

# Brand Guide: **Maplewood Playhouse**



**MAPLEWOOD  
PLAYHOUSE**

# Logo

To build brand awareness, it is critical that the Maplewood Playhouse logo appear on every form of communication that comes from our program. This includes all marketing, promotional, advertising, educational and event-related print and digital communications, including email and other correspondence.



There are occasions when our full color logo is not applicable. Below are other ways to use our logo: as black and white, as one color (in one of the colors in our palette) or reversing out of a contrasting background. If used this way, there must be enough contrast to be readable. The logo should never be represented in any other way.



# Logo

Whenever possible, the Maplewood Playhouse main logo should be used. If there are limitations, such as space or orientation, the secondary logo may be used, but only if absolutely necessary. The YAC logo should be used where applicable.

Main Logo



Secondary Logo



Young Arts Conservatory-



# Logo With Taglines

The Maplewood Playhouse logo can stand alone or with the tagline as a unit. The tagline can also be used alone as a graphic element, and in different palette colors and orientation.



**MAPLEWOOD  
PLAYHOUSE**

**Growing Better Actors, Better People.**

**Growing Better Actors,  
Better People.**

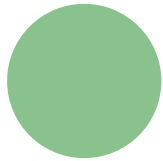
**GROWING  
Better Actors,  
Better People.**

**GROWING  
Better Actors,  
Better People.**

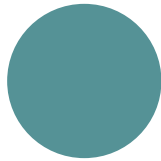
# Color Palette

Consistent use of color is critical in maintaining our brand. Any material created in-house should use only the following colors.

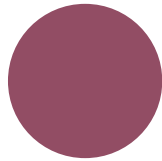
Below each color are the various breakdowns to easily create these colors on our own, whether for web or print use.



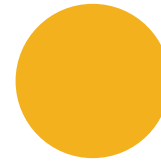
PMS 2261  
C=48, M=5, Y=56, K=0  
R=140, G=193, B=142  
Hex=#8cc18e



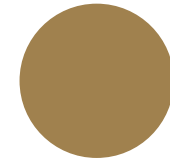
PMS 2212  
C=68, M=29, Y=38, K=2  
R=88, G=145, B=150  
Hex=#589196



PMS 696  
C=39, M=78, Y=44, K=15  
R=146, G=78, B=100  
Hex=#924e64



PMS 4008  
C=3, M=32, Y=98, K=0  
R=244, G=178, B=35  
Hex=#f4b223



PMS 2318  
C=37, M=46, Y=79, K=7  
R=161, G=129, B=79  
Hex=#a1814f

# Font Usage

We use specific brand fonts in all marketing materials, including email. These fonts offers several weights and specific examples are shown here to guide use and choices. Fonts can be used as both headline or copy weight.

## Barlow Condensed Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

## NOVE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Barlow Condensed Thin

*Barlow Condensed Light Italic*

**Barlow Condensed SemiBold**

**Barlow Condensed Bold**

***Barlow Condensed ExtraBold Italic***

**Barlow Condensed Black**

This font can be used in special cases, such as large headlines, graphic images, or pullquotes.

Example:

**Welcome to Maplewood Playhouse**

Barlow Condensed Bold

The Maplewood Playhouse is a nonprofit community theater, acting program, and young arts conservatory promoting inclusive and socially conscious programming that nurtures personal, professional, and social growth.

Barlow Condensed Light

Example:

**WELCOME TO MAPLEWOOD PLAYHOUSE.**

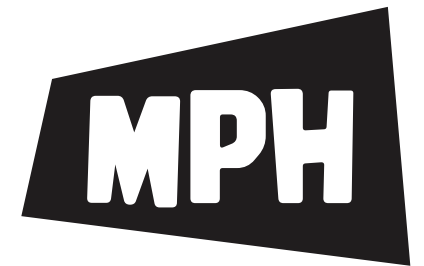
Nove

# Graphic Elements

This page shows the types of graphic elements used in our collateral pieces. Patterns and graphics can be used in any palette color.



MPH



# Key Messaging

## **Tagline**

Growing Better Actors, Better People.

## **Our Mission**

We cultivate community theater for actors and audiences that nurtures creative intelligence, personal growth, and an enlightened appreciation of art, self, and others.

## **Our Vision**

Theatrical arts everywhere are celebrated for promoting artists and performances of open, inclusive, and socially conscious thought and expression.

## **Position Statement**

The Maplewood Playhouse is a nonprofit community theater, acting program, and young arts conservatory promoting inclusive and socially conscious programming that nurtures personal, professional, and social growth.

## **Sample Hashtags**

#stagesofgrowth

#openspace

#enlightenedexpression

#stagingsocialchange

#actingout

#socialinspiration

#betteractorsbetterpeople

## **Additional Key Points, Position and Voicing**

- Tone is warm, inclusive, inquisitive, and inviting
- Maplewood Playhouse is a safe, supportive, bully-free haven for exploration and expression
- The experience is more important than expensive productions
- Care for community and social issues is our higher purpose
- Youth are treasured for their truth and perspective



# Key Messaging

## **WE BELIEVE:**

### **Theater Nurtures Growth**

The dramatic arts offer a joyful, supportive setting where youth and adults are inspired to explore and express the human story, grow as artists, and train to become better actors and people.

### **Content Counts**

Maplewood Playhouse curates programs and performances that are exciting, inclusive, and conscientious. Traditional and contemporary productions stretch the range of thought and emotion, inviting participants to a transformative theatrical experience.

### **Everyone Plays a Role**

We create community theater that is intentionally small and intimate, where actors and audience feel joined on a dramatic journey of discovery and each plays a vital part in the power of live performance.

### **Social Reflection Belongs On Stage**

Maplewood Playhouse uses creative expression to entertain, engage, provoke empathy, and spark change. We explore social issues with creativity, care, and compassion, promoting mutual acceptance and tolerance.