

A NATIONWIDE VIRTUAL BROADWAY CAMP

# BRAND IDENTITY AT A GLANCE

Updated July 26, 2020

[www.mtmegacamp.com/brand](http://www.mtmegacamp.com/brand)

## Logo suite

Logo files are available at [mtmegacamp.com/brand](http://mtmegacamp.com/brand)

Required 1x clear space is indicated by yellow lines. 1x=height and width of the "M" in "MUSICAL THEATRE".

### Classic Logos



The "Freddie" inside of the "G" represents Freddie Gershon, who brought the core staff of the MT Mega Camp together through the Freddie G. Fellowship. The map of the U.S. includes stars on the locations in which the Mega Camp team is based out of. Use this logo in any of its three forms for most marketing and communications materials. (Note that the MT Mega Camp 2 logo only represents the second camp, and should never be used when representing the brand itself.)

### Icons



The icons should only be used in specific locations like social media profile images and as watermarks on images and videos with a white background.

### Contrasting Color Logo



Use the contrasting color logo when you have a dark background or when the logo must be placed over a color image or video.

## Color breakdowns

### Primary



*Limeade*  
RGB - 74,170,34  
HEX - 4AAA22



*Tory Blue*  
RGB - 62,90,138  
HEX - 3E5A8A



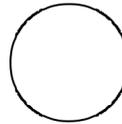
*Safety Orange*  
RGB - 250,94,14  
HEX - F45E0E



*Golden Poppy*  
RGB - 229,201,0  
HEX - E5C900



*Black*  
RGB - 0,0,0  
HEX - 000000



*White*  
RGB - 255,255,255  
HEX - FFFFFFFF

### Neutral



*Empress*  
RGB - 116,116,116  
HEX - 747474



*Very Light Grey*  
RGB - 199,199,199  
HEX - C7C7C7

### Secondary



*Light Coral*  
RGB - 241,121,120  
HEX - F7978



*Tangerine*  
RGB - 235,124,6  
HEX - E87C06



*Forest Green*  
RGB - 48,114,24  
HEX - 307218



*Ship Cove*  
RGB - 127,146,176  
HEX - 7F92B0



*Catalina Blue*  
RGB - 41,60,92  
HEX - 293C5C

## Typography

### DIN Condensed

This font should be used on most marketing and communications for headers and subtitles, as featured in "MUSICAL THEATRE" and "A NATIONWIDE VIRTUAL BROADWAY CAMP"

### Barlow Medium

This font should be used for any paragraphs or standard bodies of text. This description is written with Barlow Medium.

### ACIER BAT TEXT SOLID

ACIER BAT TEXT GRIS

ACIER BAT TEXT NOIR

ACIER BAT TEXT OUTLINE

The forms of Acier BAT create "MEGA" and "CAMP" in the logo. This font should never be used in any marketing or communications unless within the logo.

## Brand Terminology

Below is a list of how our brand should be named and mentioned in any marketing or communications.

### The Name

#### "The Musical Theatre Mega Camp"

This is the full official title of the brand. This should be used in most marketing and communications. In certain cases, omitting "The" is acceptable.

#### "MT Mega Camp"

This is the official abbreviated version of the title. This should only be used in informal settings or when the full title has been mentioned in a previous statement in the same location.

### The Subtitle

#### "A Nationwide Virtual Broadway Camp"

This is the official subtitle for the brand and should be included in conjunction with the full title as much as possible.

### Other terms

#### Using "Mega" as an adjective

In many cases, "Mega" is used to describe a group or an asset of the camp. For example, in a message on social media, "This week is going to be Mega!" is acceptable. Using the Mega icon included on page one in graphics is encouraged.

### Things to avoid

~~"The Mega Camp"~~

~~"Mega Camp"~~

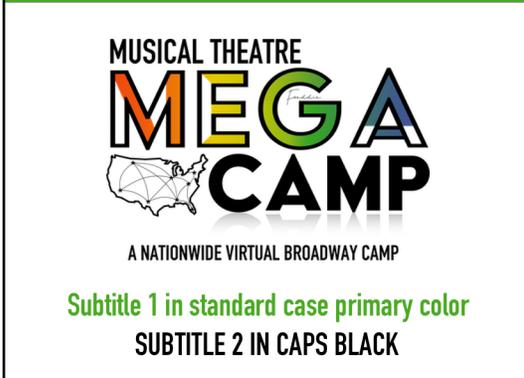
~~"A Nationwide Camp"~~

## Graphic Style

Below are examples of the graphic style to be used when creating content.



(Primary color)



### Geometric elements:

Decorative elements like borders, headers, framing, etc. should be composed of geometric shapes like these. The colors used should only be from the set of primary colors (see page 1). Shapes should always be connected and can be any 3 or 4 sided figure.



AaBbCcDdEeFfGg

AaBbCcDdEeFfGg

AaBbCcDdEeFfGg

AaBbCcDdEeFfGg

### Text formatting:

Text in DIN Condensed should be capitalized in titles and in some cases, subtitles too. Barlow Medium should always be standard capitalization and in a neutral color.

### Clear space:

Using ample clear space is best for clean graphics. The MT Mega Camp logo looks best on a white background with other elements in our primary colors.