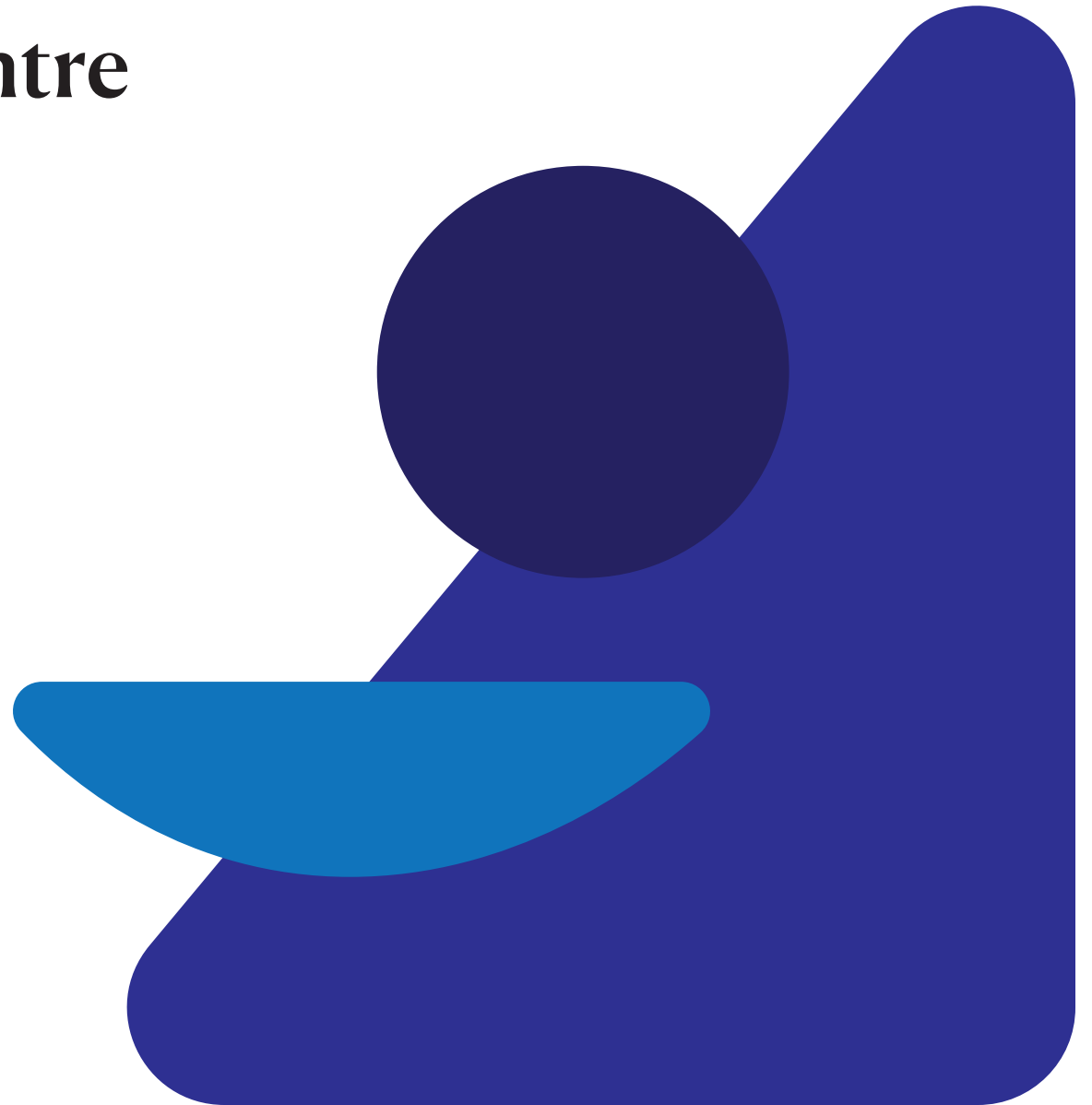


Meridian Arts Centre

Corporate Guidelines

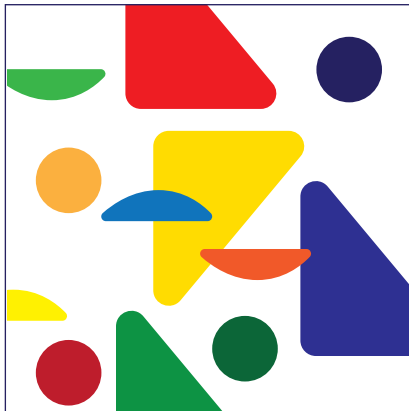




At the Meridian Arts Centre, we aim to create a space that is open to everyone in the community by offering a variety of experiences and shows that all audiences can enjoy. As a part of TO Live, we represent one of three of Toronto's iconic theatres.

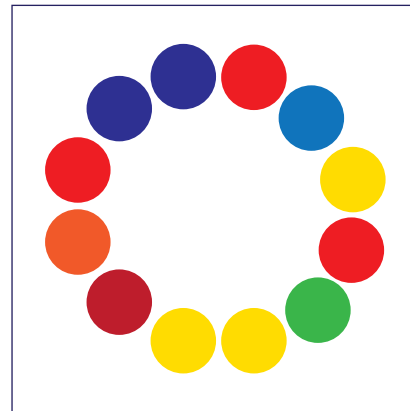
The brand guidelines that are represented in this manual are references and standards that the Meridian Arts Centre will use as a convention for all items that are a part of the company such as the logo, typography, stationary, communication, and application materials. These materials will allow us to create a uniform visual language across this company and create a consistent brand identity.

Through these materials, we hope to create a series of items that are clear, represent the company and our ideology. It is important to thoughtfully show that we are part of the North York and even the Toronto community.



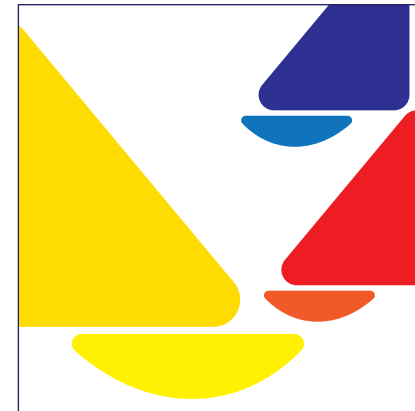
Diversity

The Meridian Arts Centre believes in creating a space that is open to everyone but also houses a variety of performances. Ranging from opera and classical performances to stand-up comedy, the Meridian Arts Centre is a theatre that aims to create a space that is inclusive and offers something for everyone.



Community

The theatre is placed in the heart of North York where it is surrounded by a strong community that is filled with a very diverse demographic. With the ability to rent out the space to having children's performances, the theatre is always trying to bring together the community and bring the people together through a shared experience.



Entertainment

The number one responsibility and aim of the Meridian Arts Centre is to create an entertaining performance for all its various audiences. The theatre has the George Weston Recital Hall, the Lyric Theatre, Greenwin Theatre, and Studio Theatre to hold a variety of audiences.

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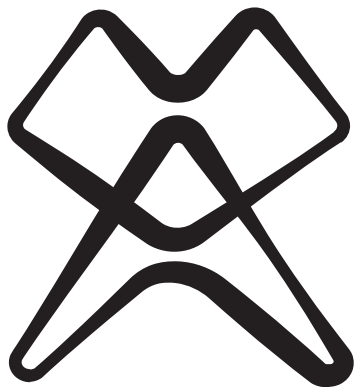
- 8A corporate + promotional

The Logo

- 1A symbol + wordmark
- 1B minimum size + safety zone
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Symbol + Wordmark

Proposed Logo



**Meridian
Arts
Centre**



symbol



wordmark



The symbol for the logo was created out of two intersecting shapes that represent the company initials. The main logo is in black and white. For other colours and variations view logo usage + size.

Current Logo



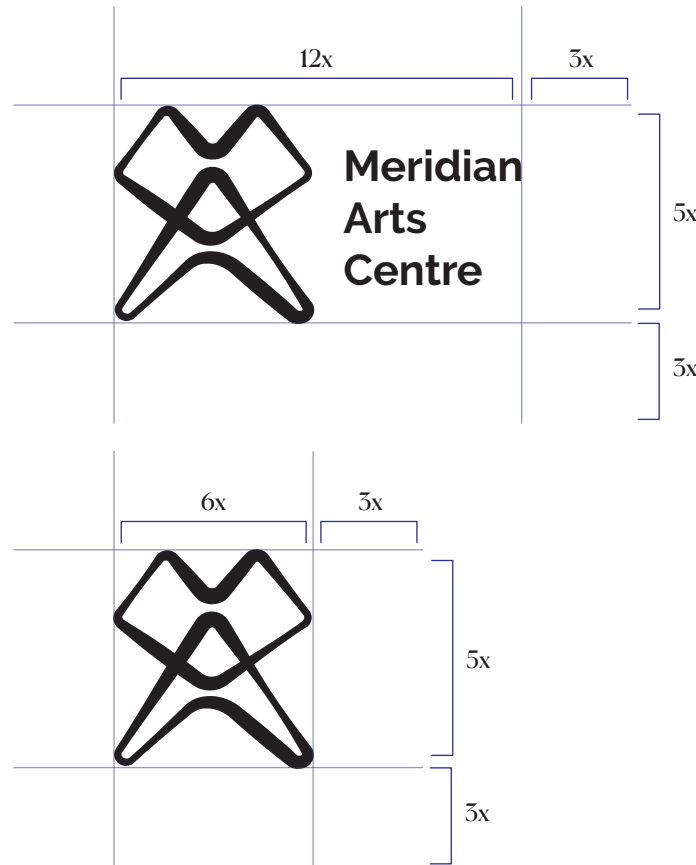
**MERIDIAN
ARTS CENTRE**

Minimum Size + Safety Zone

Safety Zone

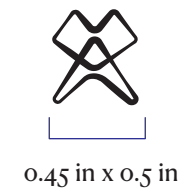
The safety zone is measured from where the symbol ends for the height and for the width where the symbol ends as well as where the longest word in the wordmark ends, which in this case would be 'meridian'. It is measured by 3 times the height of the letter M in the wordmark.

x-height = **M**



Minimum Size

At the minimum size of the logo, the wordmark would be 7 pt and that would be scaled up as the logo increased in size. The minimum size for the symbol of the logo is 0.45 inches wide and 0.5 inches tall. The example below is to scale.



Usage + Application

Acceptable Usages



The logo, whether only the symbol or both the symbol and the wordmark, must be represented in a specific way to maintain consistency across a range of corporate communications, stationary, and promotional materials. The three acceptable usages of the logo are the symbol with the wordmark left aligned in **Raleway Bold** on the right side or underneath it. The outline of the logo is very specific and cannot be a uniform stroke. The symbol can also appear on its own in cases such as posters, banners, and even merchandise.

Alternative Usage



White Usage

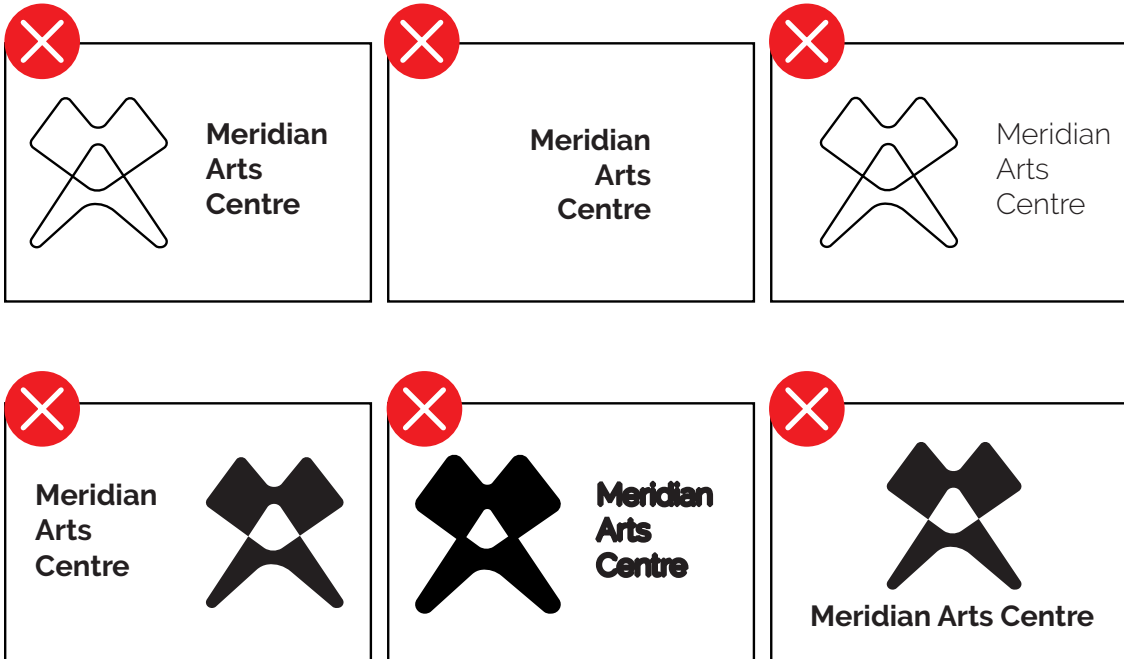


Colour Usage



Usage + Application

Incorrect Usages



Incorrect usages of the logo include variations that use a uniform stroke on the logo. The wordmark also would not appear on its own and is never aligned right. The wordmark must also always be in **Raleway Bold** to maintain consistency. Finally, the logo should always feature the symbol on the left and the wordmark on the right. Although the symbol has a stroke, the typeface should not have an additional stroke and the symbol should not have both a stroke and a fill. Lastly, the Meridian Arts Centre logo will have the wordmark on three lines rather than on one below the logo.

Typography

2A primary
2B secondary

Primary

Canela Deck - regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPS
TUVWXYZ
0123456789!@#%&*()

Canela Deck - medium

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPS
TUVWXYZ
0123456789!@#%&*()

Canela Deck - italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPS
TUVWXYZ
0123456789!@#%&()*

Raleway - medium

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPS
TUVWXYZ
0123456789!@#%&*()

Raleway - bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPS
TUVWXYZ
0123456789!@#%&*()

Raleway - medium italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPS
TUVWXYZ
0123456789!@#%&()*

The two primary typefaces used by Meridian Arts Centre will be Canela Deck and Raleway. Canela deck is an ambiguous font that is both serif and san serif, allowing for a lot of flexibility in terms of style. It will be used for headings and subheadings of promotional materials and company items that are at a larger scale. For the main body type and smaller items such as business cards and letterheads, Raleway will be used, often at a medium weight as it is a fairly thin typeface.

Secondary

Playfair Display - regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPS
TUVWXYZ

Playfair Display - bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPS
TUVWXYZ
0123456789!@#%&^*()

Playfair Display - italics

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPS
TUVWXYZ
0123456789!@#%&^()*

Proxima Nova - medium

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPS
TUVWXYZ
0123456789!@#%&^*()

Proxima Nova - bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPS
TUVWXYZ
0123456789!@#%&^*()

Proxima Nova - medium italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPS
TUVWXYZ
0123456789!@#%&^()*

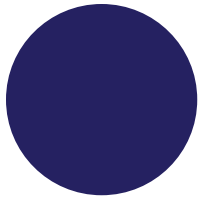
The secondary typefaces are the font families that were most similar to, and had the highest resemblance to Canela and Raleway. The first would be playfair, which is a serif font that is in a more traditional style than Canela. Proxima Nova is a typeface that is sans serif and similar to Raleway. This typeface is also very legible and could be used for body text on all documents.

Colour Palette

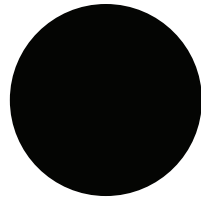
3A primary
3B secondary

Primary

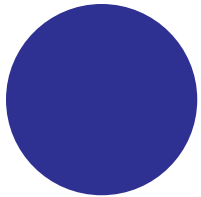
Primary Colours



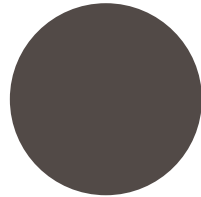
C: 100
M: 100
Y: 25
K: 25
2119 C



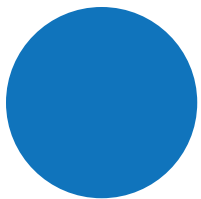
C: 100
M: 100
Y: 100
K: 100
BLACK 6 C



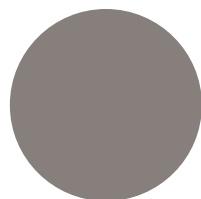
C: 100
M: 100
Y: 0
K: 0
2370 C



C: 100
M: 100
Y: 100
K: 100
50% TINT



C: 85
M: 50
Y: 0
K: 0
2383 C



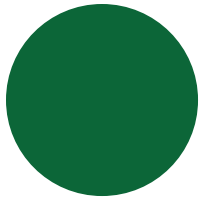
C: 100
M: 100
Y: 100
K: 1000
30% TINT

The primary colours are similar to the colours that are shown in the current company logo. The blue and the black allow the company to still be related to the current designs while changing the tones and variety to create the proposed changes.

The primary colours are mainly used in corporate stationary and communication materials. These colours are to be used in more formal settings and can also be used for promotional materials with secondary colours.

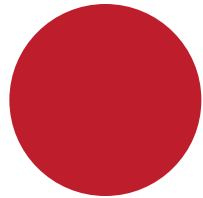
Secondary

Secondary Colours



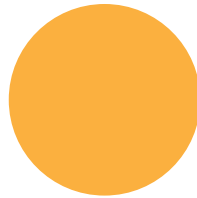
C: 90
M: 30
Y: 95
K: 30

349 C



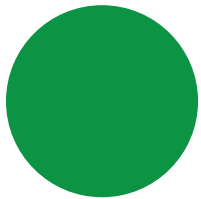
C: 15
M: 100
Y: 90
K: 10

186 C



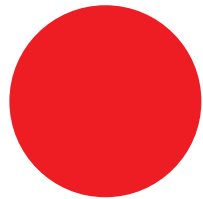
C: 0
M: 35
Y: 85
K: 0

1365 C

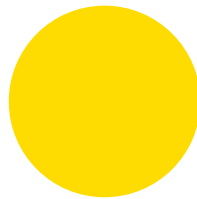


C: 85
M: 10
Y: 100
K: 10

347 C

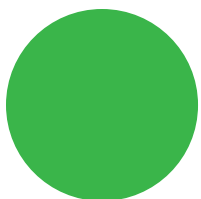


C: 0
M: 100
Y: 100
K: 0
1788C
#ED1C24



C: 0
M: 10
Y: 100
K: 0

YELLOW C



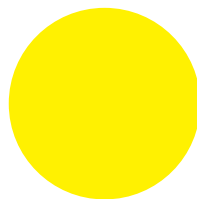
C: 75
M: 0
Y: 100
K: 0

2270 C



C: 0
M: 80
Y: 95
K: 0

2060 C



C: 0
M: 0
Y: 100
K: 0

102 C

The secondary colours are used for collateral applications within the Meridian Arts Centre. They provide more colourful applications within the shapes and textures created for the Meridian Arts Centre.

The secondary colours are used alongside the primary colours in items such as posters, banners, tickets, and programme booklets. These colours are used in conjunction with the primary colours to create playful promotional materials.

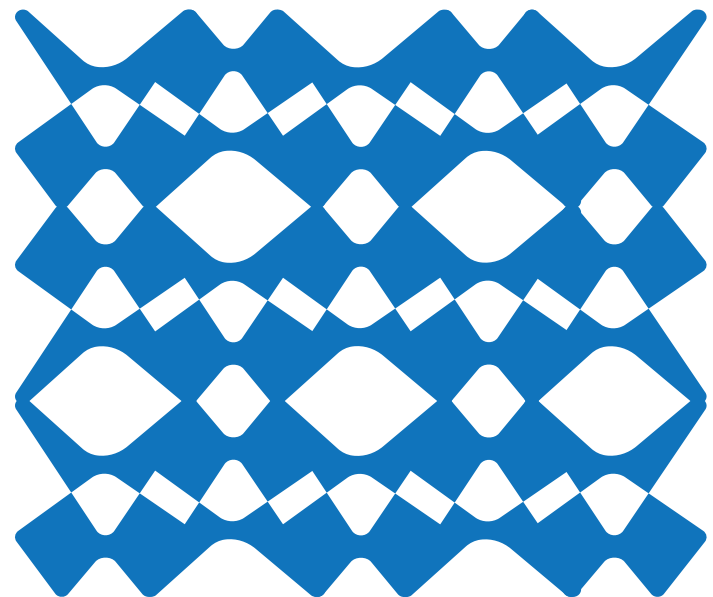
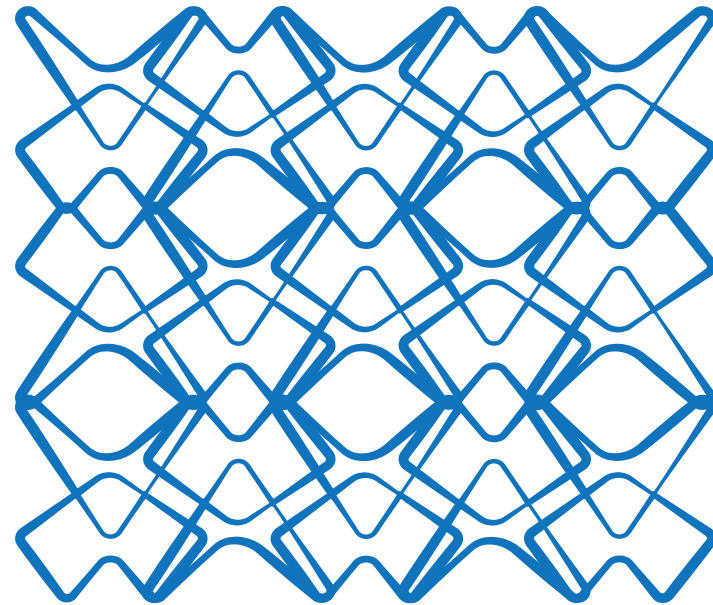
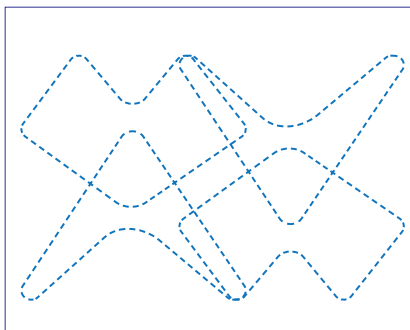
Imagery

4A fluid elements

Fluid Elements

Texture Pattern

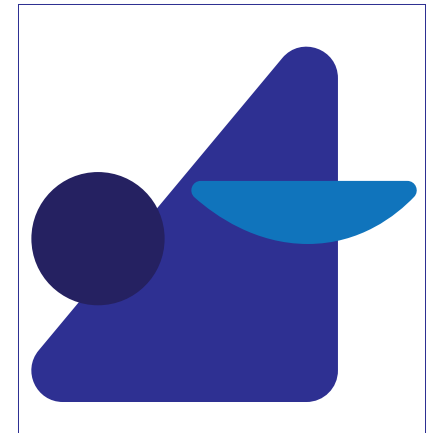
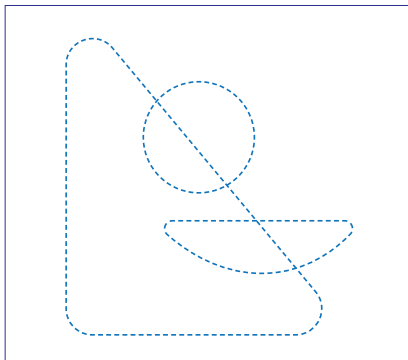
In a few of the corporate stationary as well as the promotional materials, the logo shape is used and repeated to create a texture. This texture appears as a background or full-bleed design on materials such as totes or business cards.



Fluid Elements

Shape Pattern

These shapes are fluid elements used to represent the lighting that is often presented in theatre productions. The simple shapes represent a spotlight as well as a line shining down. They are arranged in different orientations and overlaps throughout the collateral applications.



Corporate Stationary

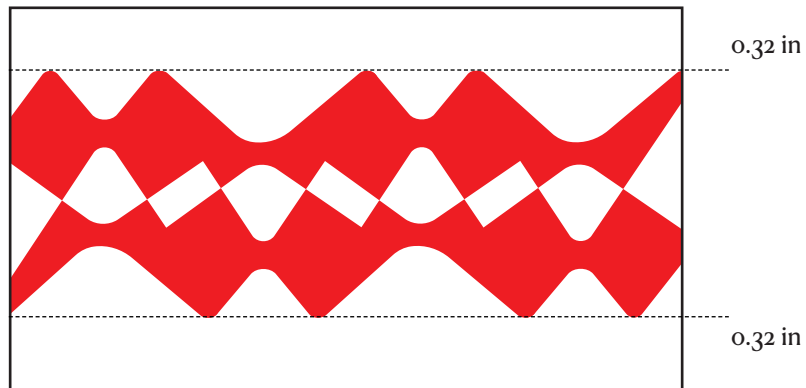
- 5A business card
- 5B letterheads
- 5C fax sheet
- 5D memo sheet
- 5E envelope

Business Cards

Business Card



front view



back view

Print Specifications

Name

Raleway - Weight Medium
Type Size 10 pt
Line Space 12 pt

Company Name

Raleway - Weight Italic
Type Size 8 pt
Line Space 10 pt

Company Details

Raleway - Weight Regular
Type Size 8pt
Line Space 11 pt

Size

3.5 inch x 2 inch

Stock

80 lb Paper Weight

Colour

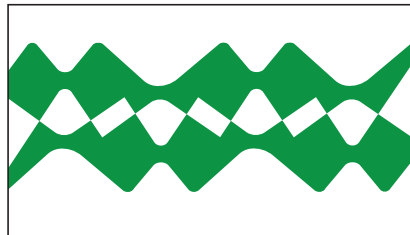
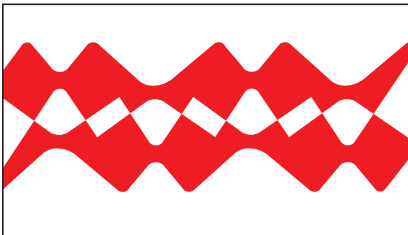
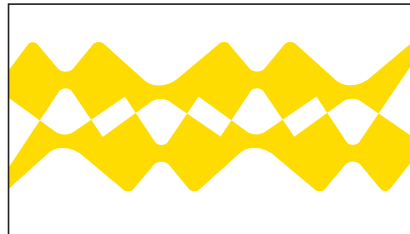
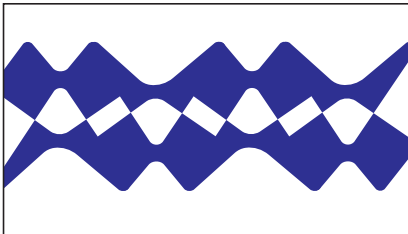
4/4 CMYK (full bleed)

Pattern

A repetition of the logo shape.

Business Cards

Business Card Variations



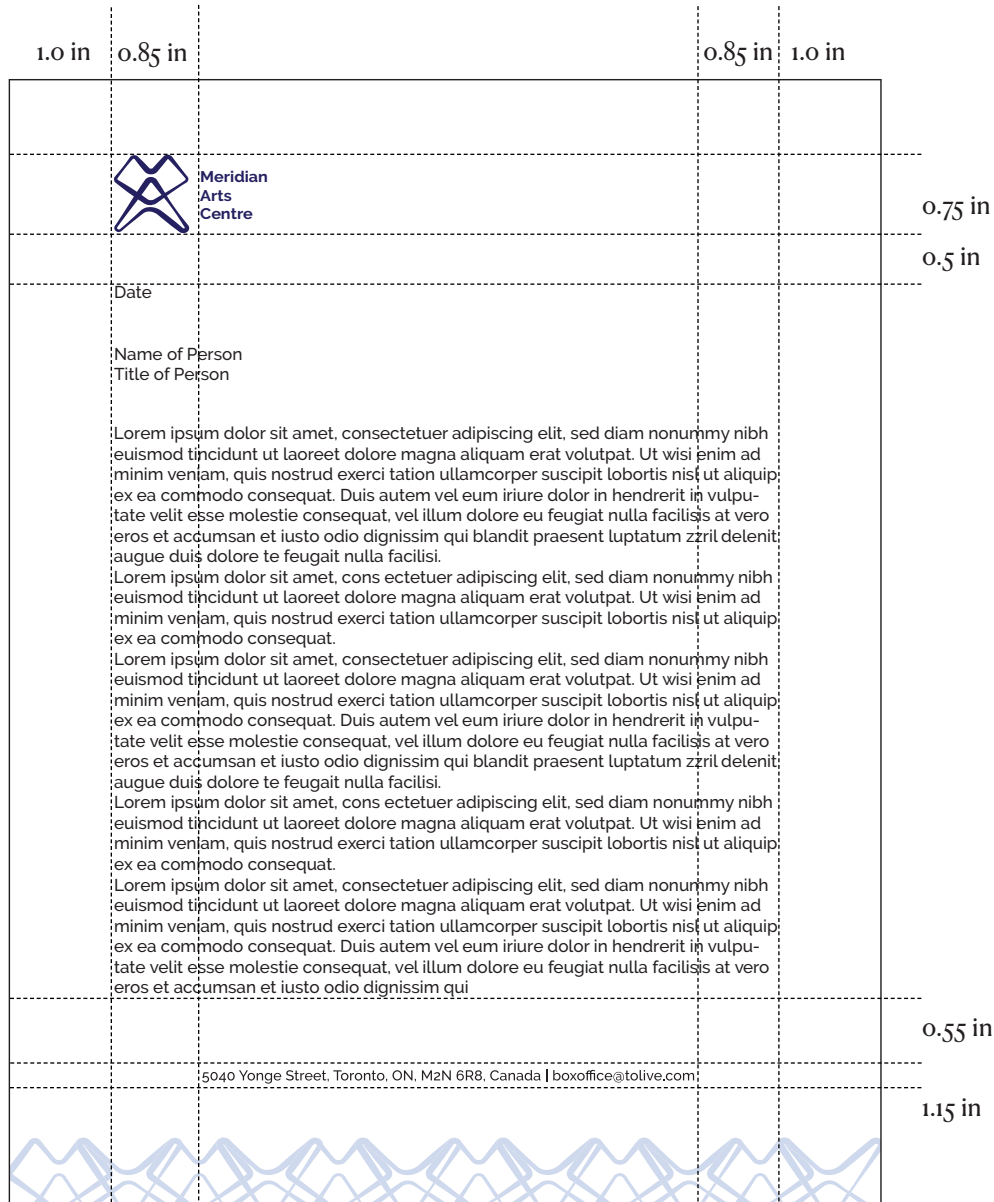
Departments and Card Colours

-  Executive + Board of Directors
-  Special Projects + Programming
-  Finance /Administration + Operations
-  Marketing/Communications + Development

The business cards feature a pattern that uses a different colour based on department.

*not actual size

Letterheads



Print Specifications *not actual size.

Logo

Size 1.5in x 0.76in
Type Size 11 pt
Line Space 13.2 pt

Body Text

Raleway - Weight Medium
Type Size 12 pt
Line Space 14.4 pt

Company Address

Raleway - Weight Medium
Type Size 10 pt
Line Space 12 pt

Size

8.5 inch x 11 inch

Stock


40lb Paper

Colour

4/4 CMYK (full bleed)

Fax Sheet

1.0 in 0.85 in 0.85 in 1.0 in



Meridian Arts Centre

0.75 in

0.5 in

Fax

To: _____ From: _____

Fax: _____ Pages: _____

Phone: _____ Date: _____

Re: _____ CC: _____

Urgent For Review Please Comment Please Reply

Comments:

5040 Yonge Street, Toronto, ON, M2N 6R8, Canada | boxoffice@tolive.com

0.55 in

1.15 in

Print Specifications *not actual size.

Logo

Size 1.5in x 0.76in
Type Size 11 pt
Line Space 13.2 pt

Title Text

Raleway - Weight Medium
Type Size 75 pt
Line Space 90 pt

Body Text

Raleway - Weight Medium
Type Size 12 pt
Line Space 14.4 pt

Company Address

Raleway - Weight Medium
Type Size 10 pt
Line Space 12 pt

Size

8.5 inch x 11 inch



Stock

40lb Paper

Colour

4/4 CMYK (full bleed)

Memo Sheet

		0.75 in
		0.5 in
 <p>Meridian Arts Centre</p>		
<h1>Memo</h1>		
To: _____		
From: _____		
Date: _____		
Subject: _____		
<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.</p>		
		2.0 in
		

Print Specifications *not actual size.

Logo

Size 1.5in x 0.76in
Type Size 11 pt
Line Space 13.2 pt

Title Text

Canela - Weight Medium
Type Size 75 pt
Line Space 12 pt

Body Text

Raleway - Weight Medium
Type Size 12 pt
Line Space 14.4 pt

Size

8.5 inch x 11 inch

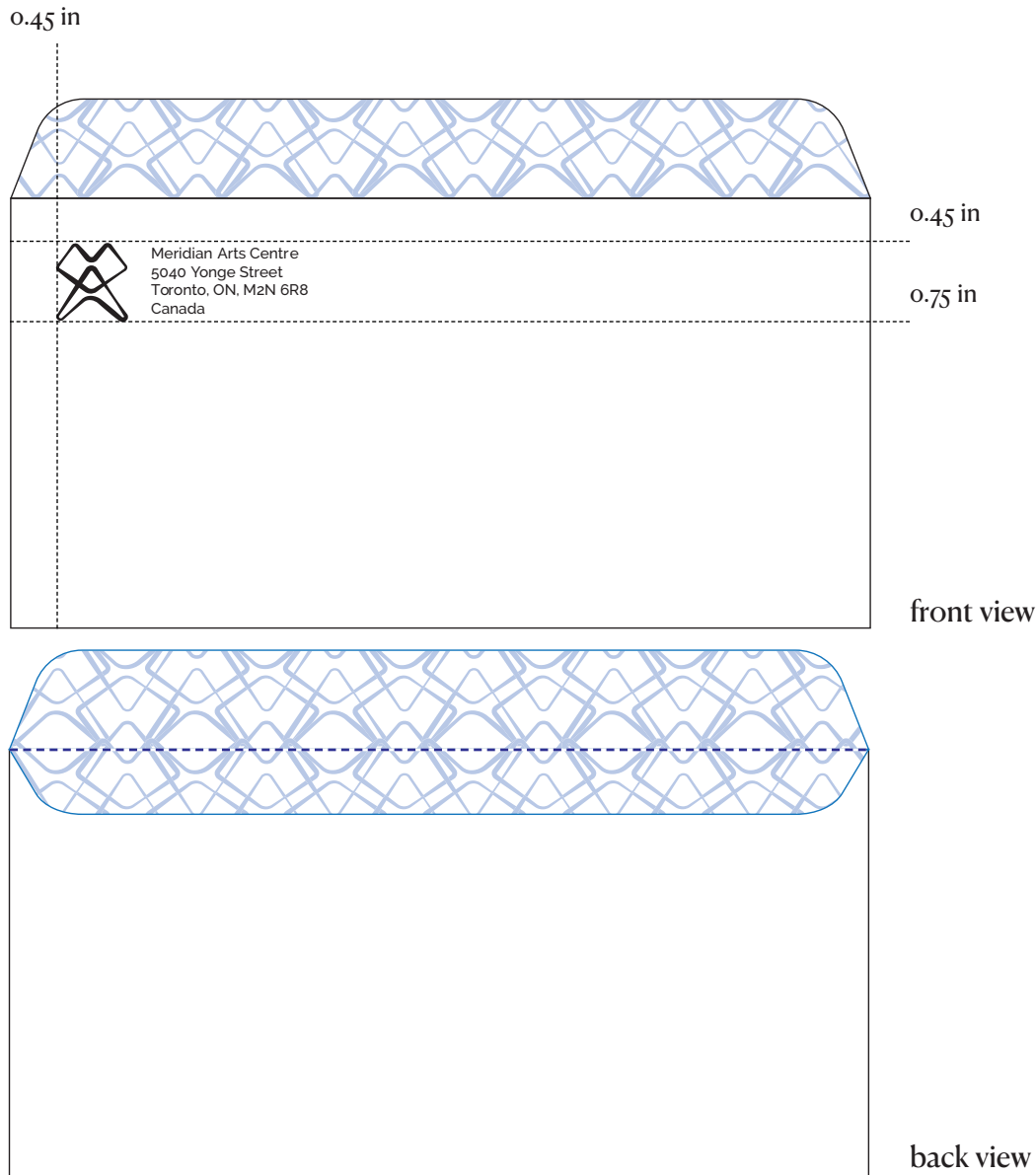
Stock

40lb Paper

Colour

4/4 CMYK (full bleed)

Envelope



Print Specifications *not actual size.

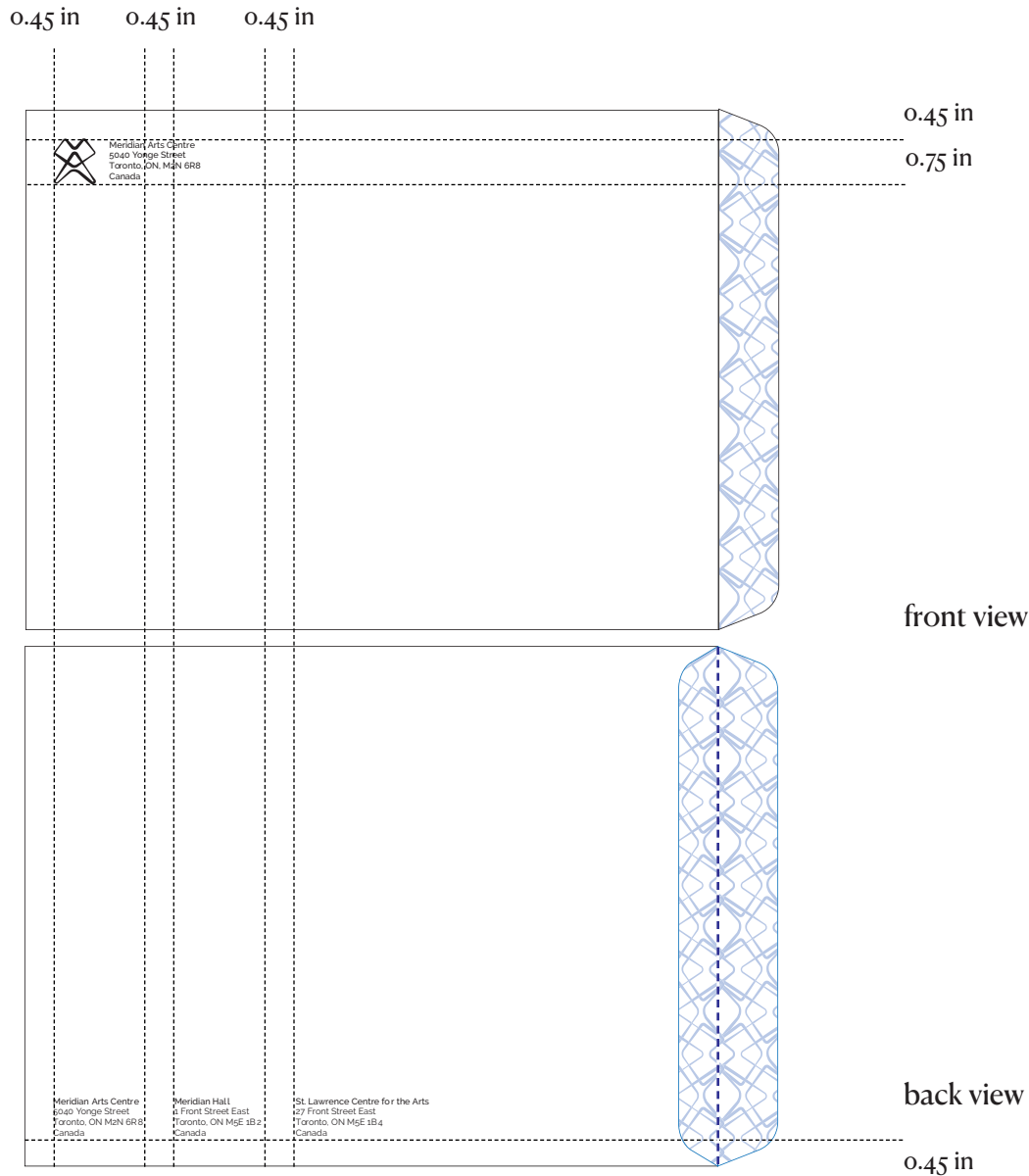
Company Address
Raleway - Weight Medium
Type Size 11 pt
Line Space 13.2 pt

Size
8.5 inch x 4.66 inch

Stock
90/100gsm

Colour
4/4 CMYK (full bleed)

Oversized Envelope



Print Specifications *not actual size.

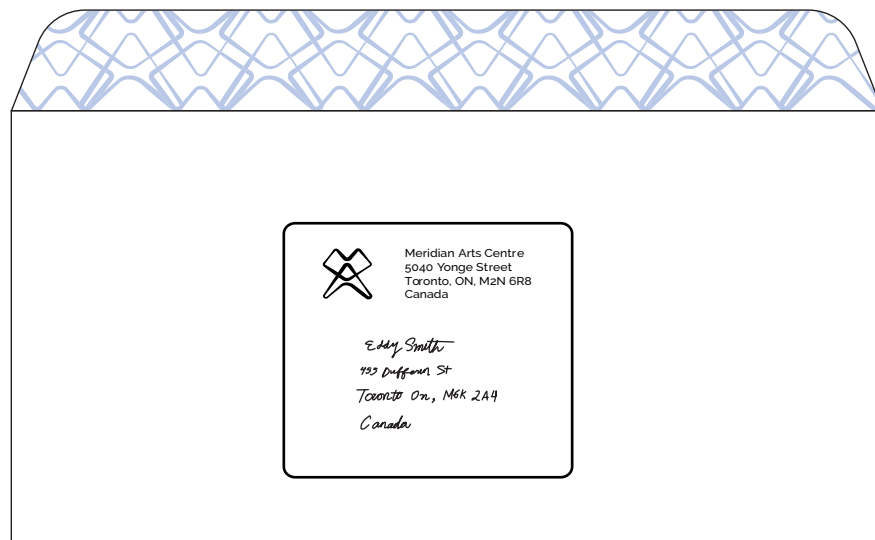
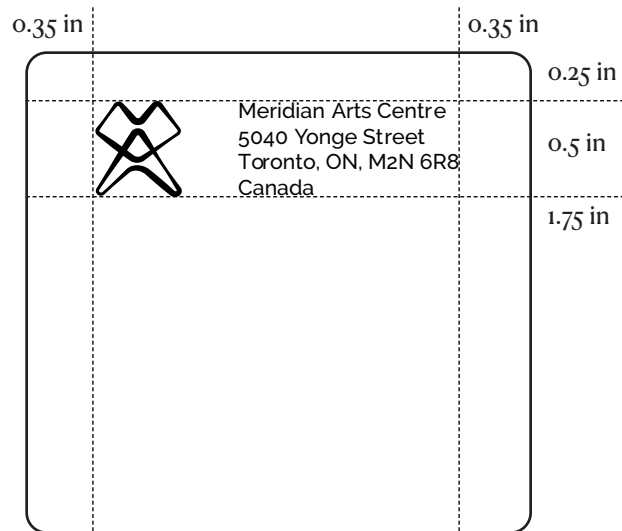
Company Address
Raleway - Weight Medium
Type Size 11 pt
Line Space 13.2 pt

Size
9 inch x 12 inch

Stock
40lb Paper

Colour
4/4 CMYK (full bleed)

Mailing Label



Print Specifications *not actual size.

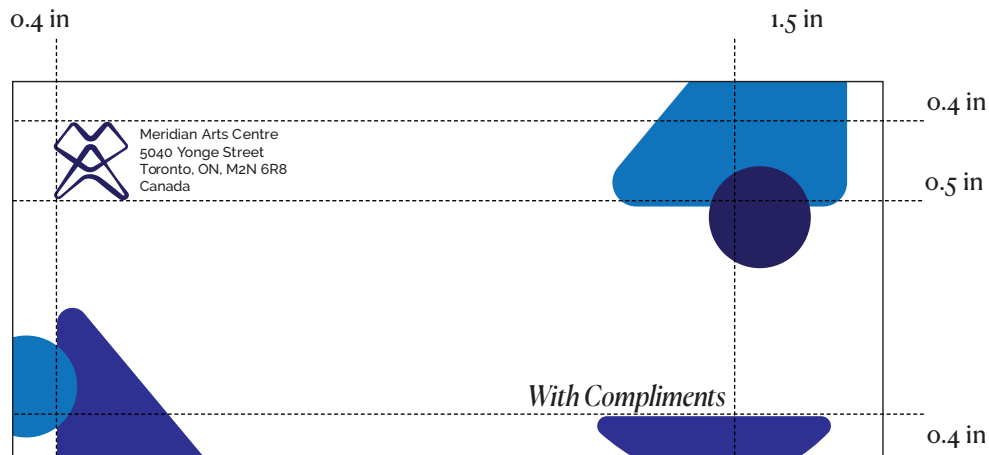
Company Address
Raleway - Weight Medium
Type Size 8 pt
Line Space 9.6 pt

Size
2.625 inch x 2.5 inch

Stock
40lb Paper

Colour
1/1CMYK

Compliment Card



front view



back view

Print Specifications *not actual size.

Company Address

Raleway - Weight Medium
Type Size 10 pt
Line Space 12 pt

Title Text

Raleway - Weight Medium
Type Size 20 pt

Size

8.5 inch x 3.66 inch

Stock

60lb Cardstock

Colour

4/4 CMYK (full bleed)

Employee ID cards



Print Specifications *not actual size.

Logo

Size 1.5in x 0.76in
Type Size 11 pt
Line Space 13.2 pt

Title Text

Canela - Weight Medium
Type Size 50 pt

Subheading

Raleway - Weight Medium
Type Size 25 pt

Size

3 inch x 4 inch

Material

PVC

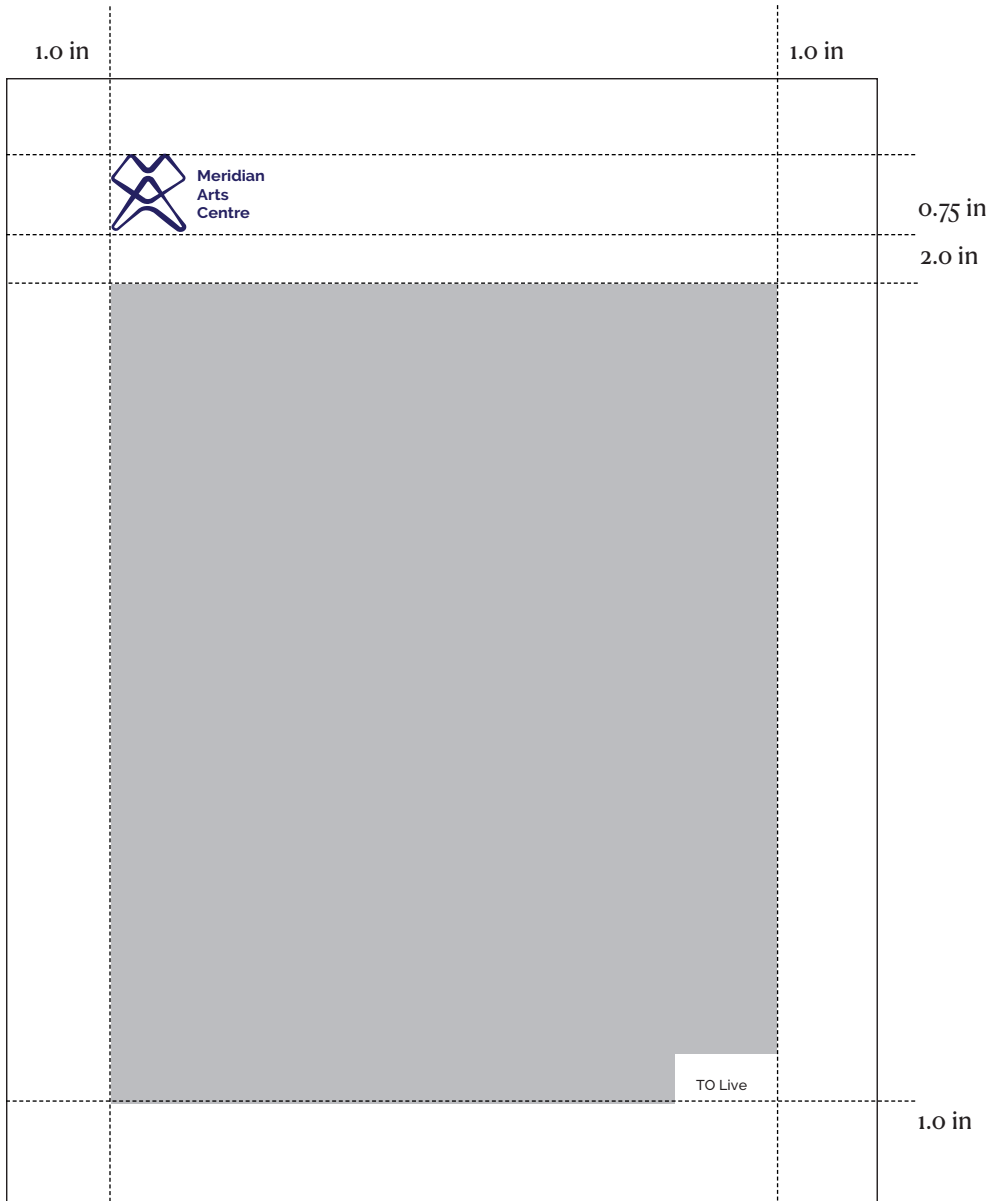
Colour

4/4 CMYK (full bleed)

Corporate Communications

- 6A inter-office forms
- 6B technical manuals
- 6C proposal covers

Inter-office Forms



Print Specifications *not actual size.

Logo

Size 1.5in x 0.76in
Type Size 11 pt
Line Space 13.2 pt

Bottom Text

Raleway - Weight Medium
Type Size 10 pt

Size

8.5 inch x 11 inch

Stock

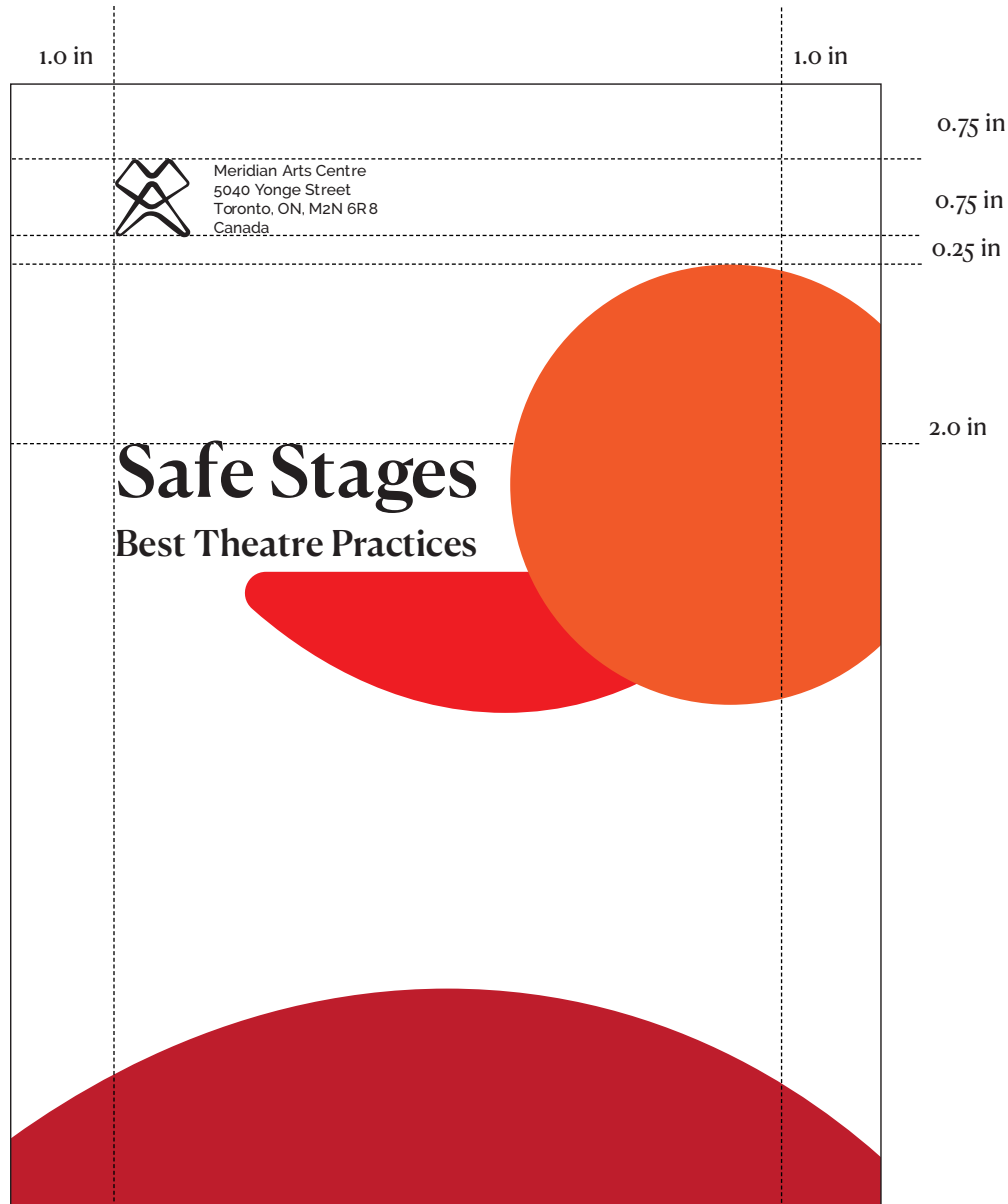
40lb Paper

Colour

4/4 CMYK (full bleed)

 area is a placeholder for body text, it is not printed in grey.

Technical Manuals



Print Specifications *not actual size.

Logo

Size 1.5in x 0.76in
Type Size 11 pt
Line Space 13.2 pt

Title Text

Canela - Weight Medium
Type Size 50 pt

Subheading

Raleway - Weight Medium
Type Size 25 pt

Size

8.5 inch x 11 inch

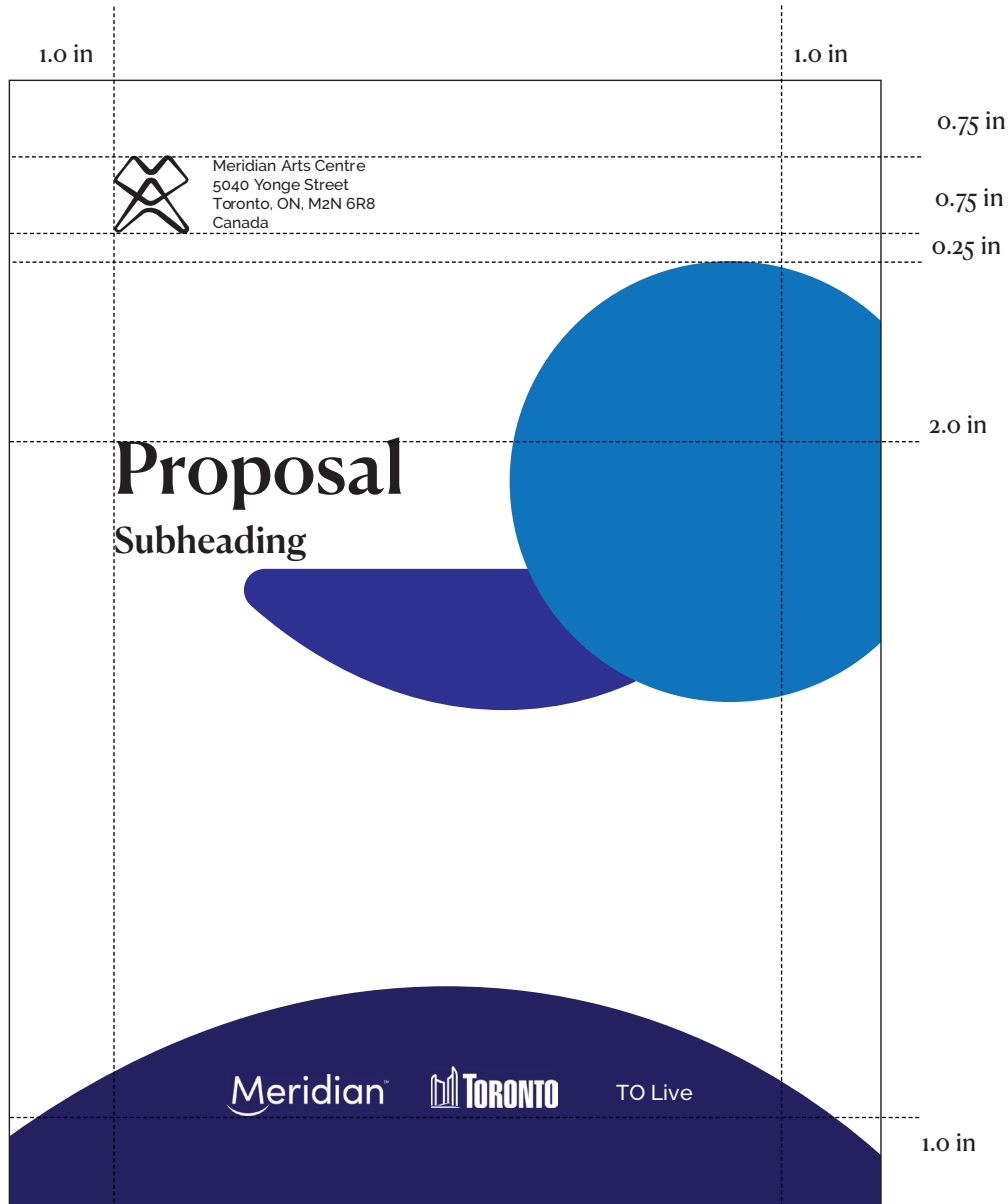
Stock

40lb Paper

Colour

4/4 CMYK (full bleed)

Proposal Covers



Print Specifications *not actual size.

Logo

Size 1.5in x 0.76in
Type Size 11 pt
Line Space 13.2 pt

Title Text

Canela - Weight Medium
Type Size 50 pt

Subheading

Raleway - Weight Medium
Type Size 25 pt

Size

8.5 inch x 11 inch

Stock

40lb Paper

Colour

4/4 CMYK (full bleed)

Collateral Applications

- 7A marketing materials
- 7B banners
- 7C internet banners
- 7D promotional items

Marketing Materials: Posters



Print Specifications *not actual size.

Text

Logo

Size 1.5in x 0.76in
Type Size 20 pt
Line Space 24 pt

Title Text

Canela - Bold
Type Size 60 pt
Line Space 72 pt

Subheading

Canela - Bold
Type Size 24 pt
Line Space 28 pt

Event Text

Canela - Regular
Type Size 20 pt
Line Space 24 pt

Body Text

Raleway - Medium
Type Size 11pt
Line Space 13.2 pt

Print

Size

11 inch x 14 inch

Stock

60lb Paper

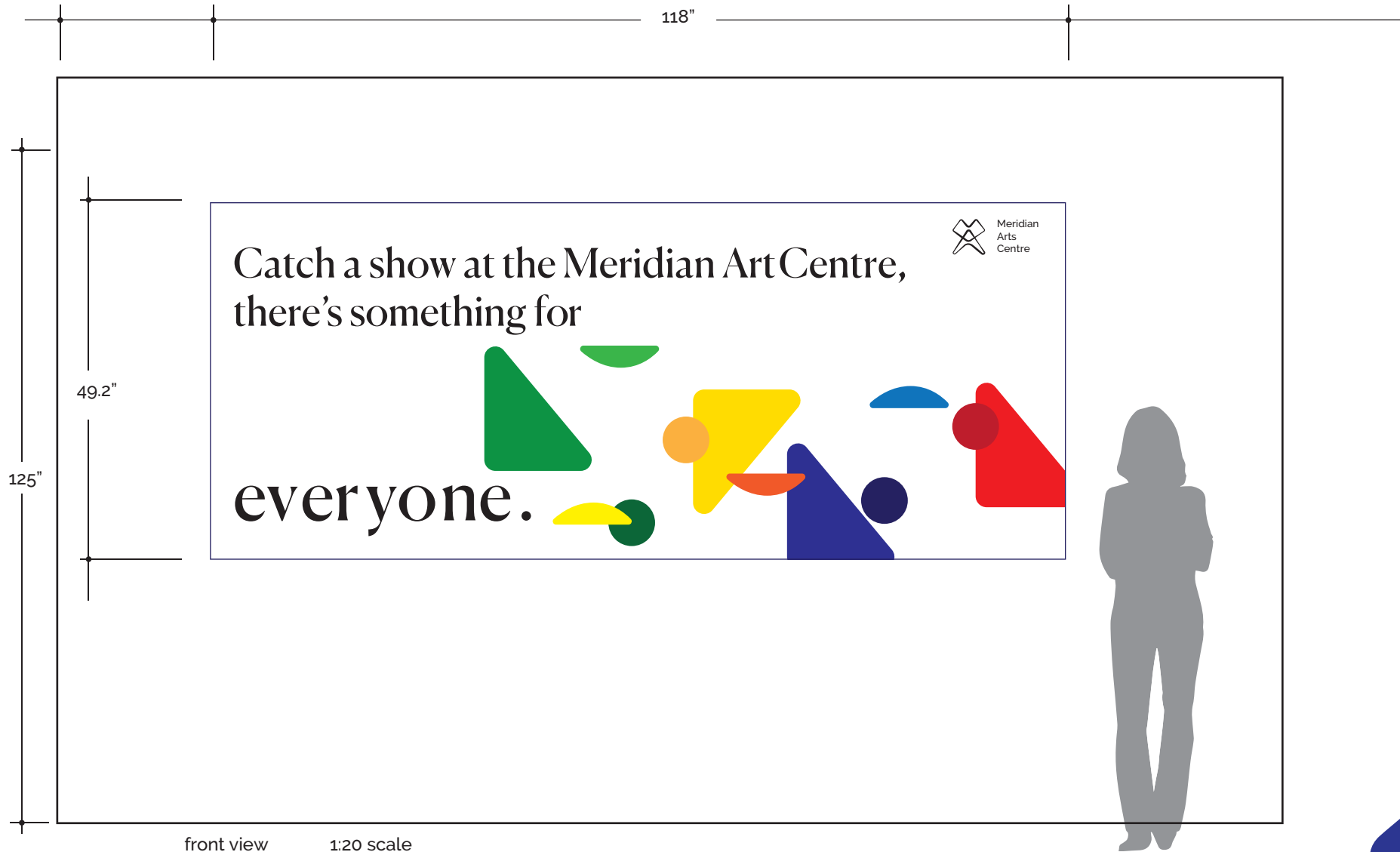
Colour

4/4 CMYK (full bleed)

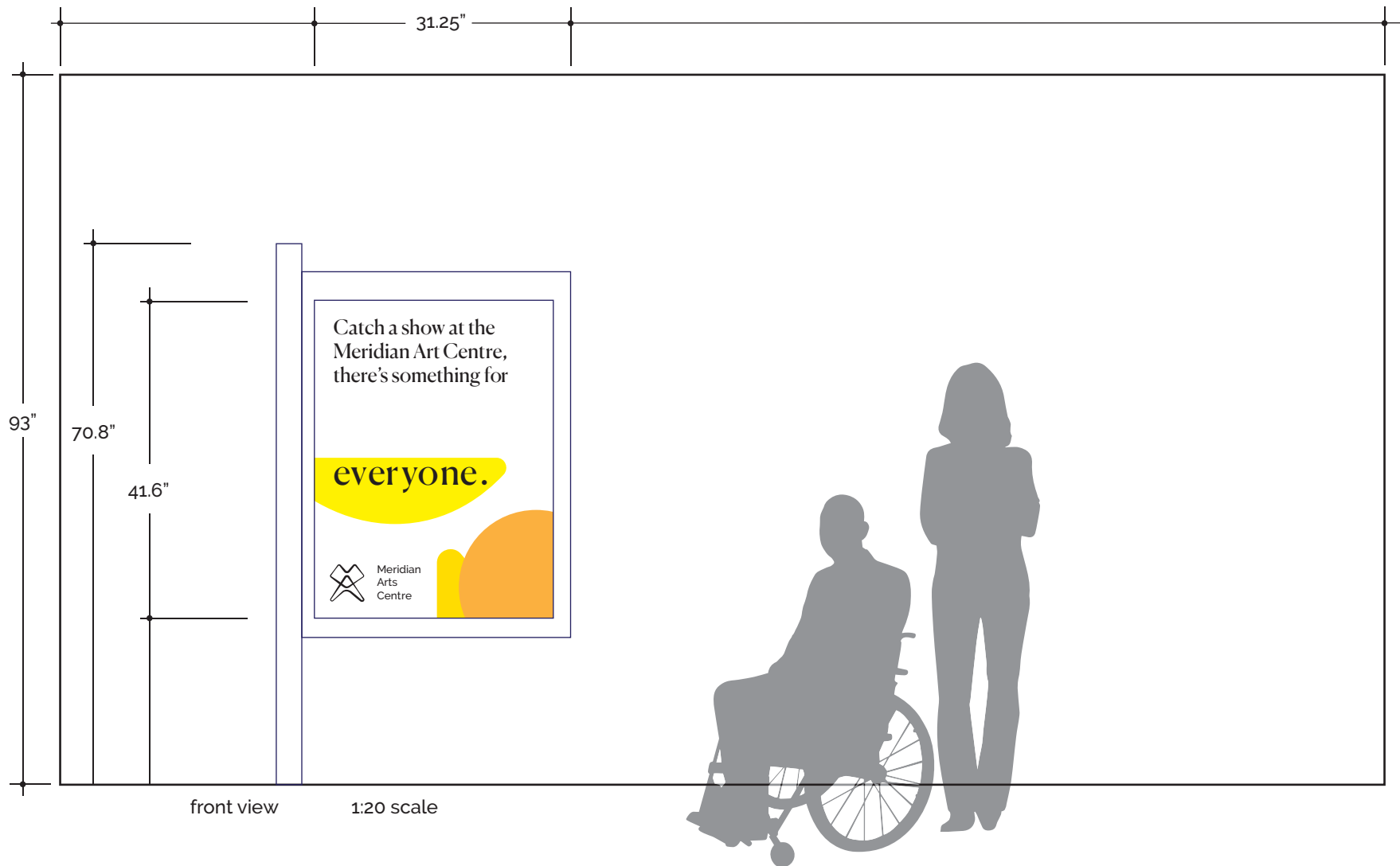
Banners



Banners



Banners



Promotional Items: Tickets + Booklet



The tickets and booklets are the most crucial part of the promotional items. They will be given to all audience members when they come to see a show at the Meridian Arts Centre. Different events may use different colours as long as they are all using similar hues. e.g. blues

Promotional Items: Tote Bag



These two totes both feature the Meridian Arts Centre logo while appealing to different demographics. One having a more minimal design and the other having a more expressive and colourful design.

Promotional Items: Tickets + Booklet



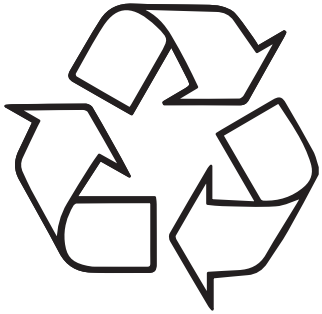
The hoodies are secondary within the promotional items since they are not necessary but can be a good piece of merchandise people can wear when visiting the theatre. The phone cases are also a secondary promotional item but are a very popular merchandise item that can simply show the Meridian Arts Centre logo.

Choosing Papers

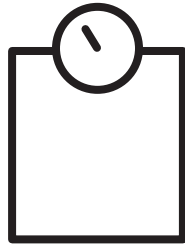
8A corporate + promotional

Corporate + Promotional

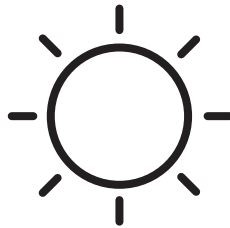
Corporate



All paper choices should be recycled



Paper weight ranging between 40lb-80lb



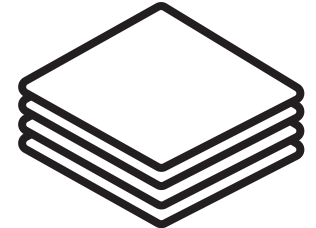
92 Brightness



Paper size ranging between A8 and A1

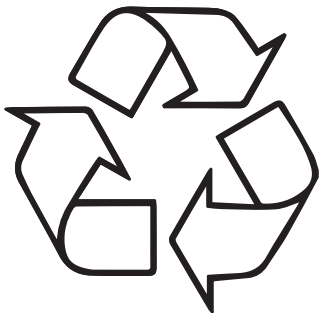


155 Whiteness

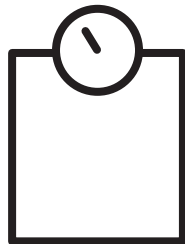


500-5000 Sheets based on need

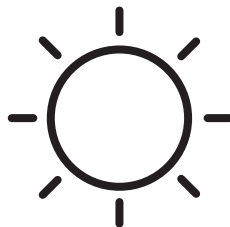
Promotional



All paper choices should be recycled



Cardstock ranging between 65lb-80lb



92 Brightness



Paper size ranging between A4 and A5



130 Whiteness