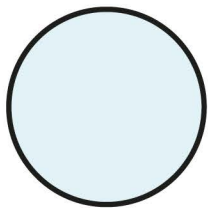


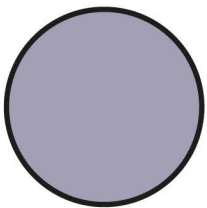
# Graphic standards manual

# Colour

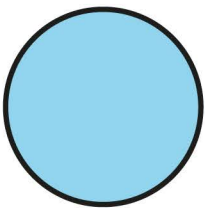
With Frozen the musical being the headliner of our festival, the colours used are inspired by their advert for the stage production for Frozen.



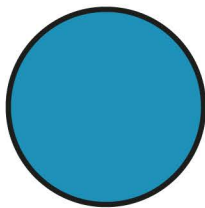
£2F3F7



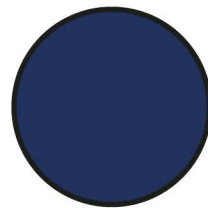
A2A0B5



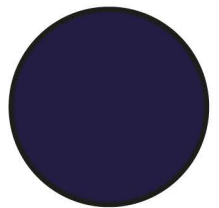
92D5EF



0590B8



20305D



1C1544

# Graphic standards manual

# Typography

According to the Society of London theatre, 68% of theatre goers are women (figures published in 2010) (BBC, 2013). Due to this, a font seen as more feminine has been used for the typography.

Font to be used: Lofty Goals by Niskala Huruf.

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

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[fontspace.com](https://www.fontspace.com).

# Graphic standards manual

## Logo

Composition and colour of logo and branding:

Acceptable variations:



Original Design



Altered design on dark background

Unacceptable variations:



Design stretched out



Wrong colours