



WILL ROGERS STAGE FOUNDATION TRADEMARK

The Will Rogers Stage Foundation's logo (trademark) is the representation of the foundation's primary purpose as a non-profit corporation operated exclusively for charitable and educational purposes. It will achieve this by producing theatrical events by live performers or by video presentation in the auditorium of Will Rogers High School (its traditional name) and other venues for attendance by the general public. The foundation's logo is comprised of two primary elements: the wordmark and the stylized portrait of Will Rogers.

WORDMARK

The primary logo of the foundation incorporates a center justified wordmark under the Will Rogers portrait. The words "WILL ROGERS STAGE" appear on the top line in all-caps. The words "FOUNDATION" appear in a smaller font, centered below, and kerned almost to the same width of the top line. The lines are separated by a horizontal Art Deco design of lines and diamonds. The primary logo should appear on all foundation correspondence in its full form.

A secondary logo includes a horizontal left justified wordmark to the right of the Will Rogers portrait. This version is used when the center justified design is not appropriate or when vertical space is an issue with the design. The primary and secondary logos must always display the "TM" trademark symbol.

PORTRAIT

The portrait plays many roles and has flexible usage. It is a monochrome stylized line drawing of the head of Will Rogers. The bow tie may be in gold, royal blue, or black, to conform to the color scheme selected. When pulled away from the wordmark, it is a strong and iconic symbol of our foundation but can only be used in a design by itself if "Will Rogers Stage Foundation" appears elsewhere in the design to complete the branding. If used alone the portrait must always display the "TM" trademark symbol.

TYPOGRAPHY

The Will Rogers Stage Foundation's typography must be regarded and protected as a fundamental design asset. The typeface used in the foundation's wordmark, Delauney, is a bold and sharp looking display typeface crafted & designed by Arterfak Project, inspired by the Art Deco style from the 1920s. Delauney visualizes luxurious looks, elegance, and wealth. This font is an all-caps font designed with geometric shapes and firm strokes that gives a clear look and minimalist.

COLORS

The official foundation colors are specified in several different ways depending on the intended use. The colors are expressed in industry-standard vernacular:

- *PMS (Spot Color): An acronym for Pantone Matching System®, this color system is also often referred to as “spot” colors. This color system is for print jobs when an exact color match of our navy or red is necessary.*
- *CMYK (Process Color): CMYK (or “process”) refers to the 4 ink colors that are used to create every other color of the rainbow. Those colors are cyan (C), magenta (M), yellow (Y) and black (K). This is the color system used for print pieces—both solid colors and photographs.*
- *RGB (red, green, blue) refers to colors used on screen only (web, phone, video, etc.). Photos and solid colors should be in RGB when intended for on-screen viewing.*
- *HEX (Web-Safe Color): Hex refers to the hexadecimal number assigned to solid colors for use on the web. Hex formulas will appear as #xxxxxx.*

Royal blue (primary):

- PMS: Pantone Blue 072 C
- CMYK: C (90%), M (96%), Y (0 %), K (38%)
- RGB: R (16), G (6), B (159)
- Hex: #10069F

Gold (secondary):

- PMS: Pantone 124 C
- CMYK: C (0%), M (27%), Y (100%), K (8%)
- RGB: R (234), G (170), B (0)
- Hex: #EAAA00

Variations in shade or PMS color are not permitted. No other colors may be used unless prior approval is received by the foundation.

COLOR VARIATIONS (SCHEMES)

The color variations insure maximum visibility and branding recognition. No other color variations should be created:

- Full-Color
- One-Color Black
- One-Color Royal Blue
- One-Color Gold
- Full-Color Reverse on Royal Blue with White Letters
- One-Color White Reverse on Black
- One-Color White Reverse on Royal Blue
- One-Color White Reverse on Gold

