



# Brand Guidelines



## Introduction

These guidelines will give you the information you need to **implement our brand effectively and consistently** across a range of communication channels.

We all have a role to play in presenting The Fire Station brand correctly, whether you are sending a marketing email, posting on social media, or creating assets for print.

We have created these guidelines to help you to communicate in a compelling and consistent way, reflecting who we are.





## **Tone-of-voice**

**Our tone-of-voice is an expression of our brand personality. We express our brand every time we communicate with people; whether we're talking to them, sending them direct marketing or interacting with them online. Our personality can be summed up as:**

### **Dynamic**

We embrace change and we continue to push the envelope with our programme and activity. Our artists, and our colleagues, are best-in-class and we are proud of the people who make our venue one of the best in the North East.

### **Knowledgeable**

We know our music and will share information of new artist tracks, references to songs and lyrics, and aren't afraid of a pun or two. We listen to our customers and respond to their feedback

### **Entertaining**

People come to us to be entertained, whether that's on stage or through our social media channels. Our content should be engaging and fun. We don't take ourselves too seriously. We want to create FOMO with our content for those who couldn't make the show, and celebrate those who did.



## How to write in a 'Dynamic, Knowledgeable, and Entertaining' way

**Write with an active voice, not a passive one:** 'We're delighted to support Love, Amelia as our chosen charity.' (Not 'Love, Amelia was chosen as our charity.')

**Write in the present tense where possible:** 'The Fire Station is celebrating its third birthday.' (Not 'The Fire Station has celebrated its third birthday')

**Use accessible grammar and everyday English:** We speak the language of our customers so that we are accessible to all. We're happy to say we're over the moon with an ace new show announcement. Contractions (like that's) can help and reflect how people talk. Similarly, starting a sentence with a conjunction like 'and' or 'but' is acceptable – as long as it makes sense and isn't overused. Avoid excluding anybody.

**Avoid very long sentences:** Our organisation isn't slow and ponderous, it's ambitious and exciting like our programme. And short captions drive our highest engagement.

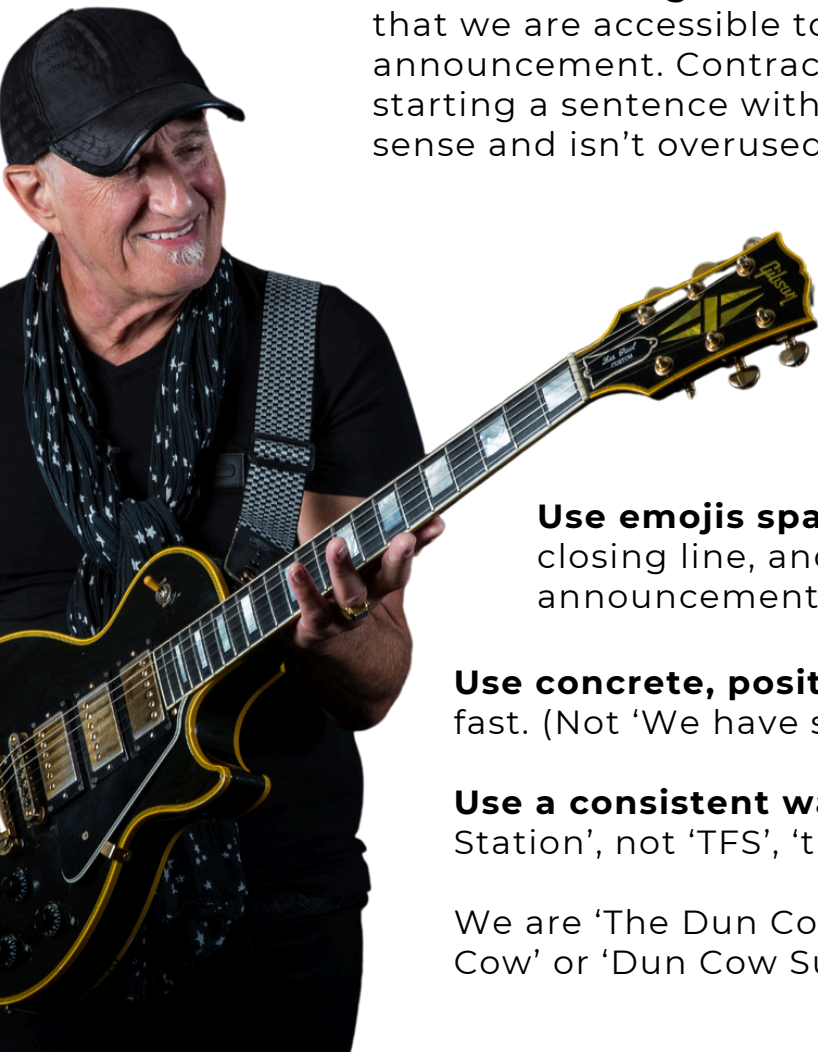
Let's reflect this. Use a mixture of medium and short sentences. They add pace and impact.

**Use emojis sparingly:** no more than twice in a post, typically only in the opening or closing line, and only when relevant to the event. We often use the 🔥 emoji for big announcements or exciting content.

**Use concrete, positive words:** 'We're down to our last 20 tickets for Martin Kemp. Act fast. (Not 'We have some tickets left for Martin Kemp, we hope you can join us.')

**Use a consistent way to refer to ourselves:** When referring to ourselves we use 'The Fire Station', not 'TFS', 'the Fire Station', 'Fire Station Sunderland' or 'Fire Station Theatre'.

We are 'The Dun Cow' and occasionally 'The Cow' for short, but we are not 'Duncow', 'Dun Cow' or 'Dun Cow Sunderland'. We are 'The Engine Room', not 'the Engine Room' or 'ER'.



## Logo Primary versions

Our logo is the linchpin of our visual identity and is designed to graphically represent The Fire Station. It is therefore crucial that we use it properly and preserve its integrity.

Wherever possible please use the **primary logo on white, shown opposite**. Alternatively, if needed, please use the white version. The logos should always be reproduced from the master artwork provided and should never be redrawn or modified in any way.

Don't print our logo any smaller than 18mm wide or show it on a screen any smaller than 77px wide.

Care should be taken to ensure the logo is legible. Download our logos using the links above. Send all artwork to [marketing@pubculture.com](mailto:marketing@pubculture.com) for approval before printing.

Brand Guidelines

Primary  
Logo



[Download Logo](#)

White Logo



[Download Logo](#)

How to use mono  
versions



Dark background  
colour



Light background  
colour



Photographic  
image

Logo minimum size



>18mm / >77px

## Logo Clearance area

An exclusion zone has been established in order to protect the BIC logo from being compromised by other elements and to allow it to stand out. A space equal to, or more than the height of the 'B' must be left as clear space around the logo.

We have two preferred positions for the placement of our logo; Primary position (top left) and Alternative position (bottom left). Once the logo is scaled to an appropriate size, which is dependent on the application, position the logo as illustrated wherever possible. Where space is limited due to the size of the application the positioning of the logo can be set using the clearance area as shown below.



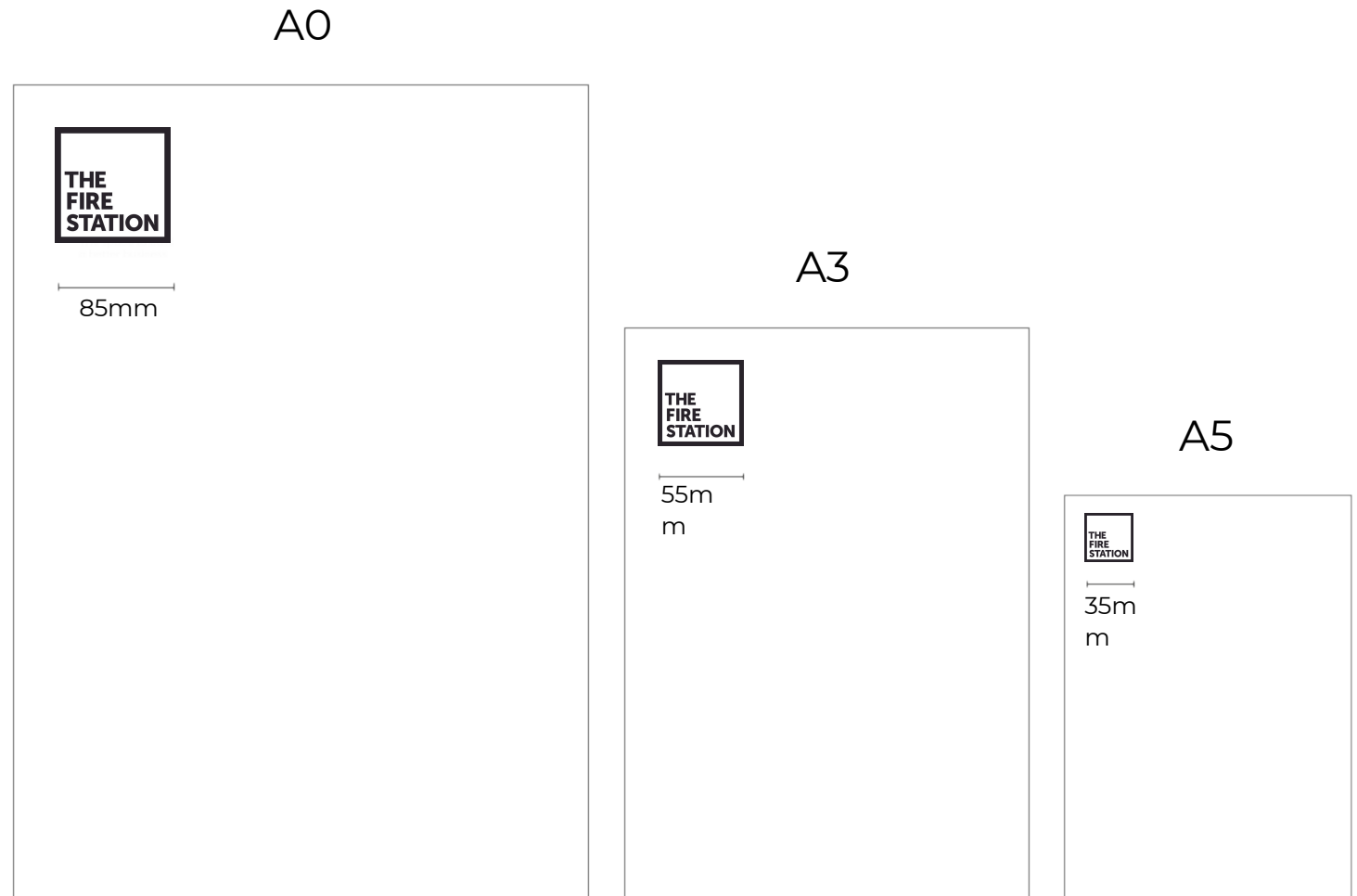
It is important to **scale our logo consistently**. Please refer to the diagram opposite for guidance on standard print size formats. We do not accept other print sizes.

**A0 = 85mm**

**A3 = 55mm**

**A5 = 35mm**

When scaling our logo for digital media, please refer to best practice examples as a scaling guide.



The logo should always be reproduced from the artwork provided and should never be redrawn or modified in any way.

The diagram below shows some examples of incorrect logo application.



Do not rearrange  
or adapt our logo



Do not recolour  
the elements  
without prior  
approval





The Fire Station's typeface is **Montserrat**.

**Montserrat Bold** and **Montserrat Semi Bold** should be used for top level headlines.

**Montserrat Regular** and **Montserrat Light** should be used for body copy with the option of **Montserrat Semi Bold** to highlight text sections.

# Montserrat

**Semi Bold** Regular Light  
Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz

## Colour Palette

The Fire Station colours have been chosen to help create a recognisable visual identity. The diagram opposite show Hexadecimal specifications.

Colours should always be reproduced at 100% tint value. Please see best practice examples for visual guidance on using colour.

### Primary palette



### Secondary colours

