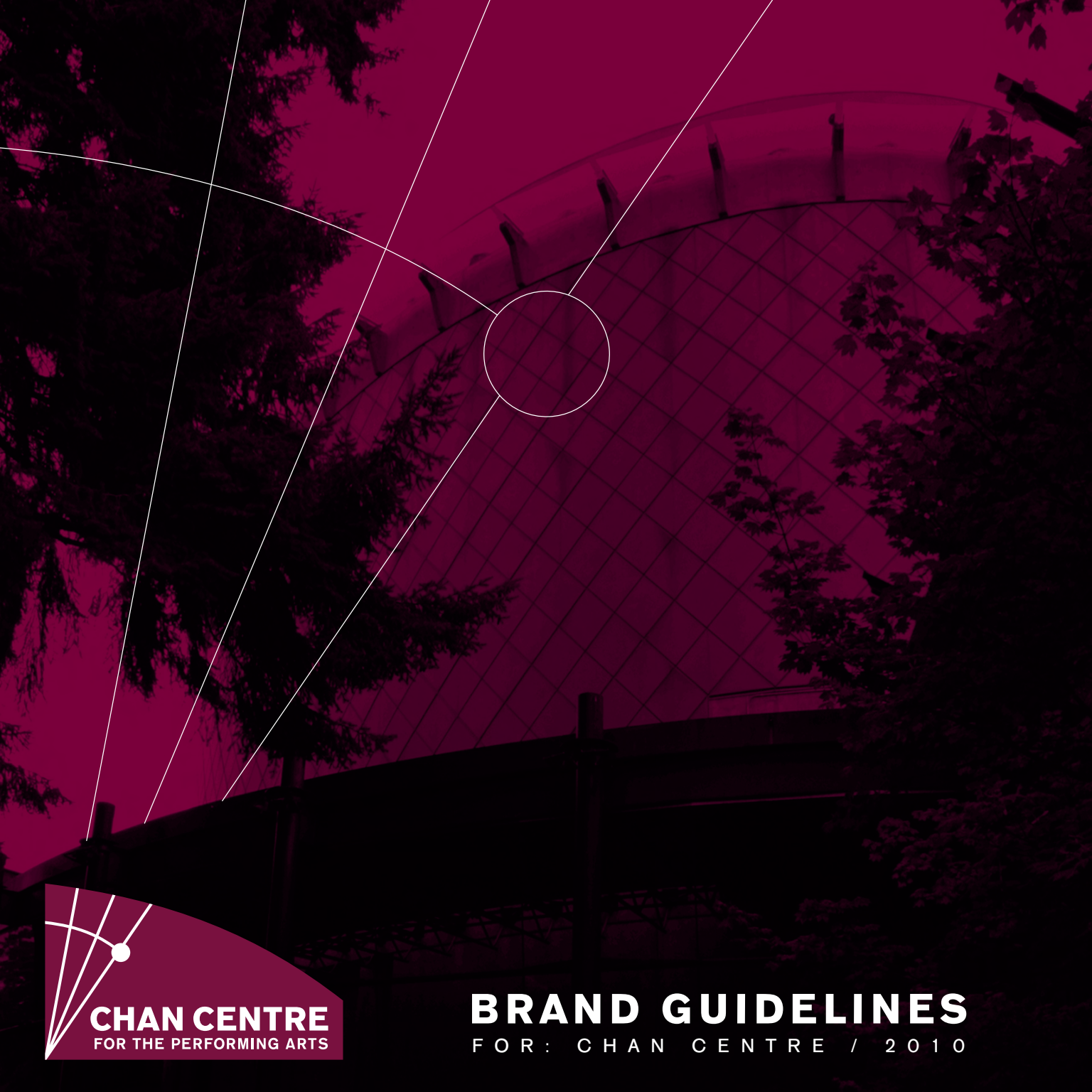

CHAN CENTRE
FOR THE PERFORMING ARTS

BRAND GUIDELINES

FOR: CHAN CENTRE / 2010

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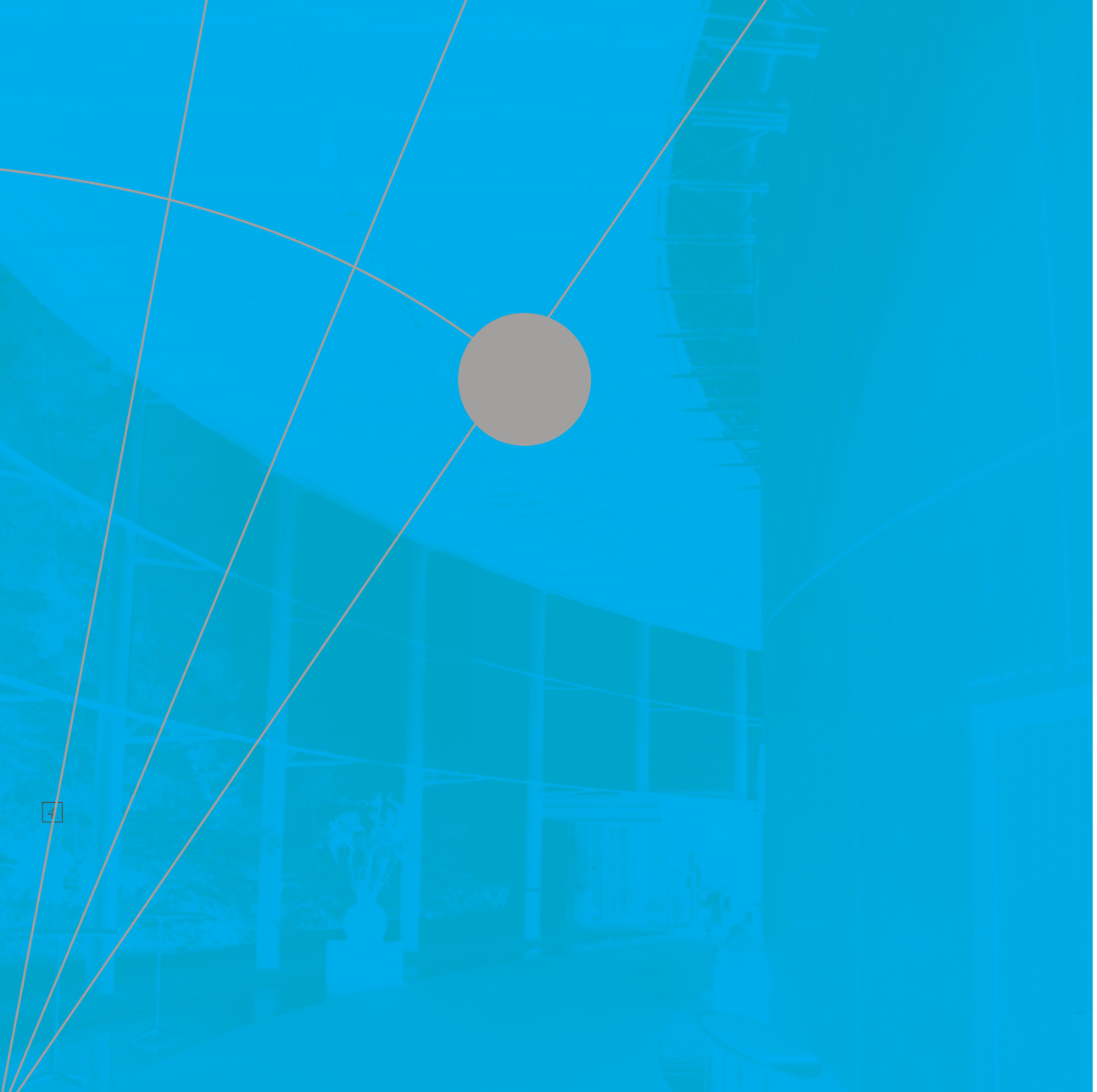
Since its opening in spring 1997, the Chan Centre for the Performing Arts has earned an international reputation for its striking design and stellar acoustics. Artists, critics and patrons alike are unanimous in their praise of the multi-faceted facility, winning it a place among North America's premier performing arts venues.



REBRANDING RATIONALE

The Chan Centre for the Performing Arts rebranding process involved solidifying elements within the old logo. The existing brand required a fresh approach leaving out ‘the’ in the name and bringing together the brand into a contained identity, which can be utilized consistently across a variety of platforms. Arcs, organic linework, legible type for smaller applications, were some of the objectives in developing the rebrand. Maintaining a level of recognizability from the initial logo was essential. This was achieved through keeping the linework elements, and introducing a curved structure to house the name.

LOGO GUIDELINES : B+W VERSIONS ON WHITE BACKGROUND

1. Logo on white background, there are 2 options available: 1a & 1b (either can be used)

1a)

1b)

LOGO GUIDELINES : B+W VERSIONS ON GREY BACKGROUNDS

2. Overall, light backgrounds benefit from the black versions, where as dark backgrounds benefit with the white versions. Chart on next page indicates which versions are optimal. When a mixed background is presented, use appropriate version. There are options available: depending on shade of background and if a keyline is required around logo:

✖ Indicates unacceptable version ✔ indicates acceptable version (when ✖ is indicated)

NOTE: no indication means either version is acceptable

SOLID WHITE ON GREYS

2a)

NO KEYLINE: logo can be used white on background (no keyline) ranging from **100**% black to **40**% black

2b)

KEYLINE: logo can be used white on background ranging from **40**% black to **0**% black

SOLID BLACK ON GREYS

2c)

NO KEYLINE: logo can be used black on background (no keyline) ranging from **60**% black to **0**% black

2d)

KEYLINE: logo can be used black on background ranging from **100**% black to **60**% black

OUTLINE VERSION ON GREYS

2e)

OUTLINE: white outline on background ranging from **100**% black to **60**% black **/** black outline **35**% black to **0**% black

EMOTIVE : **COLOUR** VERSIONS ON WHITE BACKGROUND

3. **PMS 229** on white background, there are 2 options available: 3a & 3b (either can be used). Shades of PMS 229 are *not* recommended. Colour logo can be used on most coloured backgrounds but please note, if colour clashes with background (PMS 229 on red for instance), b+w version should be used. See page 15 for more information.

3a)

3b)

PMS 229 C

- ✓ 100%
- ✗ 80%
- ✗ 60%
- ✗ 40%
- ✗ 20%
- ✗ 10%

COLOUR BREAKDOWN INFORMATION

PMS 229 C	PMS 229 U	CMYK(PRINT)	RGB (WEB)
COATED PAPER	UNCOATED PAPER	4-C PROCESS: **C**: 0 **M**: 100 **Y**: 15 **K**: 60	**R**:122 **G**:0 **B**:60 **HEX** : 7A003C

4. Overall, light backgrounds benefit from solid PMS 229 versions, darker backgrounds benefit from the white with PMS 229 accent versions. Chart on next page indicates which versions are optimal. When a mixed background is presented, use appropriate version. There are options available: depending on shade of background and if a keyline is required around logo:

✗ Indicates unacceptable version ✓ indicates acceptable version

NOTE: no indication means either version is acceptable

WHITE WITH ACCENTS COLOUR ON GREYS

4a)

NO KEYLINE: logo can be used white with accents on background (no keyline) ranging from **100**% black to **40**% black

4b)

KEYLINE: logo can be used white with accents + keyline on background ranging from **40**% black to **0**% black

SOLID COLOUR BLACK ON GREYS : ALL VERSIONS ACCEPTABLE

4c)

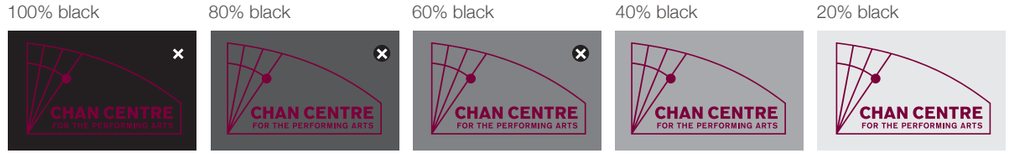
NO KEYLINE: logo can be used black on background (no keyline) ranging from **100**% black to **0**% black

4d)

KEYLINE: logo can be used black on background ranging from **100**% black to **0**% black

COLOUR OUTLINE VERSION ON GREYS

4e)



OUTLINE: PMS 229 colour outline on background ranging from **40**% black to **0**% black

TYPOGRAPHY

5. Brand uses font family: **AG OLD FACE**

AG OLD FACE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 / !@#$%^&*()/?+{}:"><

AG OLD FACE MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 / !@#$%^&*()/?+{}:"><

AG OLD FACE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 / !@#$%^&*()/?+{}:"><

TAGLINE VARIATION

6. A SOUND EXPERIENCE. The Chan Centre's tagline. Typographic treatment: **AG OLD FACE MEDIUM** justified on either end of logo / tracking is set loose. This can be applied to all versions of logo.

6a)

6b)

WHITE SPACE AROUND LOGO

7. Clear space around the logo is essential for maintaining legibility. Any additional copy or graphic elements must be at least 2 'E' widths apart from logo.

7a)

WITH TAGLINE

7b)

WITHOUT TAGLINE

SIZING GUIDELINES

8. The linework within the logo is set to scale together as one unit and as a vector image. Thus, the logo can be resized larger to infinity. For smaller versions, the secondary line '*for the performing arts*' will be eliminated. These restrictions apply to versions with and without keyline, all b+w versions, and all colour versions.

FOR ALL VERSIONS 1.5" x 1.5" AND LARGER:
USE SECONDARY LINE: '*for the performing arts*'

1.5" X 1.5"

FOR VERSIONS 1" x 1" AND SMALLER:
DO NOT USE LINE: '*for the performing arts*'

1" X 1"

.75" X .75"

SMALLEST ACCEPTABLE SIZE: .5" x .5"

.5" X .5"

LOGO PLACEMENT FOR ADS/PUBLICATIONS

9. Placement of logo is versatile, favouring selection **1** & **2**. Placement depends upon elements of existing ad, meaning: If there's an area (within the four corners) that is not busy, than that placement is preferred.

CHAN CENTRE LOGO WORKING WITH UBC BRAND

10. UBC recently updated their brand which includes the tagline ‘a place of mind’. The Chan Centre being located at UBC, frequently uses their logo in conjuction with the UBC brand. Here are a few guidelines in terms of placing the logo with the UBC brand:

10a) B+W VERSION: 1

10b) B+W VERSION: 2

10c) B+W VERSION: 3

10d) COLOUR VERSION: 1

10e) COLOUR VERSION: 2

10f) COLOUR VERSION: 3

BRAND GUIDELINES: WHAT TO AVOID

11. Brand quality lies in maintaining consistency everytime the brand is presented. Here are a few simple rules to follow. When encountering a problem on what is acceptable and what is not, use common sense and most likely, the b+w versions explained in this book will be a good solution. Take care of the brand, be true to the brand, and the equity will remain for years to come.

DO NOT USE ANY COLOUR

DO NOT USE SHADES OF 229

DO NOT USE A DROPSHADOW

DO NOT STRETCH LOGO

DO NOT DELETE ELEMENTS

DO NOT PLACE UPON CLASHING COLOUR (USE B+W VERSION)

CHAN CENTRE FOR THE PERFORMING ARTS 6265 CRESENT ROAD VANCOUVER BC V6T 1Z1
TEL: 604.822.2697 I FAX 604.822.1606 I CHAN.CENTRE@UBC.CA I CHANCENTRE.COM