

**DENVER PERFORMING ARTS COMPLEX**

**GRAPHIC  
IDENTITY  
DESIGN  
GUIDELINES**

*Basic guidelines and the reproduction materials necessary for the consistent and successful implementation of the new graphic identity for the Denver Performing Arts Complex.*

**22 AUGUST 2008**



In anticipation of the development of the Denver Theatre District and the new Boettcher Concert Hall, Denver Theatres and Arenas has designed an exciting new evolution of the DENVER PERFORMING ARTS COMPLEX identity. This document provides basic guidelines and reproduction materials to aid in applying the new identity correctly and effectively through the years ahead.

The new DPAC graphic identity program was developed to clearly and consistently identify the Complex, yet do so in a reserved manner, understanding that the truly theatrical graphic expressions lie in its constituents and their performances.

For any questions, contact Amy Blair, Assistant Director of Marketing, 720-865-4226

**Introduction**

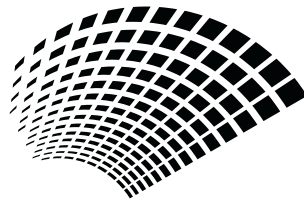
*Primary Signature*

**DENVER  
PERFORMING  
ARTS COMPLEX**

*Secondary Signature*

**DENVER PERFORMING ARTS COMPLEX**

*Service Mark*



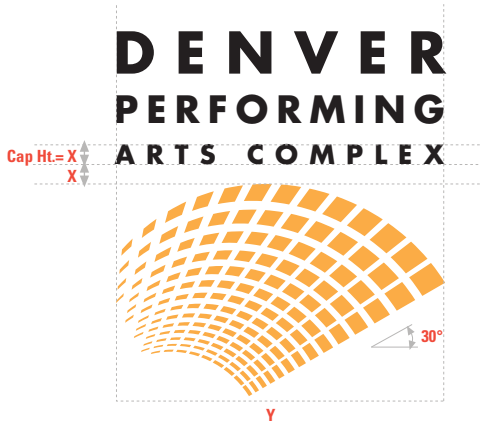
Components of the new identity program include a Primary & Secondary Signature and an iconic Service Mark. The Primary Signature is more ceremonial and is the preferred version where space and size allows. It must always be oriented horizontally. The Secondary Signature will serve as the workhorse of the program, identifying the Complex cleanly and simply, without bravado. It may be oriented both horizontally or vertically. Letterspacing in both signatures is fixed and should not be altered.

Both signatures are intended to be used with or without the Service Mark, and the Service Mark is intended to be used with or without the signatures.

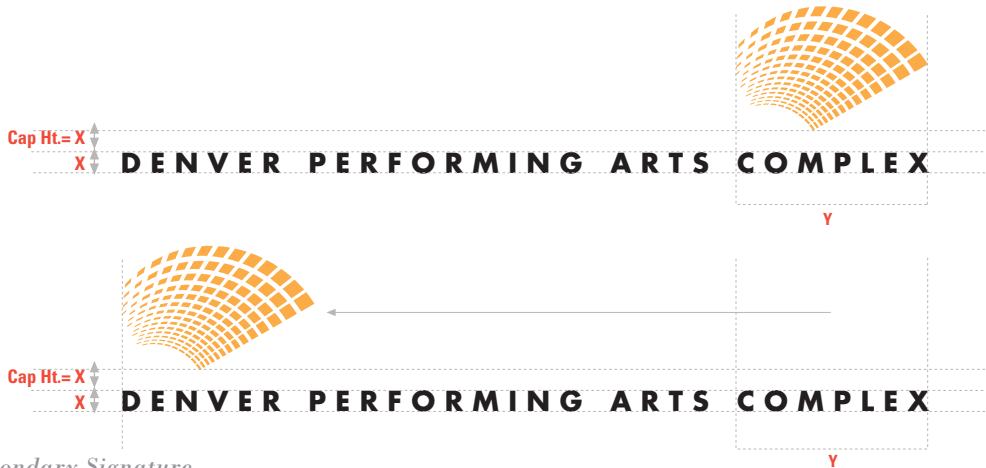
**Components**

**Primary & Secondary Signatures and Service Mark**

*Primary Signature*  
 With the Signature on the top, the Service Mark should align with its width.



With the Signature on the bottom, the Service Mark should be 25% wider than the signature's width.



*Secondary Signature*  
 The Service Mark should align with the width of the word COMPLEX, and may be used flush right or flush left.

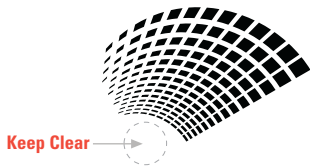
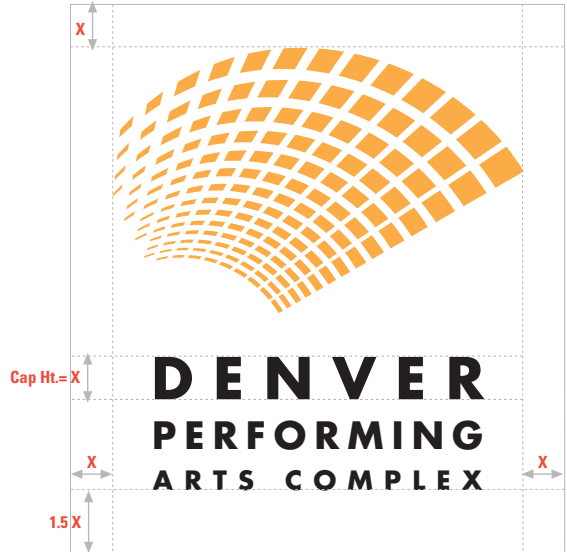
When the Service Mark is used with a Signature, its position and relationship should be limited. These relationships are measured using the X ht. (or Cap ht) and word width of the Signature at any given size.

When used below the Primary Signature, the Service Mark is to align with the Signature and be positioned X ht. distance away from the baseline of the last line. When used above the Signature, the Service Mark should be 25% wider than the width of the Signature and be positioned X ht. distance away from the cap height of the first line. *Note: the first and last lines of the Primary Signature have two different X ht.'s.*

**Proportions**

**Primary & Secondary Signatures w/ Service Mark**

Staging Requirements



Minimum Size Usage



The visual integrity of the DPAC identity must be upheld by maintaining a constant clear space around it. This space is measured by the X-height of the signature at any given size. The spaces outlined above indicate the minimum distance from which the signature must be separated from other elements to avoid visual competition. This includes any type, illustrations, graphic elements or photos. The legibility of the Service Mark is diminished when the "far end" of the form is obstructed, it is important to keep this area clear.

Minimum allowable reproduction size of the Primary Signature is 3/4" wide, measured as shown. Minimum width of the Secondary Signature is 2". Both these examples yield a 4pt.± worst-case cap height.

Staging Requirements & Minimum Size  
Primary & Secondary Signatures & Service Mark

Positive Application

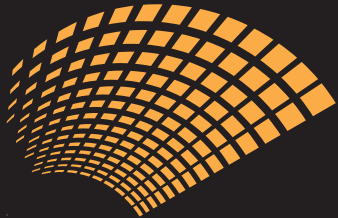
**DENVER  
PERFORMING  
ARTS COMPLEX**



**DENVER PERFORMING ARTS COMPLEX**

Reverse Application

**DENVER  
PERFORMING  
ARTS COMPLEX**



**DENVER PERFORMING ARTS COMPLEX**

**DPAC Yellow**

ICI: #00YY 41/475 (Whiskers) Order # A0635  
KWAL: 7305D (Sundance) LRV 43  
Pantone: 7411 C  
255r 153g 0b

**DPAC Teal**

ICI: #10BG 21/141 (Fall's River) Order # A1280  
KWAL: 80655D (Aqualogic) LRV 22  
Pantone: 7475 C  
71r 136g 143b

**DPAC Black**

ICI: #00NN 05/000 (Dark Secret) Order # A2016  
KWAL: AC1144N (Black Deco) LRV 6  
Pantone: Black C  
Or 0g 0b

**Note**

The paint/ink references given above are listed in descending order of preference.

The preferred 2-color combination for the DPAC identity is with the signature appearing in black in positive applications and white in reverse applications. The Service Mark is to appear in DPAC Yellow in both applications, as long as the field color for the reverse application is black.

If the field color for reverse applications is not black (some other dark color) the Service Mark should appear as a 50% tint of that color.

**2-Color Reproduction**

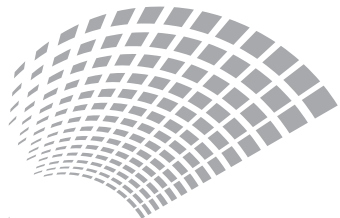
**Primary & Secondary Signatures and Service Mark**

**DENVER  
PERFORMING  
ARTS COMPLEX**

# GRAPHIC IDENTITY DESIGN GUIDELINES

## Positive Application

**DENVER  
PERFORMING  
ARTS COMPLEX**



40% Black

40% Black



**DENVER PERFORMING ARTS COMPLEX**

50% Other Colors



**DENVER PERFORMING ARTS COMPLEX**

## Reverse Application

**DENVER  
PERFORMING  
ARTS COMPLEX**



40% Black

50% Other Colors



**DENVER PERFORMING ARTS COMPLEX**

Preferred 1-color reproduction of the DPAC identity is with the signature appearing in black in positive applications and white in reverse applications. The Service Mark is to appear as a 40% tint of black in both instances if it accompanies the signature. If used alone, the Service Mark can be reproduced in any color.

If the color used in positive applications is not black (some other dark color) the Service Mark should appear as a 50% tint of that color. Similarly, if the field color for reverse applications is not black, the Service Mark should appear as a 50% tint of that color. The Service Mark should be omitted if the signature is reproduced in a color less than 50% in value.

## 1-Color Reproduction

Primary & Secondary Signatures and Service Mark

**DENVER  
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ARTS COMPLEX**

Primary Signature w/ Tagline

**DENVER  
PERFORMING  
ARTS COMPLEX**  
*In The Heart Of The Theatre District*

Secondary Signature w/ Tagline



**DENVER PERFORMING ARTS COMPLEX**  
*In the Heart of the Theatre District*



Supportive Signature

When the tagline is added to either signature, it is to appear in Bodoni Std. Italic, Upper & lower case. It is to be justified with the Primary Signature and can be oriented either flush left and flush right with the Secondary Signature.



The Supportive Signature is to be used whenever it is in a supportive role to another logotype or graphic element. Staging requirements do not apply to this signature. Positive application is preferred, with white copy in a black band. For reverse applications, use white copy in a band that is 90% tint of the field color.

**Signature Derivatives**  
Tagline and Supportive Signature





DENVER PERFORMING ARTS COMPLEX

*Do not use any part of the new identity with any part of the old identity.*

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*Do not introduce new colors to the 2-color format.*

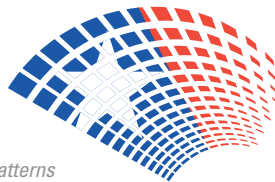
**DENVER PERFORMING ARTS COMPLEX**  
*In the Heart of the Theatre District!*

*Do not change the letterspacing, do not introduce new typefaces.*



**DENVER**  
**PERFORMING**  
**ARTS**  
**COMPLEX**

*Do not stack the Secondary Signature, do not obstruct the "far end" of the Service Mark.*



*Do not introduce photographs, patterns or graphic effects to the Service Mark. Do not reverse its direction.*

**DENVER**  
**PERFORMING**  
**ARTS COMPLEX** TICKETS

*Do not violate the staging requirements of the Primary or Secondary Signatures. That is the purpose of the Supportive Signature.*

**Unacceptable Reproduction**  
**Primary & Secondary Signatures and Service Mark**

## GRAPHIC IDENTITY DESIGN GUIDELINES

abcdefghijklmnopqrstuvwxy & z  
ABCDEFGHIJKLMNOPQRSTUVWXYZ & Z  
1234567890

**abcdefghijklmnopqrstuvwxy & z**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ & Z**  
**1234567890**

**abcdefghijklmnopqrstuvwxy & z**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ & Z**  
**1234567890**

### *Futura Family-*

*Font used for both DPAC signatures. Clean and legible sans serif display font, used for headings in signage and other various one line uses. DO NOT USE FOR BODY COPY.*

abcdefghijklmnopqrstuvwxy & z  
ABCDEFGHIJKLMNOPQRSTUVWXYZ & Z  
1234567890

**abcdefghijklmnopqrstuvwxy & z**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ & Z**  
**1234567890**

**abcdefghijklmnopqrstuvwxy & z**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ & Z**  
**1234567890**

### *Bodoni Family-*

*Classic modern style serif text font used for tagline or signage messages. Classy and dressy, this font serves as a counterpoint to the DPAC Signatures.*

abcdefghijklmnopqrstuvwxy & z  
ABCDEFGHIJKLMNOPQRSTUVWXYZ & Z  
1234567890

**abcdefghijklmnopqrstuvwxy & z**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ & Z**  
**1234567890**

### *Univers Condensed Family-*

*Highly efficient and legible sans serif text font, used for body copy and internal corporate communications, provides a crisp contemporary look.*

Considerate use of typography in all identity and promotional materials will further support, strengthen and distinguish the DPAC identity.

The Futura Family, basis for the signatures, is suitable for quick messages imparting immediate recognition. Bodoni and Univers represent highly legible typestyles judged to be very compatible with the signature design. All three fonts are available in a wide range of weights and italics, which are well suited for a variety of applications.

## Typeface Family

Supportive Serif and Sans Serif Fonts