



MUSIC THEATRE
INTERNATIONAL



Logo Variations

	COLOR	GRAYSCALE	B&W
EPS	●	●	●
JPG	●	●	●
PNG	●	●	●
TIFF	●	●	●

LOGO PACK STYLE GUIDE

Usage Guidelines

There are certain guidelines we must enforce to ensure the appropriate licensing regulations are being followed.

JPG and PNG files are provided for web use only (they are not high-resolution enough for print). For print or design purposes, please use the TIF and EPS files.

PLAYBILLder - we've provided you with a JPG for use with PLAYBILLder.com (online tool that lets you build your very own Broadway-quality Playbill), pre-sized for uploading into the cover page template. Since PLAYBILLder allows you to import your producing organization's information in the trademark yellow headline bar, you do not need to add it to this graphic.

You may not recolor, adjust, or resize elements of the logo or artwork, or use the logo with conflicting or non-complementary key art (backgrounds or other assets).




1 color Black/White files are to be used only when absolutely necessary. Do not use these files for digital marketing or when printing/designing in color.

This logo is licensed to you with accompanying background asset (CHARLIE_XA_BACKGROUND.TIF). While you may use the provided title treatments on their own, you may not use any other key art not provided in this logo pack. Conversely, you may not use the provided background with any other title treatments not provided to you in this logo pack.

When using the provided background you may NOT use the 1 color black title treatment. You may use the 4C title treatments centered over the pink burst element on the background file. You may crop the background file for your unique sizing needs.

Please see examples for acceptable use and misuses.

Color Palette

HEX #ffffff  HEX #5d2365  HEX #8f257a 

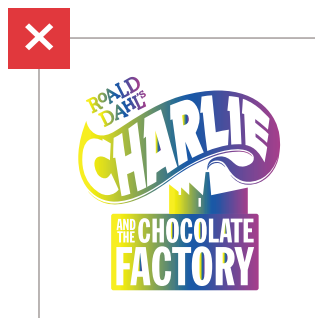
Rights & Restrictions

If the logo is used in any of the manners outlined as acceptable, no further approval is required. If you desire to use the logo in ANY other manner (layout or background color) you MUST obtain written permission from Music Theatre International before proceeding.

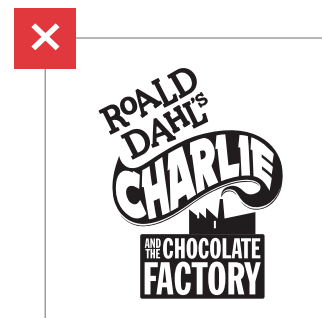
The logos included are to be used solely for promotion, advertising, print ads or other informational materials, such as programs and/or posters, in conjunction with a paid licensed production of *Roald Dahl's Charlie and the Chocolate Factory*. Both the right to put on the production and the use of the logo must be licensed from Music Theatre International, and the appropriate fees must be paid for such licenses. The use of this logo on any merchandise or other items to be sold is strictly prohibited.

Also, you may not sell, offer to sell, upload to the internet or otherwise distribute the logos, for commercial gain or otherwise, except permitted uses in connection with promotion of your licensed productions.

Incorrect Usage Examples



Do not recolor artwork.



Do not resize or adjust individual elements.



Do not use conflicting or non-complementary backgrounds. Do not use Title treatment with key art not provided in this logo pack.



Do not use the BW title treatment with the XA_Background.

Correct Usage Examples



With 4C title treatments you may use XA_background.



With 4C title treatments you may use suggested background colors.



Use TIFF files for print and JPG/PNG files for Digital.



Only use BW files when absolutely necessary. Must be used on a white background.