

THEATRE  
PORTO

## About Us

**Theatre Porto** (formerly *Action Transport Theatre*) creates original, imaginative theatre, 'for, by and with' children and young people from our base in Ellesmere Port.

We create work that is both 'playful and political' in order to both challenge and delight, inspired by the child-centred values of curiosity, playfulness, and fairness.

In 2022 we open the doors to our brand new, purpose-built venue in the middle of green flag awarded Whitby Park, to provide the very best theatre experiences to children and young people, as co-creators and audiences.

## Our Work

### Our work is

- **child and young person centred**
- **inclusive** – everyone is welcomed, supported, and valued, difference is celebrated
- **collaborative** – we work with artists, teachers, and other professionals alongside children and young people to make work which is authentic and important
- **experimental** - we explore new ways to tell stories and develop creative potential
- **enquiry based** – we provide space for learning, including our own

We are part of **Arts Council England National Portfolio** and supported by **Cheshire West and Chester Council**.

## Alternative Summary

**Theatre Porto** collaborates with children and young people to discover new stories and to make professional theatre which we share locally, nationally, and sometimes internationally.

We are one of the leading specialist theatre companies for children and young people in England, one of a handful of dedicated venues for children and young people in the UK, and the only one of its kind on Merseyside and in Cheshire.

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THEATRE  
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The logo for Theatre Porto is displayed in white on a black background. The word "THEATRE" is written in a clean, uppercase, sans-serif font. Below it, the word "PORTO" is written in a larger, stylized, uppercase font. The letters in "PORTO" are thick and rounded. The 'P' has a curved top. The 'O's are circles with a vertical line through the center. The 'R' has a curved top and a vertical stem. The 'T' has a thick horizontal top bar. The final 'O' is a circle with a vertical line through the center and a small crown-like symbol above it.

## 01 • OUR BRAND LOGO

Name, logo, colors, typeface - these are the pillars of the identity of the **Theatre Porto**.

Their characteristics ensure an individual and consistent image of the company – it is imperative that these guidelines are followed.

Any usage questions or concerns should be checked. We ask that all public work using our brand is approved by the senior management team.

Artistic Director  
**NINA HAJIYIANNI**

Communications Director  
**SAM HUTCHINSON**



01 • LOGO SAFE AREA

When using our logo – always consider how it sits within your communication or design.

A safe area is used to prevent from placing other elements near the logo that may distort the perception of **Theatre Porto**.

The module used to determine the safe area around logo is the width of a quarter of the logo itself – so 25% spacing around our ident.

Safe area



01 • LOGO VARIATIONS

The **Theatre Porto** logo can be presented in two key ways:

- A) *contained* within a box – for all standard usage; or
- A) *uncontained* – effectively floating (e.g. for where the logo is used as a plain element – i.e. signage or a standalone element)



Version "A"  
Contained



Version "B"  
Uncontained

## 01 • MINIMUM SIZE

We want people to see the **Theatre Porto** logo clearly across all our communications.

To make sure it's visible to everyone, we have a minimum size for print and digital formats.

There will be occasional exceptions, such as merchandise and stationery, but please stick to the minimum sizes wherever possible.

### **Digital:**

Minimum width 70 px

### **Print:**

Minimum width 15 mm



70px / 15mm  
Minimum Size

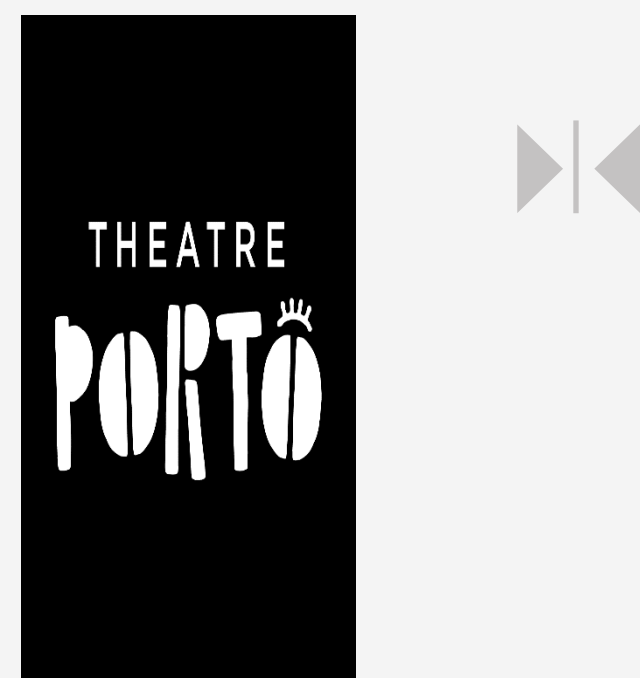
01 • INCORRECT USE

The **Theatre Porto** logo is central to our brand, so please take care when you use it.

Here you'll find some things to avoid. If you have any questions please contact us directly.

Remember, we ask that all public work using our brand is approved by the senior management team before being shared publicly.

✘ Do not skew or scale the width or height



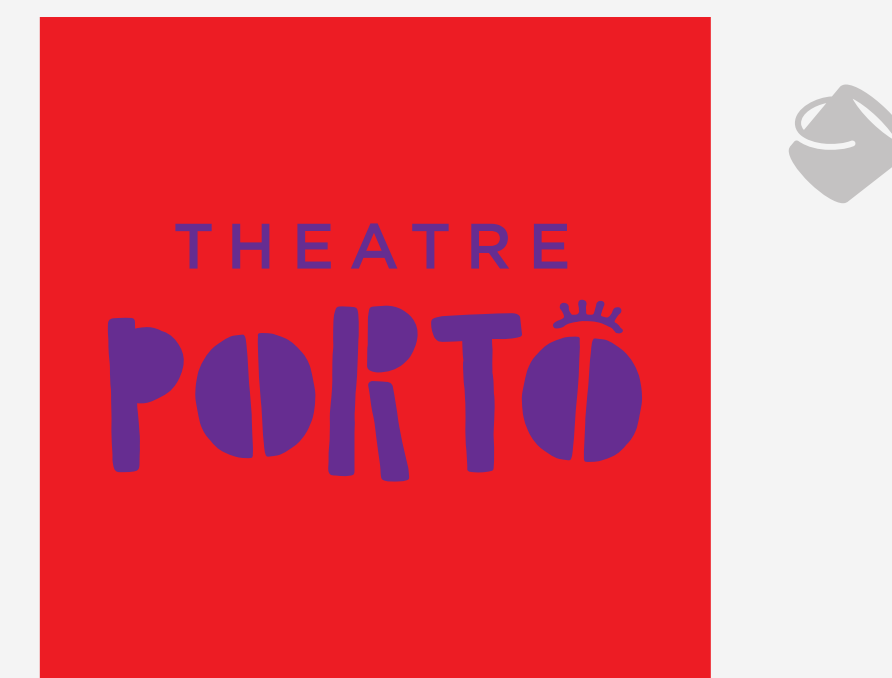
✘ Do not alter color from accepted standards



✘ Do not rotate the logo to any degree



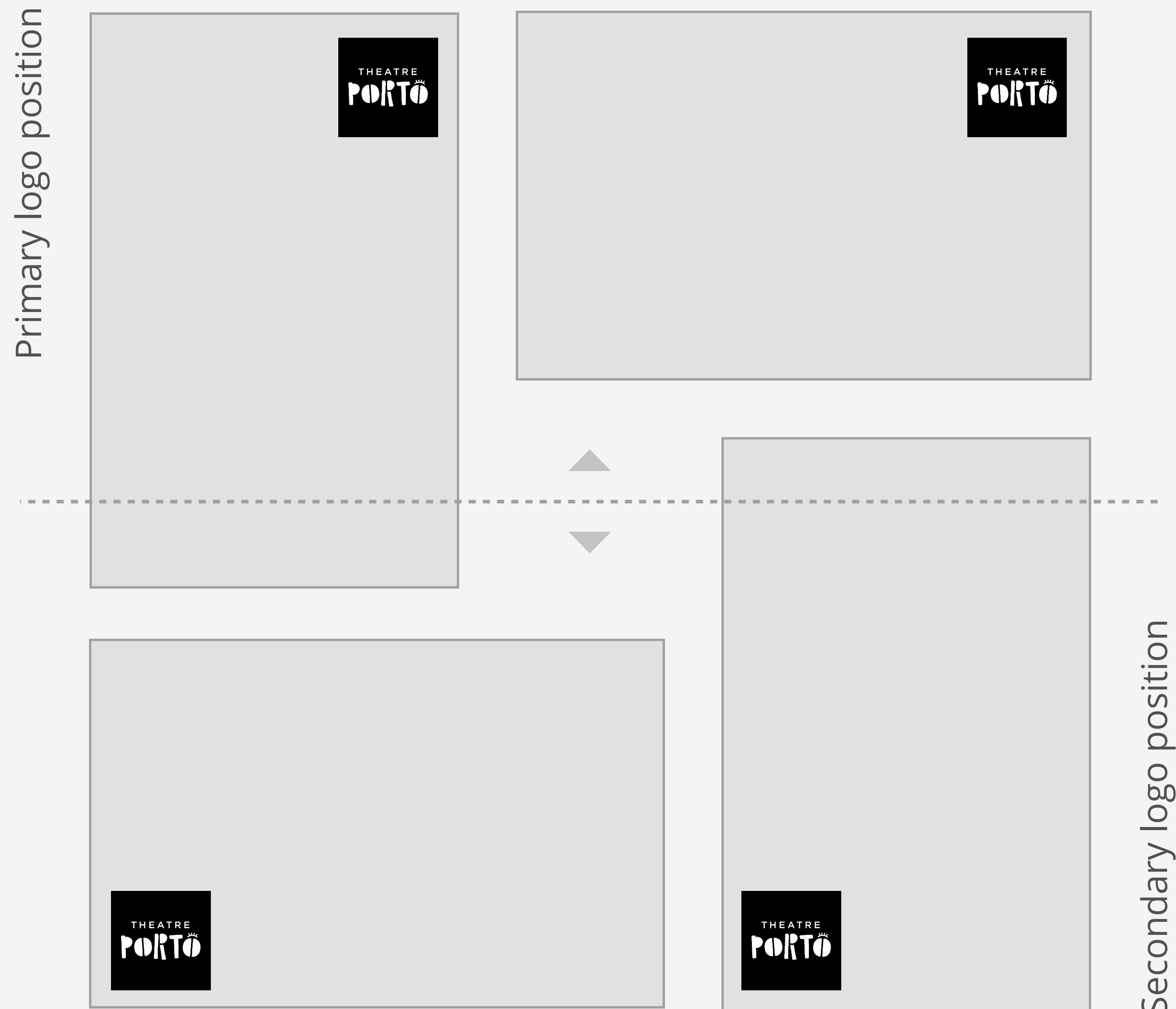
✘ Do not fill symbols with color or pattern



## 01 • LOGO POSITIONING

For impact, our preferred **Theatre Porto** logo position is in the upper right corner with appropriate spacing.

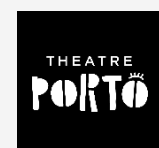
Our secondary position is in the lower left corner. This position can be used if your audience is already familiar with the brand.



01 • LOGO THIRD PARTY

There will be times when the **Theatre Porto** logo needs to appear alongside other logos – specifically where we will be working in partnership with funders, sponsors, third-party companies or venues.


Appropriate care and attention should be given to position, weighting and size of our logo.




Theatre Porto Logo




Other Brand Mark


 Bigger

Theatre Porto Brand Advantage





Another Brand Advantage

 Smaller

Equivalent Value

  One Size

THEATRE  
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## 02 • LOGO COLOUR VARIANTS

### BLACK LOGO

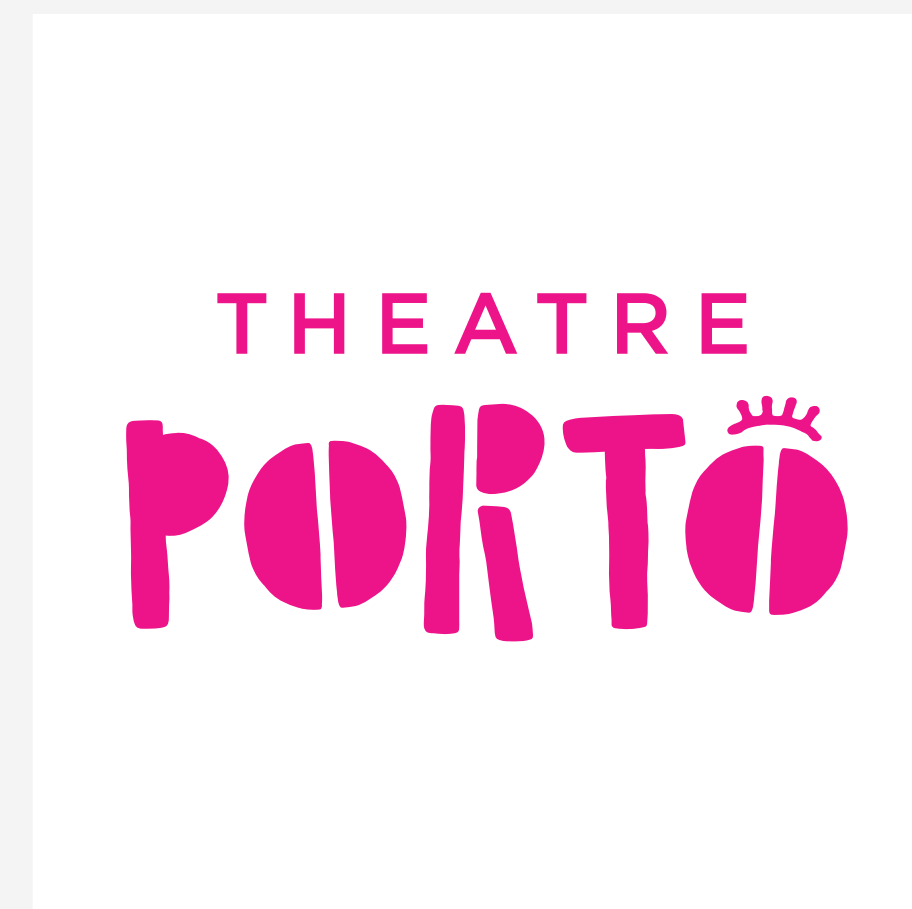
All purpose communications, and / or where colour is not supported – black and white is the lead colour for our brand message. Preferred for all print options and where displayed alongside other brands.

### MAGENTA LOGO

Front of house - All community; local; young people and participation impact places e.g. – online / social media / café usage – internal young people spaces etc.

### MINT LOGO

Proposed use is for back of house and all professional / peer / sector communications for targeted work / hire spaces.



## 02 • LOGO COLOUR VARIANTS

### RUST/ORANGE LOGO

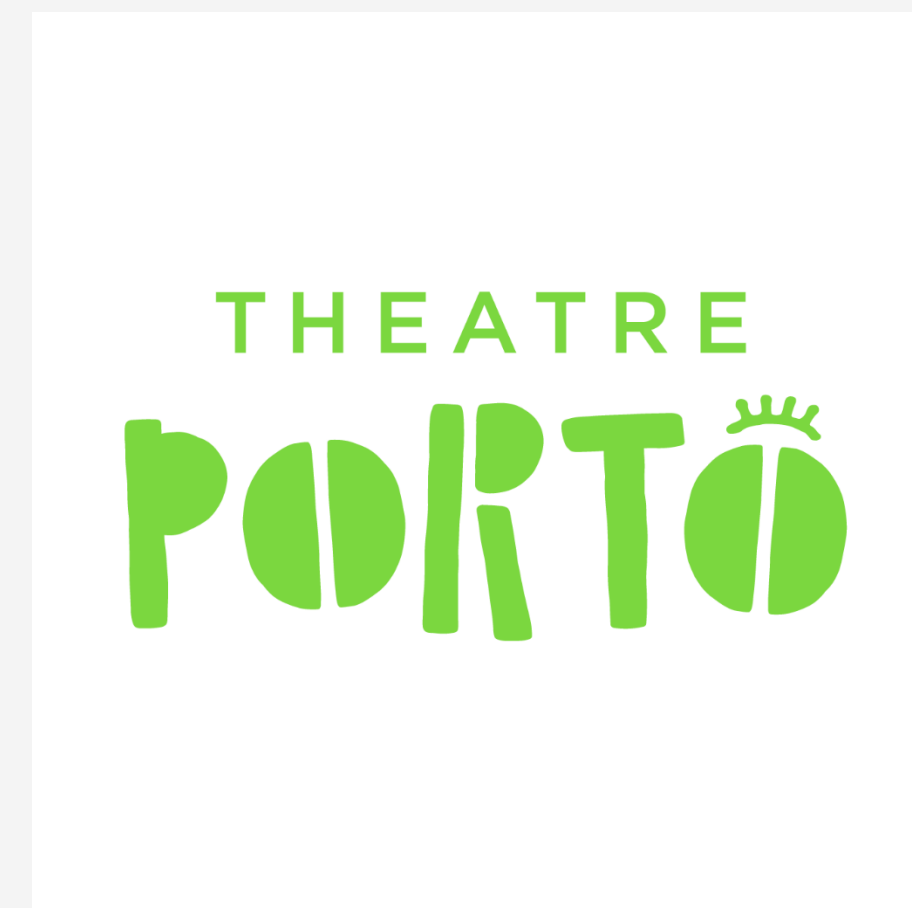
Internal signage to reflect the external new building colour / material – to be used on mounted plaques / room names etc; *(NB colour needs tweaking from a material swatch – and could we use remnants of building material for internal signage?)*

### LIME LOGO

Proposed use for all school communications with partners & to complement Magenta participation logo.

### SKY BLUE LOGO

Example use of this is for corporate communications; sponsorships; funding applications; call outs; job vacancies; press releases; application forms; formal thanks. etc.



## 02 • LOGO COLOUR VARIANTS

### WATERMARK

If using as a watermark, only use reversed solid black – at sensible percentages (ie, do not watermark a colour variation of the logo).

Any usage questions or concerns should be checked. We ask that all public work using our brand is approved by the senior management team.

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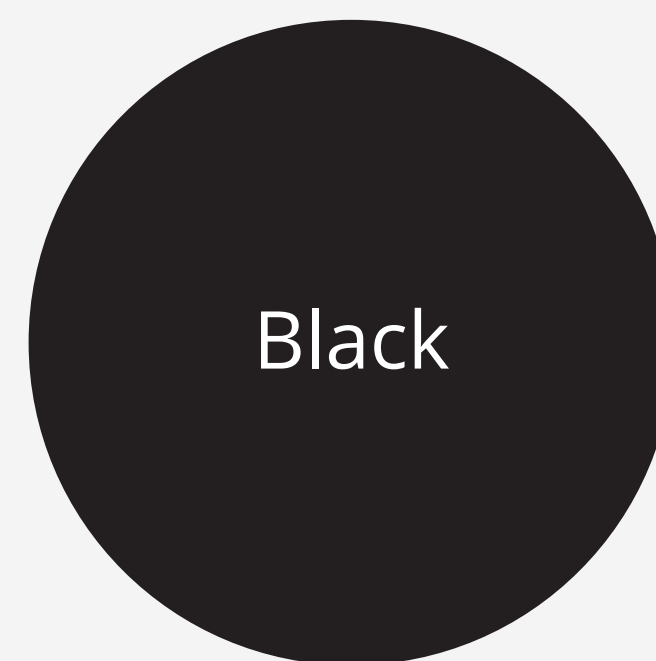
THEATRE  
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THEATRE  
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## 02 • BRAND COLOUR PALETTE

### PRIMARY PALETTE

Our colour palette is comprised of three key colours.



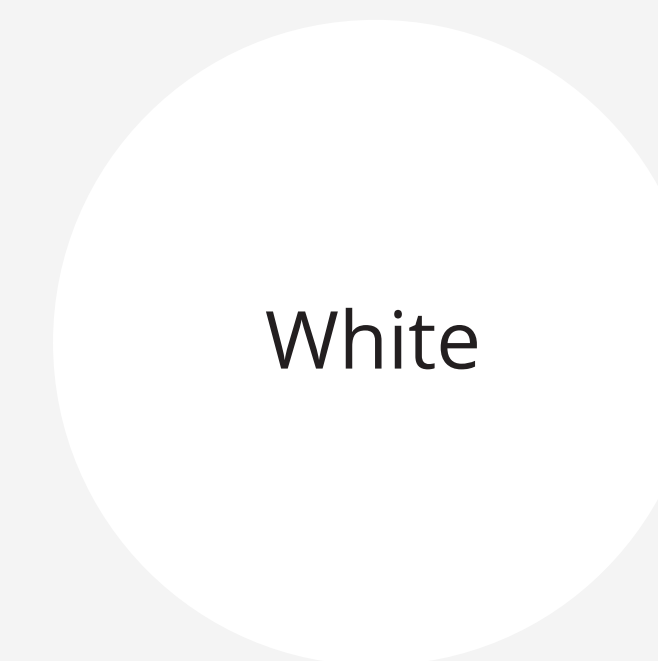
Black

**CMYK:** C0 M0 Y0 K100  
**RGB:** R0 G0 B0  
**HEX:** #000000



Magenta

**CMYK:** C0 M98 Y2 K0  
**RGB:** R237 G20 B38  
**HEX:** #ED148A



White

**CMYK:** C0 M0 Y0 K0  
**RGB:** R255 G255 B255  
**HEX:** #FFFFFF

## 02 • BRAND COLOUR PALETTE

### SECONDARY PALETTE

Our secondary colour palette is aimed to be used as sub-themes but can also support the primary palette where appropriate.



**CMYK:** C41 M0 Y40 K0  
**RGB:** R152 G209 173  
**HEX:** #98D1AD



**CMYK:** C0 M80 Y95 K0  
**RGB:** R240 G90 B40  
**HEX:** # F05A28



**CMYK:** C70 M0 Y100 K0  
**RGB:** R19 G216 B38  
**HEX:** #13D826



**CMYK:** C73 M5 Y18 K0  
**RGB:** R. G180 B205  
**HEX:** #00B4CD

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03 • TYPEFACES

Primary

**Theatre Porto**

**TITLE** font is **RALEWAY**

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897 character set, which includes the standard ISO Latin 1, Latin CE, Greek and Cyrillic character sets. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

License

These fonts are licensed under the Apache License, Version 2.0.

You can use them freely in your products & projects - print or digital, commercial or otherwise.

GET FONT VIA:

<https://fonts.google.com/specimen/Open+Sans>

Aa

**RALEWAY**

Raleway is free for commercial use and a Google font

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  
W X Y Z

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= [ ] { } ; ' \ , . / : " | < > ?

**FONT STYLES**

Regular AaBbCcDdEe123

03 • TYPEFACES

Secondary

**Theatre Porto**

**CONTENT** font is **OPEN SANS**

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897 character set, which includes the standard ISO Latin 1, Latin CE, Greek and Cyrillic character sets. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

License

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You can use them freely in your products & projects - print or digital, commercial or otherwise.

GET FONT VIA:

<https://fonts.google.com/specimen/Open+Sans>

Aa

**OPEN SANS**

Open Sans font is free for commercial use and a Google font

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 £!@#\$%^&\*()\_+ -= [] {} ; '\ , . / : " | < > ?

**FONT STYLES**

|             |                      |
|-------------|----------------------|
| Light       | AaBbCcDdEe123        |
| Regular     | AaBbCcDdEe123        |
| <b>Bold</b> | <b>AaBbCcDdEe123</b> |

03 • TYPEFACES

Occasional  
**Theatre Porto**

**IMPACT font is CHILDISH REVERIE**

The licensed font can appear in unlimited commercial and personal projects including, but not limited to, physical end products, social media, packaging, and paid ads.

Design or Print-on-Demand applications Only the Licensee may use the font to create a completed end product.

**DO'S & DON'TS**

- This font is our lead brand so should not be diluted
- It can be used for supporting our key brand elements
- Specifically, where referring directly to ourself – ie "Porto's Peculiar Playground" (see overleaf)
- It could be used to promote our key messages or as an impact font only



**CHILDISH REVERIE**

Childish Reverie is a licensed font for sparing use alongside our brand

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 £!@#%^&\*()\_+--=[ ]{};' \,./: " | < > ?

**FONT STYLES**

Regular **AaBbCcDdEe123**

03 • TYPEFACES

If using the impact font – it should be occasionally and only where it supports the main brand, i.e. don't use it on a participation flyer or as a sub-brand to **Theatre Porto**.

These examples are for guidance only and all artwork to be designed and approved by our preferred supplier:

[www.designdylunio.com](http://www.designdylunio.com)



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04 • BRAND ELEMENTS

Associated brand elements should be used to inspire potential audiences and accent the **Theatre Porto** philosophy:

*We have established a unique processes of making new theatre by putting young people at the heart of all our work.*

*We explore what theatre and new writing can do in the 21st Century and the vital and changing roles young people can play in the making of original and significant theatre for our time.*

**Use the above statement to challenge new visual work for our audiences.**



04 • BRAND EXAMPLE

By repeating the logo, we can create a pattern that can support our brand.

Used in combination with our logos, colors and fonts a pattern could achieve an original look across many different forms of media and environments.

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## 04 • PHOTOGRAPHY

Any photography we use as part of our brand promotion should be to a professional level, be playful and entice our audiences.

Any ad-hoc photography needs to meet our privacy policy and be of a high standard echoing our look and feel.

All usage questions or concerns should be checked.

These examples are for guidance only and access to our photo library may be granted on a per project basis.



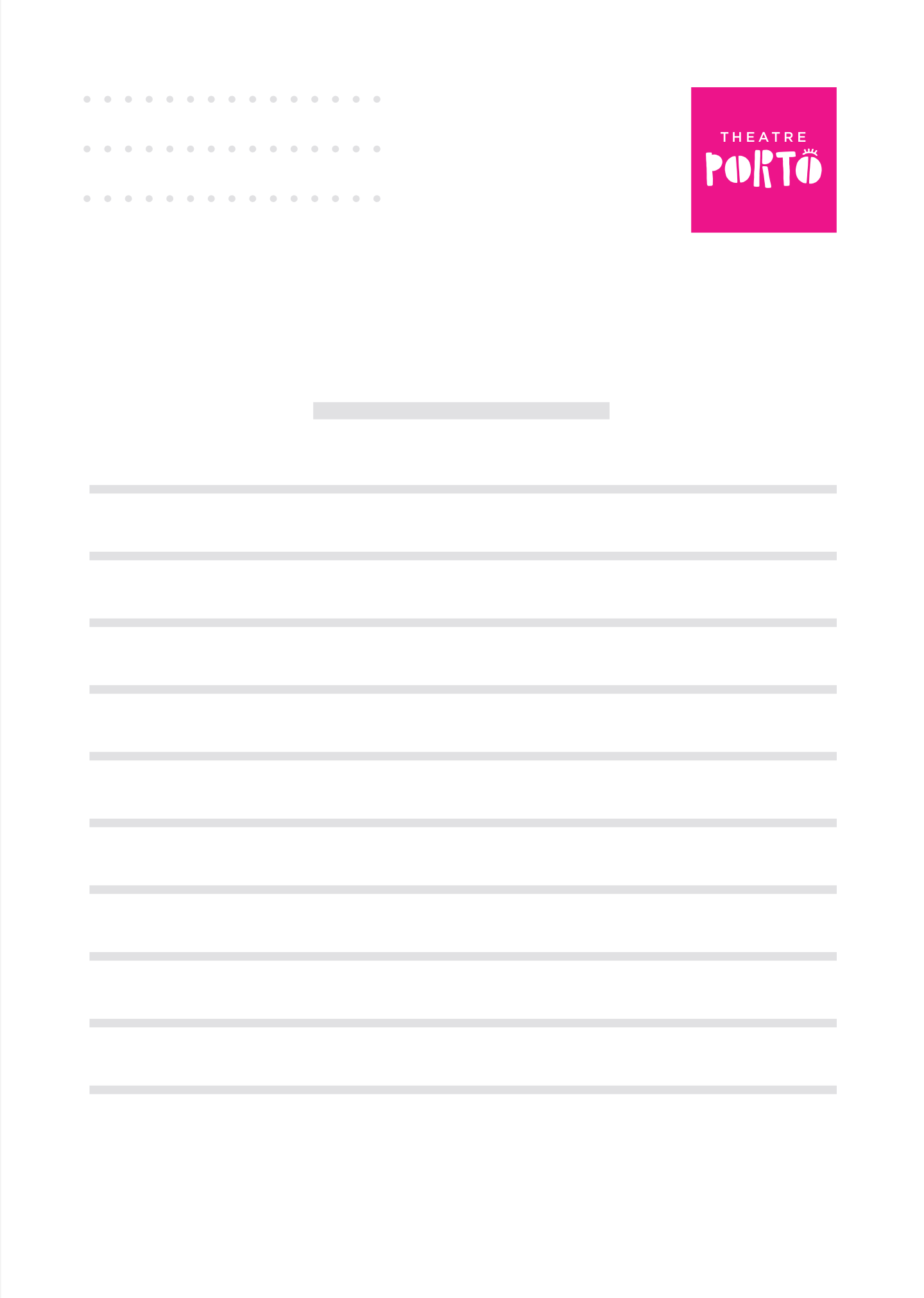
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05 • LETTERHEAD

Traditional standard stationary sets need designing in line with this brand guidelines pack.

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[www.designdylunio.com](http://www.designdylunio.com)



05 • ENVELOPE

Traditional standard stationary sets need designing in line with this brand guidelines pack.

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[www.designdylunio.com](http://www.designdylunio.com)



05 • BUSINESS CARD

Traditional standard stationary sets need designing in line with this brand guidelines pack.

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[www.designdylunio.com](http://www.designdylunio.com)



## 05 • SHOPPING BAG

Traditional standard stationary sets need designing in line with this brand guidelines pack.

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[www.designdylunio.com](http://www.designdylunio.com)



## 05 • COFFEE CUP

Traditional standard stationary sets need designing in line with this brand guidelines pack.

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[www.designdylunio.com](http://www.designdylunio.com)



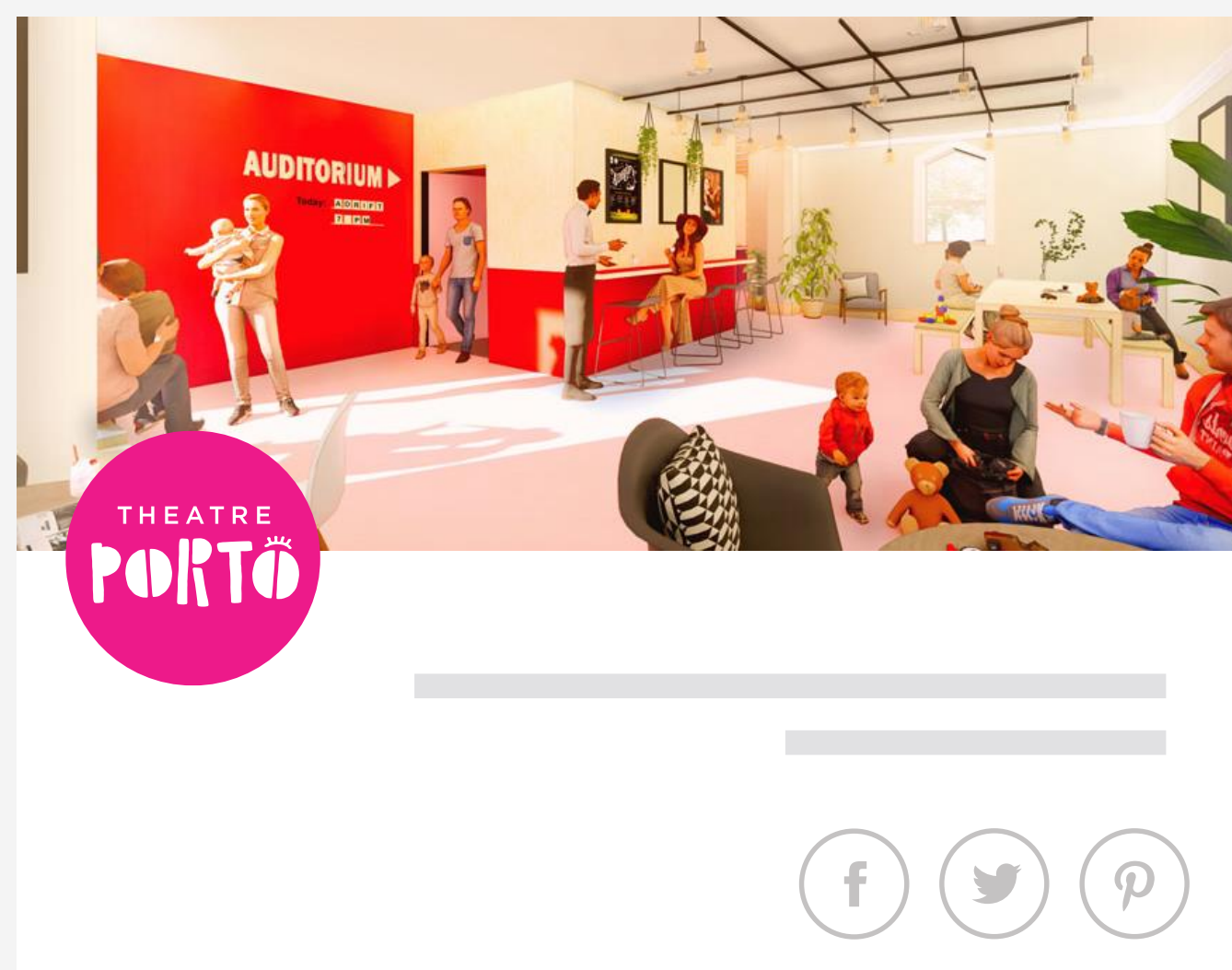
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06 • SOCIAL MEDIA BANNERS

Through social media we have the opportunity as a brand to inspire.

**Theatre Porto** work with children and young people as creative collaborators, to make professional and aspirational theatre which we share locally, regionally, nationally and internationally from our home in Ellesmere Port.

We can achieve this through our many platforms that include Facebook, Twitter, LinkedIn, YouTube and Instagram – all of which need re-branding and positioning as part of the communications brief.



## 06 • WEBSITE EXAMPLE

**Theatre Porto** website should aim to communicate the new brand direction by conveying a clear visual impact with best use of content – photography led.

