

T.S.V. Pro Deo

Design style guidelines

This document is the style guide for the design of documents and promo material for T.S.V. Pro Deo.

It contains:

Colour values

Typography

Logos and iconography

Assets



Colours



Rose Red

Used as the main theme

RGB 204/32/46

CMYK 13/100/92/4



Curtain Red

Accentuates the main theme

RGB 148/36/40

CMYK 27/96/88/26



Stage Floor Tan

Subtitles and subtext

RGB 238/184/165

CMYK 5/31/31/0



Main Stage

Main theme gradient

RGB1 232/68/54

RGB2 204/32/46

CMYK1 3/89/86/0

CMYK2 13/100/92/4

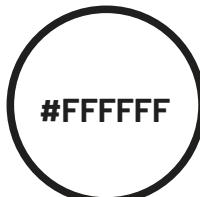


Toga Black

Text on white background

RGB 0/0/0

CMYK 75/68/67/90



Plain White

Text on coloured background

RGB 255/255/255

CMYK 0/0/0/0

Typography

Primary typeface

berlin sans fb (regular)

Character styles

Berlin sans fb (regular)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234
/()&!@\$

Berlin sans fb (bold)

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz 1234 /()&!@\$**

Secondary typeface

barlow (regular)

Character styles

Barlow (regular)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234
/()&!@\$

Barlow (bold)

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234
/()&!@\$**

Logo

Do



Use the logo with the name of the association



Theatresports Association
Pro Deo



Use the regular logo on a gradient background



Use the inverted logo on a black background

Don't



Use the logo without any mention of the association name



Theatresports Association
Pro Deo

Use the logo with the name of the association when it is next to the logo



PRO DEO
Theatresports Association

Use the inverted logo on a gradient background



PRO DEO
Theatresports Association

Use the regular logo on a dark background



Change the colours of the logo



Use a round background



Distort the logo



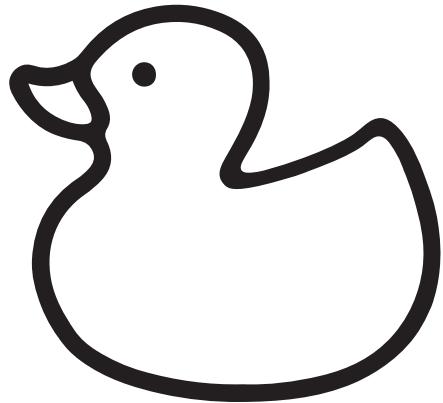
Crop the logo



PRO DEO
Theatresports Association

Change the iconography

Iconography



Rubber Duck



Rose

Assets

Logos and iconography

<https://drive.google.com/drive/folders/1BafBYAPdJu7sNQEXc13chMQDdY2rN1Nc?usp=sharing>

Font: Berlin sans fb

<https://fontsgeek.com/fonts/Berlin-Sans-FB-Regular>

Font: Barlow

<https://fonts.google.com/specimen/Barlow>