

# PAPER MILL PLAYHOUSE

## STYLE GUIDE

# TYPOGRAPHY

## PRIMARY TYPEFACE

ANACHARSIS  
PAPER MILL

ANACHARSIS BOLD

## SUPPORTING TYPEFACE

Tiller

Tiller Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!#\$%&\*(){}[].,/?

Tiller Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!#\$%&\*(){}[].,/?

Tiller Demi

**Tiller Bold**

*Tiller Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890!#\$%&\*(){}[].,/?*

*Tiller Medium Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890!#\$%&\*(){}[].,/?*

*Tiller Demi Italic*

***Tiller Bold Italic***

# HEADLINE

## ANACHARSIS PAPERMILL-BOLD 40/42PT

Type size × 1.025 = leading. Headlines at 40pt would have 42pt leading.

# SUBHEAD

## ANACHARSIS PAPERMILL-BOLD 30/33PT

Type size × 1.1 = leading Subheads at 30pt would have 33pt leading.

Body  
Tiller  
15/18pt  
Sentence case

Type size × 1.2 = leading  
Body copy at 15pt would have  
18pt leading.

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### YOUR PEEK BEHIND THE CURTAIN

Ever wonder what the director was thinking or how the cast prepares for a show? Join us for these revealing insider's experiences and get an inside look at the work you see on our stage.

#### PROLOGUES

Dive into the history and context that informs each of our productions through this enlightening video series.

Available online and on the Paper Mill Playhouse app.

#### Q&A WITH THE CAST

What really goes on behind the scenes? Ask the cast yourself!

Subscribe to Week 4 Saturday Matinees, and stick around for a lively Q&A with cast members immediately following the matinee performance.

# WRITTEN STYLES

## CONTACT INFORMATION

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

MHoebee@PaperMill.org	mhoebee@papermill.org
Correct	Incorrect

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

973.376.4343	(973) 376-4343
Correct	Incorrect

## TIME & DATE

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

8:00 PM	8:00PM, 8:00PM	8:00pm	8PM, 8pm
Correct	Incorrect	Incorrect	Incorrect

- When writing a date range, if dates occur within the same month, it is not necessary to write the month twice. Likewise, if a range of time occurs entirely within the morning or evening, it is not necessary to write AM or PM twice.

JAN 1–30	JAN 1–JAN 30
Correct	Incorrect
12:00–6:00 PM	12:00 PM–6:00 PM
Correct	Incorrect

## 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	AWARD–WINNING
Correct	Incorrect

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

JAN 1–JAN 30	JAN 1-JAN 30
Correct	Incorrect

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

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

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

- **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

It’s not the end of the game – it’s Half Time.
Incorrect

- An oxford comma (a comma preceding the words “and” or “or” in a list) is preferable to no comma.

Today’s best singers, dancers, and directors...
Correct

Today’s best singers, dancers and directors...
Incorrect

## WRITTEN STYLES

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### PREFERRED LANGUAGE & SPELLING

- When referring to Paper Mill Playhouse, the word “the” does not precede the organization name.

**Paper Mill Playhouse is proud to present...**

Correct

**The Paper Mill Playhouse is proud to present...**

Incorrect

- The preferred spelling of “theater” is with an -er, not an -re, in reference to both the art form and the physical space.

**Theater**

Correct

**Theatre**

Incorrect

## EMAIL SIGNATURE

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**FIRST NAME LAST NAME (Font: Trebuchet MS BOLD, 14pt)**

***Position (Font: Trebuchet MS BOLD ITALIC, 12pt)***

Phone Number *optional* (Font: Trebuchet MS Regular, 12pt)

**PAPER MILL PLAYHOUSE**

PaperMill.org (Font: Trebuchet MS Regular, 12pt)

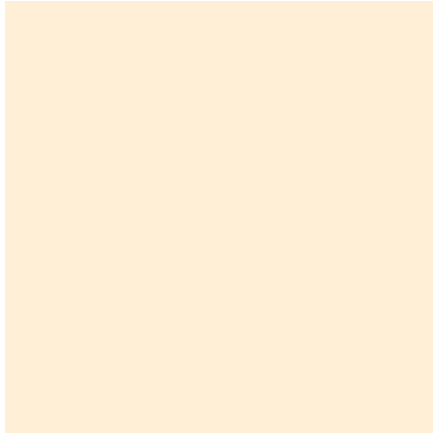
**MARK S. HOEBEE**

***Producing Artistic Director***

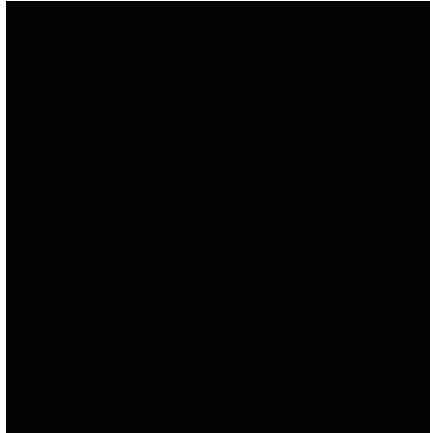
**PAPER MILL PLAYHOUSE**

PaperMill.org

# COLOR



Name: Spotlight  
CMYK: 0/6/16/0  
RGB: 255/238/212  
HEX: #FFEED4



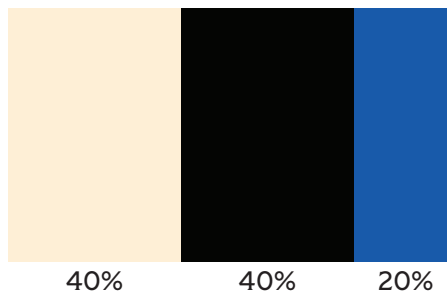
Name: Blackout  
CMYK: 75/68/67/90 or 0/0/0/100  
RGB: 0/0/0  
HEX: #000000



Name: Spike Blue  
CMYK: 95/70/0/0  
RGB: 4/67/209  
HEX: #0443D1

The balance of color is important to maintain a cohesive identity.  
When using the palette in any context, reference the  
proportion of colors below.

Spike Blue should be used more as an accent color, secondary to  
Spotlight and Blackout.



## COLOR PRINCIPLES

The following “do”s and “don’t”s outline proper use of the color palette.



PAPER MILL PLAYHOUSE

The logo is rendered in a black, stylized, outlined font against a solid light orange background.

Do use the logo in Blackout against Spotlight.



PAPER MILL PLAYHOUSE

The logo is rendered in a white, stylized, outlined font against a solid black background.

Do use the logo in Spotlight against Blackout.



PAPER MILL PLAYHOUSE

The logo is rendered in a blue, stylized, outlined font against a solid light orange background.

Do use the logo in Spike Blue against Spotlight.



PAPER MILL PLAYHOUSE

The logo is rendered in a blue, stylized, outlined font against a solid black background.

Use the logo in Spike Blue against Blackout minimally when a more subtle brand presence is desired.



PAPER MILL PLAYHOUSE

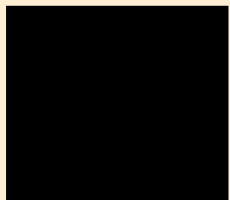
Don't add a second color to any part of the logo.  
Logo should always be used in a single color.



PAPER MILL PLAYHOUSE

Avoid using Spike Blue as a prominent background for the logo or the monogram.

## RECOMMENDED COLOR COMBINATIONS



**Note:** The combination of Spotlight and Spike Blue can be used minimally for logo lockups.

This combination should **not** be used for body copy text or text at small sizes.

**Note:** The combination of Blackout and Spike Blue should be used minimally, when a more subtle brand presence is desired.

This combination should **not** be used for text at small sizes, as its lower contrast can sometimes impede legibility. This combination may not be used when ADA accessibility compliance is required.