



VOX Musical Theatre Visual Identity Guide:  
Company Logos, Standard Typography, and Marketing Materials

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## The Power of Consistency

This guide focuses on the importance of the VOX visual identity. Brand elements - logos, word marks, the look and feel of branded materials and products - require a commitment to high quality and consistency throughout the life of VOX Musical Theatre.

As such, this guide lays the foundation for building a strong and recognized company brand by laying out important aesthetic elements that will communicate the consistency and quality of the VOX name.

Note: The Public Relations Officer can make changes to the logo for sake of morale








## Official Colors

The official colors of VOX:  
Color Specifications should never be altered.

NOTE: Due to the inconsistent nature of computer monitors and office printers, the colors depicted within this guide may not match the actual colors when viewed on screen or printed on your office printer.

For accurate reproduction for:  
Printed Materials, use the CMYK 4-color process numbers.  
Web, use HTML (HEX) numbers, RGB if required

	CMYK 100 96 39 51 RGB 18 22 64 HTML 121640
	CMYK 91 54 23 4 RGB 11 106 149 HTML 0B6A95
	CMYK 74 12 9 0 RGB 0 172 209 HTML 00ACD1
	CMYK 45 0 7 0 RGB 130 210 232 HTML 82D2E8
	CMYK 0 0 0 0 RGB 255 255 255 HTML FFFFFFFF

## Company Logo

Proper use of the VOX logo:

Full color reproduction is preferred ①. When full color logos are used on dark or patterned background, the VOX logo reverses to 20% of gray as seen in illustration ②.

For black and white print use logos ③ and ④.

For detailed color information see page 4.



## Company Logo - Area of Isolation

The free space surrounding the logo (area of isolation) prevents it from visually competing with type or images that surround it. This area (indicated by the broken gray line) should always be void of type or other design elements.

X is always equal to the height of the text below VOX, regardless of the size of the logo.



## Company Logo - Minimum Size

The height of the logo should never be smaller than .5”.



## Official Fonts

Primary Font: Helvetica Neue Thin/Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



## Official Name

When using our name for the first time, the full name should be used. The following is the acceptable capitalization of our name. Please note the capitalized letters in VOX and the spelling of theatre:

VOX Musical Theatre

Only after our full name has been established, or in circumstances where our full name is regularly associated, may you refer to us with the simple name, VOX. The following is the acceptable capitalization of our name:

VOX