



Cheek by Jowl

Identity guidelines

Our identity

Cheek by Jowl is renowned for staging bold and innovative productions to a worldwide audience.

Our visual identity is integral to our work, giving the company a strong, highly recognisable and consistent visual presence from Buenos Aires to Sydney.

The Cheek by Jowl logo is contractually required to appear in all materials created for the presentation of Cheek by Jowl including in all electronic media, websites etc and any other formats.

This document explains the correct use of our logotype, imagery, typography and colours, in order to maintain the integrity of the Cheek by Jowl brand.

The logotype

The Cheek by Jowl logotype consists of text set at a rising angle within a solid circle. This creates a mark which should not be modified and should remain in its entirety at all times. The angle of this logotype is set at 20° and should not be altered.

The logotype must always be reproduced directly from the original digital artwork supplied by Cheek by Jowl only. The logotype is suitable for both Macintosh and PC. The logotype must never be altered or amended in any way and the artwork must not be redrawn or modified.



Minimum size

The size the Cheek by Jowl logotype may most often be determined by the space available. Within the context of promotional brochures, it must never be reproduced below 20mm in size (this relates to the diameter of the logotype) For recommended sizes for leaflets and posters please see end of this document.

Restrictions

The logotype must not be modified in any way. For example, it must not be placed within a box, be rotated, have other text, colours or tints of colours added, be redrawn or distorted in any way, or appear in colour combinations other than those specified overleaf.



Colours

The Cheek by Jowl logotype may be reproduced in either one of two colours. The **primary colour** is **orange**. The **secondary colour** is **grey**. These have been carefully selected and are an integral part of the Cheek by Jowl visual identity. The logotype can be reproduced in these colours using the four colour process (CMYK) or by using PMS* colours. Where colour reproduction is not available, the logotype may also be reproduced in black, grey, or as white out of black. No other colours should be used.

The logotype is supplied on disc in each of these formats.

NB The colour applies to the body of the circle only – the words **Cheek by Jowl** should appear in the background colour against which the logotype is being placed.

Whenever possible, the logotype should appear **orange** on a **black** background.

Alternatively, the logotype should appear **orange** on a **white** background.

When producing material using CMYK, RGB or PMS* colours, the logotype should be used in its **primary colour** of **orange**. The logotype should only appear in its **secondary colour** of **grey** where the logotype has to appear twice (eg. on the front and back of a leaflet).

The second use can then appear in **grey** to avoid repetition.

A guide to the correct use of the logotype's colours appears overleaf.

*Pantone Matching System





Colour specifications

Below are the colour specifications for the Cheek by Jowl logotype.



ORANGE

PMS: Orange 151

CMYK: 60% magenta, 100% yellow

RGB: R 255, G 115, B 30



GREY

PMS: 441

CMYK: 10% cyan, 10% yellow, 20% black

RGB: R 185, G 205, B 195



SINGLE COLOUR

When it is not possible to reproduce the logotype using four colour process or using PMS colours, it should be reproduced in **black**, **grey (30% tint of black)** or reversed **white** out of black.

Typeface

The typeface chosen for the Cheek by Jowl logotype and all associated company and promotional material is **Akzidenz Grotesk Buch**. It may be used alongside the logotype in any of the weights shown below.

If this typeface is not available Helvetica or Univers type families can be used for supporting material, but the logotype must not be altered.

Akzidenz Grotesk Buch

AGBuch Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AGBuch Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

AGBuch Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AGBuch Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

AGBuch Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

AGBuch Medium Italic

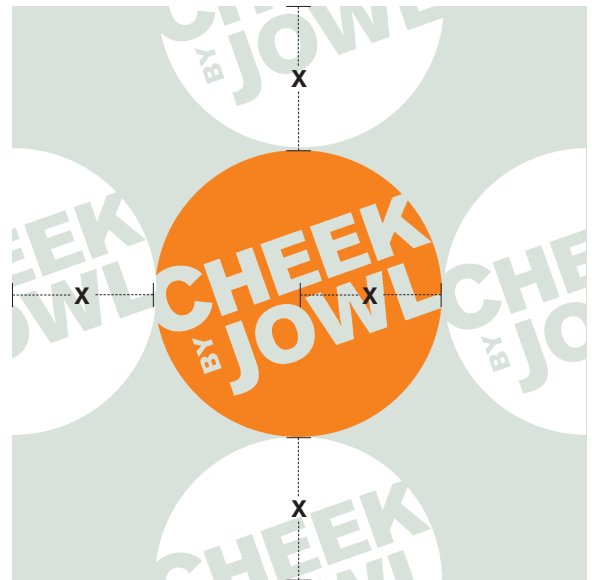
***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz***

**One of the
ten great
theatre
companies
in the world**

Time Magazine

Clear space

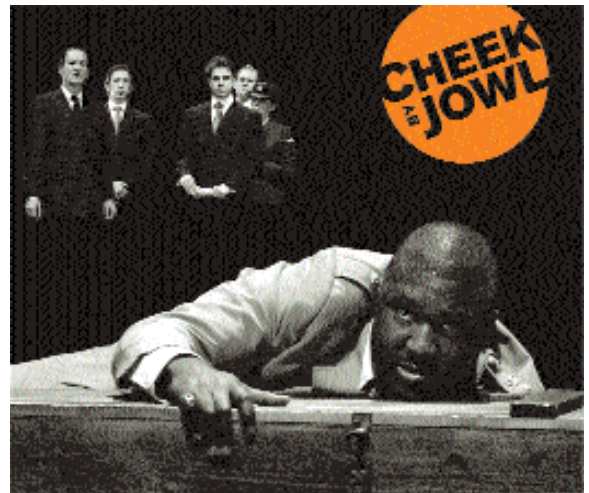
In order to maintain its integrity, the Cheek by Jowl logotype should be positioned independently of any other text or logotype. It must therefore be allowed a certain area of clear space. The space needed around the logotype is half the diameter of the logotype around all sides.



Position

There are only two restrictions when positioning the logotype on a page. It can either float within the page (but not closer to the edge than 20% of its diameter – see next page), or it can bleed off the top right or left of a page (see below). It should never bleed off any other edge.

For guidance on positioning the logotype on local advertising or promotional material, a selection of recent advertisements is available to use as templates. Please contact Cheek by Jowl to obtain a copy.



Othello

Co-produced by Cheek by Jowl and Théâtre du Nord
(Théâtre National Lille Tourcoing Région Nord
Pas-de-Calais and Lille 2004). In association with
Odéon-Théâtre de l'Europe Paris.



'One of the ten great
theatre companies
in the world'

Time Magazine

'Irresistible
theatrical urgency'

New York Times

'You wish the
magic would never
end. Theatrical joy'

Le Figaro, Paris

'A vision of luminous
beauty and simplicity'

Le Monde, Paris

'The play sounds as
fresh and natural as if
it was just written'

Kommersant, Moscow



STRICTLY LIMITED SEASON

10 November - 4 December 2004

RIVERSIDESTUDIOS

Crisp Road, Hammersmith, London W6

Box Office: **020 8237 1111**

Online booking:

www.riversidestudios.co.uk

www.cheekbyjowl.com



 **BRITISH
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Printed Materials – Small Format

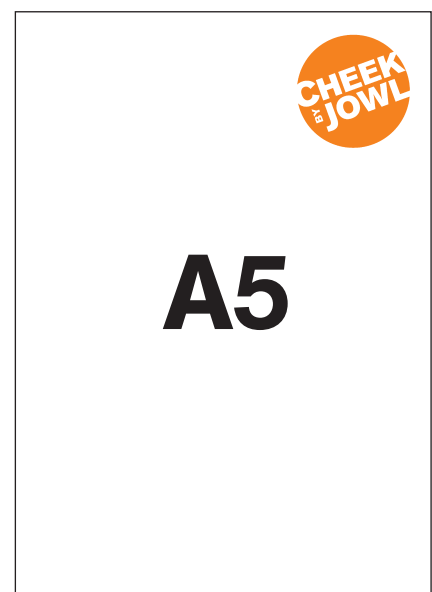
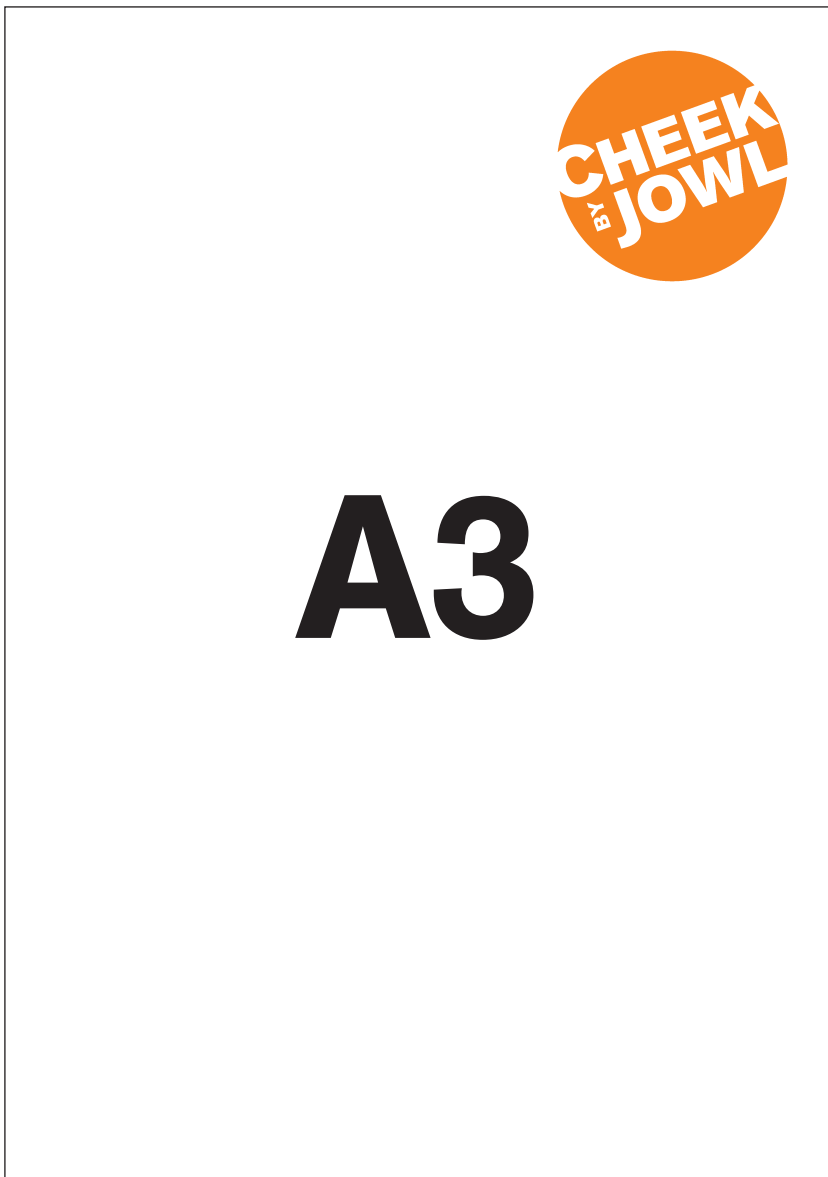
When the logotype is used on promotional materials, there are recommended sizes that it should appear which relate to various printed formats. These are as follows;

DL (1/3 A4) = 35mm diameter

A5 = 45mm diameter

A3 = 80mm diameter

The logotype should be used as close to these recommended sizes as possible to relate to previous and future Cheek by Jowl promotional material.



Printed Materials – Large Format

There are also recommended sizes for the use of the logo with large format promotional material such as posters. These are as follows;

A2 = 115mm diameter

4 Sheet = 155mm diameter

The logotype should be used as close to these recommended sizes as possible to relate to previous and future Cheek by Jowl promotional material.



A2



4 Sheet



Further information

For further copies of this guide and any concerns or queries on the use of this logotype please contact Mark Slaughter on **+44 (0)20 8691 5811** or email **mark@cheekbyjowl.com**

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