



EDUCATIONALSM
THEATRE
ASSOCIATION

home of the



INTERNATIONALSM
THESPIAN SOCIETY



Educational Theatre
FOUNDATION

Brand Guidelines

These guidelines are updated periodically. Please consult with the EdTA Marketing and Communications team to ensure you have the most recent copy.

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The Educational Theatre Association's (EdTA) brands are an important and valuable asset and are protected by copyright law. These graphics represent the Association, its members, programs, and products. They are the visual symbols of the organization, and constitute the Association's public identity.

Every member plays an important role in supporting and reinforcing EdTA's brand and visual style. Using the logos, icons, and text properly and consistently helps the public to identify chapters and troupes with the larger Association and its work on behalf of theatre education.

Using this manual will help:

- Build a consistent visual image that can be used by all members to distinguish the Association from other organizations.
- Create maximum impact in all media and communications.
- Raise the Association's stature to build support for theatre education.

To facilitate the correct and consistent use of the brand in a wide variety of situations, each variation of the logo is available in several file formats appropriate for different application—in print, on screen, on clothing, etc.

While this guide covers the most typical uses of the brand, situations may arise that are not addressed here. For any questions about the brand and its use, please contact the EdTA Director of Marketing and Communications at marketing@schooltheatre.org.

EDUCATIONAL THEATRE ASSOCIATION *home of the* INTERNATIONAL THESPIAN SOCIETY

The **Educational Theatre Association** is an international association with approximately 125,000 active members. EdTA's mission is shaping lives through theatre education: honoring student achievement in theatre; supporting teachers by providing professional development, resources, and recognition; and influencing public opinion that theatre education is essential and builds life skills. EdTA is the home of the **International Thespian Society**, an honorary organization established at more than 4,700 schools, that has inducted more than 2.3 million theatre students since its founding in 1929. EdTA also produces the **International Thespian Festival** and publishes *Dramatics* magazine for high school theatre students, and *Teaching Theatre*, a journal for theatre education professionals.

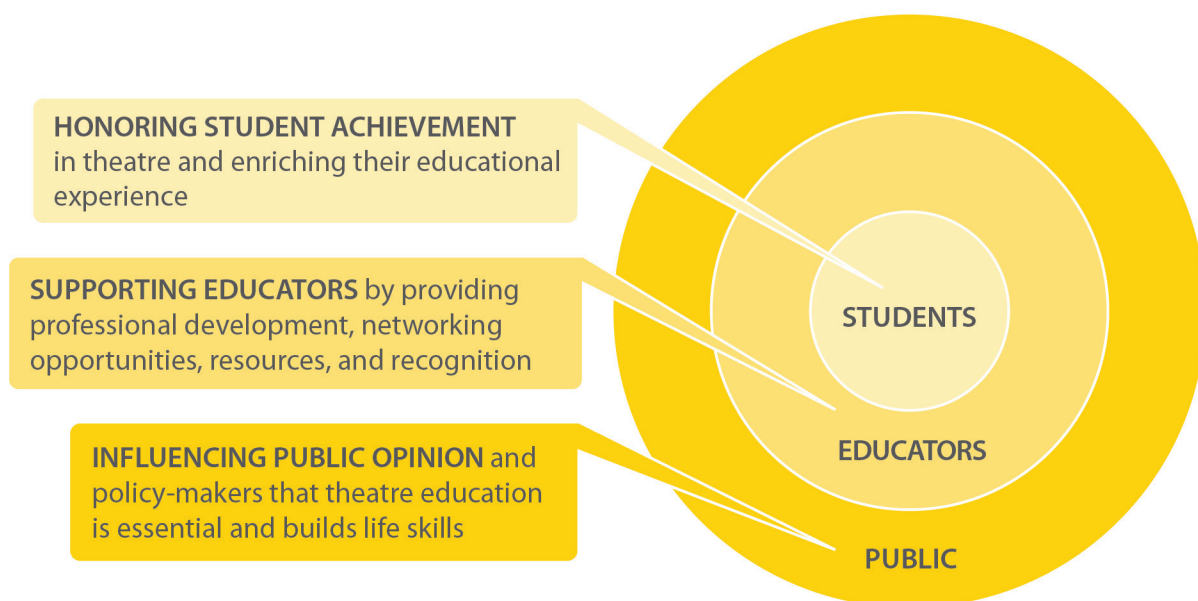
MISSION, VISION, AND STRATEGIES

MISSION

Shaping lives through theatre education

VISION

Every student will have access to theatre taught by qualified educators as a vital part of a well-rounded education.



STRATEGIES

STATURE

Raise EdTA's stature to build widespread support for theatre education.

DIVERSITY

Broaden our reach by increasing diversity and access.

INVOLVEMENT

Increase involvement and leadership of current members.

TECHNOLOGY

Deliver evolving services and knowledge that leverage technology.

2.3 MILLION

Thespians inducted since 1929

125,000

student and teacher members

programs in
4,700

schools

50

states

13

countries

BRANDING TERMINOLOGY

Icons are the graphics used to identify an organization or product.



Logos are the icon graphics plus additional graphic lettering (called the logotype) that identifies the organization or product.



Signatures are logos with taglines added to summarize the identity and brand promise of the organization.



Marks are collectively any graphic representation (icon, logo, or signature) for the Association or any of its programs or products. The marks of the Association are trademarked and where appropriate can be used by all members of the Association, but these uses must conform to the standards set forth in these guidelines.

Using a brand's graphics and text correctly is essential to maintaining a consistent, recognizable, and credible identity. They are our public identity and the first thing people see.

Thespian and **Junior Thespian troupe directors** are licensed to explicitly use the marks for the following:

- Play programs and marketing materials
- Troupe websites and social media sites
- Induction materials

Chapters of EdTA are licensed to explicitly use the marks of the Association for the same uses as a troupe director, plus:

- Chapter letterhead and newsletters
- Chapter websites and social media sites
- Conference event programs and marketing materials

Please contact the EdTA Director of Marketing and Communications for approval before ordering from a supplier to order the following merchandise:

- Clothing and apparel
- Jewelry
- Trophies or awards
- Any other applications not explicitly described above

Contact Marketing and Communications at marketing@schooltheatre.org.

CORE BRANDS |

The preferred use of any Educational Theatre Association and International Thespian Society identities is on a white background.

If the logo is used on a dark background, the faces must remain white or the lightest color.

These guidelines are the same for all marks.

LOGO LOCKUP



home of the



EDTA LOGO



ITS LOGO



CORE BRANDS - EDTA/ITS LOGO LOCKUP

CLEAR SPACE

Minimum clear space should be width and height of the "N" in "EDUCATIONAL."



LOGO COLORS

PMS 286
CMYK 100/84/11/30
RGB 0/51/160
HEX 0033A0

PMS Process Blue
CMYK 100/35/7/0
RGB 0/130/202
HEX 0085CA

PMS 116
CMYK 0/18/100/0
RGB 255/205/0
HEX FFCD00

PMS 123
CMYK 0/24/91/0
RGB 255/199/44
HEX FFC72C

PMS 138
CMYK 9/60/100/1
RGB 222/124/0
HEX DE7C00

APPROVED USAGE

★ white background



dark background



★ preferred usage

CORE BRANDS - EDTA/ITS LOGO LOCKUP

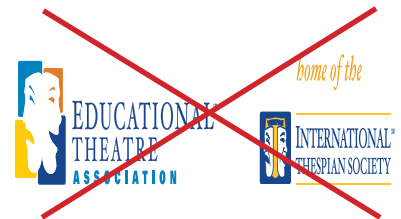
UNACCEPTABLE USAGE

The following are examples of unapproved uses. These treatments are NOT to be used.

The faces should remain white.



Do not stretch or compress the logos. Size proportionally.



Do not move, resize or alter the logos in any way.



Do not change the colors or the opacity of any part of the logos.







CORE BRANDS - EDUCATIONAL THEATRE ASSOCIATION

CLEAR SPACE

Minimum clear space for logos and signatures should be width and height of the "N" in "EDUCATIONAL." For icon, clear space should be the height of the smile opening.

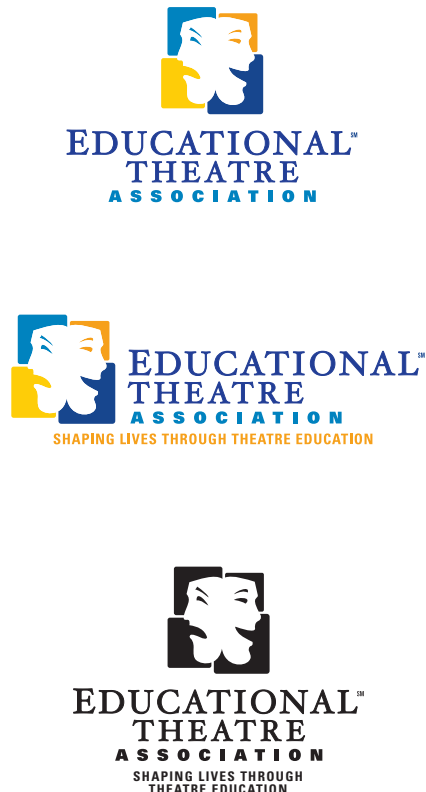


LOGO COLORS

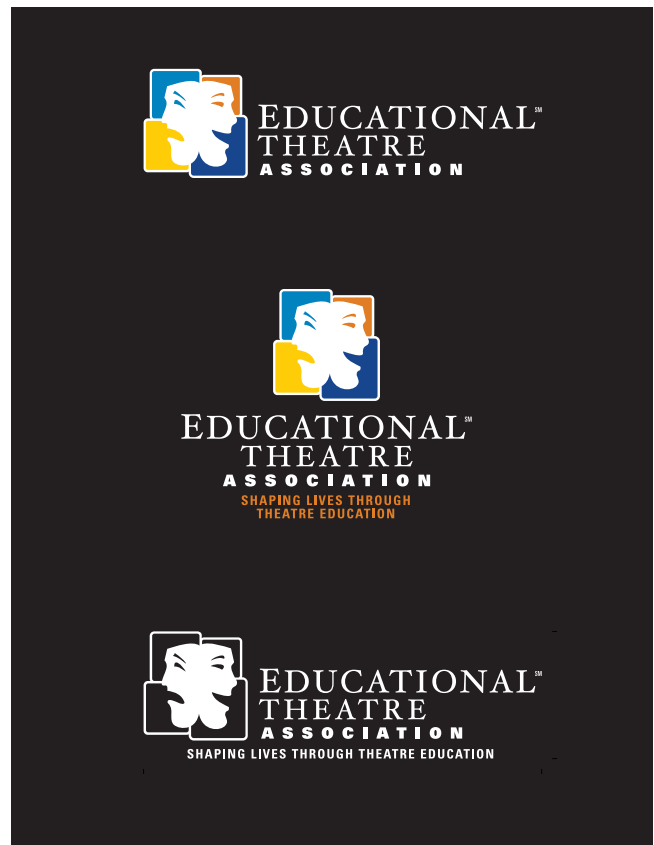
	
PMS 286	PMS Process Blue
CMYK 100/84/11/30	CMYK 100/35/7/0
RGB 0/51/160	RGB 0/130/202
HEX 0033A0	HEX 0085CA
	
PMS 123	PMS 138
CMYK 0/24/91/0	CMYK 9/60/100/1
RGB 255/199/44	RGB 222/124/0
HEX FFC72C	HEX DE7C00

APPROVED USAGE

★ white background



dark background



★ preferred usage

CORE BRANDS - EDUCATIONAL THEATRE ASSOCIATION

UNACCEPTABLE USAGE

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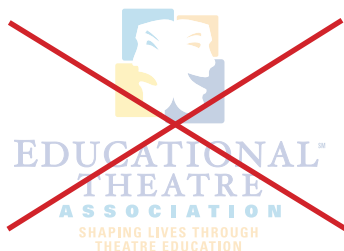
Do not stretch or compress the marks. Size proportionally.



Do not move, resize or alter the marks in any way.



Do not change the colors or the opacity of any part of the marks.



CORE BRANDS - INTERNATIONAL THESPIAN SOCIETY

CLEAR SPACE

Minimum clear space for logos and signatures should be width and height of the "N" in "INTERNATIONAL." For icon, clear space should be the height of the smile opening.



LOGO COLORS

PMS 286
CMYK 100/84/11/30
RGB 0/51/160
HEX 0033A0

PMS 123
CMYK 0/24/91/0
RGB 255/199/44
HEX FFC72C

*Note - the version of the icon with the word "THESPIAN" in the downstroke of the "T" is no longer approved for usage.

APPROVED USAGE

★ white background



dark background



★ preferred usage

CORE BRANDS - INTERNATIONAL THESPIAN SOCIETY

UNACCEPTABLE USAGE

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Do not move, resize or alter the marks in any way.



Do not change the colors or the opacity of any part of the marks.



LOGO FONTS

The official logo fonts of the Educational Theatre Association, International Thespian Society, and Educational Theatre Foundation are Hoefler Text and Univers. These fonts are found in all core brand logos and signatures. They are to be used by the National Office when creating logos. All others should use the art elements

HOEFLER TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

UNIVERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

COMMUNICATION FONTS

The communication fonts for the Educational Theatre Association, International Thespian Society, and Educational Theatre Foundation are widely available and should be used in all communications and collateral. Using these approved fonts will create brand consistency with clean and clear messaging. Preferred usage is sans-serif fonts for body copy and serif fonts for headings.

MICROSOFT

sans-serif

CALIBRI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

serif

CAMBRIA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ADOBE

MYRIAD PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MINION PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WEBSAFE

HELVETICA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GEORGIA









ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

COLOR PALETTE

Industry standard Pantone Matching System (PMS) color codes are preferred when working with official colors and should be used when possible. Due to printing limitations of standard four-color process, CMYK values can be substituted for PMS color codes. When working with web graphics use RGB values and HEX codes.













PRIMARY COLORS

The primary colors are those found in the branding marks and should be used most often in materials to create brand consistency.

 PMS 286 CMYK 100/84/11/3 RGB 0/51/160 HEX 0033A0	 PMS Process Blue CMYK 100/35/7/0 RGB 0/130/202 HEX 0085CA	 EdTA Logo Colors  ITS Logo Colors  ETF Logo Colors
 PMS 116 CMYK 0/18/100/0 RGB 255/205/0 HEX FFC000	 PMS 123 CMYK 0/24/91/0 RGB 255/199/94 HEX FFC72C	 PMS 138 CMYK 9/60/100/1 RGB 222/124/0 HEX DE7C00



SECONDARY COLORS

A secondary color palette has been developed to complement the primary color palette and are to be used as accents.

 PMS 137 CMYK 0/42/100/0 RGB 250/162/27 HEX FFA300			
 PMS 280 CMYK 100/94/28/23 RGB 35/44/101 HEX 222C64	 PMS 305 CMYK 57/0/6/0 RGB 88/201/231 HEX 58C8E7		
 PMS 3435 CMYK 86/45/79/49 RGB 21/71/52 HEX 144733	 PMS 356 CMYK 96/27/100/15 RGB 0/121/64 HEX 007940	 PMS 7737 CMYK 64/15/100/1 RGB 108/164/66 HEX 6BA442	 PMS 382 CMYK 29/1/100/0 RGB 193/212/47 HEX C1D42F
 PMS 1955 CMYK 29/100/70/27 RGB 143/19/54 HEX 8F1336	 PMS 206 CMYK 9/100/79/2 RGB 214/30/61 HEX D51D3C		
 PMS 2617 CMYK 83/100/24/21 RGB 73/35/101 HEX 492265	 PMS 526 CMYK 67/93/6/1 RGB 117/47/138 HEX 752E89		
 PMS 7752 CMYK 20/28/100/0 RGB 210/175/43 HEX D1AF2A			

NEUTRAL COLORS

Neutral colors are to be used as accent along with black and white.

 PMS 432 CMYK 78/64/53/44 RGB 51/61/71 HEX 333D47	 PMS 7544 CMYK 57/41/34/04 RGB 118/133/145 HEX 768591	 PMS 7541 CMYK 13/07/08/00 RGB 218/223/225 HEX DADAFE1
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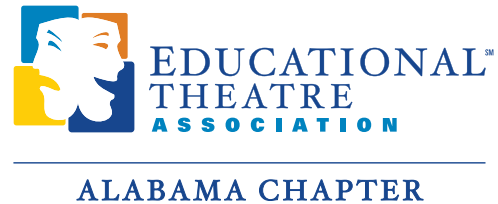
CHAPTERS

The preferred use of any Educational Theatre Association and International Thespian Society chapter identity is on a white background.

If the logo is used on a dark background, the faces must remain white or the lightest color.

These guidelines are the same for all marks.

EDTA CHAPTER LOGO



ITS CHAPTER LOGO



JUNIOR ITS CHAPTER LOGO

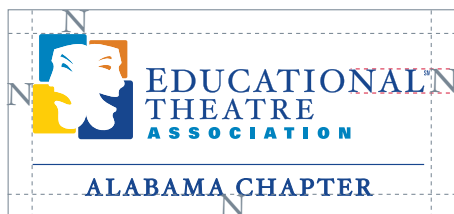


CHAPTERS - EDTA

Use EdTA Chapter logos when marketing/promoting activities and groups that are educator oriented, such as state professional development and advocacy efforts.

CLEAR SPACE

Minimum clear space for logos and signatures should be width and height of the "N" in "EDUCATIONAL."



LOGO COLORS

PMS 286
CMYK 100/84/11/30
RGB 0/51/160
HEX 0033A0

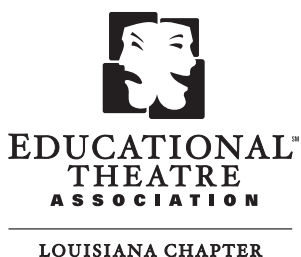
PMS Process Blue
CMYK 100/35/7/0
RGB 0/130/202
HEX 0085CA

PMS 123
CMYK 0/24/91/0
RGB 255/199/44
HEX FFC72C

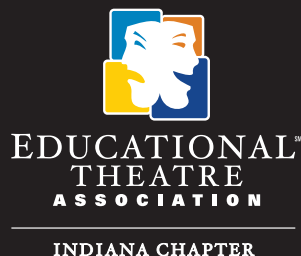
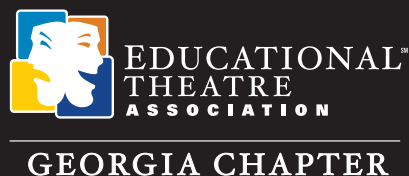
PMS 138
CMYK 9/60/100/1
RGB 222/124/0
HEX DE7C00

APPROVED USAGE

★ white background



dark background



★preferred usage

UNACCEPTABLE USAGE

The following are examples of unapproved uses. These treatments are NOT to be used.

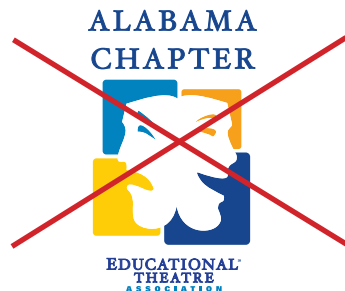
The faces should remain white.



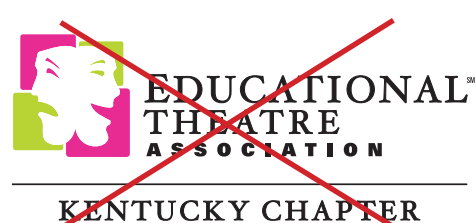
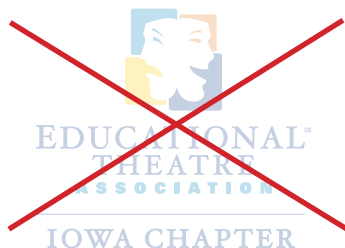
Do not stretch or compress the marks. Size proportionally.



Do not move, resize or alter the marks in any way.



Do not change the colors or the opacity of any part of the marks.



CHAPTERS - ITS AND JUNIOR ITS

Use ITS logos when marketing/promoting activities and groups that are student oriented, such as Thespians events, one acts or other competitions, and advocacy efforts.

CLEAR SPACE

Minimum clear space for logos and signatures should be width and height of the "N" in "THESPIANS."



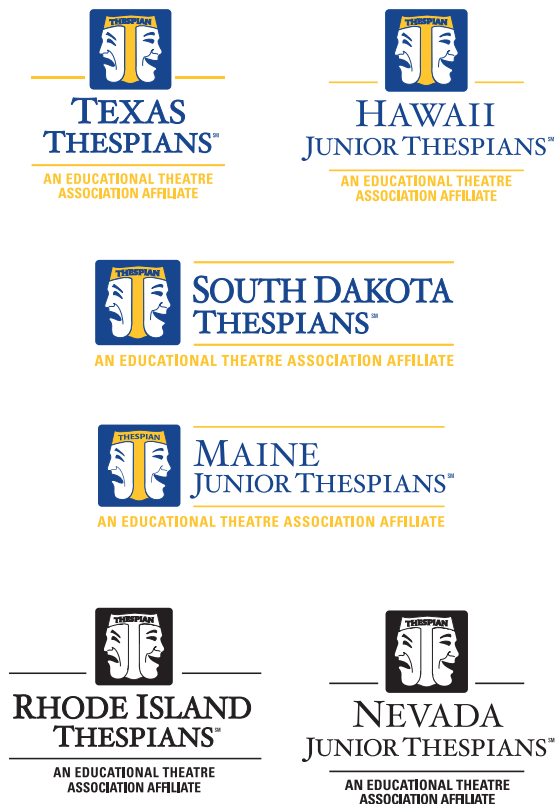
LOGO COLORS

PMS 286
CMYK 100/84/11/30
RGB 0/51/160
HEX 0033A0

PMS 123
CMYK 0/24/91/0
RGB 255/199/44
HEX FFC72C

APPROVED USAGE

★ white background



dark background



★preferred usage

CHAPTERS - ITS AND JUNIOR ITS

UNACCEPTABLE USAGE

The following are examples of unapproved uses. These treatments are NOT to be used.

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MAINE
JUNIOR THESPIANS™
AN EDUCATIONAL THEATRE ASSOCIATION AFFILIATE



Do not change the colors or the opacity of any part of the marks.



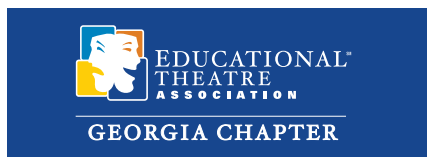
CHAPTERS - IDENTITY USAGE

APPROVED USAGE

The following are examples for correct logo/signature usage on products chapters may produce. Also shown are correct usage on colored backgrounds. If the marks are used on dark backgrounds, the faces must remain white or lightest color. The rules are the same for all EdTA and ITS chapters.



4-color reverse
on dark
background



2-color positive
on light
background



1-color positive
on light
background



1-color reverse
on dark
background

DRAMATICS

EdTA's *Dramatics* is the only magazine edited exclusively for students and teachers of high school theatre.

LOGO



These fonts are to be used exclusively for this publication. All others should use EdTA's communication fonts.

FONTS

MYRIAD PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ITC GARAMOND

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TEACHING THEATRE

Teaching Theatre is edited for working educators, college students pursuing an educational theatre degree, and teaching artists.

LOGO



These fonts are to be used exclusively for this publication. All others should use EdTA's communication fonts.

FONTS

BERTHOLD IMAGO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ITC GARAMOND

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SUB-BRANDS



COLLEGIATE ADVISORY COMMITTEE

ADVOCACY
LEADERSHIP NETWORK

HALL *of* FAME



*JumpStart*SM
THEATRE



LEADERSHIP
SUMMIT



NATIONAL
CONFERENCE



EDUCATIONAL THEATRE
ASSOCIATION



INTERNATIONAL
THESPIAN Festival



NEW TROUPE
CHARTER GRANTS



THESPIAN
DEMOCRACYWORKS



TOTS Eat
TRICK OR TREAT SO KIDS CAN EAT



THESPIAN
CRITICWORKS



THESPIAN
FILMWORKS



THESPIAN
MUSICALWORKS



THESPIAN
PLAYWORKS

EDUCATIONAL THEATRE FOUNDATION

CLEAR SPACE

Minimum clear space for logos and signatures should be width and height of the "N" in "FOUNDATION." For icon, clear space should be the height of the smile opening.



LOGO COLORS

PMS 286
CMYK 100/84/11/30
RGB 0/51/160
HEX 0033A0

PMS 138
CMYK 9/60/100/1
RGB 222/124/0
HEX DE7C00

PMS 7544
CMYK 57/41/34/04
RGB 118/133/145
HEX 768591

PMS 123
CMYK 0/24/91/0
RGB 255/199/44
HEX FFC72C

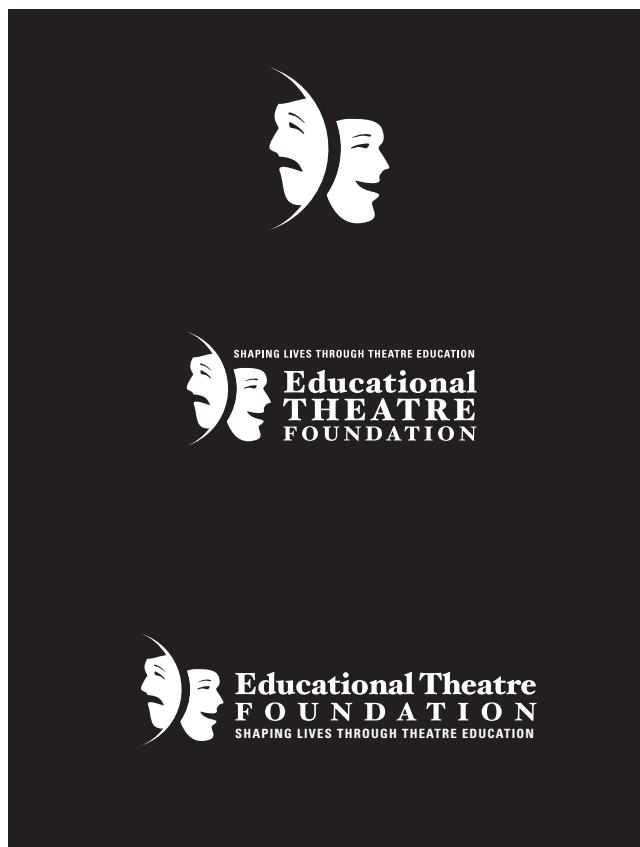
PMS 116
CMYK 0/18/100/0
RGB 255/205/0
HEX FFC000

APPROVED USAGE

★ white background



dark background



★preferred usage

UNACCEPTABLE USAGE

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Do not move, resize or alter the marks in any way.



Do not change the colors or the opacity of any part of the marks.

