



LOGO GUIDELINES

A guide for the use of the DST logo.

Introduction

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.

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. It should be applied consistently and in line with these guidelines.

DST theatre companies are required to place the logo on all publicity for **all shows, including shows at the Edinburgh Fringe or outside of Durham.**

Using the logo

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 this 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 20mm on A3 Documents, 17mm on A4 documents or 13mm 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.

For theatre companies the logo should be placed on the front page of programmes, tickets, posters and flyers as well as on all facebook promotional images. Reference should also be made to DST on websites through use of the logo and with a link to www.dur.ac.uk/dst.

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.**



A variant without the “Durham Student Theatre” tagline is provided to theatre companies. This allows you to advertise as part of DST without direct reference to “student”. We hope that this prevents people from dismissing your show simple on the basis that it is a student production.



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.

PwC Branding

For theatre companies, some of your productions supported by PwC and therefore you must meet your 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 tot 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



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