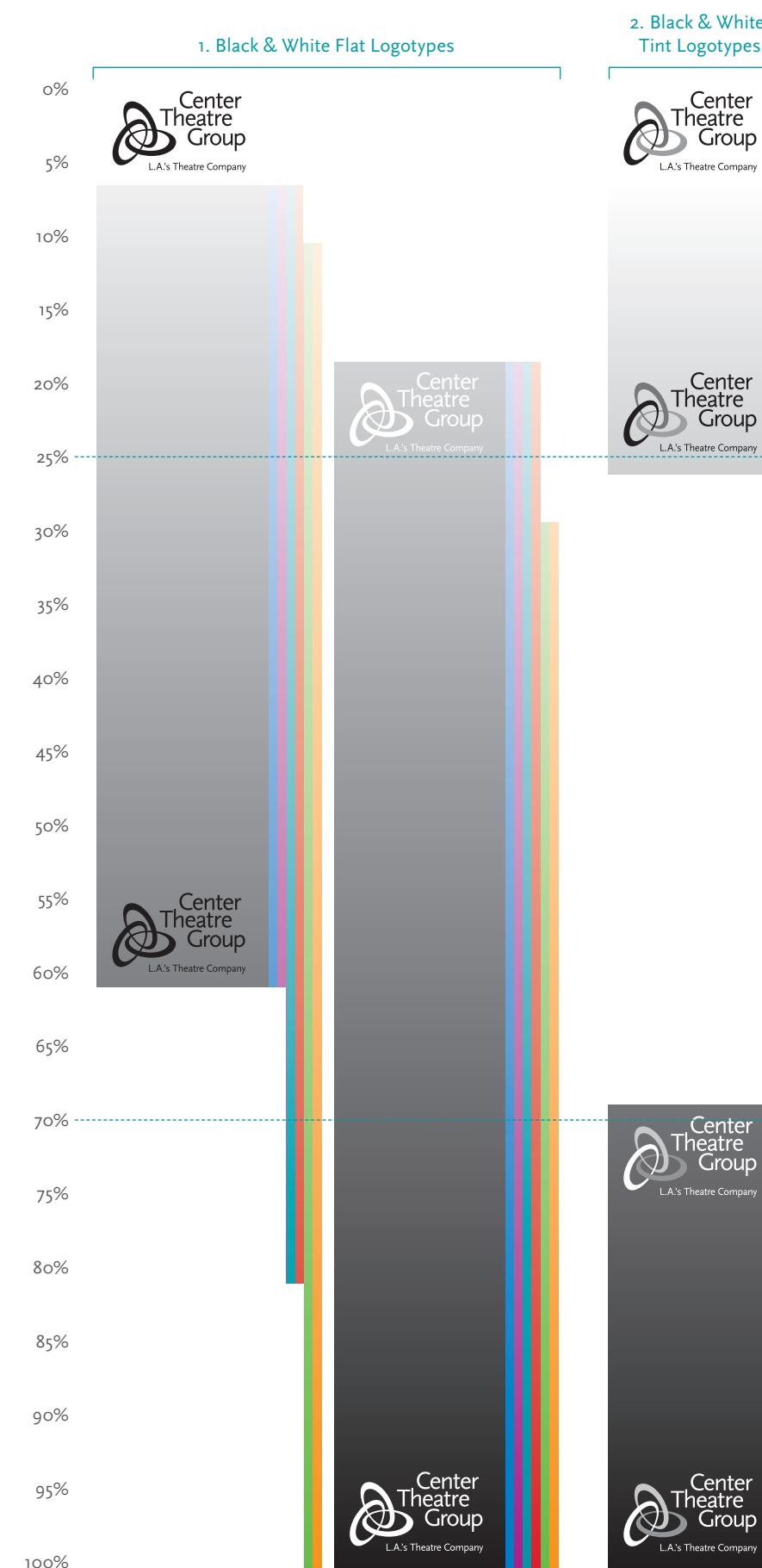
3. One Color Tint Logotypes

Logotypes on Photographic or Illustrative Backgrounds
As with color backgrounds, it is important that the logotype's legibility be guaranteed when placed on a photograph or illustration. The area for logotype placement should be relatively clear and free from competing visual elements. A solid color area of a photograph or illustration works best.
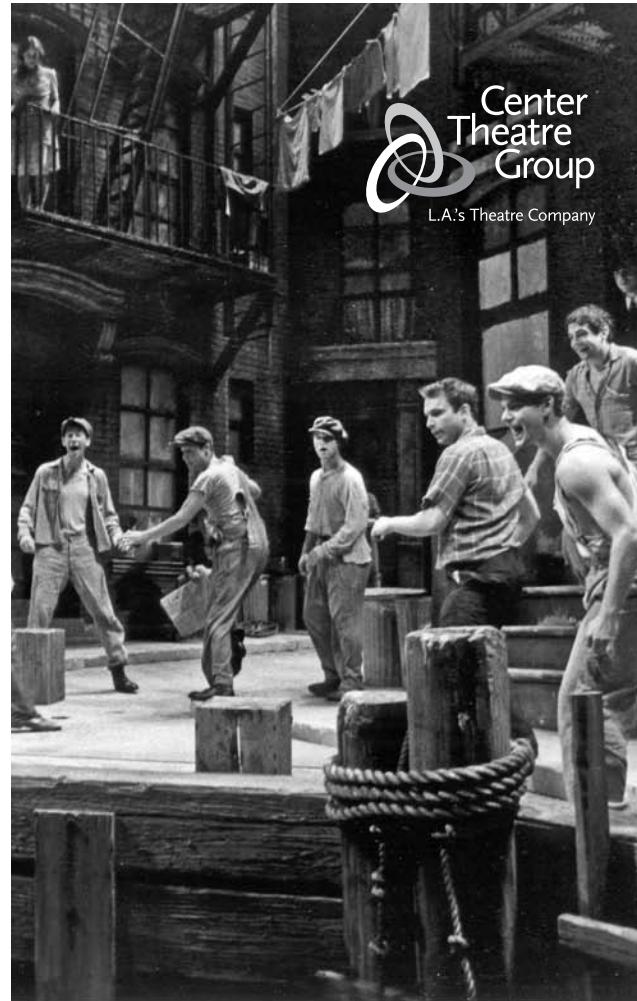
Incorrect Use
In some instances, a photograph may be too busy or have too much contrast to place a logotype over it. If the logotype's text element blends into the background image, use a different logotype version or change the layout or photograph cropping so that the logotype will be in a relatively clear area of the layout.
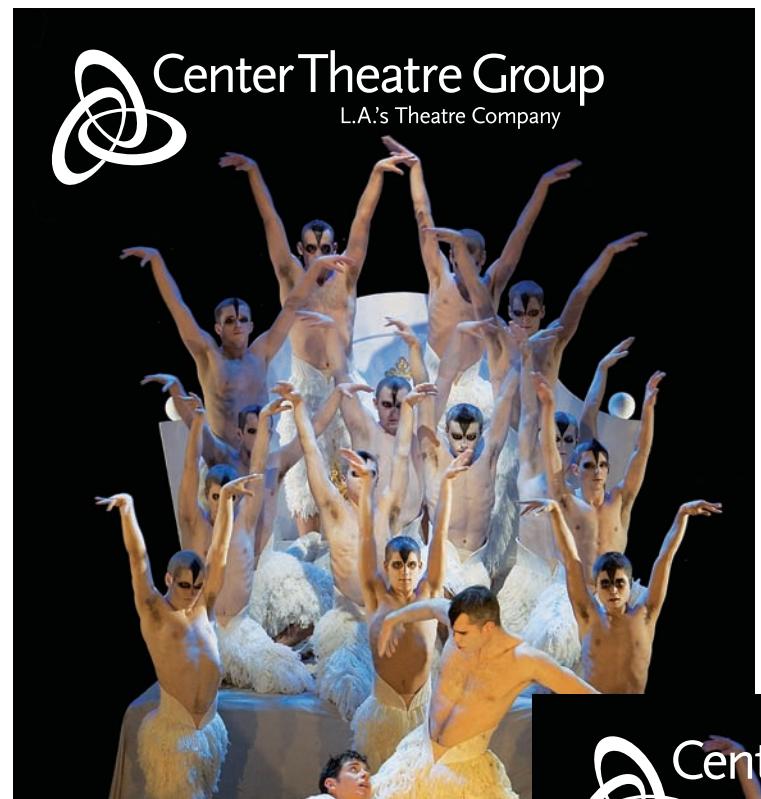
Entire Spotlight Icon as Element

The logotype's spotlight icon may be used as a layout background graphic device throughout the design of CTG's print and digital communication materials.

As a background element, the logotype's spotlight icon can be used on CTG's communications materials to provide a varied, vibrant, and dynamic look. This is one of the main goals of the graphic identity system: to create a proprietary and related image across all materials. Use of this graphic device will help achieve this goal.

Use

There are several approved ways to use the spotlight icon:

- The icon may be used as a large graphic on a cover, page, or spread.

- An image / illustration may be used in the foreground over the icon.

- The icon may be used as a unifing layout graphic across a brochure or pamphlet spread.

- The icon may be split across banners.

- The icon may not be rotated.

Center
Theatre
Group

L.A.'s Theatre Company

Center
Theatre
Group
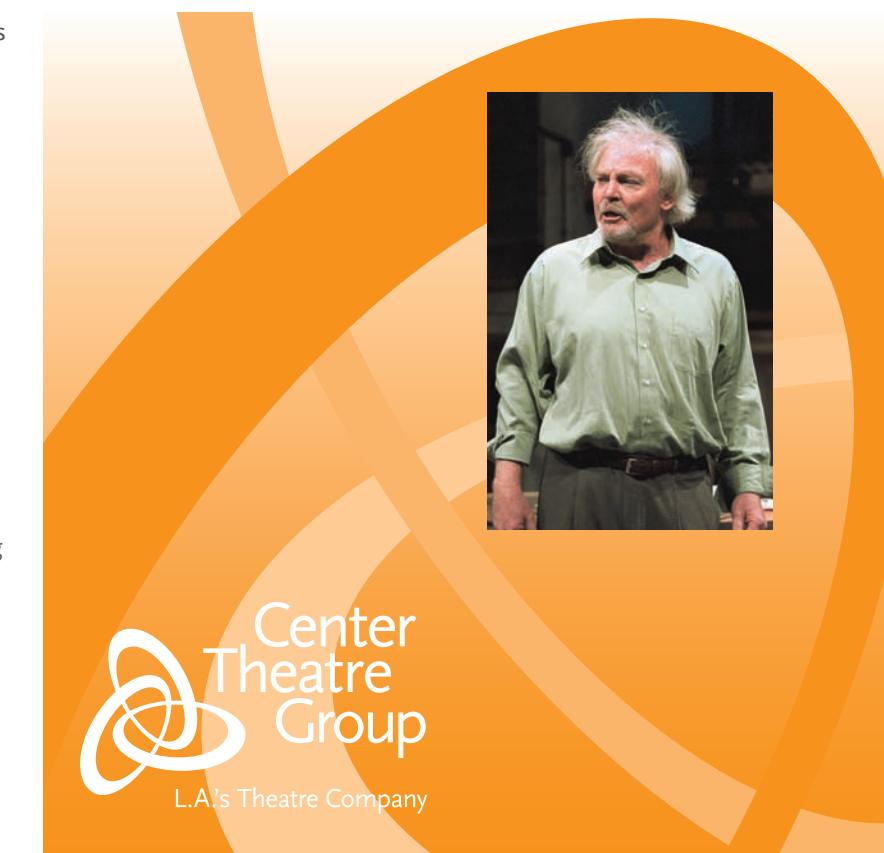
Spotlight Icon Elements

There are several approved ways to use the spotlight icon elements:

- An icon element may only be used at 0°, -120°, and 120° (-60° and 60° may also be used).

- An icon element may be used as a large graphic on a cover, page, or spread.

- An image / illustration may be used in the foreground over the icon element.

- An icon element may be used as a unifing background device for text columns.

-120° Rotation

120° Rotation

0° Rotation
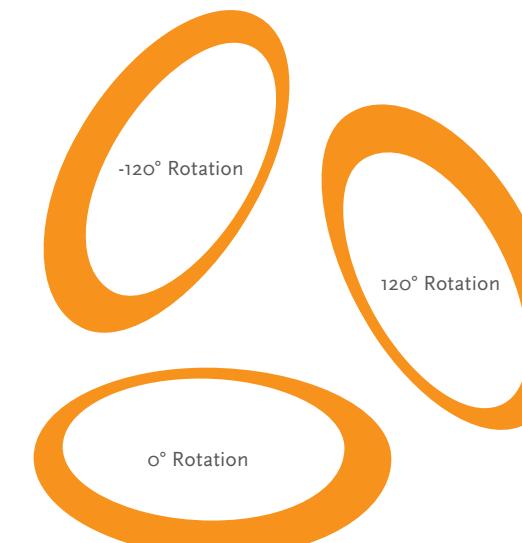
- An icon element may be used to create areas of negative space on pages out of which the logotype or other elements may be reversed out.

Center
Theatre
Group

L.A.'s Theatre Company

Use of incorrect logotypes can significantly damage CTG's brand by diminishing its impact, legibility, and understanding in print and digital materials. Incorrect use also adversely affects quality and the reinforcing impact of consistency.

1 Do not rearrange the spotlight icon and text element or change their size relationship to each other. Use only approved versions of a logotype.

2 The tagline is an integral part of the logotype and an important strategic message. Do not remove it.

3 Do not use color combinations that are contrary to guidelines as described on p. 2.12. Make sure the logotype is legible on a layout's background.

4 Do not outline any part of the logotype to increase readability. Use another version of a logotype to achieve greater legibility.
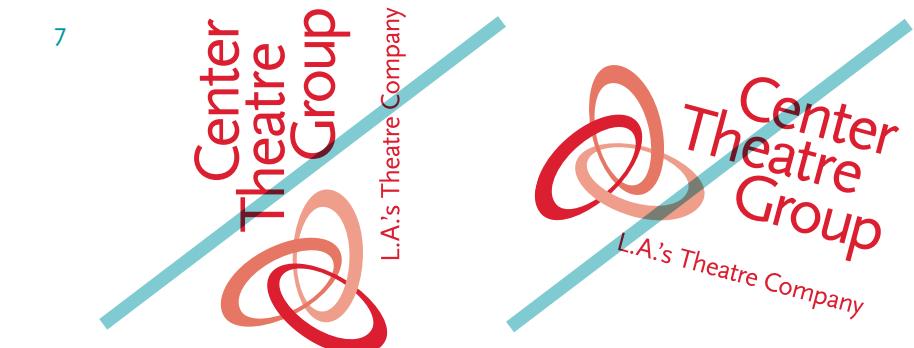
5 Do not distort the logotype. Maintain its fixed proportions.

6 Do not put the logotype in a box either in outline or color.

7 Do not rotate the logotype 90° or any other degree. The logotype is designed to be used only in a horizontal position.

8 Do not substitute different typefaces for, or rearrange the components of the logotype. Use only approved versions of the logotype.

The look of the text that Center Theatre Group uses for its print and digital communications is an important aspect of CTG's image. Just as photographic and illustrative images elicit emotional responses, so, too, does typography. Care has been taken in selecting fonts that will contribute to the image that CTG would like to convey.

Primary Font: Scala Sans®
The award-winning typeface family Scala Sans® was designed around 1990 by type designer Martin Majoor. The Scala® family has since been used worldwide as an identity typeface for museums, publishers, and magazines.

Scala Sans® has been selected for Center Theatre Group because of the font's fresh and high quality look, flexibility, and its professional appearance.

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

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

1 2 3 4 5 6 7 8 9 0
& ! ? ” © ® ™ % @

FF Scala Sans Light
FF Scala Sans Light Italic

FF Scala Sans Regular
FF Scala Sans Regular Italic

FF Scala Sans Caps
FF Scala Sans Caps Italic

FF Scala Sans Bold
FF Scala Sans Bold Italic

FF Scala Sans Caps Bold
FF Scala Sans Caps Bold Italic

FF Scala Sans Regular Condensed
FF Scala Sans Bold Condensed

Use
A variation of Scala Sans® is used in CTG's logotype text element. Scala Sans® can also be used in headlines, sub-headlines, and body copy in all CTG communications materials, including advertising and publications.

Font Style Range
Scala Sans® is available in a variety of weights, which provide flexibility in layout and text development.

Limiting the use of font weights within a piece will make a layout clearer and easier to comprehend.

While Scala Sans® Black is available in the Scala Sans® family, its use is not encouraged because of its heavy, chunky appearance, which does not reflect CTG's image.

Word Processing Typefaces
Arial® is the approved font for word-processed documents. The word-processing program default font should be set to 12pt. (11pt. as an alternative)

Scala Sans Condensed
As an exception for advertisements and business cards where space is limited, Scala Sans® Condensed may be used.

Consistent Typography

A consistent use of typography will help build an immediately recognizable image for CTG over time through use in all communications materials.

Lead Headline 1
Scala Sans Regular 27pt., color, upper and lower case

Lead Headline 2
Scala Sans Regular 90pt., color, upper and lower case

Sub-headline 1
Scala Sans Bold Caps 13pt., color

Sub-headline 2
Scala Sans Bold 9pt., upper and lower case, color

Sub-headline 3
Scala Sans Bold Caps 9.5pt., black

Body Copy
Scala Sans Regular 9pt., black

Event and Artist Introduction
Names: Scala Sans Bold 13pt., color
Other: Scala Sans Caps 9pt., color

Body Copy Highlights
Scala Sans Regular Caps 9.5pt., black

Credits and Captions
Scala Sans Regular 6.5pt., black

Quote
Scala Sans, Bold or Bold Caps, 12-30pt., color, Smart Quotes

Lead Headline 1
And Lead
Headline 2
Looks Like This

Sub-headline One
Sub-headline Level Two.

Sub-headline Level Three
Body copy nismod tat nisi esed te elit auger sequi tissim esto odolort ionsent praestincil iliquis augiam, se magna alit adiamco mmolutat, susto euguer sisi. Pisummy nismod tat nisi esed te elit auger sequi tissim esto odolort ionsent praestincil iliquis augiam, se magna alit adiamco mmolutat, susto euguer sisi.

Event and Artists EU FEU Feugue Consequisl ING EUISMOL Ortiniamet Utadit VELIQUAT. Ut ationse QUAMETUMSAN Utem Velisse

BODY COPY HIGHLIGHTS velismo dolesto dolor suscinibh enim autate eu feu *Body Copy Highlights* euismol ortiniamet ut adit veliquat. Ut ationse quametumsan utem veliquis adit nullamc

Credits and Captions: Gnim eum iriurer alit lan hent aliquat exercil eugait gnim eum iriurer alit lan hent aliquat exercil eugait gnim eum iriurer alit lan hent aliquat exercil eugait

"Quote nonse magnit do odio dui essimer se"

Event
Title Looks
Like This

JANUARY 2012
performances

Chapter 1 with icon element

Typographic and Graphic Elements

Creative use of color typography is greatly encouraged and can enhance the look of a print or digital piece and build a recognizable visual vocabulary for CTG. Color type also helps structure text and increase legibility of information.

A few guidelines will help make the most effective use of color type:

- Colors should be limited to three per headline.

- Colors in a headline are carried throughout the page, spreads, or an entire piece.

- Use of graphic elements in combination with typography is also encouraged. Shapes for graphic elements are derived from the spotlight icon of the logotype. Refer to the logotype section for more information on use of the icon as a graphic element.

Colors contain a wealth of meanings and can affect our perceptions and our interactions. Indeed, colors are among the nuances that help communication, add personality to design work, and strengthen Center Theatre Group's brand. Achieving color harmony is a science – but as we see throughout CTG, knowing how to arrange colors is an art.

CTG's approved color palette is a basic and essential graphic identity element. By consistently using these colors, CTG strengthens general awareness, image, and presence.

This palette should be used dominantly to create visual continuity across CTG's multiple communications pieces.

Colors were selected to convey fun and vibrancy, and reflect CTG's high quality. The rich tones provide depth and sophistication to CTG's communications materials.

Metallic Inks
Pantone® Metallic Inks may be used for special event pieces or invitations. The following Pantone® Metallic Inks are recommended:
- 8640 C (Metallic Yellow, Gold)
- 8233 C (Metallic Green)
- 8903 C (Metallic Red)
- 8760 C (Metallic Aqua)
- 8843 C (Metallic Violet)
- 8203 C (Metallic Blue)
- 877 C (Metallic Grey, Silver)

When used on more than 50% of a print piece in broad areas of color, an aqueous or varnish coating is recommended to reduce fingerprints.

Color Standards
Color equivalencies to the right are accurate as of these guidelines' printing. However, color equivalencies will change over time due to color updates and additions. In lieu of CTG's primary colors in these guidelines, specified Pantone® colors may be used, the standards for which are shown in the **current edition of the Pantone® Color Bridge™ Guide**. The colors on this spread have not been evaluated by Pantone, Inc. for accuracy and thus may not match the Pantone® Color Bridge™ Guide.

Pantone® is a registered trademark of Pantone, Inc.
Color Bridge™ is a trademark of Pantone®, Inc

CTG Yellow
Pantone®	138 PC
CMYK	0/50/100/0
RGB	223/122/0
WEB	DF7A00

CTG Green
Pantone®	368 PC
CMYK	63/0/97/0
RGB	105/190/40
WEB	69BE28

CTG Red
Pantone®	1797 PC
CMYK	2/98/85/7
RGB	196/38/46
WEB	C4262E

CTG Aqua
Pantone®	321 PC
CMYK	100/2/32/12
RGB	0/139/149
WEB	008B95

CTG Violet
Pantone®	241 PC
CMYK	33/100/1/2
RGB	163/26/126
WEB	A31A7E

CTG Blue
Pantone®	300 PC
CMYK	100/42/0/0
RGB	0/101/189
WEB	0065BD

CTG Grey
Pantone®	Cool Grey 8 PC
CMYK	23/17/13/41 or 0/0/0/55
RGB	139/141/142 or 137/138/141
WEB	8B8D8E or 898A8D

Tints color grid

	100%	75%	50%	25%	10%
Yellow	20% CTG Yellow Text / 100% Black Text / White Text	20% Yellow / 100% Black / White	100% Black / White	100% Yellow / 100% Black	100% Yellow / 100% Black (10%)
Green	20% CTG Green Text / 100% Black Text / White Text	20% Green / 100% Black / White	100% Black / White	100% Green / 100% Black	100% Green / 100% Black (10%)
Red	20% CTG Red Text / White Text	20% Red / 100% Black / White	100% Black / White	100% Red / 100% Black / White	100% Red / 100% Black (5%)
Aqua	20% CTG Aqua Text / White Text	20% Aqua / 100% Black / White	100% Black / White	100% Aqua / 100% Black / White	100% Aqua / 100% Black (5%)
Violet	20% CTG Violet Text / White Text	20% Violet / White	100% Black / White	100% Violet / 100% Black / White	100% Violet / 100% Black (5%)
Blue	20% CTG Blue Text / White Text	20% Blue / White	100% Black / White	100% Blue / 100% Black / White	100% Blue / 100% Black (5%)
Grey	20% CTG Grey Text / 100% Black Text / White Text	20% Grey / 100% Black / White	100% Black / White	100% Grey / 100% Black	100% Grey / 100% Black (10%)

Tints
All of Center Theatre Group's colors may be tinted in any percentage, most down to 5%. If colors are used in their CMYK equivalents, then the lightest percentage that may be used for each color is as follows:

GTG Yellow 10%
GTG Green 10%
GTG Red 5%
GTG Violet 5%
GTG Aqua 5%
GTG Blue 5%
GTG Grey 10%

Percentages for tints should be used consistently throughout a piece. If multiple tints of a color are used, the tints should be set in increments of at least 15% difference among them.

Type on Color Backgrounds
Type can be used on color backgrounds. Its use depends on the hues and tints for both the type and the background. Some tints are illegible on certain colors and are therefore not allowed. Those combinations are therefore left blank on the diagram to the left (e.g. black text on 100% CTG Blue, or white text on 5% of any color).

Color Combinations
Colors should be used in combination wherever possible. Limit the number of colors used to three per piece.

Color Combinations
Exciting layouts can be achieved with just a few colors. The examples to the right are only a fraction of possible color combinations using CTG's color palette.

One Color

1 Interesting layouts can be created using tints of one color for various graphic and text components of a layout. Use the tint specifications for a logotype on p. 2.11 as a guide for layout tints.

Gradient Background

2 Text and graphic elements can be placed on a gradient background of the same color of one of the colors being used. The combination of the gradient with tints creates a three-dimensional effect that can be applied to brochure layouts, outdoor banners, or posters. The value of the gradient depends on the tints used for the text or graphic elements. In the examples shown, the foreground colors are set at 100% and 65% tints and the gradient ranges from 85% to 15% of the same color. This ensures that text or graphic elements do not blend into the background.
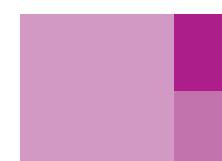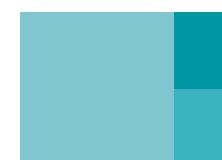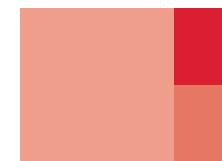
Two Colors

3 A multicolor effect can be achieved by using a tint of one of the colors used. Foreground color 2 in these examples is 65% (see diagram below).

Multicolor Combinations

4 Colors may be used in combination when possible. Limit the number of colors used to no more than four per piece for maximum impact without becoming too busy.

Background Color

Foreground Color 1
Foreground Color 2
Foreground Color 3

1. One Color

2. One Color Tints on Gradient Background

3. Two Colors, one of which is a Tint

4. Multicolor Combinations
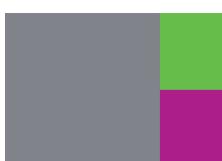
In this era of e-mail, instant messages, and facsimiles, we rely less and less on formal written correspondence. The rarity of such gives it added significance to the recipient. Therefore, it is important that all Center Theatre Group correspondence maintain a consistent, professional look that reflects CTG's overall image.

Size
8.5" x 11"

Logotype
Use the logotype in the file CTG_Stacked_RedTint_Spot.eps. The logotype's position is fixed and may not be changed. It is placed in the top left corner at 0.5" from the top left edge and top edge of the spotlight icon. On all stationery items the logotype is used with the tagline, "L.A.'s Theatre Company."

Theatre Names and Address
Flush right in the primary font, Scala Sans® Regular in the top right corner. Theatre names are 11pt/11.5pt. and use the same baseline as the tagline. The address is 9pt/11.5pt. Website name uses Scala Sans® Bold 9pt.

Printing
Two-color CTG red and black; offset lithography; no embossing, debossing, or thermography.

Paper
Starwhite 24# Writing, Tiara Smooth, Unwatermarked

Text Placement
Documents are typed with flush left, ragged right, single-spaced paragraphs. Paragraphs are indicated by adding a line and are never indented. Word-processing program preferences should be set to "No Text Hyphenation."

Text Font
Arial Regular is the approved font for document text. The word-processing program default font should be set to 12pt (to save space, 11pt text may be used). Contact the Information Systems Department if your computer does not have this font.

Margins
Top 2.0"
Bottom .75"
Left 1.0"
Right .75"

0.5"
0.5"
0.5"

Center Theatre Group
L.A.'s Theatre Company

Ahmanson Theatre | Mark Taper Forum | Kirk Douglas Theatre
OFFICES 601 West Temple Street, Los Angeles, CA 90012
CenterTheatreGroup.org

1.0"
.75"
2.0"

Center Theatre Group
L.A.'s Theatre Company

Ahmanson Theatre | Mark Taper Forum | Kirk Douglas Theatre
OFFICES 601 West Temple Street, Los Angeles, CA 90012
CenterTheatreGroup.org

Month day, year

Name
Title
Company
Street
City, State Zip

Re Topic of Letter (if useful)

Dear Mr. Name:

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tino cidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis not strud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in consequat, vel illum la dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui amet, consectetuer adipiscing elit, sed diam nonummy nibh euis mod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tino tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Du autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illugiat nulla facilisis at vero eros et accumsan et iustot.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tino tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis an nostrud exerci tation ullam corper suscipit lobortis nisl ut aliquip.

Sincerely,

Name O. Person
Title

NOP: jmm
Enc.

.75"

50% size

actual size

Center Theatre Group
L.A.'s Theatre Company

CTG LOGOTYPE/Logotype Stacked/Spot/
Red/CTG_Stacked_RedTint+K_Spot.eps

Sub-Brand Names

Sub-brand names (and sub-sub-brand names) appear in the top right corner, flush right .75" from the page edge.

Sub-brand names use Arial 15pt Regular in CTG grey or 50% black. Use the baseline of "Theatre" in the logotype.

Sub-sub-brand names use Arial Regular 13pt. in CTG grey or 50% black. Use the baseline of "Group" in the logotype.

Printing
Two-color CTG red and black; offset lithography; no embossing, debossing, or thermography.

Text Font
When the sub-brand names are printed by computer, set type as specified above.

NOTE To maintain the most professional look, and due to the irregularity of computer letterhead printing, preprinting of all sub-brand and sub-sub-brand names is recommended.

.75"

Center
Theatre
Group

L.A.'s Theatre Company

Sub-brand Name
Sub-sub-brand Name

Ahmanson Theatre | Mark Taper Forum | Kirk Douglas Theatre
OFFICES 601 West Temple Street, Los Angeles, CA 90012
CenterTheatreGroup.org
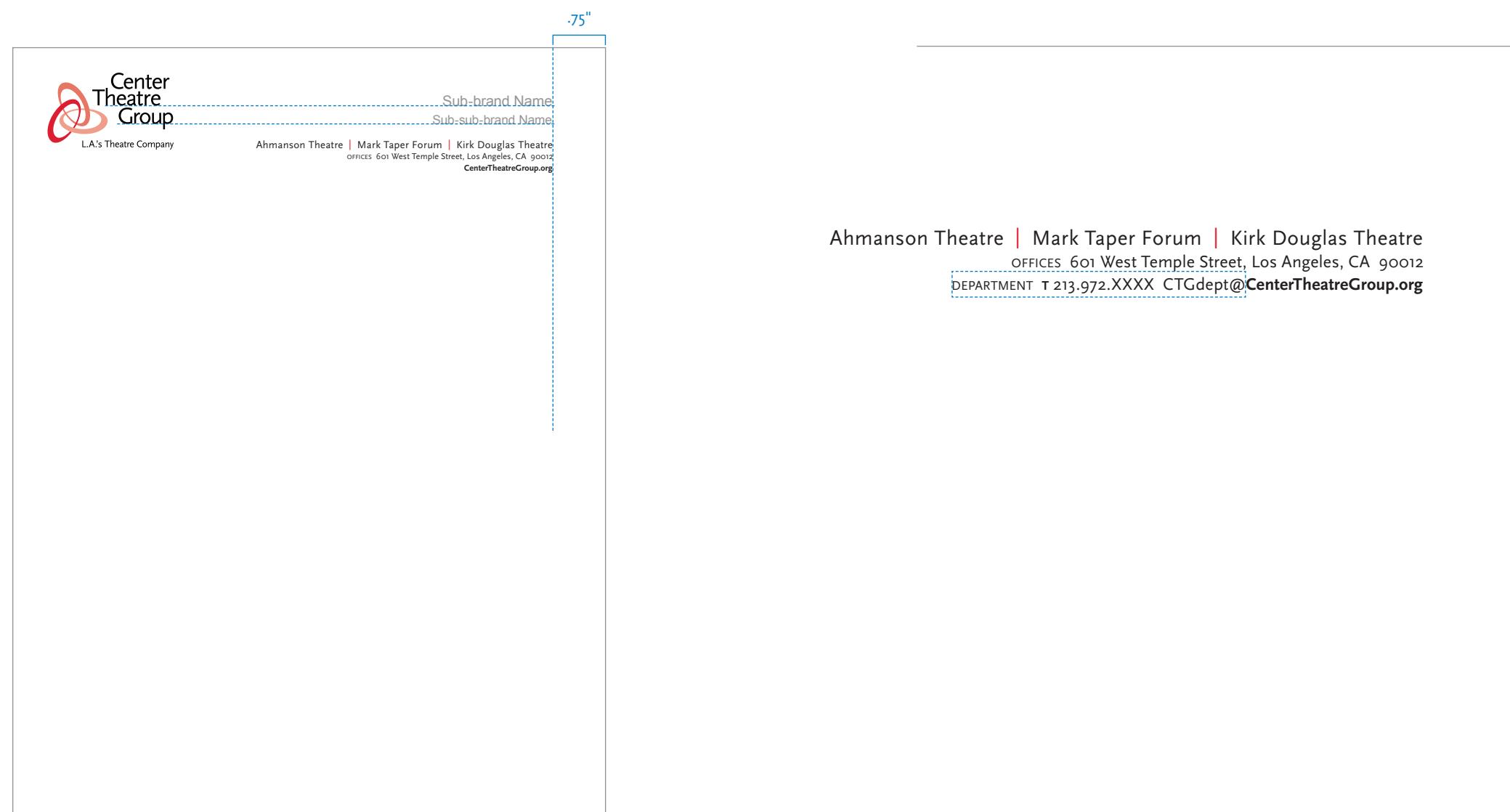
50% size

Department Information
To customize letterhead with departmental information, insert department telephone number and department name as part of the combined e-mail/website name (where indicated) in the same font and style of the offices address.

Printing
One-color CTG red; offset lithography; no embossing, debossing, or thermography.

NOTE To maintain the most professional look, and due to the irregularity of computer letterhead printing, preprinting of all department information is recommended.

Ahmanson Theatre | Mark Taper Forum | Kirk Douglas Theatre
OFFICES 601 West Temple Street, Los Angeles, CA 90012
DEPARTMENT **T** 213.972.XXXX CTGdept@**CenterTheatreGroup.org**

actual size

Size
8.5" x 11"

Logotype
Specifications for placement of the logotype and tagline are the same as those for letterhead.

Board of Directors and Years
The text "Board of Directors" and tenure years are flush right with the information block.

The font size for "Board of Directors" and tenure years is Scala Sans® Regular 15pt., for tenure years it is 13pt., titles and names are 6.75pt., and notes are 5pt. titles set in small caps style. Leading between names is 7.5pt. Leading between final names and titles is 4pt.

The Board of Directors list is flush left, in ragged right paragraphs, in a separate text box 1.6" from the page edge.

Printing
Two-color CTG red and black; offset lithography; no embossing, debossing, or thermography.

Paper
Starwhite 24# Writing, Tiara Smooth, Unwatermarked

Text Placement
Documents are typed with flush left, ragged right, single-spaced paragraphs. Paragraphs are indicated by adding a line and are never indented. Word-processing program preferences should be set to "No Text Hyphenation."

Text Font
Arial Regular is the approved font for letter text. The word-processing program default font should be set to 12pt (to save space, 11pt text may be used). Contact the Information Systems Department if your computer does not have this font.

Letterhead Margins
Top 2.0"
Bottom .75"
Left 1.0"
Right 1.8"

1.6"
.75"

Center Theatre Group
L.A.'s Theatre Company

Board of Directors
2005–2006

Ahmanson Theatre | Mark Taper Forum | Kirk Douglas Theatre
OFFICES 601 West Temple Street, Los Angeles, CA 90012
CenterTheatreGroup.org

HONORARY CHAIRMAN
Lew R. Wasserman[†]

CHAIRMAN
Phyllis Hennigan

PRESIDENT
Richard Kagan

VICE PRESIDENTS
Susan Grode
John Ohanesian

SECRETARY
Martin C. Washton

ASSISTANT SECRETARY
Judge Ernest M. Hiroshige

TREASURER
O. Kit Lokey

ASSISTANT TREASURER
Darell L. Krasnoff

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Tommy Hawkins
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Samuel X. Kaplan*
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Walter Mirisch
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Lawrence J. Ramer*
Michael Ritchie
Sanford C. Sigoloff
Louise Taper
James A. Thomas
Corina Villaraigosa
Frederick R. Waingrow
Hugh H. Waters

PAST PRESIDENTS
Lew R. Wasserman[†]
Marshall Berges[†]
Armand S. Deutsch
Walter Mirisch

1.0"
1.8"
2.0"

Center Theatre Group
L.A.'s Theatre Company

Board of Directors
2005–2006

Ahmanson Theatre | Mark Taper Forum | Kirk Douglas Theatre
OFFICES 601 West Temple Street, Los Angeles, CA 90012
CenterTheatreGroup.org

Month Day, Year

Name
Title
Company
Street
City, State Zip

Re Project Topic (if useful)

Dear Recipient:

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tino cidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim et iusto odio dignissim qui amet, consectetuer adipiscing elit, sed diam nonummy nibh euis mod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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Sincerely,

Name O. Person
Title

NOP: jmm
Enc.

HONORARY CHAIRMAN
Lew R. Wasserman[†]
CHAIRMAN
Phyllis Hennigan
PRESIDENT
Richard Kagan
VICE PRESIDENTS
Susan Grode
John Ohanesian
SECRETARY
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Michael Ritchie
Sanford C. Sigoloff
Louise Taper
James A. Thomas
Corina Villaraigosa
Frederick R. Waingrow
Hugh H. Waters
PAST PRESIDENTS
Lew R. Wasserman[†]
Marshall Berges[†]
Armand S. Deutsch
Walter Mirisch
Henry C. Rogers[†]
Richard E. Sherwood[†]
J. David Haft*
Lawrence J. Ramer*
Stephen F. Hinchliffe, Jr.
Phyllis Hennigan

50% size

.75"

actual size

STATIONERY
News, Memo, Agenda, Fax
5.7

STATIONERY
News, Memo, Agenda, Fax
5.8

Document descriptors such as "NEWS," "MEMO," "AGENDA," and "FAX" are placed as an overprint on letterhead in the upper right corner .375" from the page edge, and at a height equal to between the top of "Center" in the logotype and the baseline of the tagline.

Specifications and Margins

On News Releases, Memos, Agendas, and Faxes, specifications and margins are the same as letterhead.

Text Placement

Text placement on Memos, Agenda, and Faxes is the same as Letterhead.

News Release text should use 1.5 line spacing with indents. If necessary to fit on one page, single line spacing without indents and a return after each paragraph may be used.
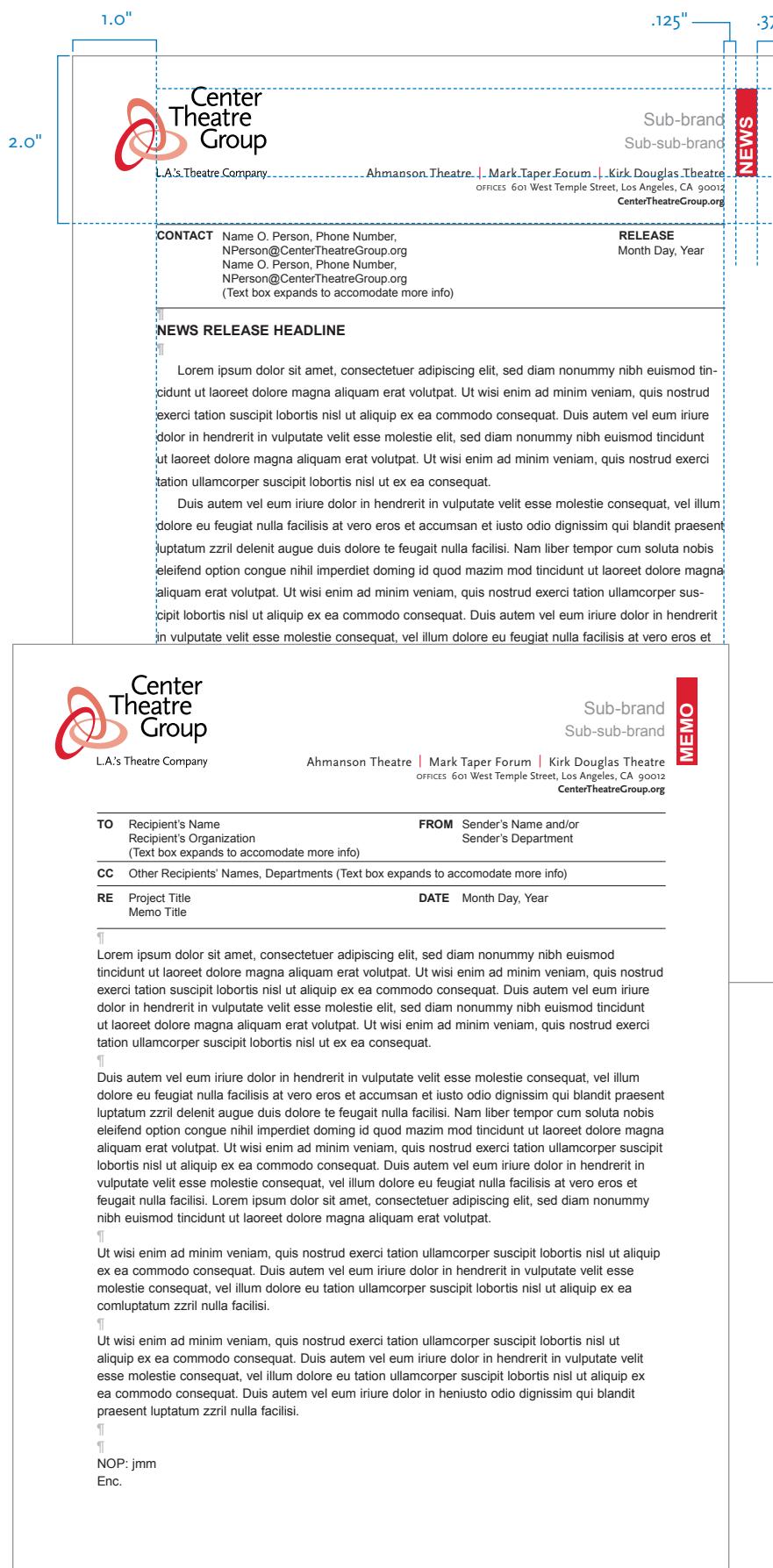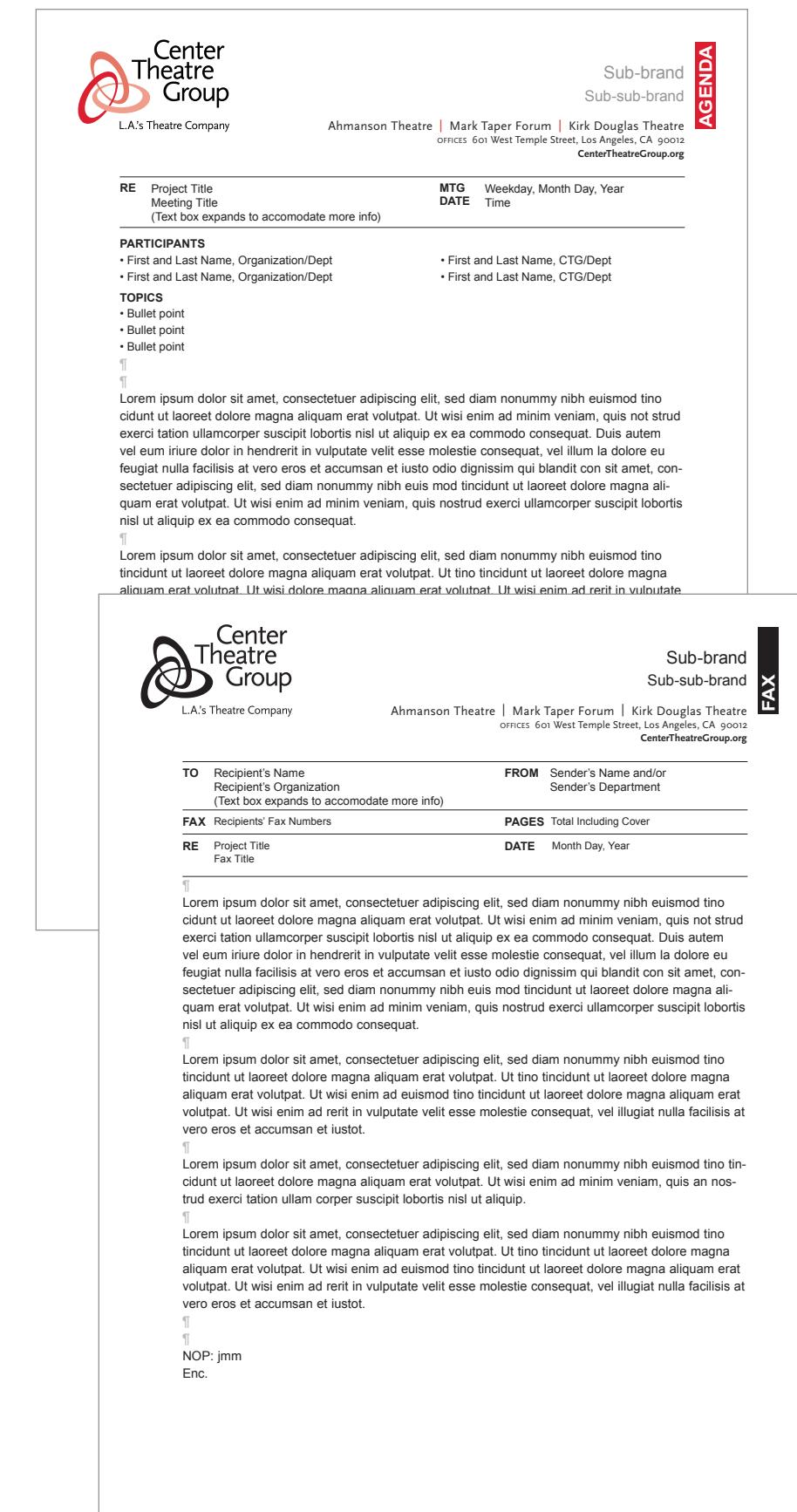
E-documents

Letterhead, Memos, News Releases, Agendas, and Faxes have been created as word-processing templates with the logotype, Document descriptor (e.g., News, Memo, Agenda, or Fax), and information block in place. Obtain templates from the Information Systems Department.

1.0"   **.125"**   **.375"**   **2.0"**

NEWS

Center Theatre Group
L.A.'s Theatre Company
Sub-brand
Sub-sub-brand
Ahmanson Theatre | Mark Taper Forum | Kirk Douglas Theatre
OFFICES 601 West Temple Street, Los Angeles, CA 90012
CenterTheatreGroup.org

CONTACT Name O. Person, Phone Number,
NPerson@CenterTheatreGroup.org
Name O. Person, Phone Number,
NPerson@CenterTheatreGroup.org
(Text box expands to accomodate more info)

RELEASE Month Day, Year

NEWS RELEASE HEADLINE

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonumny nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie elit, sed diam nonumny nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut ex ea consequat.

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AGENDA

Center Theatre Group
L.A.'s Theatre Company
Sub-brand
Sub-sub-brand
Ahmanson Theatre | Mark Taper Forum | Kirk Douglas Theatre
OFFICES 601 West Temple Street, Los Angeles, CA 90012
CenterTheatreGroup.org

RE Project Title
Meeting Title
(Text box expands to accomodate more info)

MTG Weekday, Month Day, Year
DATE Time

PARTICIPANTS
• First and Last Name, Organization/Dept
• First and Last Name, Organization/Dept
• First and Last Name, CTG/Dept
• First and Last Name, CTG/Dept

TOPICS
• Bullet point
• Bullet point
• Bullet point

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MEMO

Center Theatre Group
L.A.'s Theatre Company
Sub-brand
Sub-sub-brand
Ahmanson Theatre | Mark Taper Forum | Kirk Douglas Theatre
OFFICES 601 West Temple Street, Los Angeles, CA 90012
CenterTheatreGroup.org

TO Recipient's Name
Recipient's Organization
(Text box expands to accomodate more info)

FROM Sender's Name and/or
Sender's Department

CC Other Recipients' Names, Departments (Text box expands to accomodate more info)

RE Project Title
Memo Title

DATE Month Day, Year

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NOP: jmm
Enc.

50% size

FAX

Center Theatre Group
L.A.'s Theatre Company
Sub-brand
Sub-sub-brand
Ahmanson Theatre | Mark Taper Forum | Kirk Douglas Theatre
OFFICES 601 West Temple Street, Los Angeles, CA 90012
CenterTheatreGroup.org

TO Recipient's Name
Recipient's Organization
(Text box expands to accomodate more info)

FROM Sender's Name and/or
Sender's Department

FAX Recipients' Fax Numbers

PAGES Total Including Cover

RE Project Title
Fax Title

DATE Month Day, Year

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NOP: jmm
Enc.

50% size

Size
3.5" x 2"

Logotype
Use the logotype in the file CTG_Stacked_RedTint_Spot.eps at 75% size. The logotype's position is fixed and may not be changed. It is placed at 0.25" from the top left edge and 0.25" from the edge of the top of the "t" in "Center" of the text element.

Text
Theatre names are in the primary font, Scala Sans® Regular 8pt./11pt., flush right, with the right edge of the logotype.

Staff names are in Scala Sans® Bold 9pt., flush left.

Titles is in Scala Sans® Regular 8pt./9pt., flush left.

Title, address, and telephone numbers are in Scala Sans® Regular 8pt./11pt., flush left. Combination e-mail/website address is in Scala Sans® Regular 7pt., flush left. Website part is in Scala Sans® Bold.

For longer names, combination e-mail/website address is in Scala Sans® RegularCon 7pt., flush left. Website part is in Scala Sans® BoldCon 7pt.

Printing
Two-color CTG red and black; offset lithography; no embossing, debossing, or thermography.

Paper
Starwhite 88# Cover, Tiara Smooth

Regular

.25"   1.7"

.25"

Center Theatre Group
L.A.'s Theatre Company

Name O. Person
Position and Department
Second Line of Title if Necessary

601 West Temple Street
Ahmanson Theatre   Los Angeles, CA 90012
Mark Taper Forum   T 213-972-xxxx   C 213-972-xxxx
Kirk Douglas Theatre   NPerson@**CenterTheatreGroup.org**

Long Name

Center Theatre Group
L.A.'s Theatre Company

Long Name O. Person
Position and Department
Second Line of Title if Necessary

601 West Temple Street
Ahmanson Theatre   Los Angeles, CA 90012
Mark Taper Forum   T 213-972-xxxx   C 213-972-xxxx
Kirk Douglas Theatre   LongNamePerson@**CenterTheatreGroup.org**

actual size

.375"   .375"

Center Theatre Group
L.A.'s Theatre Company

Name O. Person
Position and Department

Ahmanson Theatre | Mark Taper Forum | Kirk Douglas Theatre
OFFICES 601 West Temple Street, Los Angeles, CA 90012
T 213.972.XXXX CTGdept@**CenterTheatreGroup.org**

.75"   .375"

.375"

Center Theatre Group
L.A.'s Theatre Company

Ahmanson Theatre | Mark Taper Forum | Kirk Douglas Theatre
OFFICES 601 West Temple Street, Los Angeles, CA 90012
CenterTheatreGroup.org

.375"

actual size

Size
A6 6" x 4.5"

Logotype
Use the logotype in the file CTG_Stacked_RedTint_Spot.eps at 75% size. The logotype's position is fixed and may not be changed. It is placed at .375" from the left edge and .375" from the top edge of the icon.

Text
For a personalized note card, the person's name is aligned flush right on same baseline as "Theatre" in the logotype. The person's position and department are aligned flush right on same baseline as "Group" in the logotype. The name is set in Scala Sans® Regular 12pt. Position and department is set in Scala Sans® Regular 10pt.

## Printing
Two-color CTG red and black; offset lithography; no embossing, debossing, or thermography.

Paper
Starwhite 88# Cover, Tiara Smooth

Sizes

#10 Envelope 9.5" x 4.125"

A6 Envelope 6.5" x 4.75"

Logotype

Specifications for placement of the logotype and tagline are the same as those for letterhead.

Theatre Names and Address

Theatre names are in the primary font Scala Sans® Regular 11pt./11.5pt., centered. Address is in Scala Sans® Regular 9pt./11.5pt., centered.

Recipent Information

#10 envelope flush left to vertical halfway point 4.25" and below horizontal at halfway point 2.0" respectively.

A6 Envelope flush left with right edge of logotype at 2.3" from left edge and centered below horizontal halfway point at 2.3".

Sub-Brand Names

Sub-brand names use Arial Regular 15pt. Sub-sub-brand names are in Arial Regular 13pt. Color is CTG grey. Set flush left 0.5" from the logotype edge, aligned on the same baselines as "Theatre" and "Group" in the text element.

Document Descriptors

Document descriptors are placed as an overprint on the left side of the envelope starting vertically halfway 2.0" from the top, same width as tagline in the logotype.

Printing

Two-color CTG red and black; If sub-brand used, then 50% black; offset lithography, no embossing, debossing, or thermography.

Paper

Starwhite 24# Writing, Tiara Smooth, Unwatermarked; Square back flaps are recommended for all envelopes.
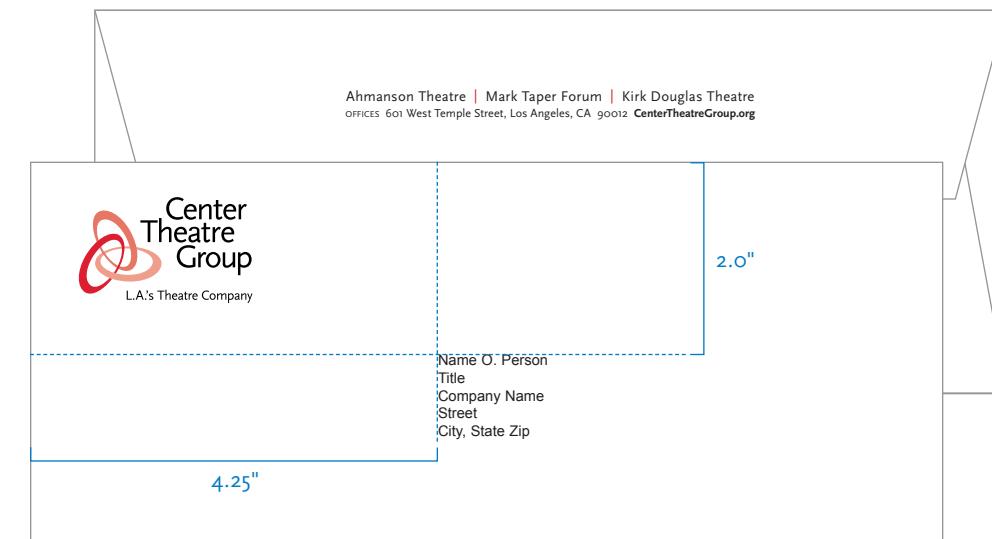
All Envelopes shown at 50% size

#10 Envelope

Ahmanson Theatre | Mark Taper Forum | Kirk Douglas Theatre
OFFICES 601 West Temple Street, Los Angeles, CA 90012 **CenterTheatreGroup.org**

Center Theatre Group
L.A.'s Theatre Company

Name O. Person
Title
Company Name
Street
City, State Zip

2.0"

4.25"

Center Theatre Group
L.A.'s Theatre Company

0.5"

Sub-brand Name
Sub-sub-brand Name

2.0"

NEWS

NOTE To maintain the most professional look, and due to the irregularity of computer letterhead printing, preprinting of all sub-brand names and document descriptors is recommended.

A6 Envelope

Ahmanson Theatre | Mark Taper Forum | Kirk Douglas Theatre
OFFICES 601 West Temple Street, Los Angeles, CA 90012 **CenterTheatreGroup.org**

Center Theatre Group
L.A.'s Theatre Company

Name O. Person
Title
Company Name
Street
City, State Zip

2.3"

2.3"

.33"

.33"

.33"

Center Theatre Group
L.A.'s Theatre Company

Ahmanson Theatre | Mark Taper Forum | Kirk Douglas Theatre
OFFICES 601 West Temple Street, Los Angeles, CA 90012
CenterTheatreGroup.org

2.0"

Name O. Person
Title
Company Name
Street
City, State Zip

1.5"

actual size

Size

5" x 4"

Logotype

Use the logotype in the CTG_RedTint_Spot.eps file at 65% size. The logotype's position is fixed and may not be changed. It is placed at 0.33" from the left edge and 0.33" from the top edge of the icon.

Text

Theatre names are aligned right on same baseline as the tagline. Theatre names are set in the primary font, Scala Sans® Regular 7pt./8pt. Address is set Scala Sans® Regular 8.5pt./10.5pt. Website address is set in Scala Sans® Bold 6pt.

Printing

Two-color CTG red and black; offset lithography; no embossing, debossing, or thermography.

Paper

Starwhite 70# Label Stock, Tiara Smooth

Size
8.5" x 11"

Logotype
For special purposes, the four color letterhead may be used. The example shown uses the file CTG_Stacked_BluVioGre_CMYK.eps. Background icon is the file CTG_Icon_BlueFlatLt_CMYK.eps. Other combinations using different logotype colors and background icons, selected from the provided files, may be used at CTG's discretion. Specifications for placement of the logotype and tagline are the same as those for letterhead.

Theatre Names and Address
Specifications for placement of this information is the same as that for letterhead.

Printing
Four color process; offset lithography; no embossing, debossing, or thermography.

Paper
Starwhite 24# Writing, Tiara Smooth, Unwatermarked

Cover

General / Press Folder
The folder is designed to highlight Center Theatre Group's graphic identity. The logotype is used larger than on letterhead. The cover and inside are CTG red, and the right pocket has die-cut slits for a business card.

Printing
One-color (CTG red); offset lithography, no embossing, debossing, or thermography.

Paper
100# Gloss Coated Cover

Inside

50% size

50% size

As Center Theatre Group's most public and widest

reaching form of communication, advertising

provides the opportunity to promote CTG's image,

to promote messages about CTG, and, most

importantly, to provide reasons to attend the theatre.

Whether for a production, or educational and

community programs, advertising is vital for reaching

CTG's target audiences. The following templates

were designed to extend CTG's graphic identity into

advertising to achieve consistency in messages and

visuals, and to emphasize CTG's brand.

Components

Advertisements are created as a framework of fixed elements around a single event. The elements are as follows:

1 In its preferred position, the logotype is at the top of the layout locked up with the theatre name and address. The logotype stacked version may also be used. These elements are contained in a curved element derived from a spotlight icon element.

2 This area accommodates variable visual content, usually a photograph or illustration, headline (in the event's logotype/typography), sub-headline, and copy.

3 This area is for sales information (e.g. group sales, box office hours, call for action, special instructions, or information, telephone number, website).

4 This section is for sponsor information, such as company names and/or logotypes.

5 The image credit in small print can be placed anywhere on the side of the image area.

Center Theatre Group
L.A.'s Theatre Company

Name of
Theatre
Theatre Place
Theatre Address
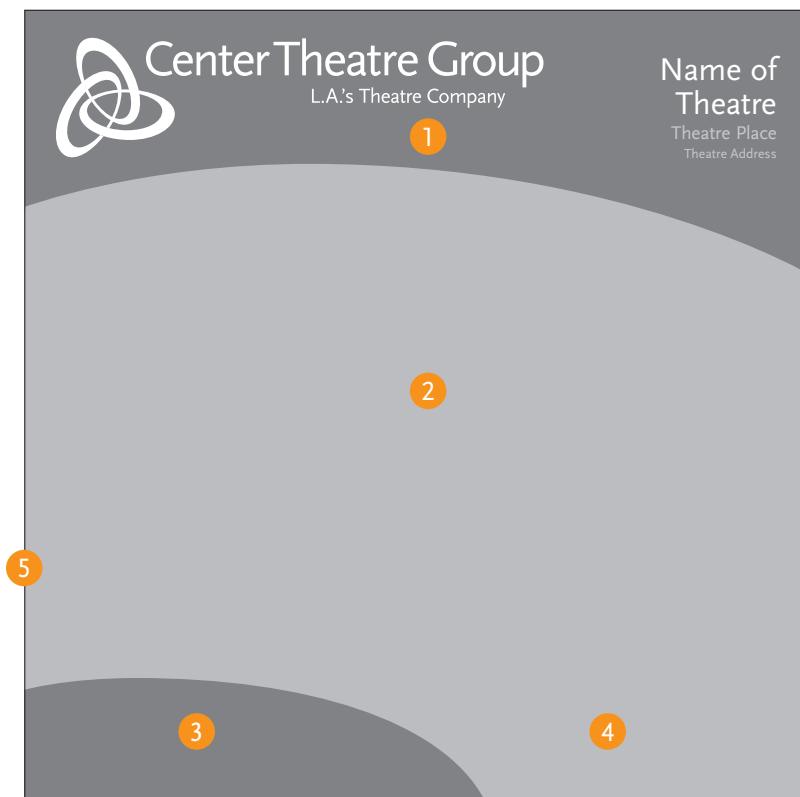
Quarter page
single-event example
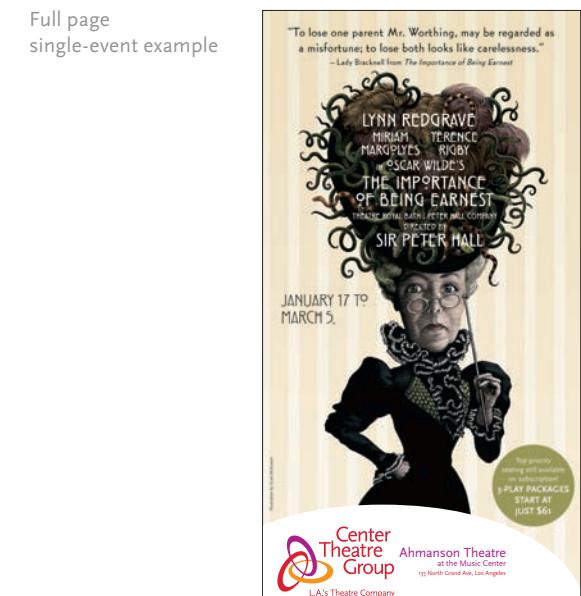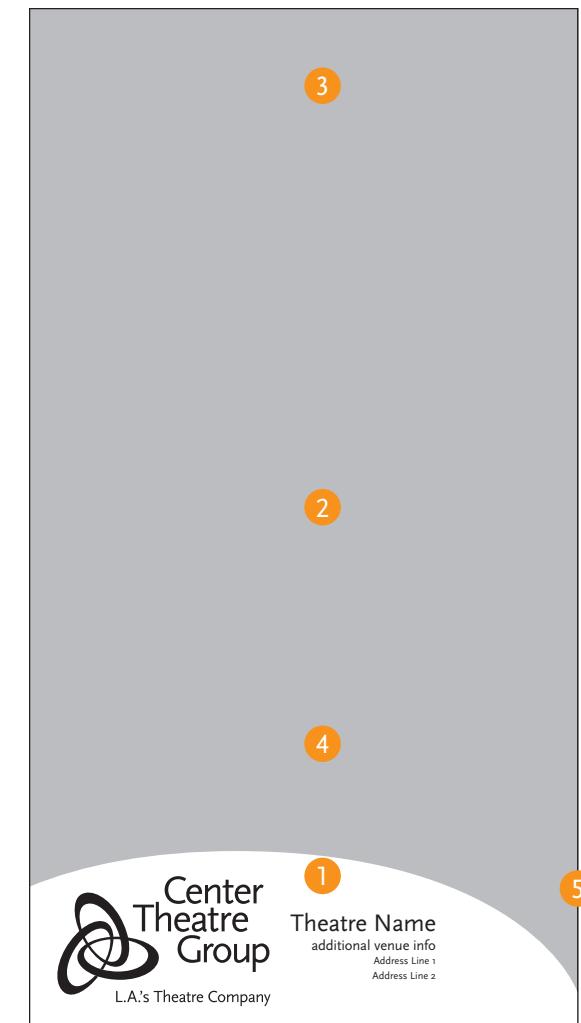
Alternate Logotype Placement

1 As an alternative, the logotype can be placed at the bottom of an advertisement. Shown is a stacked version of the logotype.

2 This area accommodates variable visual content, usually a photograph or illustration, headline (in the event's logotype/typography), sub-headline, and copy.

3 When the logotype is used at the bottom of an advertisement, then this area contains a headline.

4 This section is for sponsor information, such as company names and/or logotypes.

5 The image credit in small print can be placed anywhere on the side of the image area.

Center
Theatre
Group

Theatre Name
additional venue info
Address Line 1
Address Line 2

L.A.'s Theatre Company

Full page
single-event example

Components

Advertisements are created as a framework of fixed elements around multiple events. The elements are as follows:

1 In its preferred position, the logotype is at the top of the layout locked up with the theatre names. The logotype stacked version may also be used. These elements are contained in a curved element derived from a spotlight icon element.

2 This area accommodates variable visual content, usually a photograph or illustration, headline (in the event's logotype/ typography), sub-headline, and copy. To add visual interest, the spotlight icon can be used as a background element.

3 This area is for sales information (e.g. group sales, box office hours, call for action, special instructions, or information, telephone number, website).

4 This section is for sponsor information, such as company names and/or logotypes.
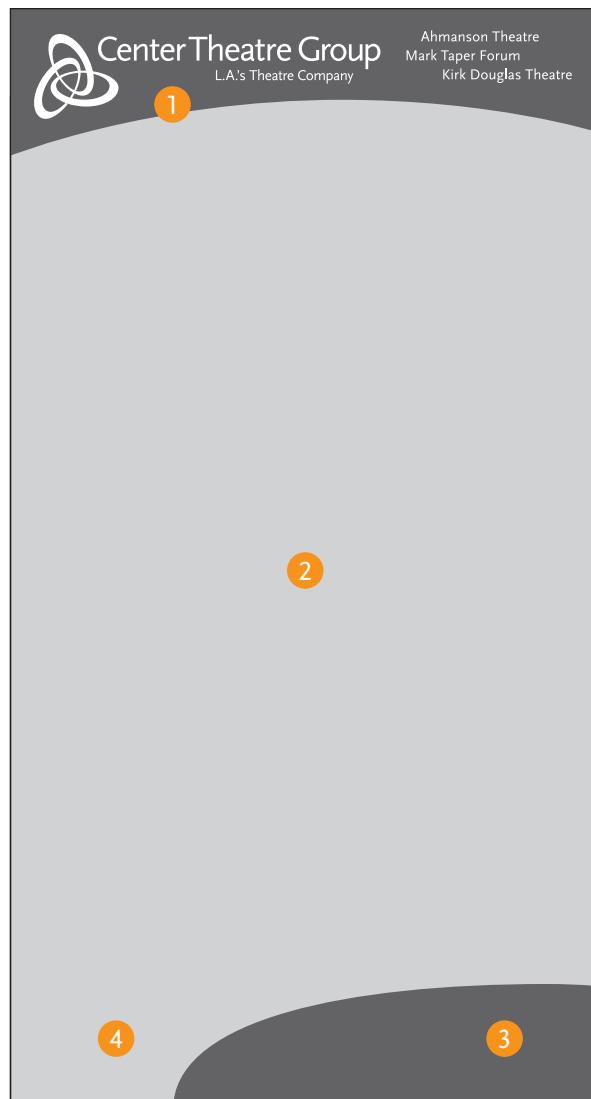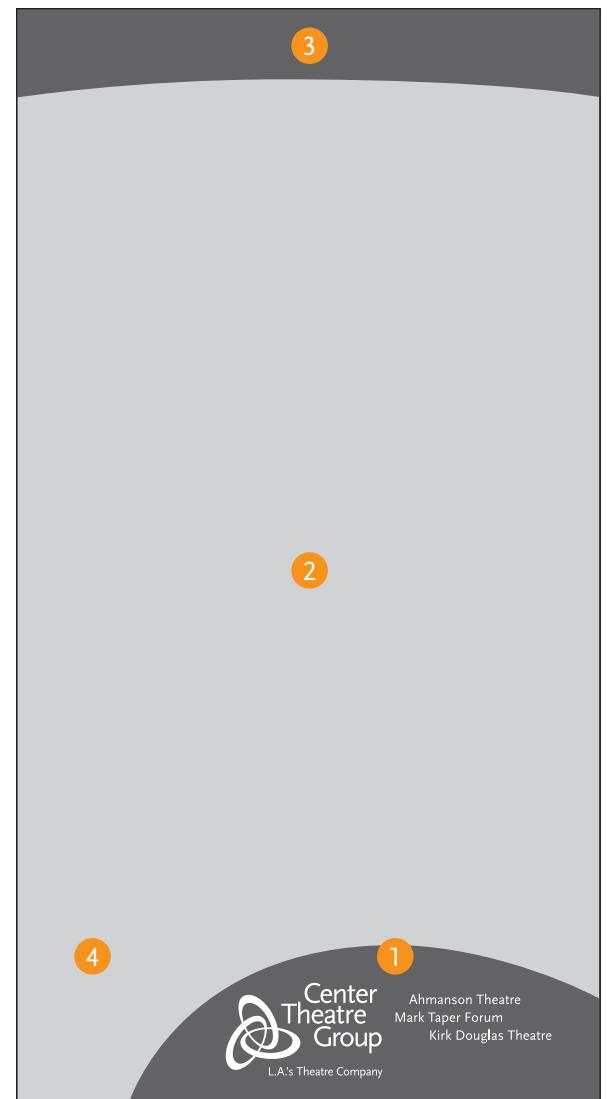
Full page
multiple-event example

Alternate Logotype Placement

1 As an alternative, the logotype can be placed at the bottom of the ad. In this case, the top area (3) contains as main headline or call for action. The stacked logotype version can be used instead of the one line version.

2 This area accommodates variable visual content, usually a photograph or illustration, headline (in the event's logotype/ typography), sub-headline, and copy. To add visual interest, the spotlight icon has been used as a background element.

3 When the logotype is used at the bottom of an advertisement, then this area contains a headline.

4 This section is for sponsor information, such as company names and/or logotypes.

Full page
multiple-event example

Building Banner
Signage is designed to have the greatest visual impact at street level with pedestrians from as far away as a half a block. The color palette is used to achieve instantaneous recognition and impact.

Marquee Banners
Marquees for CTG's venue entrances incorporate spotlight icon or imagery to herald the current event. For this use, it is important to communicate one simple message with as few visual elements as possible.

Theatre Banners
These banners use repetition as an impactful way to enliven the entry experience to the theatre and help mark its location.

In large part, our audiences' impressions of Center Theatre Group are formed through our print materials, from CTG's brochures and calendars to the newsletters and subscriber benefits. It is therefore important that these materials look related to each other in graphic design and tone; so that when they are viewed together in an information rack or separately over time, it is clear that they are from a single organization, not a collection of smaller ones.

Illustrated on this and the following two spreads are three variations of layout grids that CTG can use to construct print pieces. These layouts set up an individualized look for each piece. Collectively they work together in representing CTG overall.

The logotype is generally used at 150%.

Cover Layout
Brochure covers are based on use of the graphic elements as previously described, including logotypes, CTG's color palette, and CTG's primary font. Consider using no more than four colors from the color palette for a brochure's graphic identity elements (i.e. logotype and tagline, background color, spotlight icon graphic element, headline titles).

Cover Image
Generally one image is used as a full bleed on a brochure cover. This is more effective in drawing attention than multiple images.

Center
Theatre
Group
L.A.'s Theatre Company

Ahmanson Theatre
Mark Taper Forum
Kirk Douglas Theatre

Subscribe
Your Way
DESIGN YOUR
OWN SERIES!
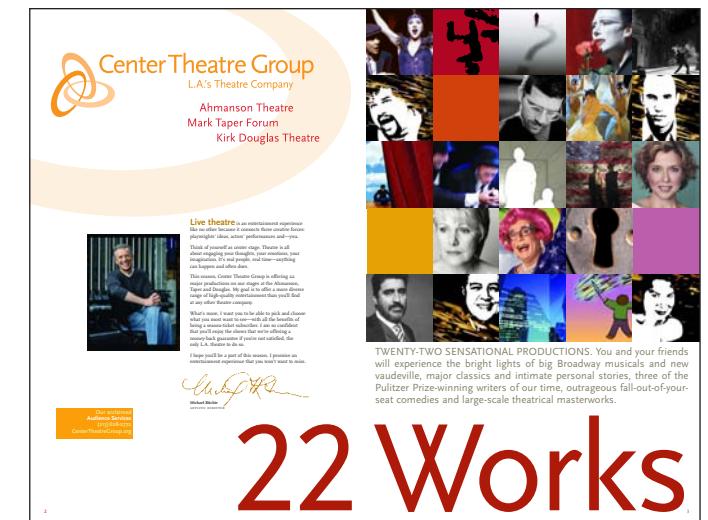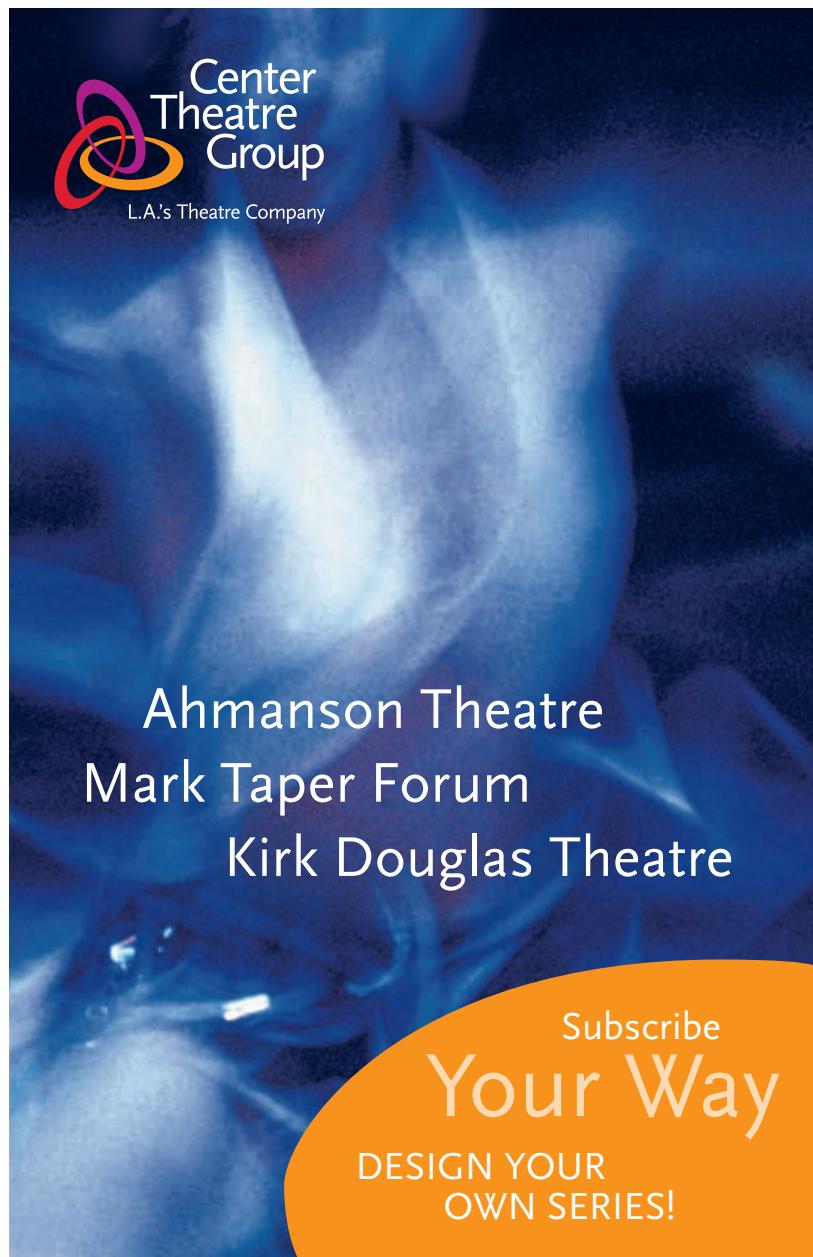
Spread Layouts
Spreads continue to use the graphic elements and colors introduced on the cover. One or more spotlight icon elements can be tinted in the background of the spreads.

Large, multicolored headlines lead into chapters. Open layouts reflect the fun, friendly, dynamic, and approachable image CTG wants to project.

Cover Layout

Magazine covers are based on the graphic elements as previously described, including logotypes, CTG's primary colors, and the spotlight icon graphic element. Here, a spotlight icon element has been used to help build a recognizable framework that can be adapted to various communications materials such as brochures, newsletters, and advertisements.

As with brochure layouts, consider using no more than four colors from the color palette for the major graphic identity elements.

Cover Image

Generally one image is used as a full bleed on a brochure cover. This is more effective in drawing attention than multiple images.
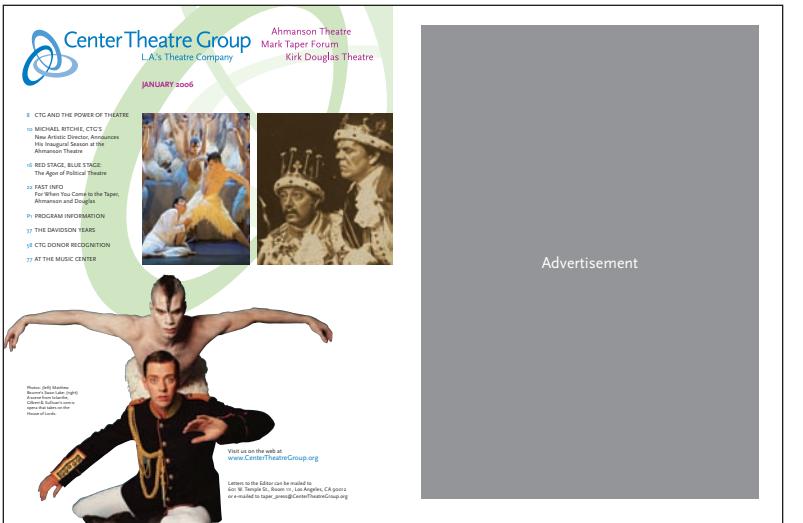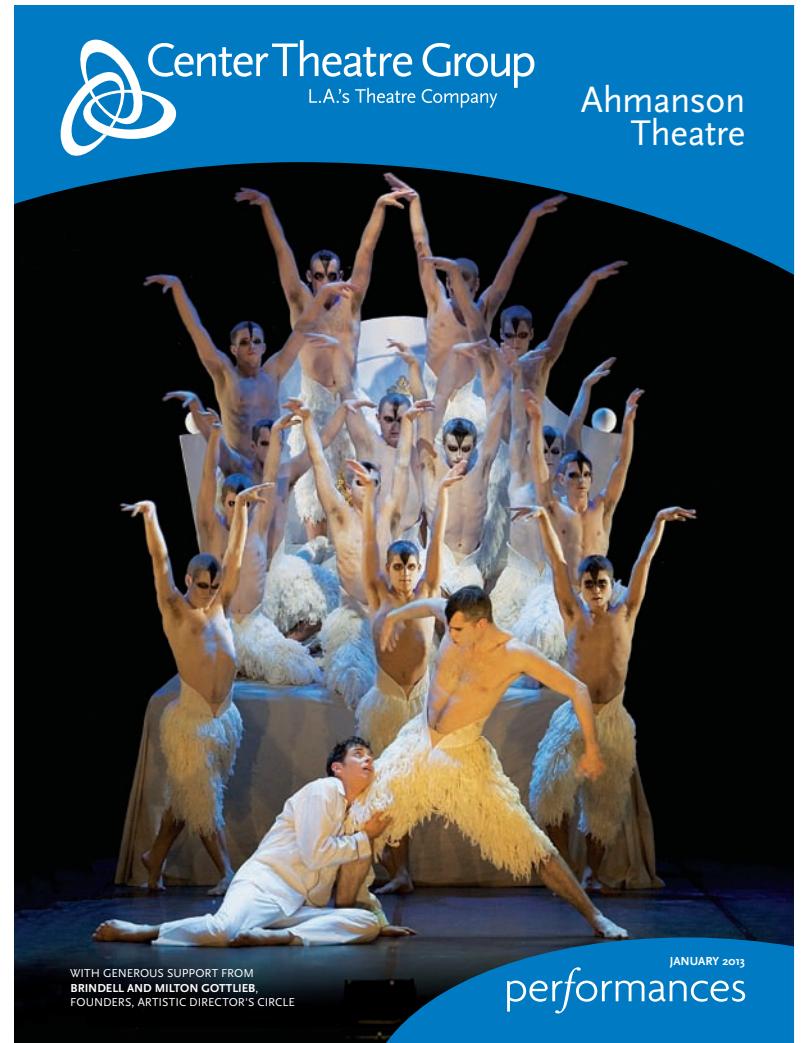
Spread Layouts

These spreads illustrate a different way to construct a three column grid layout. Note that one or more spotlight icons and/or icon elements are used, and that they are used in the corners to help call out section headings.

Images

Images are used at large scale wherever possible.
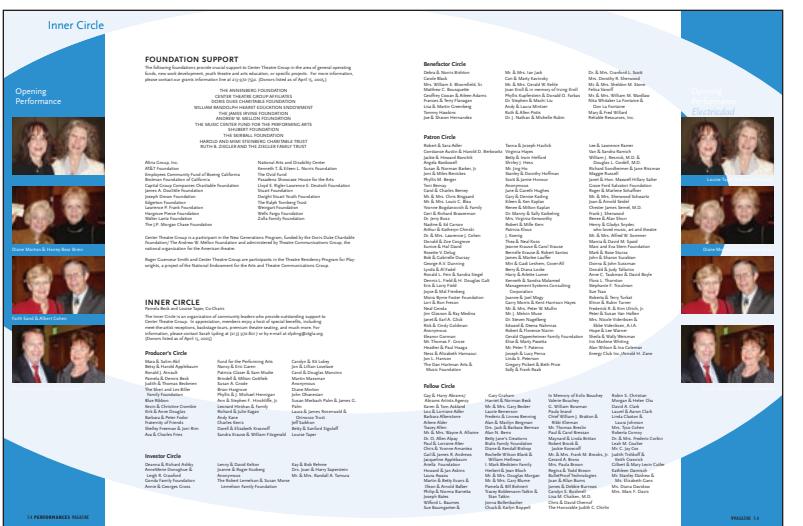
Cover Layout
White space and creative use of typography are important aspects of layout design for Center Theatre Group. As an alternative to full bleed images used on the cover, consider using an open design that brings white space to life with color typography.

Images and Design Elements
Here, images cover only part of the layout. Large color typography, a spotlight icon element, and color blocks complement the image and the layout.
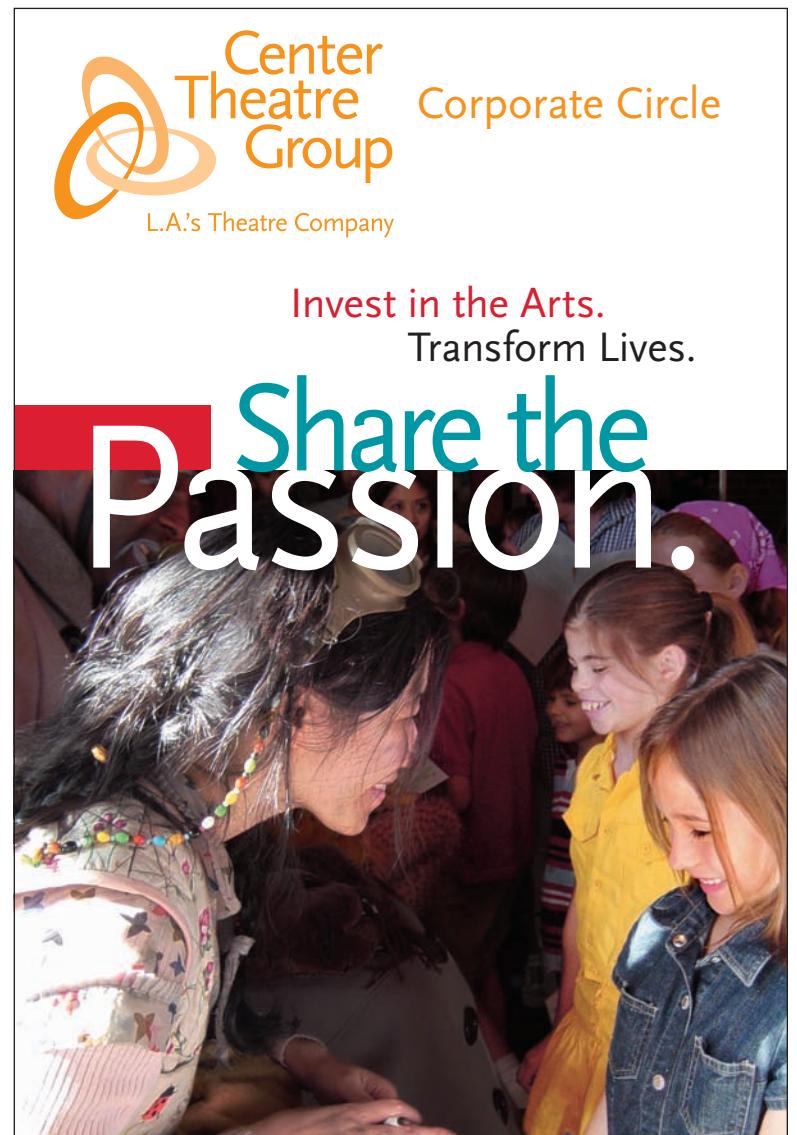
Spread Layout
These spreads demonstrate an additional way to establish a strong horizontal line or aspect to the layout's grid that should be extended throughout the entire piece.

Images
Images are used in large scale wherever possible. They can be used full-color or used in any one of the colors from the color palette as a duotone.

The implementation of Center Theatre Group's

graphic identity and the design of its

communications materials depend on the

correct and consistent use of final digital

art components. This section explains the

naming and filing conventions that have been

developed to aid graphic designers and others

in the creation of materials.

**Logotype Files and
Naming Conventions**
This system for naming files
makes it easy to find the right
logotype for specific applications.

There are two logotype versions,
two icon versions, an icon
element, multiple theatre name
versions, and sub-brand versions
available for various applications.
This naming system incorporates
version, color, style, positive/
negative, and ink indication.

• Tint (Spotlight icon
differentiated by
tints of one color)

• Flat (Spotlight icon
all one color)

• Lt (Lightest possible
tint of Logotype)

• +K (with black)

• BW (black or white)

• CMYK (four process colors)

• Spot (one Pantone® color)

Stacked, StackedText,
OneLine, OneLineText,
Spotlights, Circle,
Theatres, Ahm, Doug,
Taper, and other names
for Sub-brands.

CTG_Stacked_BlueTintNeg_CMYK.eps

Center Theatre Group

Color of logotype:
black, white,
CTG color or a
combination of
CTG colors

All files are positive
logotype (for white or
light backgrounds),
unless they have the
designator below

Negative logotype
(knocked out for black
or dark backgrounds)

Logotype files
are saved in
Illustrator
EPS format to
ensure easy use
by all vendors
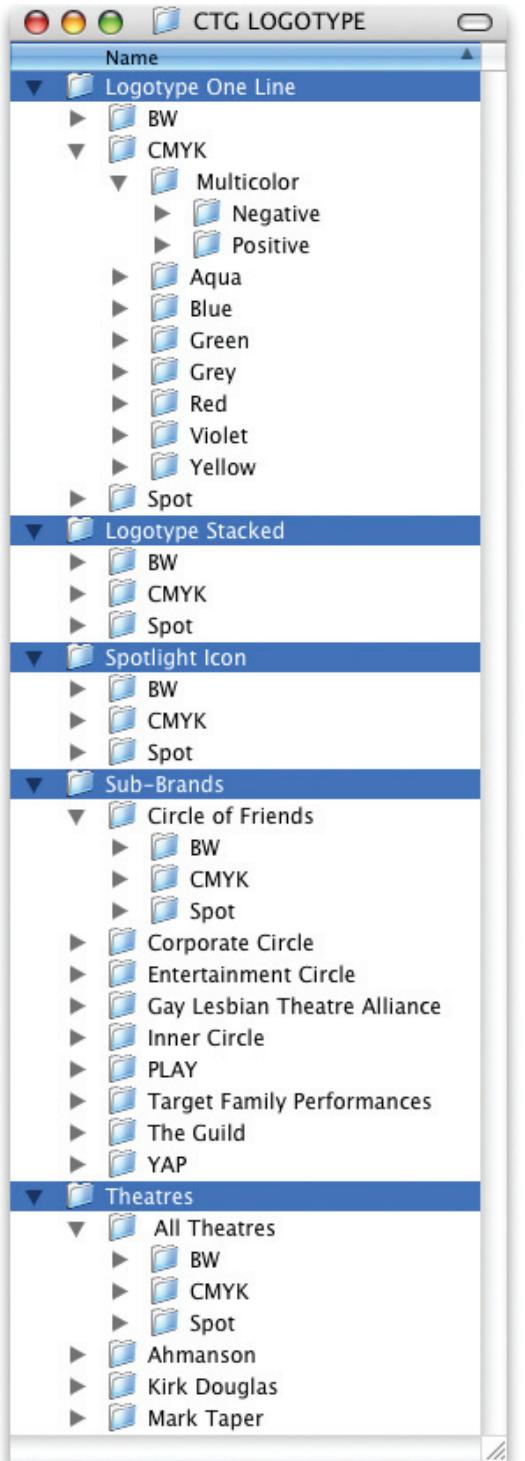
CD Contents
The CTG LOGOTYPE folder has
five main folders:

• Logotype One Line
• Logotype Stacked
• Spotlight Icon
• Sub-Brands
• Theatres

Logotype One Line, Logotype
Stacked, and Spotlight Icon are
then divided into folders by BW,
CMYK and Spot. These are then
further sub-divided by color.

Theatres and Sub-Brands are
divided into folders by their
respective Theatre and Sub-Brand
Names and then further
sub-divided by BW, CMYK and
Spot. They are then further sub-
divided by color.

The CTG STATIONERY folder has
all the files necessary to create all
of Center Theatre Group's
stationery pieces.

CTG LOGOTYPE

Name

▼ Logotype One Line
  ▶ BW
  ▼ CMYK
    ▼ Multicolor
      ▶ Negative
      ▶ Positive
    ▶ Aqua
    ▶ Blue
    ▶ Green
    ▶ Grey
    ▶ Red
    ▶ Violet
    ▶ Yellow
  ▶ Spot
▼ Logotype Stacked
  ▶ BW
  ▶ CMYK
  ▶ Spot
▼ Spotlight Icon
  ▶ BW
  ▶ CMYK
  ▶ Spot
▼ Sub-Brands
  ▼ Circle of Friends
    ▶ BW
    ▶ CMYK
    ▶ Spot
  ▶ Corporate Circle
  ▶ Entertainment Circle
  ▶ Gay Lesbian Theatre Alliance
  ▶ Inner Circle
  ▶ PLAY
  ▶ Target Family Performances
  ▶ The Guild
  ▶ YAP
▼ Theatres
  ▼ All Theatres
    ▶ BW
    ▶ CMYK
    ▶ Spot
  ▶ Ahmanson
  ▶ Kirk Douglas
  ▶ Mark Taper

CTG STATIONERY

Name

▼ Electronic
    CTG-AGENDA-MASTER.doc
    CTG-FAX-MASTER.doc
    CTG-LETTERHEAD-MASTER.doc
    CTG-MEMO-MASTER.doc
    CTG-NEWS-MASTER.doc
  ▶ No Logo Versions
▼ Print
    CTG_#10Envelope_MASTER.indd
    CTG_A6Envelope_MASTER.indd
    CTG_A6NoteCard_MASTER.indd
    CTG_BusinessCard_MASTER.indd
    CTG_Letterhead_MASTER.indd
    CTG_Letterhead_NEWS_MASTER.indd
    CTG_Letterhead-BOD_MASTER.indd
    CTG_MailingLabel_MASTER.indd
  ▶ for Printer

Center Theatre Group

Ahmanson Theatre
Mark Taper Forum
Kirk Douglas Theatre

L.A.'s Theatre Company

601 West Temple Street
Los Angeles, CA 90012
CenterTheatreGroup.org