

PAPER MILL PLAYHOUSE

2020–2021 SEASON

STYLE GUIDE

Updated May 2020

Season Lockup

The 20-21 Season title should be set in Playfair Display SC (small caps) Bold. The preferred placement for the season title is underneath the Paper Mill logo and centered.

The logo and season title should both be PMP Blue when used on a light background, or White when used on a dark background.

PAPER MILL PLAYHOUSE
2020–2021 SEASON

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Montserrat

Montserrat Extrabold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#\$%&*(){}.,/?

Montserrat Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#\$%&*(){}.,/?

Montserrat Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#\$%&*(){}.,/?

Montserrat Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#\$%&*(){}.,/?

Open Sans

Open Sans Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#\$%&*(){}.,/?

Open Sans Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#\$%&*(){}.,/?

Open Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#\$%&*(){}.,/?

Open Sans Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#\$%&*(){}.,/?

Playfair Display

Playfair Display Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#\$%&*(){}.,/?

Playfair Display Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#\$%&*(){}.,/?

Playfair Display Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#\$%&*(){}.,/?

Playfair Display Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#\$%&*(){}.,/?

Typography: Rules for Use

Montserrat font family should be used for headlines and subheads.

- When used for a headlines Montserrat Extrabold and Medium may be used to create a variety and hierarchy of styles. The two weights may be mixed to highlight the most important information.
 - When used in all-caps, Montserrat should be set with tracking at 30 (thousandths of an em).
 - When used in sentence caps, Montserrat should be set with tracking at 0 (thousandths of an em).
- When used for a headlines, Montserrat Extrabold and Medium may be used to create a variety and hierarchy of styles. The two weights may be mixed to highlight the most important information.

Open Sans Regular or Open Sans Semibold should be used for body text.

- Body text should be set with neutral (0) tracking.
- Body text should be black when set against a light background, or white when set against a dark background.
- Leading shown in the sample is (9pt/14pt). Where possible, similar proportions for linespacing should be used.
- Semibold weight Open Sans can be used for text that is very small and/or knocked out against a dark background, to improve legibility.
- Open Sans should **NOT** be used for headlines or subheads.

Playfair Display font family can be used for important descriptor text, as well as captions, callouts, or billing details.

- To ensure thin lines are visible and printable, the absolute minimum character size for this font family is 7.5pt. 10pt or larger should be used when possible.

Lorem Ipsum
Correct usage

Lorem Ipsum
Incorrect usage

Typography: Sample Usage

MONTERRAT MIXED WEIGHT HEADLINE

Playfair Bold Italic descriptor text

Um expedit modipsa nduciis as molorum, cupiatque uidetur, sapientia voluptas repudat quis niam voluptatem quam et labor. Ris modit esto omnis sinvendae apietur as ditius as comnihi et quam lab id maximilique ut exerfer eicitatiore natur as ra derferibus dolor sit exilibus, sin pro is exerum voluptatur sunt ideribus volor modi tet autempo reiur, que doloris nimaximus enditatem dolor audam as volupta spitate mperchita dunt laut fugitia turiam, sedis et voluptati reperi onseni omnim ilitate mporem apis noncum nonseque minctat iorioritate none ne nisimpor remped ut ut ad que voluptatum estem same verrovitatur acerfer uptae.

Montserrat Bold Subheader

Open Sans body text. Lorem ipsum dolor assequidis dolores oditasse voluptatus, sandis in nem quatem re pratur, conecpturia voluptiorum et ullenitat lam eusanit aut resinctibus dipsantem rerrum est officii stiore dolorit laboreicim reped quaessus quam nis aboresti nonseque simenducient magnis voluptatur.

MONTERRAT EXTRABOLD SUBHEAD

Playfair Italic Credit Monterrat Medium Attribute

Directed by Lorem Ipsum

Verdana	Verdana Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!#\$%&*(){}[].,/?	Verdana Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!#\$%&*(){}[].,/?
Arial	Arial Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!#\$%&*(){}[].,/?	<i>Arial Italic</i> <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> <i>1234567890!#\$%&*(){}[].,/?</i>
Palatino	Palatino Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!#\$%&*(){}[].,/?	Palatino Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!#\$%&*(){}[].,/?
	<i>Palatino Bold Italic</i> <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> <i>1234567890!#\$%&*(){}[].,/?</i>	<i>Palatino Italic</i> <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> <i>1234567890!#\$%&*(){}[].,/?</i>

Written Styles

Contact Information

- In email addresses, first and last initials should be capitalized. PaperMill.org should be set in initial caps.

JGillis@PaperMill.org

Correct usage

jgillis@papermill.org

Incorrect usage

- In phone numbers, periods should be used to separate numbers instead of hyphens.

973.376.4343

Correct usage

(973) 376-4343

Incorrect usage

Time

- When writing a time of day, minutes should be included and AM or PM should be set in all caps.

8:00PM

Correct usage

8:00PM

Incorrect usage

8:00pm

Incorrect usage

8PM

Incorrect usage

Spelling Preferences

- In all instances where the word theater or theatre is not the proper name of a venue, building, or business, the word 'theater' should be spelled in accordance with the Merriam-Webster dictionary as **theater**.

theater

Correct usage

theatre

Incorrect usage

Grammatical Preferences

- For all text, including headlines, **hyphens** should be used to connect hyphenated words and phrases. En dashes or em dashes are incorrect.

AWARD-WINNING

Correct usage

AWARD–WINNING

Incorrect usage

- For dates and times, **en dashes** should be used to note a range. Hyphens are incorrect.

JAN 1–JAN 30

Correct usage

JAN 1-JAN 30

Incorrect usage

- **Em dashes** should be used when expressing a break in thought.

It's not the end of the game—it's Half Time.

Correct usage

It's not the end of the game--it's Half Time.

Incorrect usage

- En dashes and em dashes **should not** be have spaces before and after.

It's not the end of the game—it's Half Time.

Correct usage

It's not the end of the game — it's Half Time.

Incorrect usage

- An **oxford comma** (a comma preceding the word 'and' in a list) is preferable to no comma.

Today's best singers, dancers, and directors...

Correct usage

Today's best singers, dancers and directors...

Incorrect usage

Color Palette

Primary Palette

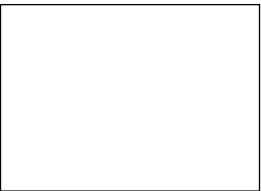


PMP Blue
PMS 2935C
100c 70m 1y 0k
0r 87g 168b
#0057A8

Secondary Palette



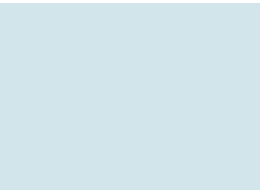
Dark Blue
PMS 2757
100c 85m 8y 20k
22r 57g 125b
#15387C



White
0c 0m 0y 0k
255r 255g 255b
#ffffff



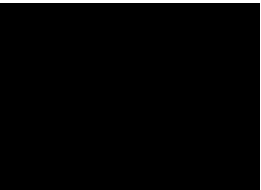
Teal
PMS 631C
70c 5m 15y 12k
34r 164g 188b
#22A4BC



20% Teal
PMS 631C
17c 3m 5y 0k
209r 228g 235b
#D1E4EB



50% PMP Blue
50% PMS 2935C
50c 35m 1y 0k
131r 152g 203b
#8298CC



Black
0c 0m 0y 100k
0r 0g 0b
#000000

Angled Shapes

Angled photo masks or background shapes may be used for artistic embellishment to add a dynamic quality to a design. The goal is to add interest and movement to a layout. Angles should work as an enhancement but not a distraction.

- Only PMP Blue and White should be used for angled shapes.
- Angles between 5 and 35 degrees may be used.
- Shapes should contain only one angled edge.
- Angled edges should be used sparingly to enhance a design. They should NOT be distracting or impede text legibility.
- Text can only be used inside of one shape if it provides clear contrast.

PAPER MILL PLAYHOUSE

2020–2021 SEASON



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world-class musical theater.
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Sample usage, vertical orientation

Email Signature

MARK S. HOEBEE
Producing Artistic Director

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123.456.7890 (mobile)
MHoebee@PaperMill.org

PaperMill.org

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Millburn, NJ 07041