



# BRAND GUIDELINES

A brief guide to the DST brand for the Executive Committee and Experience Durham



# The Brand

**DST is a unique brand.** We present ourselves to a range of audiences: the general public, our members, the wider student community, the university and the press. For this reason we must be approachable, easy to understand, and above all consistent across all material we do. This includes emails, minutes, reports and publicity.

The follow key branding points should be followed when creating documents and publicity for the DST brand:

- DST is branded as the acronym and when we reference ourselves we should use DST.
- DST is designed for sleek and simplistic branding. Focus should be on minimalistic designs with block colour usage. The DST quotes may be used to emphasise design points but there should always be large amounts on negative space to ensure we stand out.
- All publicity should aim to stick to the DST colours and style, additional colour should come from images.
- When creating documents the pre-made document templates should be used to allow for a consistent look.
- All DST reports should be an even number of pages to ensure the rear page places correctly when printing.

## Why is branding so important?

DST represents **student-run theatre in Durham** to companies, students and other university bodies. Our image needs to appear in a consistent manner to ensure we are associated with one concurrent **brand image**.

When branding on theatre company posters we lose the tag-line of our logo (Durham Student Theatre). This allows our productions to be represented without direct association to the word “*student*” which can be a deterrent when advertising.

## Document Approval

**All external documents should be sent to the DST President and Public Relations Officer prior to being distributed**, be it electronically or printed. All internal documents should follow templates and do not need approval unless changes are made to the template.

Show posters who follow all the guidelines do not need approval for the use of the DST logo. However, if we find that any guidelines are breeched we will ask you to redesign and reprint all your publicity.

## Brand Subsets

DST Technical and DST First Night have their own brand colours, however the font and style guidelines should always be adhered to.



## Logo Usage

The logo is the visual embodiment of what we do. It provides an instantly recognisable visual representation of us, which the public, members and prospective students can identify with. The logo should appear on everything DST does. Flyers, posters, programmes, t-shirts, signage, websites, advertisements: all visual media requires the logo. It should be applied consistently and in line with these guidelines.

### Placement

The logo must always be surrounded by an exclusion zone to ensure prominence on the media. **This zone is equivalent to one of the DST speech marks.** All DST logo files have been designed with these included in the image file.

It should be placed on a plain background, **it should never be placed on top of a busy photograph or pattern.**



The logo must always be of sufficient size. Its height should never be smaller than 25mm on A3 Documents, 20mm on A4 documents or 15mm on A5 documents. For larger documents please contact the DST President. The DST logo should be no smaller in terms of height than any other logo on your publicity.

### Variations

The basic elements should never be tampered with. Changing fonts, colours, and proportions, or adding unnecessary elements dilutes the brand image. If placed on a white background it should remain in its original colouration. If placed on a dark background then the white variation may be used. If placed on a light background the black variation may be used. **Only these three variations of the logo may be used, you may not adjust the colours of the logo**

Only official versions of the logo should be used, never try to recreate your own or use a poor quality reproduction. These are available from the DST President or Public Relations Officer.



Don't change fonts.



Don't change colours.



Don't change proportions.



Don't add elements.

# Fonts, Colours and Visual Style

**Font and colour usage in DST is just as important as the logo.** All DST documents should be recognisable for their style and colour usage.

## Colour

There are 4 DST colours, these colours should be of prominence on all DST branding. Never use different shades of these colours as this will risk diluting the brand.

The principle four are:

#4F2170	<b>DST Purple</b> R79, G33, B112 C28%, M70%, Y0%, K12% PANTONE 268	#666D70	<b>DST Grey</b> R102, G109, B112 C8%, M2%, Y0%, K56% PANTONE 431
#8E47AD	<b>DST Light Purple</b> R142, G71, B173 C17%, M58%, Y0%, K32% PANTONE 2587	#BABFB7	<b>DST Light Grey</b> R186, G191, B183 C2%, M0%, Y4%, K25% PANTONE 442

## Fonts

There are 3 main fonts in use by DST.

Archer for key headings and titles

Futura Md for sub-headliners.

Futura Lt BT for the body text.

## Visual Style

DST has a unique visual style. It is important to remember this when creating publicity and documents. The visual style of DST is based on the logo and centres around **simplicity, block colour and sleekness.**

# Official Description and Tag Line

## The DST Tagline

Theatre that speaks volumes.

## The Official DST Description

Durham's theatre scene is unlike that of virtually any other university in the UK. On the one hand, DST acts as an umbrella organisation for many theatre companies affiliated to us: providing them with services such as managing and providing box-office staff, props, costumes, set, make-up, advice, not to mention a fantastic range of technical expertise and equipment. On the other hand, we're also a union for our members: students who love the performing arts: be it



treading the boards, writing the story, directing the action, working backstage, rigging the lights, making the costumes, designing the sound or simply enjoying the show.

Being not only one of the active theatre societies in the UK, with around 60 shows performed in venues across Durham each year, but also one of the few with their own student-run theatre, The Assembly Rooms Theatre, Durham. The Assembly Rooms Theatre offers a traditional proscenium arch theatre in the centre of the historic City of Durham, with great technical support and opportunities available. On top of this shows are performed all over Durham, from the iconic Durham Cathedral to the Indoor Market, there is no limit to the opportunities available.

Durham theatre companies regularly head up to the Edinburgh Festival Fringe, as well as locations across the UK. We also celebrate and encourage new pieces of writing at our own yearly Durham Drama Festival.

From Pinter to Porter, Shakespeare to Sondheim, there is no shortage of opportunities in DST.

## PwC Branding

DST is supported by PwC and therefore we must meet our obligations to them visually for all branding and text. The key points of PwC branding are as follows:

- PwC should always be written with a small 'w' in text.
- The PwC logo is provided in 3 forms and these should be used the same way as the DST logo.
- The PwC logo must be placed on plain background areas free from sharp colour changes and not placed over busy parts of images.
- There should be a clearance the same size as the 'c' around the entire logo.



- The PwC logo should be placed on the bottom left.
- All publicity containing the PwC logo must be approved by PwC. To do this please send it to the DST Public Relations officer.

For other things, such as stash, please see the full PwC brand guidelines or contact the Public Relations Officer for assistance.



# THEATRE THAT SPEAKS VOLUMES



A Durham Student Organisation  
Managed by Experience Durham

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