

Performing Arts Center Identity Standards Handbook



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Identity Standards Handbook

Purpose

To define uses of name and logo identity systems for the Performing Arts Center which includes the Christopher Cohan Center and the Alex and Faye Spanos Theatre.

The PAC Name

For the benefit of patrons, it is important that the location of a specific venue is communicated clearly. The *Performing Arts Center* complex encompasses the *Alex and Faye Spanos Theatre*, *Performing Arts Center Outdoor Plaza*, and the *Christopher Cohan Center* and its separate venues. The individual venues found within the Cohan Center include *Harman Hall*, the *Pavilion*, *Philips Electronics Hall*, the *Founders Room*, *Colleen Moore Green Room*, and the *lobbies* on each floor.

If an event is being held exclusively in a venue in the Christopher Cohan Center, the media copy must include a reference to the Performing Arts Center first and the Christopher Cohan Center second. A reference to the name of the individual venue is optional.

For example: "...at Harman Hall in the Performing Arts Center's Christopher Cohan Center." Or "...in the Performing Arts Center's Christopher Cohan Center."

If the event is being held exclusively in the *Spanos Theatre*, the copy should merely reference the *Spanos Theatre*.

For example: "...on stage at the Alex and Faye Spanos Theatre."

If both facilities are used, it is appropriate to say that the event takes place in the Performing Arts Center San Luis Obispo. Never use a comma or the words *of or in* before San Luis Obispo. Do not place San Luis Obispo before Performing Arts Center.

Shorthand: After the initial reference to the full name of the facility and venue, it may be appropriate to shorten the name.

For the *Performing Arts Center* use the "Center," or the "P-A-C" pronounced as three separate letters.

For the *Christopher Cohan Center* use either the "Cohan Center," or the "Center."

"Cal Poly" should never be used in association with any of these shorthand terms.

For example: do not use "Cal Poly Performing Arts Center".

Media specific usage can be found in the *Advertising Guidelines* section.

The PAC Symbol

As a symbol designed to promote maximum visual impact and recognition for the Performing Arts Center, the PAC logo deserves prominence in all publicity and marketing materials associated with the Performing Arts Center.

The distinctive silver “swoosh,” rust colored rectangle and typographic elements make up the PAC logo. **No manipulation of logo is allowed under any circumstances.**

Use of Swoosh

The “swoosh” logo must always be used with the typed graphics. The rare exception where the “swoosh” may be omitted from the typed graphics is for a press release. This type of separation is strongly discouraged. Do not use the “swoosh” as a separate element.

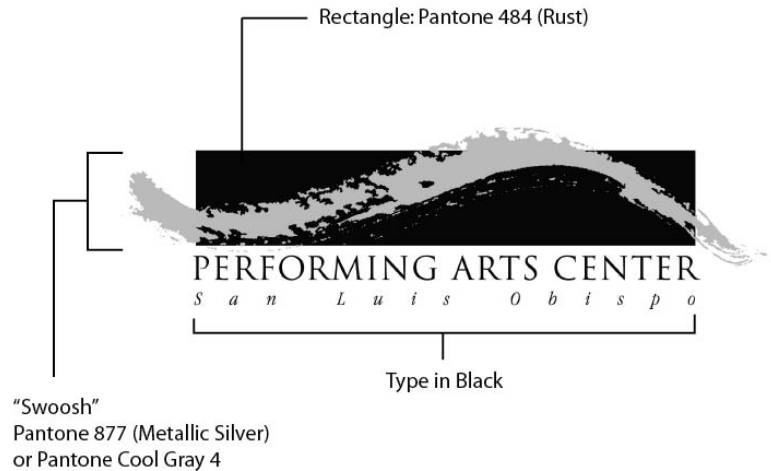


PERFORMING ARTS CENTER
S a n L u i s O b i s p o

Logo Specifications

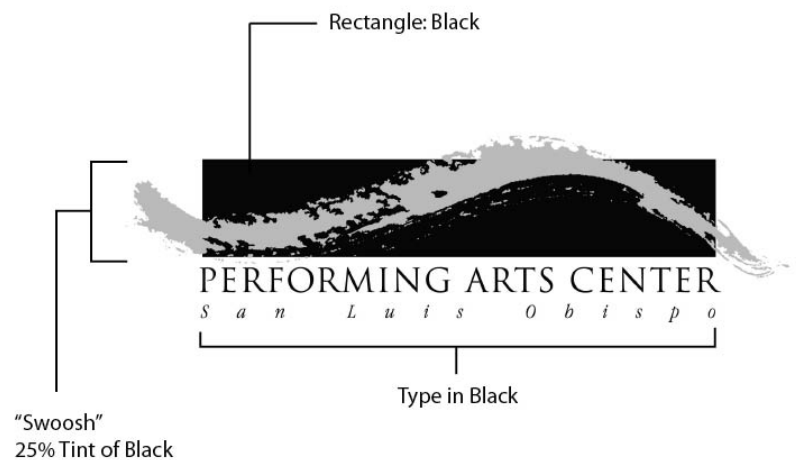
Color

The “swoosh” stroke is to be printed using Pantone ink 877 (metallic silver). When this ink is neither available nor reproducible, a substitute Pantone Cool Gray 4 may be used. The rust-colored rectangle is always printed in pantone 484. No other color ink should be substituted. The type elements are always printed in black.



Black & White

The “swoosh” stroke appears as a 25% tint of black, the rectangle is black and the type elements remain black.



Logo Type

The type elements in the PAC logo are based on a modified Trajan and the Garamond Light Condensed Italic typefaces. If the typeface is not provided on disk for the Christopher Cohan center locator or the Spanos Theatre locator, then Times Roman Italic compressed 80% can be used.



Proper Positioning of Logo

The logo should stand alone with clear surrounding space to set it apart from any nearby elements. Leave a margin at least one width (1x) the vertical height of the outermost points of the logo.



Logo Usage

What to Avoid

Do not distort, alter, change the orientation or introduce foreign elements to the logo.



Do not distort the logo vertically or horizontally



Do not reduce size to less than 1.5" total width



Do not create a reversed-out box around the logo



Do not tilt the logo



Do not substitute other typefaces in logo

The Performing Arts Center logo with the wording Performing Arts Center San Luis Obispo will be the logo used consistently on all publicity related to the Center complex. In addition, the locator names Christopher Cohan Center and Alex and Faye Spanos Theatre will be added following the guidelines listed below.

Logo and Logo with Location Designators

1. Use of the Performing Arts Center Logo:

The PAC logo is generic and is used if the event includes activities being held in either the *Cohan Center* or the *Spanos Theatre*, on the grounds of the complex, or if the publicity is promoting the PAC complex in general.



2. Use of the Performing Arts Center Logo with the Christopher Cohan Center Locator:

The PAC logo with the locator *Christopher Cohan Center* should be used if the event is being held in the Cohan Center, including *Harman Hall*, the *Pavilion*, and/or *Philips Electronics Hall*, or if the event is being held in any of the other rooms in the Center such as any of the *lobbies*, the *Founders Room*, or the *Colleen Moore Green Room*.



3. Use of the Performing Arts Center Logo with the Spanos Theatre Locator:

The PAC logo with the locator *Alex and Faye Spanos Theatre* should be used if the event is being held in the Theatre, or any of its support spaces.



Logo request lead time: For color logos allow one week to process, and provide an electronic file or disk. Other costs may apply. Black and white logos are attached at the end of the handbook. Electronic versions of all logo and seating graphics are available from Barnett Cox & Associates. Please call the PAC Office at 756-7555 for authorization.

Advertising Guidelines

Print

For logo design specifications, refer to *Logo Usage*.

May use the **PAC logo** generically when referring to the entire complex or the grounds of the PAC complex.

Use the **PAC logo** with the **Cohan locator** when the event is in *Harman Hall, Pavilion, Philips Electronics Hall*, or if the event is being held in any of the other rooms in the Cohan Center such as any of the lobbies, the *Founders Room*, or the *Colleen Moore Green Room*.

Use the **PAC logo** with the **Theatre locator** when following by or in association with an event in the *Spanos Theatre*.



Print (continued)

Proper Name Usage:

Anytime a reference is made to the Center and San Luis Obispo in text form, for example in a press release or in print ad graphics, it is appropriate to always say that the event takes place “...in the Performing Arts Center San Luis Obispo.” Never use a comma or the words *of* or *in* before San Luis Obispo. Do not place San Luis Obispo before Performing Arts Center.

For example, do not use “...in the Performing Arts Center of San Luis Obispo.” “...in San Luis Obispo’s Performing Arts Center.” or “...Performing Arts Center, San Luis Obispo.”

Abbreviated Usage; once the initial reference to the entire name is made: For **Performing Arts Center** — The Center. Cal Poly should never precede any PAC complex name, nor be used in conjunction with the name of the facility. Refer to Cal Poly only in the subtext to help patrons find the Center.

For **Christopher Cohan Center** — Cohan Center, The Center.

Acronym Usage; once the initial reference to the entire name is made:

For **Performing Arts Center** — None available. Use The Cohan Center or The Center. Never abbreviate as CCC.

Use of Ticketing Phone Number:

The use of PAC fax numbers for tickets ordering is not allowed. The following use of ticketing phone numbers is preferred with a smaller font inside the parenthesis: 756-ARTS (756-2787), 1-888-233-ARTS (Toll Free in California).

Use of Website Address:

Strongly encouraged in conjunction with the phone number as follows:
www.pacslo.org

Radio

Due to time constraints for radio and TV advertisements and programs, the on-air copy must include the name *Performing Arts Center* first. For example: “Bill Cosby will play an 8:00 p.m. show at the Performing Arts Center.”

If time permits on the radio or TV program, the following locator names can be added: For example: “Bill Cosby will play an 8:00 p.m. show at the Performing Arts Center’s Cohan Center (or Spanos Theatre).”

Proper Name Usage:

All of the guidelines described in *Print* also apply to radio.

Shorthand:

After the initial reference to the full name of the facility and venue, it may be appropriate to shorten the name. For **Performing Arts Center** use the “Center,” or the “P-A-C,” pronounced as three separate letters. For **Christopher Cohan Center** use either the “Cohan Center,” or the “Center.”

“Cal Poly” should never be used in association with any of these shorthand terms.

Use of Ticketing Phone Number for Radio:

The use of PAC fax numbers for ticket ordering is not allowed. The following verbal use of ticketing phone numbers is preferred:

“...756-ARTS, or toll free in California at 1-800-233-ARTS.”

Use of Website address:

Strongly encouraged in conjunction with the phone numbers, pronouncing each letter of the address separately and replacing each period with the word “dot” as follows:

“...visit our website at w-w-w—dot—p-a-c—s-l-o—dot—o-r-g.”

TV

Text and Pronunciations:

All of the guidelines for *Print* and *Radio* also apply to television advertising and public service announcements.

Graphics:

All of the guidelines described in *Logo Usage* also apply to graphics used on-screen for television.

Use of Ticketing Phone

Numbers: For on-screen text see *Print*. For pronunciation see *Radio*.

Use of Website Address:

Strongly encouraged in conjunction with the *phone* numbers. For on-screen text see *Print*. For pronunciations see *Radio*.

Outdoor

Billboard/off-site street banner requirements. For logo specifications see *Logo Usage and Advertising Guidelines (Print)*.

Posters/Banners

On-site attachment of posters and banners include custom marquees, must have prior approval of Center management. For size, logo usage, colors, logo specifications see *Logo Usage*.

For ticketing phone numbers and website address usage

refer to *Advertising Guidelines (Print)*.

Client Website

A link to the PAC Website is encouraged. Contact the managing director for details. For logo specifications see *Logo Usage and Advertising Guidelines (Print)*.

Images of Performing Arts Center

Use of still or cell photography, video and illustration must have prior approval of Center management. Video and still photography allowed on a performance-by-performance basis.

Seating chart must be provided by the PAC. Other than sizing, this chart may not be changed in any way (i.e.: seat numbers, designating different areas, etc.) For seating chart graphics, allow one week lead time, and provide electronics file or disk. Other costs may apply. Electronic seating graphics are available from Barnett Cox & Associates. Please call the PAC Office at 756-7555 for authorization.

Program Information

In the client's printed event program, the PAC requires use of the appropriate logo, as follows:

The **PAC logo** is generic and is only to be used if the event includes activities being held in both the Cohan Center and the Alex and Faye Spanos Theatre.

The **PAC logo** with the **Cohan Center locator** must be used if the event is being held in the Christopher Cohan Center, including *Harman Hall*, the *Pavilion*, and/or *Philips Electronics Hall*; or if the event is being held in any of the other rooms in the Cohan Center such as any of the *lobbies*, the *Founder's Room*, or the *Colleen Moore Green Room*. Use of the actual venue name is encouraged, but not required in event programs.

The **PAC logo** with the **Spanos Theatre locator** must be used if the event is being held exclusively in the Spanos Theatre, or any of its support spaces.

Use of actual venue names is encouraged, but not required in event programs. Also follow guidelines detailed in *Advertising Guidelines (Print)*.

For samples of the PAC logo and PAC logo with locators, refer to *Logo Usage*.

Promotional Items

Use of the PAC logo in any of its forms by client groups for any other use, including commemorative or promotional items, requires prior approval by the PAC manager.

Point-of-Purchase Materials/ Brochures

For text and graphic design of both color and B/W versions for all printed materials see *Logo Usage*, and *Advertising Guidelines (Print)*.

Phone Messages

If event information is shared on a client group's phone message, please identify the proper location.

If an event is being held exclusively in a venue in the Christopher Cohan Center, the phone message must include a reference to the Performing Arts Center first and the Christopher Cohan Center second. A reference to the name of the individual venue is optional.

For example:

"...at Harman Hall in the Performing Arts Center's Christopher Cohan Center."
Or "...in the Performing Arts Center's Christopher Cohan Center."

If the event is being held exclusively in the *Spanos Theatre*, the message should merely reference the Alex and Faye Spanos Theatre.

For example: "...on stage at the Alex and Faye Spanos Theatre."

If both facilities are used, it is appropriate to say that the event takes place in the

Performing Arts Center San Luis Obispo.

Sponsorship

Any sponsorship connection of a business to the Performing Arts Center must have prior approval, with management reserving the right to refuse any and all sponsors. When in doubt about appropriateness, please ask.

Appropriate terminology:

This (event / performance / concert) is being sponsored by (organization / business / name).