



WTM

worthing theatres and museum

Brand Booklet

Our Brand

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Welcome

Worthing Theatres and Museums' brand booklet has been developed to help our team, supporters and investors use, understand and apply our brand.

Built around the charities geographical, social and cultural attributes, it provides a simple, seamless and consistent identity that truly expresses who we are.

Our brand embodies and projects our purpose, in everything Worthing Theatres and Museum is and aims to be. It encapsulates the organisation's myriad of cultural opportunities, and unites the diverse community who support WTM, with a clear, confident visual identity and brand.



What is a Brand?

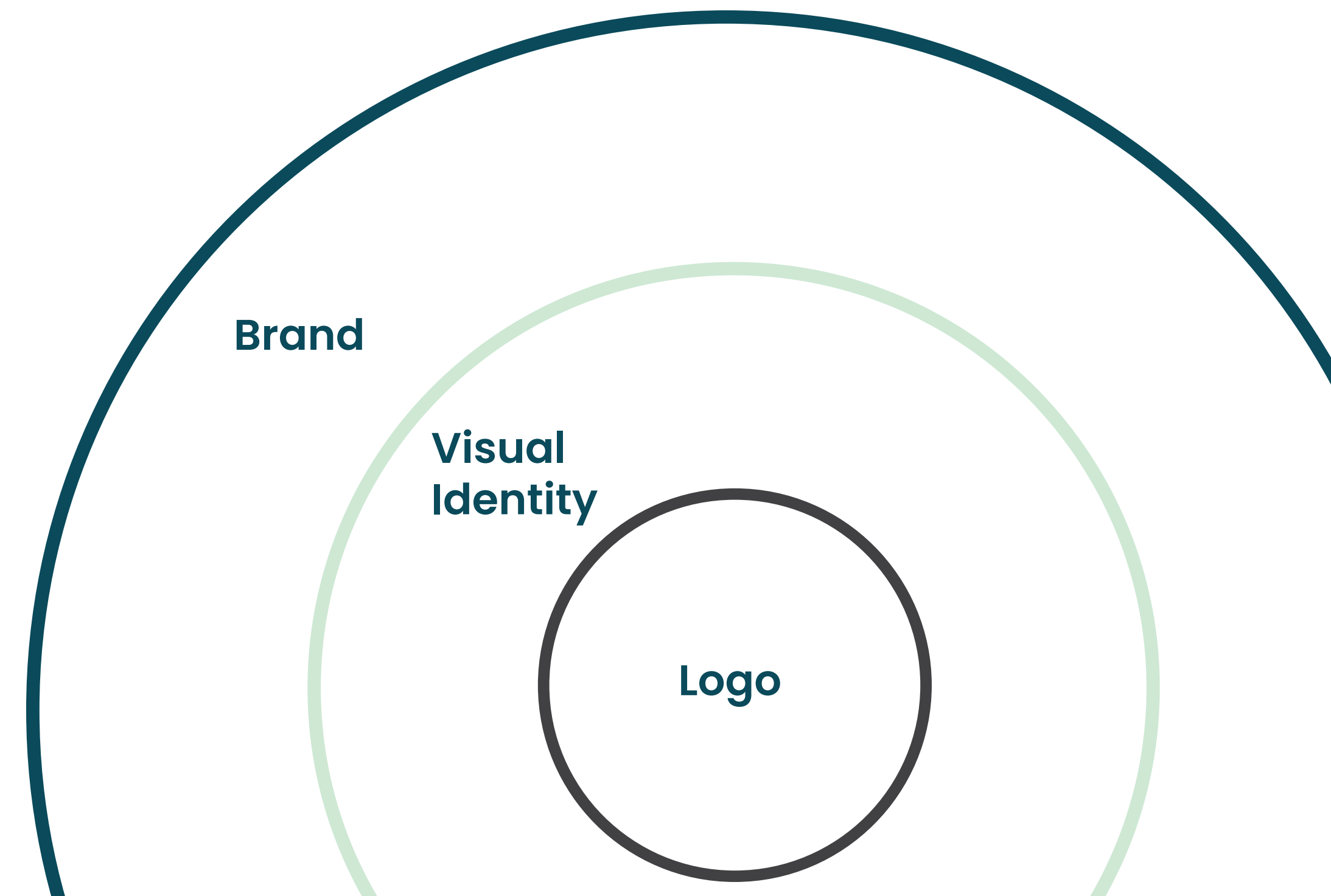
For brand we could substitute the word 'personality' our brand is the way we project ourselves, how others perceive us, and we perceive ourselves. It extends from the way we talk to audiences, to the signature on our email; from our recruitment advertising, to the language we use in formal letters. The most obvious projection of our brand is our visual identity.

What is a Visual Identity?

A visual identity is the entire palette of visual output, it is the set of instructions that ensures that our visual output always reflects the values of the brand. It is the way we apply our logo and all other elements. (type, tone, colours, marks etc)

What is a logo and why is it important?

A logo is a visual badge used to represent an organisation. It is just one tool within the visual identity toolbox. It is essential that every message counts, that every manifestation of our brand is clear, unambiguous and adds to a consistent visual message.



Considerations for our brand

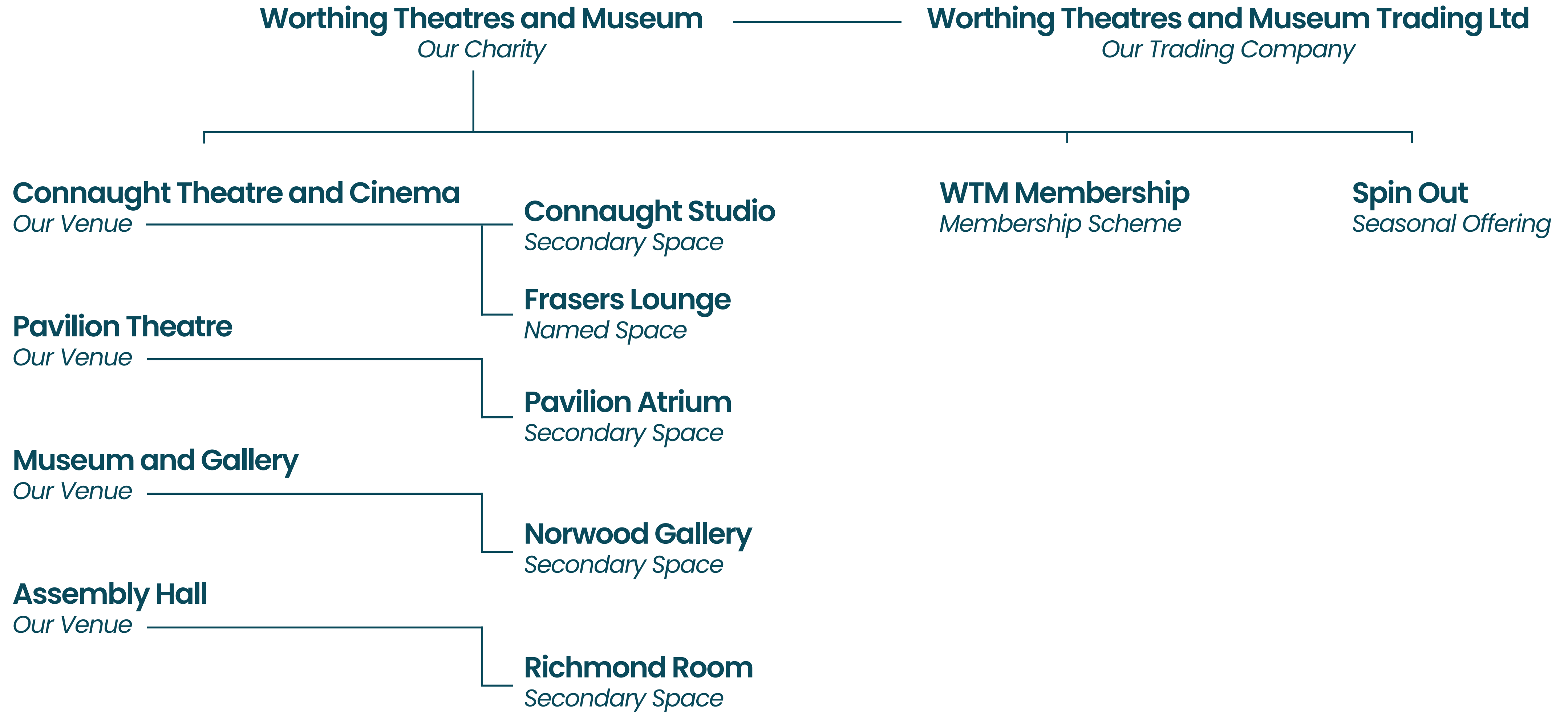
When considering our brand it is important to give consideration to key elements which are synonymous with us as an organisation; these should be recalled when reviewing this guide and considered key in the function of the brand.

Location - Acknowledge and embrace Worthing, Sussex and the South East and those elements that make the town and surrounding area so unique and distinct.

Unity - a strong, confident, unified voice across a vibrant and varied organisation with a vast programme of live events, film, arts and heritage.

Community - everything we do is about reinvesting both culturally and economically into this community. We are inclusive, collaborative and an integral part it.





Our Aims

- Surprise and delight our audiences with visionary work of artistic excellence.
- Provide aspirational opportunities for young people ensuring the creative voices of the future.
- Cultivate creativity, supporting the next generation of artists.
- Champion inclusion, curating a diverse programme for our community.
- Invest in our teams, making creative thinking the norm.
- Ensure financial success providing best value to the community, guaranteeing the longevity of the organisation.
- Drive forward the development of Worthing's experience economy promoting positive place making and civic pride.

Our Vision

- ∴ Enrich people's lives through arts and heritage.

Our Mission

- ∴ We will enable everyone to access arts and heritage by creating shared experiences that entertain, educate and inspire.



Who We Are

Worthing Theatres and Museum is a unique arts and heritage charity consisting of four theatre venues, a cinema and a museum and art gallery all positioned within the heart of the town of Worthing in West Sussex.

We have a large portfolio of unique venues; Worthing Museum, Connaught Theatre, Studio and Cinema, Pavilion Theatre and Assembly Hall.

What We Do

Worthing Theatres and Museum produces and presents a unique programme of exhibitions, events, film and workshops. We manage and develop a highly diverse artistic programme and permanent collection and provide a vital platform for critical thinking across a range of disciplines.

Primarily these include; theatre, costume, contemporary circus, film, archaeology, dance and fine art. Using art and culture we create opportunities for learning for the benefit of the wider community.

We work with renowned theatre makers, promoters and producers throughout the UK and Europe; founded one of the largest contemporary circus programmes in the UK and hold the largest costume collection of everyday wear in the UK, as well as notable collections in fine and decorative arts, toys and dolls and archaeology.



Our Personality

- **Welcoming** – Everyone is Welcome. We are warm, inviting and accessible in everything we do.
- **Adventurous** – from pure entertainment to challenging art, we're not afraid to surprise and challenge preconception. We are respectful of tradition but are pioneering in our programme.
- **Professional** – We are a team of informed and leading professionals, offering knowledge and enhancing the experience of our visitors, audiences and artists.
- **Passionate** – we love live performance, live art and heritage and its capacity to excite and entice our audiences, it's what drives our team.

Our Values

- We support the creation of new work and the artists, performers and companies developing those projects.
- We ensure more access for more people always striving to programme culturally relevant work.
- We provide a safe space in which to have a good time and share in the joy of cultural experiences.
- We nurture, support and engage with the local creative community.

Words we use to describe ourselves

Bold **Passionate** **Open** **Courageous** **Proud** **Welcoming** **Adventurous** **Surprising** **Brave** **Creative**
Credible **Engaging** **Inspirational** **Trustworthy** **Strong** **Eclectic** **Stimulating** **Colourful** **Unique**

Tone of Voice

To make our tone of voice consistent wherever and however we use it – and to ensure it’s always unmistakably us – it’s rooted in our unique cultural values and core behaviours:

- **Audience driven**
- **Brave**
- **Inclusive**
- **Empowering**
- **Transparent**
- **Professional**

We use language that is succinct and expresses a clear point of view. Writing in this way helps to ensure that we are consistently showing our organisation to be dynamic, relevant and inspiring! Our tone of voice always sounds like us, but it needs to be flexible to suit our audiences and our channels. Before you start writing, be sure to ask yourself ‘Who are we writing for?’ Whether you’re writing for young people, or corporate partners, following these four rules will ensure you’re using our tone of voice:

Be human-centred and thought-provoking

We give examples of the impact our work has, ideally through a direct quote from an individual, but always including the participants point of view. We are forthright i.e about the need we support and serve. We inject energy into our writing by using the active voice rather than the passive

Be concise and clear

We make every word work and don’t repeat them unnecessarily. We consider exactly what needs to be said. We make sure our messages can be understood easily.

Be compelling and jargon-free

We avoid over-use of ‘corporate’ language – such as ‘industry leaders’, ‘value-based’, ‘non-formal’. We take care when using acronyms – we use WTM in position with the full company title within the logo or the body of the text and always after introducing the company in full or when adjoined to ‘team’

Be informative and culturally sensitive

We simply tell people what they need know, once. We use straightforward language. To be culturally sensitive, we invite people to engage with us through a range of channels and speak to them in the appropriate language. We use gender inclusive language

'We', 'Our' and 'Us'

- We use the words 'we', 'our' and 'us' as much as possible.
- We can use Worthing Theatres and Museum to avoid repetition of 'we' within a sentence. We use 'you' when talking to our audience.
- 'you can let us know'

Describing Disability

- We are aware of the potential for discrimination against people with disabilities and are mindful that our use of language needs to address this with sensitivity.
- The Disability Discrimination Act (DDA) defines a person as disabled as those with a 'disability or long term health condition that has an impact on their day to day lives.'
- We use the widely acknowledged term 'disabled people' not 'people with disabilities'.
- We are clear and accurate in describing impairment i.e visual impairment.
- We use person focused descriptives in all copy.
- We will consult experts and representatives when focusing on any element of access or articles addressing any related topics.



Writing for the web

- ⋮ People read websites differently than they do printed material. In particular, people scan a range of content rather than reading left to right, top to bottom.
- ⋮ We have established the following rules to ensure our website is more effective.

Start with the conclusion – Put the most important information at the start, such as the who, what, where, when, why and how.

Shorter sentences – Keep the sentences simple, with one main idea. As a rule, we should aim to write 50% less text than we would in print.

Shorter paragraphs – Multiple paragraph breaks allow the reader to rest their eyes. As a rough guide, paragraphs should be kept to less than 60 words

Explanative Headings – Good headings are crucial. We try not to use references or metaphors that do not adequately describe the content.

Sub Headings – Sub-Headings also make content easier to scan. We aim to group related topics by usings subheadings.

Keywords first – Where possible, headings and links should begin with the most important words.

Lists – Information in lists is clearer and easier to scan. We will avoid using too many on a single page.

Long pages – Content that spans several pages (and therefore requires the reader to scroll a lot) should be kept to a minimum. If we have a lot of content we should consider ways to split it or refine it

Pages vs. downloadable files – We will put content on-screen but also consider making larger pages into downloadable files.

Link Names – We should avoid link titles such as ‘more’ and ‘click here’ Instead we will use descriptive text that refers to the intended linked page or item.

Icons – We will avoid the use or unrelated or supurphulus icons across link tabs, to avoid brand clashes or cheapening the look of the overall site.

URLs – We do not use ‘www.’ on URLs, we do not use this on our own URL and use wtam.uk. We don’t use lengthy URLs that include more than one forward slash. Instead we create a link using descriptive text or use the URL shortening service, bit.ly.

Our core elements

The core elements of our visual identity make our brand instantly recognisable.

These elements are:

- Our logo
- Our 'splash' credit
- Our 'wave' element
- Our slash
- Our typeface
- Our colours (lead)

The way these elements are applied and their relationship to each other are important in identifying who we are and creating a consistent visual aesthetic across all of our communication material



What is our logo?

- : Our logo is the most important element of our visual identity. It states simply and clearly who we are and as such should always be reproduced in a consistent way. It must never be redrawn or modified. The logo had numerous versions in order to cover companies, buildings, secondary spaces and secondary uses.



worthing theatres and museum



**worthing theatres
and museum**

Exclusion Zone

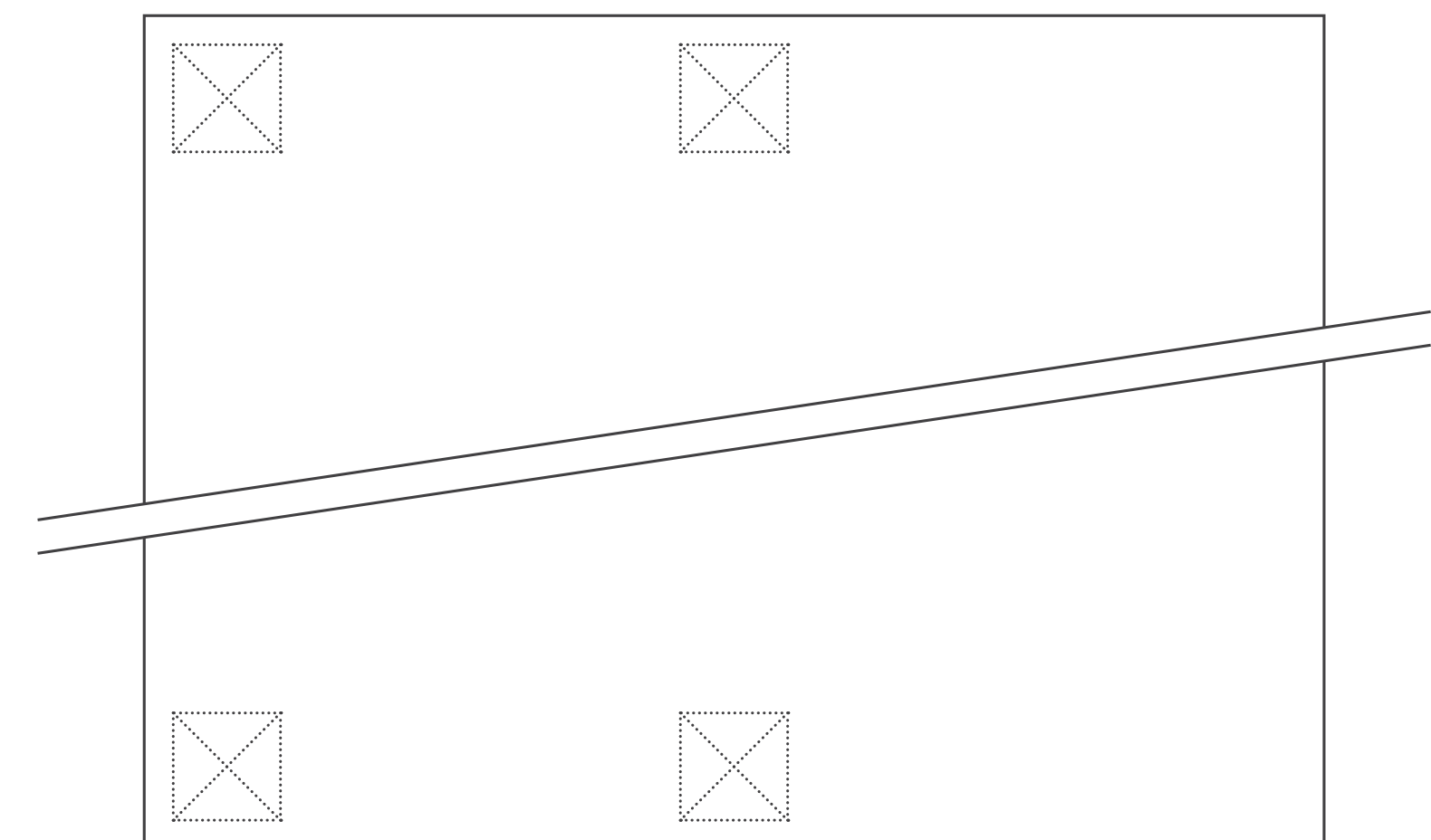
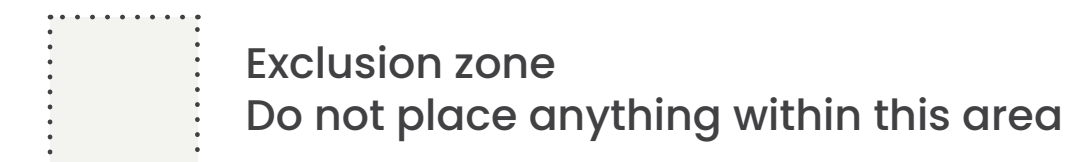
- The space around our logo is an essential part of our visual identity. The logo should never be positioned too close to the edge of a page. As shown a minimum distance can be measured using the width of the letter 'W'. It is important that we retain a sense of open space in all application of our logo; we never crowd it with text or other logos.

How is it used?

- We are not prescriptive about where our logo sits on the page (as long as it is given space to 'breathe') although it should normally sit in any four corners of a layout. Generally the position of the logo is decided by design factors and its relationship to the images.

Page position
The placing of the logo is relatively flexible.

The favoured position being top left.
Alternative places are centred (top or bottom) or lower left.



Size Matters

It is important that our logo is visible on all branded materials both internal and external. This page shows the recommended logo sizes that we should use in relation to relevant format sizes.

Minimum size	30mm
A5 / DL	30mm
A4	45mm
A3	45mm
A1	120mm
A0	200mm
DC	95mm
B2	95mm
4sheet	210mm
6sheet	290mm



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Minimum size
30mm wide



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A4 size
45mm wide



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B2 size
95mm wide

Contrast

- Visibility, whilst being key, is equal to the need to colour match and contrast.
- Should the logo be used on one of the background brand colours (Deep Purple, Charcoal, Teal or Turquoise), the logo should be one a brand title color (Seville, Stone Wash, Marigold, Bright Red) – This is to ensure maximum contrast, whilst keeping in line with the brand.
- Black or white can also be utilised if upon a black or white background.



Contrast

- Where possible, the logo should be in the same colour as the main title of the document.

Incorrect usage – poor contrast against the background



What is the W Splash?

- The W Splash is an additional component to the WTM brand.
- The W Splash can be used independently from the name, and can be used when the use of the entire logo is not possible (or would be deemed inappropriate).



The mark

WTM Cinema Fri 15 - Thu 21 November
01903 206 206 | wtmam.uk

SORRY WE MISSED YOU
THE STORY OF SAD PEOPLE BEING SAD.
2101M
FRI 15:30 20:15
SAT 12:30 17:50
SUN 15:30 20:15
MON 18:00 (sat)
TUE 13:00* 17:50
WED 13:00 17:50
THU 15:30 20:15
*Dementia friendly

THE GOOD LIAR
THE STORY OF LYING LIARS WHO LIE A LOT, AND WELL.
2101M
FRI 13:00 17:50
SAT 15:45 20:10
SUN 15:15 20:20
MON 13:15 20:15
TUE 15:15 20:10

SHAUN THE SHEEP: FARMAGEDDON
MAD MAX, BUT WITH SHEEP... PROBABLY.
2101M
SAT 11:15 13:30
SUN 10:45 11:00 (sat) 13:10
MON 17:10

SATURDAY MORNING PICTURE
ABOMINABLE
BLAH BLAH BLAH BLAH WHO CARES?
SAT 10:15
ALL TICKETS £3
PG 1H 57M

SILVER SCREEN
SORRY WE MISSED YOU
THE STORY OF SAD PEOPLE BEING SAD.
MON 11:00
ALL TICKETS £4 - INCLUDES FREE TEA/COFFEE AND BISCUITS
15 2H 01M

CLASSIC MUSICAL
SINGIN' IN THE RAIN
WET DEAD PEOPLE DANCING
SAT 15:00
SUN 13:00
PG 2H 03M

Opens Friday 11 November
FROZEN II
Tickets on sale now

All running times include trailers.

WTM Cinema

MARCH APRIL 2020

THE PERSONAL HISTORY OF DAVID COPPERFIELD | JOJO RABBIT | 1917 | LITTLE WOMEN | PARASITE | DOLITTLE | THE LIGHTHOUSE | A HIDDEN LIFE | A PORTRAIT OF A LADY ON FIRE | GREED | A BEAUTIFUL DAY IN THE NEIGHBORHOOD | NATURAL BORN KILLERS | KINKY BOOTS | CATS | EMMA | WAETHERING WITH YOU | UMBRELLAS OF CHERBOURG

National Theatre Live
ROYAL OPERA HOUSE
LIVE

ALL ABOUT EVE | ALL MY SONS | SMALL ISLAND | THE LEHMANN TRILOGY | CYRANO DE BERGERAC | SLEEPING BEAUTY | LA BOHEME | THE CHELLIST | DANCES AT A GATHERING



What is the 'Wave Splash'?

The Wave Splash element is an added component and adds a subtly to the brand conveying movement and emulating the sea in a graphical style

This Wave Splash should only be used as a landscape design.

Preferable use is as a footer to a website page, poster etc.

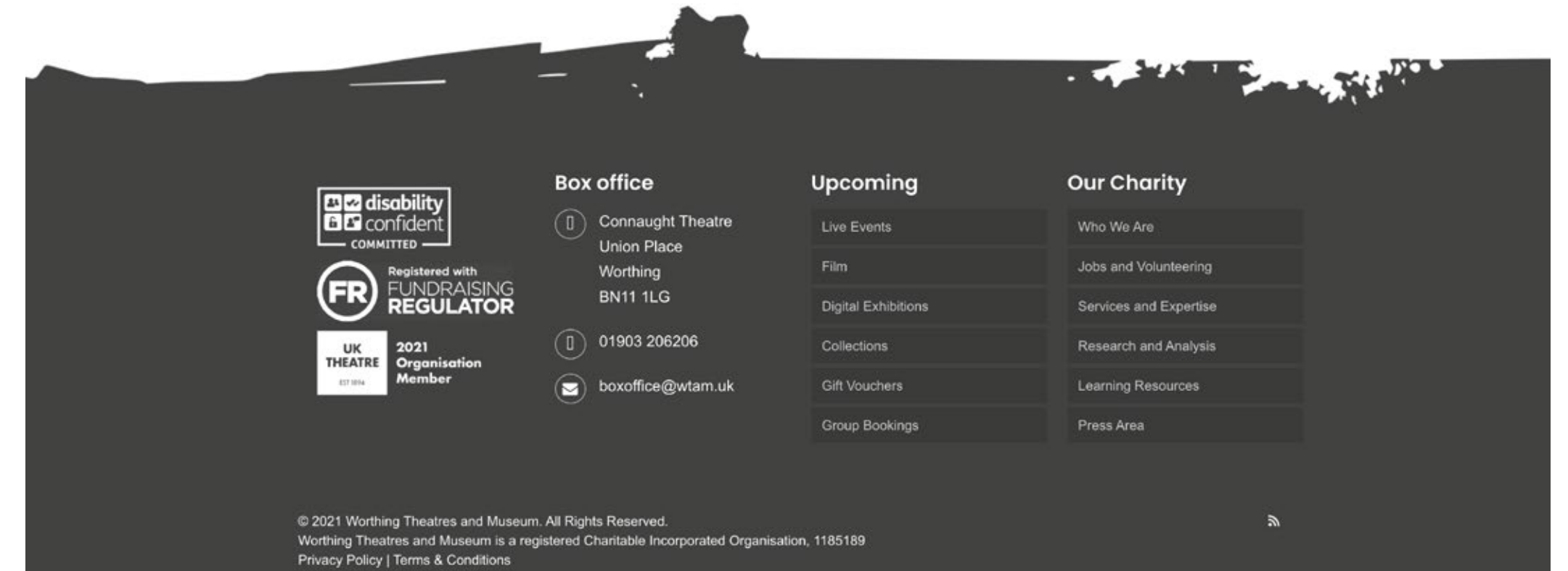
This Wave Splash should be only used in one of the branded colours.

What are the 'Slashes'?

The Slashes are a header component for used across marketing materials marketing materials.

These should only to be used as a secondary heading background to differentiate as subtitle from the main text or logo. It is to be coloured in contrasting brand colors only.

Examples of these can be seen at the top of these pages



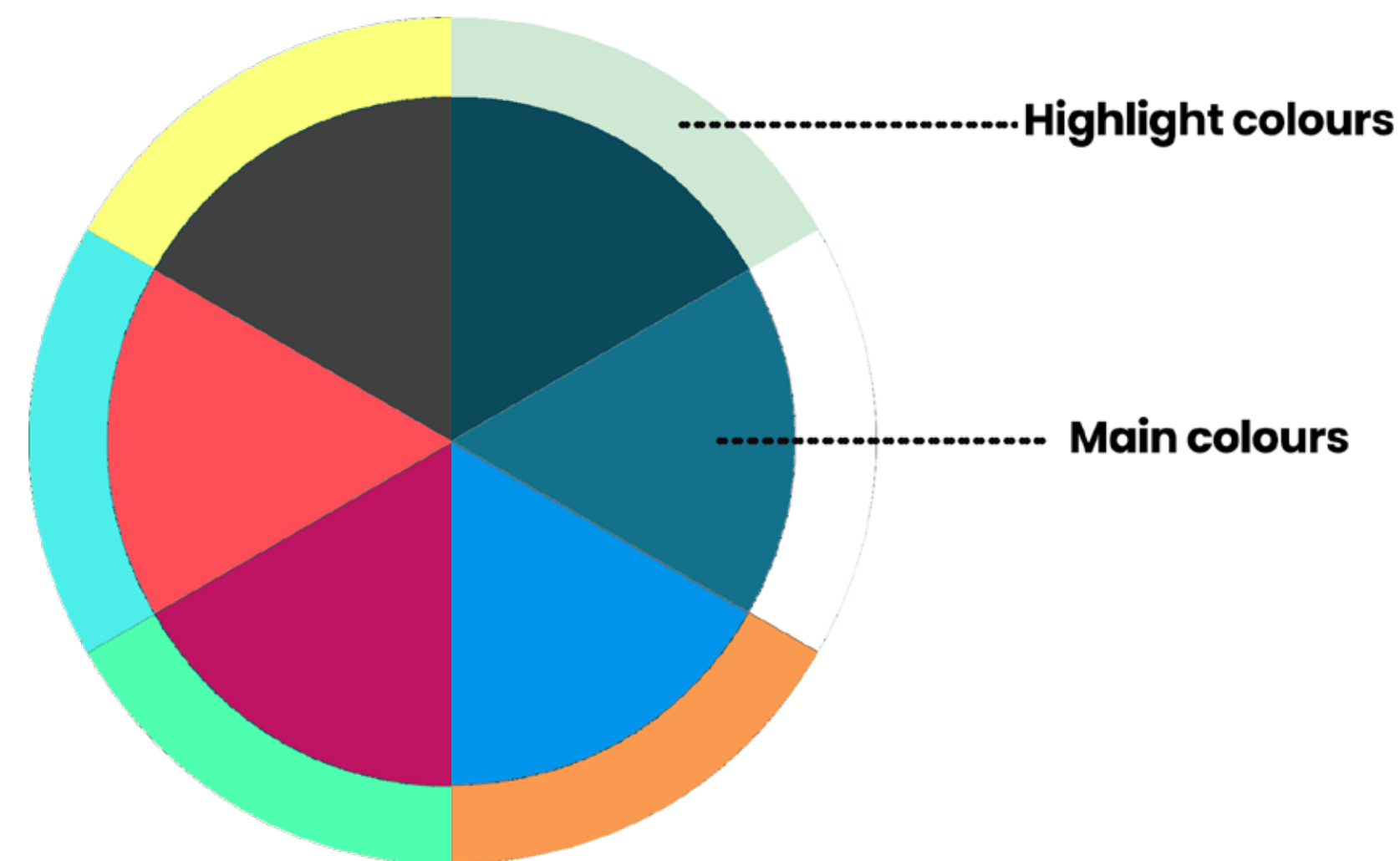
The Palette

As well as monotone (pure black and pure white), we have a selection of colour to use for various applications.

Our primary branded color are Peacock Green and Stone Wash. These can be used interchanagably as foreground and background. These should also be used as our preferable dark and light colors (in place of to white and black).

Variations from these should be dependant on the type of image they are needed to be used alongside, but at al times the title color needs to compliment and contrast the chosen background colour.







These colors at 100% should be looked at in the first instance, but if needed both background and title colors can be used at 40%, 60% or 80% opacity.



Primary Colours

					
#404041 R64 G64 B64 C2 M2 Y0 K75	#0a4a5b R10 G74 B91 C89 M19 Y0 K64	#13718b R19 G113 B139 C86 M19 Y0 K45	#bf1363 R191 G19 B99 C0 M90 Y48 K25	#fe4e57 R254 G78 B87 C0 M69 Y66 K0	#0095eb R0 G149 B235 C100 M37 Y0 K8

Secondary / Highlight Colours

					
#fa9a50 R250 G154 B80 C0 M38 68 K2	#4deeea R77 G238 B234 C68 M0 Y2 K7	#4ffb0 R79 G255 B176 C69 M2 Y31 K0	#cee8d4 R206 G232 B212 C11 M0 Y9 K9	#faff7c R250 G255 B124 C2 M0 Y51 K0	#ffffff R255 G255 B255 C0 M0 Y0 K0



Lead Typeface

Our lead typeface is Poppins. It is contemporary, great for public display. It is approachable and accessible.

We use four main variants

Poppins Normal
Poppins Medium

We use these for the majority of typesetting, particularly where legibility and ease of reading are important.

Poppins Semi Bold
Poppins Bold

We use these two for display only where the emphasis is on impact and visibility. We do not use these for body copy or continuous text.

We do not use:

Poppins Extra Bold
Poppins Black

Substitute Typeface

In cases where Poppins is not available we would substitute this with Verdana.

Verdana is a system font on all modern computer operating systems and is a standard default typeface for our current gsuite platform and websites.

Our substitute typeface should be used whenever Poppins is not available or cannot be embedded.

Verdana
Verdana Bold