

# PENOBSCOT THEATRE COMPANY

# Style Guide

## Primary Logo

### 2-Color Blue

To be used on white background ONLY

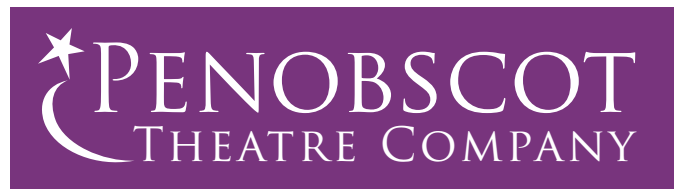


### 1-Color Black

To be used on light backgrounds only



### 2-Color White



## Secondary Logo

Season Button



PTC Button with Season



Season Button Purple



PTC Button with Season Purple



## Our Colors

CMYK: 0.07, 0.72, 0.00, 0.66  
RGB: 80, 24, 86  
HEX: 501856

CMYK: 0.04, 0.57, 0.00, 0.51  
RGB: 119, 53, 124  
HEX: 77357C

CMYK: 0.82, 0.24, 0.00, 0.11  
RGB: 41, 171, 226  
HEX: 29abe2

CMYK: 0.00, 0.14, 0.39, 0.38  
RGB: 159, 137, 97  
HEX: 9f8961

## Typography

AB

Trajan Pro 3  
For use in our logo

AB

Montserrat Regular  
For sub headings

AB

Arial  
For general text

AB

Impact  
For use in headlines  
or stand-outs

AB

Montserrat Bold  
For headings

AB

Bell MT  
For general text