

Capital City Theatre Logo Guidelines



- Logo Type: ITC Novarese Bold
Color: White
- Graphic of Building
Color: Pantone 419 C 40% / 25%
- Ring Surrounding Logo Type
Color: Pantone 419 C 90%
- Circle C incorporated with Building
Color: Pantone 7622 C



When printing in one color it is acceptable to use the all black version of the logo.

Primary Color Palette

Pantone 7622 C PMS 419 C 90%



PANTONE
7622 C

CMYK
C.0 M.97 Y.89 K.45

RGB
R.147 G.39 B.44

WEB/HEX
#93272C

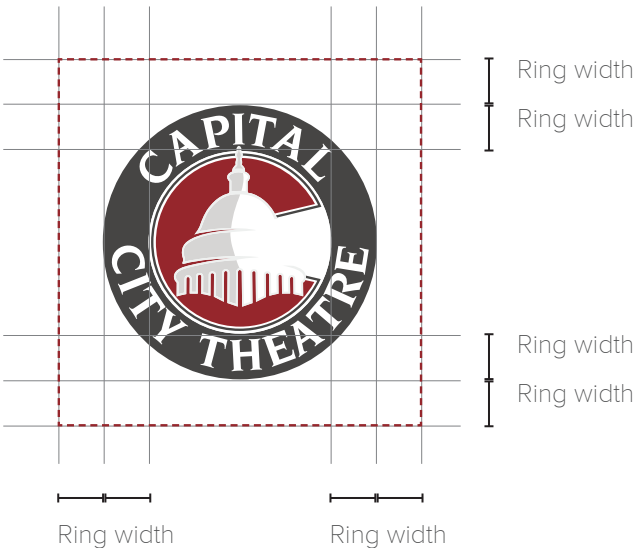
PANTONE
419 C 90%

CMYK
C.73 M.65 Y.65 K.72

RGB
R.33 G.35 B.34

WEB/HEX
#212322

Minimum Clear Space



Minimum size is the smallest size that the logo may be reproduced. Adherence to the precise measurements is mandatory. Minimum size applicable to print and online communications

To ensure the logo environment remains free of visual noise and obstructions (e.g., graphics, photography, typography), a minimum clear space has been established. Nothing can be placed inside or within the clear space.

Typeface Usage-Webfonts

**Changing The Stage Of
Musical Theatre**

**ABOUT THE
CONSERVATORY**

ADVERTISING PARTNERS

MAIN OFFICE

We are proud to announce that we are hosting a masterclass taught by the world renowned Adam Pascal. Spaces to participate in the masterclass have already filled up, but there is plenty of space to still audit the class.

Header
Proxima Semibold
Size 23px
Weight 600

Heading 1 (H1)
Playfair Display Regular
Uppercase
Size 37px
Weight 400

Heading 2 (H2)
Playfair Display Bold
Uppercase
Size 14px
Weight 400

Heading 3 (H3)
Playfair Display
Uppercase
Size 33px
Weight 400

Body (P)
Proxima Thin
Size 18px
Weight 300
Color Black or Gray only

Primary and Secondary Color Palettes



PANTONE 7622 C	CMYK C.0 M.97 Y.89 K.45	RGB R.147 G.39 B.44	WEB/HEX #93272C
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PANTONE 419 C 90%	CMYK C.73 M.65 Y.65 K.72	RGB R.33 G.35 B.34	WEB/HEX #212322
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CMYK C.25 M.25 Y.51 K.0	RGB R.195 G.180 B.137	WEB/HEX #C3B489	Acceptable to use as a tint
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CMYK C.36 M.11 Y.76 K.0	RGB R.173 G.192 B.102	WEB/HEX #ADC066	Acceptable to use as a tint
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CMYK C.77 M.51 Y.31 K.7	RGB R.73 G.111 B.139	WEB/HEX #496F8B	Acceptable to use as a tint
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Color Palette Use in Headings

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Headline copy can use primary and secondary color palettes when legible. Not to be applied to body copy.