

BARD BRAND GUIDELINES

DOCUMENT REFERENCE GUIDES

- Bard on the Beach Shakespeare Festival should always be referred to using the full name for the first reference in any document: **Bard on the Beach Shakespeare Festival**
- Subsequent references may use **the Festival** or **Bard**
- Never use **the Bard**
- When using a Shakespeare quote in materials, please refer the text to Bard staff before final printing/reproduction. There are a wide variety of Shakespeare quote references in general circulation and many are inaccurate. We are happy to review and catch any errors.
- Our theatre tents and amenities may be referenced in the following way:
 - the BMO Mainstage in the Mainstage Theatre Tent
 - the Howard Family Stage in the Douglas Campbell Theatre Tent
 - the Bard Village (concessions and lobby space)
 - the Bard Marquee Tent

PRIMARY BRANDMARKS

The Primary Brandmark should be prioritized across all Bard applications.



Full colour

The full colour Brandmark should be prioritized whenever possible.



Black

This Brandmark should only be used when the use of colour is limited due to the printing process.



Reverse + red flag

This Brandmark should be used when the Full Colour Brandmark does not provide sufficient contrast or brand visibility.



Reverse

This Brandmark should be used when the Full Colour Brandmark (including the red flag) does not provide sufficient contrast or brand visibility.

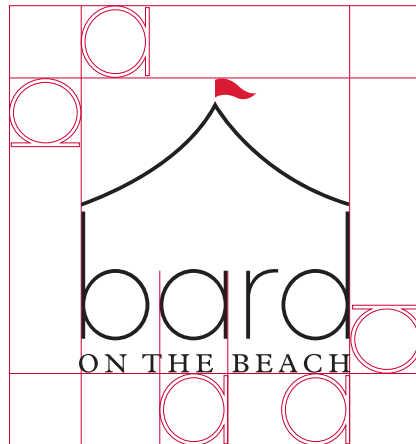
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CLEAR SPACE

The Brandmark should be given as much space as possible to stand out.

We defined specific parameters for the Brandmark's clear space – the space where no graphic element can encroach. All graphic elements must remain the specified distances from the Brandmark.

The minimum clear space is defined by the x-height of the letter 'a'.



UNACCEPTABLE LOGO FORMATS

Please ensure that you are using an updated logo. Outdated logos should not be used.

The consistent and correct application of the Bard on the Beach Shakespeare Festival logo is essential. Always follow the standards presented in these guidelines. These examples illustrate some of the unacceptable uses of the logo.

Please do not do the following:

- Tilt or rotate
- Stretch
- Compress
- Change the colour
- Remove or edit elements
- Place over busy background
- Reduce logo to smaller than 1.25"

OUTDATED LOGO FORMATS

Please do not use any version of the old Bard logo – as provided before January 18, 2018.



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QUESTIONS?

Contact marketing@bardonthebeach.org with any questions, or for information on alternate brandmark formats, including a small-scale primary logo format AND a horizontal format, to be used in spaces where height is severely restricted; files supplied on request.

DOWNLOAD FULL SET OF PRIMARY LOGOS

