



APOLLO THEATER CHICAGO

Branding Guidelines

Brand Story

Sunset in the city. The anticipation of a great night out. Music. Laughter. **An evening of unabashed fun.** This is what we want The Apollo to stand for.

It's not a "thoughtful" or "intellectual" experience. We don't have to be neutral. We can be bold. Vibrant. **We're throwing a party.** And we want you to come.

**APOLLO
THEATER
CHICAGO**



In Greek mythology, Apollo is the god of the sun and light, music, poetry, and truth.



The tall letters in the logo are inspired by Chicago's skyline.



Typography

The Apollo Theater font is **Antenna Compressed**

(<http://www.webtype.com/font/antenna-compressed-family-1>)

The logo font is Antenna Compressed Black.

Size here is 102 on a line leading of 80. “Apollo” is larger, 120 pt.

Kerning is Metric, with some adjustments to align the “H”s:

“APOLLO” tracking -5, kerning: “A” -15

“THEATER” tracking 0, kerning: “T” -11, “TH” 4, “HE” -4

”CHICAGO” tracking 10, kerning: “C” 19, “CH” -5, “HI” 3, “IC” 5

Bottom bar is the same height as the bottom bar in Apollo “L” positioned to match the line leading. (The bar adds balance, and moves the gradient center into the middle of the “A.”)

Make sure to keep some space around the logo so it’s legible.

Here, it’s centered in a 320px box with at least 24px padding.



APOLLO
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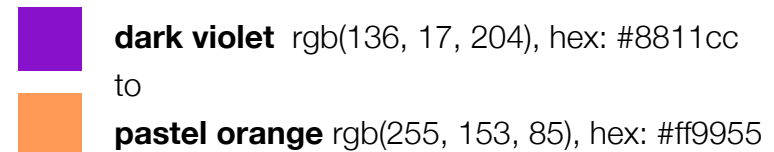
APOLLO
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APOLLO
THEATER
CHICAGO

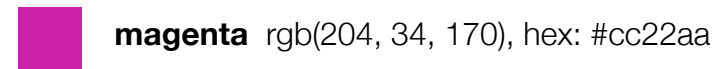
Colors

The logo features a “sunset” gradient that goes from



We expand the orange by moving the mix point on the gradient slider from 50% to 58.33%.

A third accent color is derived by mixing these two:



For print, the CMYK values are:

67% 74% 0 0 dark violet

0 44% 65% 0 pastel orange

28% 79% 0 0 magenta

(It’s worthwhile to see how the RGB version prints first, though.)

In greyscale, the gradient goes from 60% to 25% grey. In certain cases, when smaller for example, the logo is rendered in a solid 40% grey.

At very small sizes, the gradient may shift from radial to linear for better legibility:



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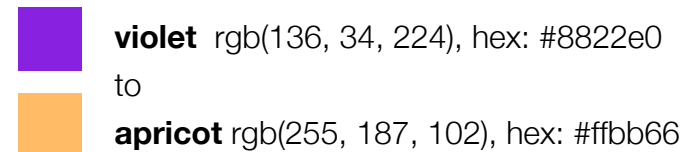
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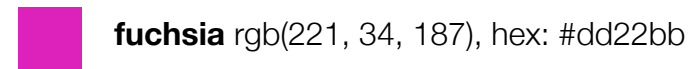
Colors on Black

Against black, the colors are lightened just a bit:



We expand the orange by moving the mix point on the gradient slider from 50% to 58.33%.

A third accent color is derived by mixing these two:



For print, the CMYK values are:

67% 67% 0 0 violet
0 27% 51% 0 apricot
26% 73% 0 0 fuchsia

(It's worthwhile to see how the RGB version prints first, though.)

In greyscale, the gradient goes from 45% grey to white. In certain cases, when smaller for example, the logo is rendered in a solid 20% grey against black.

At very small sizes, the gradient may shift from radial to linear for better legibility:



Modified Formats

In some circumstances, a truncated or horizontal version may be required. Here are some options:



For the mobile website layout, or for a persistent fixed header, the logo could collapse to this.



App icon



Browser tab icon



APOLLO THEATER CHICAGO

HOME

- PRODUCTIONS
- SPECIAL EVENTS
- BOX OFFICE
- GROUP SALES
- DIRECTIONS
- NEIGHBORHOOD
- HISTORY
- RENTAL INFO
- EMPLOYMENT
- CONTACT US



GROUP SALES
312.423.6612



“GREAT BALLS OF FIRE! HERE’S A HIT!”

— Chris Jones, Chicago Tribune

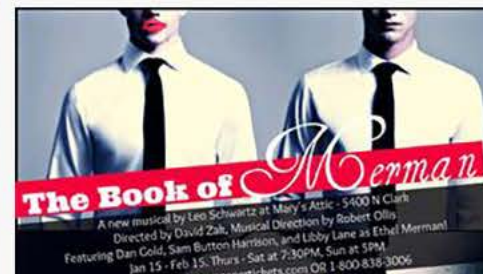
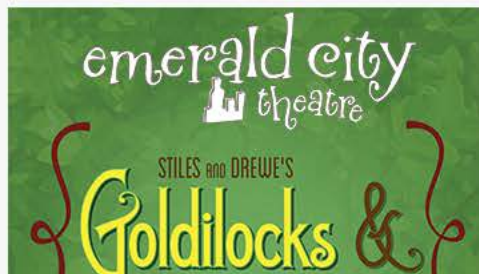
Million Dollar Quartet

Wednesdays - 2 & 7:30 pm
 Thursdays - 7:30 pm
 Fridays - 8 pm
 Saturdays - 5 & 8 pm
 Sundays - 3:30 & 6:30 pm
 (from June 7-August 30 Sundays are 2 & 5 pm)

Tickets range from \$25-\$105
 based on the day of the week









CALL FOR TICKETS 773.935.6100

ALL MAINSTAGE STUDIO LATE NIGHT KIDS



Competitive Landscape

Here's how the new logo looks in the context of your neighbors in the online theater guide.

 <p>Apollo Theater 2540 N. Lincoln Ave. Chicago, IL, 60614 Musical</p>	 <p>Broken Nose Theatre 2257 N. Lincoln Ave. Chicago, IL, 60614 New Work</p>	 <p>ColorBox Theatre 1641 N. Halsted St. Chicago, 60614 Comedy/Drama</p>
 <p>Greenhouse Theater Center 2257 N. Lincoln Ave. Chicago, IL, 60614 Comedy/Drama</p>	 <p>Royal George Theatre Center 1641 N. Halsted Chicago, IL, 60614 Musical</p>	 <p>SAINT SEBASTIAN PLAYERS <i>"Great Theatre, Right Around the Corner"</i> Saint Sebastian Players 1625 W. Diversey Chicago, IL, 60614 Comedy/Drama</p>
 <p>Steppenwolf Theatre Company</p>	 <p>The Second City 1616 N. Wells</p>	<p>THE THEATRE SCHOOL AT DePaul University The Theatre School at DePaul University</p>



Thank you.

