Brand Book
& Style Guide

Version 1.0

Welcome!

Here is all you need to know about the Actors' Equity Association (Equity) brand.

The following pages are full of guidelines, rules and handy tips that we hope help you communicate our values, realize our vision of fighting for theatre workers and reinforce our brand to the world.

It is impossible to predict every situation, brand execution or implementation, but this guide will help refine your approach and serves as the home base - the foundation - for those decisions.

Welcome to the Actors' Equity Association brand book and style guide!

Table of Contents

Introduction

Within this section, you will learn who we are, what we stand for and what to expect in this brand book and style guide.

Intent of this guide

This brand and style guide is intended to help staff, members and other key stakeholders understand and use our shared identity.

When the Equity brand and mission is communicated in a consistent way, the union's core mission and messages will be enhanced.

Definition of a brand

A brand is the personality that identifies an organization, including a name, term, symbol or design. It represents the relationships between key stakeholders, such as members, staff, employers and leadership.

How this guide helps

Promoting a consistent, positive brand identity and maintaining it consistently across our various communications tools builds trust and confidence in the overall mission.

Organizations with brand consistency are viewed as more dependable by stakeholders, and brands that execute consistently are three to four times more likely to experience brand visibility.

This document covers the proper usage of Equity's brand - including logo, colors, fonts, images - leaving space and flexibility to communicate to a variety of audiences and stakeholders.

For more information on branding and brand books, visit *Classy.org*.

Using our brand materials

When it comes to our brand and our reputation, we are very protective. We hold ourselves to incredibly high standards, and we expect the same wherever our brand is represented.

You must have specific permission and authorization to use any of our brand materials, including any resources, graphics or visual elements found within this guide and its accompanying files. Simply being in possession of these materials does not imply or imbue permission in any way.

The approval process for materials and implementations of our brand will vary. Please contact an authorized Equity representative (usually your point of contact) with questions.

We reserve the right to disapprove or deny any use or uses of our logo, our brand visuals or other brand elements at any time, for any reason.

About Equity

Actors' Equity Association is more than a labor union, representing more than actors and stage managers in the live theatre. We represent the belief that the art of theatre is an essential cultural and economic component of our society.

Within this section, you will learn who we are, the stakeholders we serve and the values we stand for. We are the sum of the shows performed, audiences entertained and miles traveled. After this section, we hope you'll understand us better.

Who we are

Actors' Equity Association
is a national labor union of
professional actors and stage
managers working in live theatre,
founded for the purpose of
negotiating strong agreements
that protect the wages, hours
and working conditions of
its members; enforcing those
agreements; organizing new
work opportunities for members
and pursuing appropriate
legislation on matters affecting
their profession.

Our values

Actors' Equity Association values diversity and inclusion and is aggressive and responsive in seeking equity for all its members. Furthermore, Actors' Equity

Association seeks to lead the industry as a voice for the values it has adopted.*

Actors' Equity Association can mean different things to different people. Following are a few key points to communicate about Equity to our key stakeholders.

Lawmakers & Fellow Unions

- We know the business of theatre and the issues that matter to workers and employers.
- We can mobilize our membership for advocacy and have a track record of success.

Employers

- We are a skilled professional workforce of talented actors and stage managers.
- We have flexible contracts and work rules designed for nonprofit and commercial theatres, large and small.
- Our agreements provide structure to help you anticipate your costs and create a stable long-term business plan.
- We are a partner to help advocate for stronger local and national arts funding for nonprofits committed to paying a living wage.

Audience Members

- Actors' Equity strives to ensure that actors and stage managers are paid fairly, have access to health care and pension plans, and that its members work in the safest work environment possible.
- Equity workplaces have rules to protect members' health and well-being, allowing them to give their all for the audience, night after night.

Members

- We protect you with fair pay, safe working conditions and access to health care, retirement plans and supplemental workers' compensation.
- You have the strength and unity of 51,000 members standing together.
- You are guaranteed priority access for auditions around the country.
- Members never go to work without a contract. That's rule #1.

*Taken from an excerpt of the Equity Constitution Preamble.

Voice & Style

Our members are the reason we are here. We exist to serve our members.

The way we speak to and about them should reflect how important they are. We should strive to ensure that every brand execution communicates this tone of voice.

In this section, you will find guidance on how to communicate in our brand voice and style.

Quick tip sheet

IMPORTANT TIPS

The tone of Equity is to be respectful, professional and upbeat when appropriate, avoiding slang, passive voice and negative language.
On first reference, say "Actors' Equity Association." After that, you can abbreviate to "Equity," but avoid "AEA."

The word theater can refer to a theater building, if spelled with an 'er,' or a home theater system.

The word theatre should always refer to the art form. Theatre companies perform theatre in their theaters.

Be conservative with capitalization: The words actor, member, union, stage manager are all lower-case (except in contractual language), and titles like councilor and executive director are only capitalized right before a name.

When in doubt, default to AP Style.

When dealing with issues of appropriate language for issues of diversity and inclusion, default to what the subject in question wants. Don't hesitate to reach out to the diversity and inclusion office for support.

Diversity & inclusion

While language regarding topics of diversity and inclusion evolve over time, here are Equity's current policies concerning these matters. If you have any questions, please contact the Diversity & Inclusion department at diversity@actorsequity.org.

People-first language

People-first language aims to make personhood the essential characteristic of every person, e.g. "People with disabilities" as opposed to "disabled people." There are exceptions to this, such as the autistic community.

Self-identification

Always defer to a subject for how they identify. When in doubt, it is always appropriate to ask.

Race/ethnicity

Avoid using the word "minority" in a racial context, because this is often a euphemism for non-white in America, when globally, most people are not of European descent.

Be specific! Asia and Africa are entire continents, and while at times it may be relevant to refer to a member as Asian-American, keep in mind that these regions of the world contain many diverse countries and cultures within them. Use a hyphenate to refer to a person's country of origin (e.g. Indonesian-American).

Similarly, "people of color" and "BIPOC" are umbrella terms, and not synonymous with any particular races. When it is relevant to refer collectively to non-white people, "people of color" is preferred.

Black as a race is capitalized, but white is not.

African-American with a hyphen denotes those descended from Africans who were enslaved in the United States and therefore cannot identify their nation of origin. No hyphen, African American, refers to immigrants from Africa to the US by choice, but, as mentioned above, you should refer to a person's nationality (e.g. Nigerian-American).

Capitalize the proper names of ancestral, national, geographic and religious identities: Indigenous Peoples, Arab, Inuit, Jewish, Asian, Cree, etc.

In the case of people of Latin American descent, after defaulting to a specific national origin, Latin or Latinx are both acceptable, gender neutral terms. You should default to either gender neutral option, but Latina or Latino is appropriate if that is the subject's preference.

Gender and sexuality

Use gender-neutral language whenever possible. This means using a singular "they" for an unspecified person. ("If a member has any questions, they should contact their business rep.")

Equity uses the term "actor" for a performer of any gender.

Avoid defaulting to specific terms like gay or homosexual. Use LGBTQ to refer to a broad community or be specific when relevant: lesbian, gay man, bisexual woman, etc.

Transgender is appropriate (when relevant), transgendered is not. Transgender (trans is an acceptable abbreviation upon second use) is an adjective and not a prefix. It is only relevant to say a person is trans if it is with their consent and directly relevant. There should always be a space, as in: trans woman, not transwoman.

Always refer to a trans person as their gender and their name as they express it now, even when discussing them pre-transition.

Disability

In writing, treat mental disabilities the way you would physical disabilities.

When speaking about people with disabilities, one should never use the terms referring to "suffering" or "affliction." Additionally, terms or phrases that such as "special needs" or "differently-abled" are patronizing to people with disabilities and should be avoided. Avoid framing that presents a disability as a problem to be solved.

Only refer to someone as having a disability if it is directly relevant to the content or the subject asks to be identified as such.

Equity also offers accommodations based on disability. The language for that statement is as follows:

"If you require any accommodations to allow you to fully participate in this event, please email [HYPERLINK EMAIL FOR PRIMARY CONTACT FOR EVENT] noting your request no later than [DATE THREE BUSINESS DAYS BEFORE THE EVENT]. Accommodations include, but are not limited to, an American Sign Language Interpreter, real time closed captioning, wheelchair accessibility, gender-neutral restrooms and large print printed materials. We hope to see you there!"

Age

Equity does not list ages of people unless it is relevant to the content. Language should be evenhanded, using words like "older" or "aging" instead of "elderly" or "old." Equity has no formal definition for "seniors," and "retirees" doesn't work as a synonym for older because many of our members work long into their 70s and 80s.

Federal law protects those age forty and up against age discrimination.

Finally, protections against age discrimination and insensitive language apply to children and adolescents as well as adults.

Other categories of representation to note

Class, religion, immigration status, ancestry, veteran status.

Communication policies

Those representing Equity through written communication should be respectful, upbeat when possible/appropriate and mindful of Equity's mission to protect its members across the country.

FOR EXAMPLE:

- Use active voice, as opposed to passive voice, e.g., "The members performed songs at the concert" as opposed to "The songs at the concert were sung by members."

- Use positive, as opposed to negative language. E.g., speak about the needs of members, rather than faults of employers.

- Avoid slang.

- Only use jargon in contexts when it will be understood by its target audience. Keep in mind that not all parties are familiar with industry-specific language.

- Avoid saying "actors" unless the matter specifically refers to actors. Many of our members are primarily or solely stage managers, so "members," "theatre artists" and "theatre professionals" are some good substitute terms.

Industry-specific language

Actors' Equity Association, Equity, AEA

The preferred usage is "Actors' Equity Association" – "Equity" is acceptable upon second reference. "AEA" is not acceptable and should be avoided in all circumstances.

If only writing "the union," union should not be capitalized.

Theatre vs. theater

The word theater can refer to a theater building, if spelled with an 'er,' or a home theater system.

The word theatre should always refer to the art form. Theatre companies perform theatre in their theaters.

Equity committees

Committee names are only capitalized if it is the formal name of a committee, e.g., "the Equal Employment Opportunity Committee," but not "committees that handle equal employment."

Equity official meetings

Terms like Council Meeting, Deputy Meeting, General Membership Meetings and Annual Membership Meetings are similarly capitalized when writing out full title for in-house writing.

Equity titles

Jobs and elected titles should be capitalized if, and only if, coming before a name for in-house writing:
    Executive Director
    Business Representative
    Contract Associate
    Councilor
    President
        Actors' Equity Association's President Kate Shindle addressed the council.
        Kate Shindle, Actors' Equity Association's president, supported the resolution.

        (When a title follows a name, it is offset by commas.)

When referring to a member, actor and stage manager should not be capitalized.
Note: Actor and stage manager will be capitalized in contractual language.

The words "center," "conference," "room" and "council" are capitalized as part of a title, but not when they stand alone.
    Auditions take place in the Audition Center.
    The center is located on the 16th floor.

Correct Names:
    Actors' Equity Association
    Actors Federal Credit Union
    The Actors Fund
    Audition Center
    Council Room
    Vincent Beck Room
    Membership Counter
    Phillip Loeb Room
    Clarence Derwent Room
    Board Room

Councilors' Office
Small Conference Room
Audition Center
Patrick Quinn Conference Room
Bellamy Board Room

Contracts/codes

Names of Equity contracts/codes (e.g. Production, Off-Broadway, Letter of Agreement) should be capitalized. They should be written out in full the first time (e.g. "League of Resident Theatres Agreement") and can be abbreviated thereafter. Agreement and contract should only be capitalized in the context of an official name, not on their own, e.g. LORT Agreement, "this new agreement includes pay raises for stage managers."

Generally, agreement refers to the terms of collective bargaining, while a contract refers to the terms agreed to by an individual member, which may be dictated by an agreement.

SETA, while a colloquial abbreviation, should not be used in writing, in favor of SET Agreement.

Equity awards

The following awards and their establishment dates sponsored by Equity are listed below:
- ACCA (Advisory Committee on Chorus Affairs) Award (2011)
- Alan Eisenberg Award*(2007)
- Extraordinary Excellence in Diversity on Broadway Award* (2007)
- Frederick O'Neil Award (2020)
- Ivy Bethune Award (2003)
- Kathryn V. Lamkey Award* (2008)
- Lucy Jordan Award (1992)
- Rosetta LeNoire Award (1988)
- Legacy Robe* (1950)
- St. Clair Bayfield Award (1973)
- Joe A. Callaway Award* (1989)
- Clarence Derwent Award* (1945)

- Michael McCarty Award (2016)
- Richard Seff Award* (2003)
- Roger Sturtevant Musical Theatre Award* (2005)
- Patrick Quinn Award (2007)
- The Paul Robeson Award (1971) – is jointly sponsored by Actors' Equity Association and Actors' Equity Foundation
  *denotes that award may have more than one recipient per year.

REFERENCING AWARDS
Capitalize "award" when referring to a proper honor.
    She received a Tony Award.
    The Drama Desk Awards are presented annually.

When a production, composer, actor or anyone has won an award:
    The award-winning production of Into the Woods will embark on a national tour.
    The award-winning actor Alan Cumming has reprised his role in *Cabaret*.

Equity regions, offices cities & liaison areas and departments

Names of departments, e.g. communications and governance, are lowercase.
- **CHICAGO**
  557 West Randolph Street
  Chicago, IL 60661
- **LOS ANGELES**
  5636 Tujunga Avenue
  North Hollywood, CA 91601
- **NEW YORK**
  165 West 46th Street
  New York, NY 10036
- **ORLANDO** (SATELLITE OFFICE)
  1031 Orangewood Blvd.
  Orlando, FL 32821

Liaison areas, areas outside of office cities with high concentration of Equity members, should not be referred to as liaison cities. They are as follows:
    Greater Albany
    Atlanta

Austin/San Antonio
Boston
Buffalo/Rochester
Cincinnati/Louisville
Cleveland
Dallas/Fort Worth
Denver
Detroit
Central Florida
South Florida
Houston
Kansas City
Las Vegas
Milwaukee/Madison
Minneapolis/St. Paul
Nashville
New Orleans
Philadelphia
Phoenix/Tucson
Pittsburgh
Portland
St. Louis
San Diego
San Francisco Bay Area
Seattle
Greater Washington, D.C./
Baltimore

When referencing a specific region, capitalize the region itself.
The Western Region's offices are in North Hollywood.

Correct region designations:
Central Region
Eastern Region
Western Region

Nonspecifically, do not capitalize the word region:
Equity has three regions.

Avoid the word "Regional," except for explicit, pre-established cases, such as the job title "Regional Director."

On first reference, spell out New York City and Los Angeles; NYC and LA are acceptable on second or later reference.
Do not capitalize the phrase "liaison area."

Composition titles

The following titles are set in italics:
- Titles and subtitles of published books, pamphlets, proceedings, collections, periodicals, newspapers and sections of newspapers published separately
- Titles of collections of poetry and long poems
- Titles of plays, musicals and television shows
- Titles of motion pictures
- Titles of operas, oratorios and other long musical compositions
- Titles of paintings, drawings, statues and other works of art

The following titles are enclosed in quotation marks:
- Titles of articles and features in periodicals and newspapers; chapter titles
- Titles of short stories, essays and individual selections in books
- Titles of dissertations and theses, manuscripts in collections and lectures and papers read at meetings
- Titles of songs and short compositions

Association publications should always be italicized:
- *About Equity*
- *Constitution and By-Laws*
- *Equity at a Glance*
- *Equity News*
- *Agreement and Rules Governing Employment in Midsize Theatres*
- *Agreement and Rules Governing Employment Under the Equity/ Production Contract*

Equity press releases are an exception and should avoid italics, even in titles of plays.

Forms and formal procedures

Capitalize principal words of form titles using the exact and complete name of the form. The same convention applies to formal procedures. Quotation marks should not be used.
Membership Application
...an application

Acronyms may be used on second or later reference. Add the acronym in parentheses after the full title on first reference.
Example: Once the Producer's Questionnaire (PQ) has been used once, PQ can be used throughout the rest of the document.

Entertainment industry abbreviations

Write out entire name on first reference; abbreviate on second or later reference. If writing the organization more than once, include the abbreviation in parentheses following the first reference.

Actors' Equity Association was appointed to the American Federation of Labor and Congress of Industrial Organizations (AFL-CIO) in 2013. According to the organization's website, "the AFL-CIO is an organization of people who work. We help lead a movement for social and economic justice in America and the world."

- **4A's** — Associated Actors & Artistes of America
- **ACCA** — Advisory Committee for Chorus Affairs
- **ACTRA** — Association of Canadian Television & Radio
- **ADTI** — American Dinner Theatre Institute
- **AFL-CIO** —American Federation of Labor and Congress of Industrial Organizations
- **AFM** — American Federation of Musicians
- **AGMA** — American Guild of Musical Artists
- **AGVA** — American Guild of Variety Artists
- **APATE** — Association of Puerto Rican Artists & Technical Engineers
- **ASM** — Assistant Stage Manager
- **ATA** — American Theatre Association
- **ATPAM** — Association of Theatrical Press Agents & Managers

- **BAPP** — Bay Area Project Policy
- **BAT/MBAT** — Bay Area Theatre/ Modified Bay Area Theatre
- **CAT** — Chicago Area Theatres
- **CLC** — Central Labor Council
- **COLA** — Cost of Living Adjustment
- **COLT** — Chicago Off-Loop Theatres
- **CORST** — Council of Resident Stock Theatres
- **COST** — Council of Stock Theatres
- **CRB** — Central Regional Board
- **CSA** – Casting Society of America
- **CTI** — Commercial Theater Institute
- **DGA** — Directors Guild of America
- **DPE** — Department of Professional Employees
- **ECC** – Equity Chorus Call
- **EPA** – Equity Principal Audition
- **ERB** — Eastern Regional Board

- **FIA** – International Federation of Actors (Federation Internationale des Acteurs)
- **GIAA** – Guild of Italian American Actors
- **HAT** – Hollywood Area Theatre
- **IATSE** — International Alliance of Theatre Stage Employees
- **LOA** — Letter of Agreement
- **LORT** — League of Resident Theatres
- **MSUA** — Musical Stock and Unit Attractions
- **NATR** — National Association of Talent Reps
- **NEAT** — New England Area Theatres Agreement
- **OAT** — Orlando Area Theatre
- **PLOTYA** — Producers League of Theatre for Young Artists
- **PSM** — Production Stage Manager
- **RMTA** — Resident Music Theatre Association

- **SAG-AFTRA** — Screen Actors Guild/ American Federation of Television & Radio Artists
- **SDC** —Stage Directors & Choreographers
- **SET** — Short Engagement Touring Agreement
- **SM** — Stage Manager
- **SPT** — Small Professional Theatre
- **TCG** — Theatre Communications Group
- **TDF** — Theatre Development Fund
- **The League** — League of New York Theatre Owners & Producers (Broadway League)
- **TYA** — Theatre for Young Audiences
- **URTA** — University Resident Theatre Association
- **VITA** — Volunteer Income Tax Assistance
- **WCLO** — Western Civic Light Opera
- **WRB** — Western Regional Board

External communications

Equity bio

For any theatre who must print the biography of Equity, the following bio is the official one to print:

ACTORS' EQUITY ASSOCIATION, founded in 1913, is the U.S. labor union that represents more than 51,000 professional actors and stage managers. Equity endeavors to advance the careers of its members by negotiating wages, improving working conditions and providing a wide range of benefits (health and pension included). Member: AFL-CIO, FIA.
ActorsEquity.org
#AskIfItsEquity

However, certain theatres have negotiated other bios with business reps.

Bulk emails

Please see the communications department regarding bulk email procedures.

All text submitted should be attached to the bulk email in a completed form and adhere to any style guide recommendations.

Press releases

Press releases should, when in question, default to AP style. Formatting-wise, they should open with either New York, Chicago or Los Angeles. In the case of national union news, default to New York. Names and titles of quoted unions representatives should be bolded. Press releases conclude with the Equity bio, followed by contact information and the date. When sharing a press release on the public Equity website, redact the contact information.

Promotional items

The communications department strives to promote consistency throughout all of its promotional efforts. To maintain a unified approach, we must ensure that our style, colors, images, typeface and more are the same on all printed and online materials. We also need to ensure that our message is consistent. Please send all promotional artwork, ads, flyers etc. to the communications department for review prior to printing or posting.

Equity News

Content within *Equity News* should follow the same style and usage set forth within the Actors' Equity Association's established style guide. The allowed difference is that the publication will contain a separate typeface, size and certain design elements pertinent to each publication and at the discretion of the editor and the communications department.

The publication has four issues per year. Equity News is to be printed the following months:
    January
    April
    July
    October

Within every issue, the Equity Liaison Hotline listing will be printed.

The President's Column will run in each issue; content and length is at the discretion of the Association's president.

Names

For Equity News articles, include person's first and last name on first reference. On second, or later, mention, use the last name only (no courtesy titles). On first reference, specify that they are a member, or councilor (and in what capacity), when relevant.

> "I will be attending tonight's performance," said Equity member Chris Williams. Williams soon realized that he wouldn't make the show's 7 p.m. curtain.

> "We're really happy with how negotiations turned out," said Eastern Principal Councilor Theodore Bikel, "We got most of what we asked for."

In Memoriam

An "In Memoriam," column, containing a list of recently deceased members, is to be printed in each issue of the magazine.

Broader language

URLs, email addresses, websites, Equity web pages and hashtags

URLs should be entirely lowercase and by default include www. or https:// when appropriate.

Email addresses should be all lower case, or just the first letter capitalized if it begins a sentence.

When referring to the names of websites outside of URLs, default to how the website stylizes itself (e.g. BroadwayWorld). When in doubt, capitalize it.

Equity's member portal should be lowercase.

Hashtags should be written in camel case (e.g., #EveryoneOnStage, #AskIfItsEquity)

Numbers

Spell out numbers one through nine, use numerals for 10 and above. All numbers should be spelled out if at the beginning of a sentence.

Numbers of four digits or higher should contain commas every three digits.

DIMENSIONS
Numbers that describe depth, height, length, width and weight should be expressed as numerals.
> He is 6 feet 1 inch tall.

FRACTIONS
Quantities consisting of both whole numbers and fractions are expressed in numerals.

MONEY
When referring to dollars as a word, always use lowercase. Use figures and the $ in all references. For specified amounts, the word takes a singular verb. For amounts more than $1 million, use the $ and numerals up to two decimal points. Include commas in numbers 1,000 and over.
> We are conducting a million-dollar campaign.
> The ticket cost is $112.
> The actor asked for $1,500.
> We passed the goal of $9.5 million.

The decimal and any following zeroes should be omitted if all amounts in the same statement are whole dollars.
> The $20 late fee must be paid.

PAGES OF A BOOK
When used as a reference, page numbers should not be spelled out.
> Uta Hagen, *Respect for Acting*, Wiley Publishing, p. 45

When used in text, page numbers should be spelled out.
> The Dance Captain is described on page thirty of *About Equity*.

PERCENT
Use numerals with percentages. A percent symbol is acceptable on all references.
> The union agreed to their 20% proposal.
> Membership grew 5.2% in one year.

TEMPERATURES
Use numerals for all temperatures except for "zero."
> 65° F, 30.5° C, zero F
> Temperatures are in the 30s.

Spell out "minus" to indicate temperatures below zero.
    The low for tomorrow is expected to be minus 10.

PHONE NUMBERS

Phone numbers should be written with hyphens, as in 305-555-9685. For extensions, add a comma, "ext." and the extension, as in 305-555-9685, ext. 2.

Numerals should also accompany decimals, grade point averages, statistics, times and votes.

Avoid redundancy: Do not use parenthesis to repeat a number, except in contracts or other legal documents.

TIME/TIME ZONES

Use numerals with lowercase a.m. and p.m. Do not use zeroes if the time being referenced is on the hour.

Never use a.m. with "morning" or p.m. with "afternoon or evening."

Never use "o'clock" with a.m. or p.m.

"From" and "to" must be used together if not using a dash to indicate a span of time.
    NO: From 11:30 – 1:30
    YES: From 12:30 p.m. to 2 p.m., or from 12:30 to 2 p.m.
    YES: From 12:30 – 2 p.m.
    YES: From 11 a.m. to 12 p.m.
    YES: ten o'clock
    YES: From noon to 3:30 p.m.

When using a time zone, intialisms are acceptable on all references. Do not include Daylight or Standard.
- Central Time – CT
- Eastern Time – ET
- Pacific Time – PT

If writing out a time zone, only the region is capitalized.
    Orlando is located in the Eastern time zone.

DATES

When writing a complete date, the month is abbreviated. If writing a date without the year, spell out the name of the month.
    Feb. 20, 2015
    February 20

Note: Writing a specific day, such as Friday, is not necessary (unless truly needed), as it creates redundancy. If writing about a specific date, structure like:
    Monday, March 9, 2015

Abbreviate following months:
- Jan.
- Feb.
- Aug.
- Sept.
- Oct.
- Nov.
- Dec.

When writing a date in a sentence, if the phrase contains only a month and a year, there is no need to separate the year with commas. If a sentence contains a month, day and year, separate the month and year by commas.

Do not include ordinals like "th" or "nd" in dates.

When writing a date numerically, the format is mm/dd/yyyy, as in, 03/07/2020.

Other punctuation

A postscript should be written as P.S.

Equity does not use Oxford/ serial commas, e.g., "Triple-threats need to be able to act, dance and sing." The only exception is in cases where omitting a comma could lead to confusion or misinterpretation.

Brand Logos

Our logo is the face of the union and its members and is one of our most valuable assets. We must always ensure proper usage in the live theatre community and beyond.

Primary lockup

The brand logo identifies the Actors' Equity Association brand as a whole. Use this logo to represent the entire organization, members and merchandise, as well as signify Equity theatres. The communications department must approve all requesets to use or alter the logo in any way.

Icon meaning

The icon design is independent of the organization name and year established. Instead, the icon is simply the logo's mark – the two masks traditionally associated with the theatrical modes of tragedy and comedy.

The Actors' Equity Association icon is used very rarely; established examples include social media icons and article end marks in publications such as *Equity News*. Any other uses must be cleared with the communications department.

Icon-only lockup

When using the Equity icon alone, ensure that the Equity brand name or Equity Blue color is visible near or in relationship with the icon. This will help reinforce brand recognition.

The Equity icon is recommended for primarily small scales – for example, merchandise items like a pen, or for profile avatars like on social media accounts and other digital applications. The icon is not intended to be used as a replacement for punctuation and should not be modified in any way, including but not limited to removing rectangular negative or clear space around the icon.

.75" or 50 px

MINIMUM SIZE

At small sizes, ensure that the negative space on the mark do not close in. The minimum height is .75" for print and 50 px for digital applications.

SPECIAL COLOR USAGE

When the icon is used as a standalone element, it will accommodate any acceptable combination of the Equity colors. Avoid making the icon black – in very rare cases, only the communications department may make an exemption to this guideline. All other uses of the icon-only lockup are not authorized.

Lockup assembly

Below the icon of the two masks are the first two lines of the organization's name, "Actors' Equity." The third and final line of text in the logo states "Association 1913" - the remainder of the organization's name and the year it was founded.

ALIGNMENT

The wordmark is centered justified with only the apostrophe in "Actors'" hanging outside the alignment. The masks icon is center aligned above the wordmark.

TYPEFACE

The Equity primary and horizontal lockups utilize the typeface, Futura PT.

ICON HEIGHT

The icon should be used at the standard size of greater than .75" height for continuity and readability of the design.

1" or 50 px

MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is 1" for print applications and 50 px for digital applications. For uses below the minimum height, use the alternate, horizontal lockup logo.

Service marks

The lockup of the brand logo does not require a service mark, such as a Trademark or Registered mark. Simply use the logo without a service mark. The primary lockup is acceptable for normal, day-to-day use.

Color variations

The full, two-color version is the preferred way to use the Actors' Equity Association logo. However, each brand logo lockup has several color variations for use on different background types, tones and colors. When in doubt, use the most legible version of the logo for the available background. For printed executions, special care should be given to ensure logo legibility on the final media or material used.

Two-Color, Dark

Icon: Equity Blue
Wordmark: Equity Black

Two-Color, Light

Icon: Equity Blue
Wordmark: Equity White

Single Color, Dark

Icon: Equity Blue
Wordmark: Equity Blue

Single Color, Light

Icon: Equity White
Wordmark: Equity White

Scalable system

The Equity identity system is designed for flexibility, consistency and brand recognition.

When using the icon-only mark, ensure that the Equity brand name is visible near or in relationship with the icon. This will help Equity reinforce the brand recognition across multiple touchpoints.

Primary lockup

Horizontal lockup

Icon-only

Horizontal lockup

Designed specifically to be vertically efficient, the horizontal lockup is perfect for shorter areas, and areas where the left aligned lockup would fit better, such as on the Equity website or other digital platforms.

The primary lockup, a vertical-oriented logo, is generally preferred to the horizontal lockup. Use the primary lockup on physical products and in print over the horizontal lockup whenever possible.

LOCKUP ASSEMBLY

The icon and wordmark are vertically justified. The three-line wordmark is center justified with each other, with the apostrophe in "Actors'" hanging outside the right of the boundary. The icon and wordmark are separated the distance equal to the apostrophe hanging outside the right boundary.

MAXIMUM SIZE

This version is not intended for extremely tall or large sizes. The maximum height should be no more than 1.5" or 100 px, and is generally used on the Equity website or digital platforms that cannot accommodate the primary lockup in its vertical orientation.

TYPEFACE

The horizontal lockup utilizes the typeface, Futura PT.

1.5" or 100 px

#EquityStrong lockup

The #EquityStrong lockup is the logo of choice for the ongoing campaign, #EquityStrong. The campaign's purpose is internal, to spread awareness to union members of the work the union is doing and promote the idea of solidarity.

The #EquityStrong lockup consists of the hashtag mark (#), followed by the wordmark, "Equity Strong." The word "Equity" is written in a script typeface at a slant and in the standard Equity Blue. Below, the word "Strong" is written in black, all caps and bold serif typeface.

2-COLOR

The standard, 2-color #EquityStrong lockup is in the standard Equity Blue and black colors. This two-color version is the preferred way to use the #EquityStrong logo and should be used whenever possible.

.25" or 50 px

1" or 50 px

ICON HEIGHT

The hashtag icon should be used at the standard size of greater than .25" height or 50 px for continuity and readability of the design.

TYPEFACE

The #EquityStrong lockup utilizes the type, Futura PT Bold, and the brush typeface, Bellatiez Reguler, which can be found on DaFontFree.io.

SINGLE COLOR

If the #EquityStrong Logo must be placed on a dark background, then the logo may be used in all white as the single-color lockup. If color options are limited, the inverse may also be used – an all-black or all-blue lockup may be used on a light background.

MINIMUM SIZE

This lockup is not intended for extremely small sizes - avoid using the #EquityStrong lockup in small sizes whenever possible. The minimum height is 1" for print applications and 50 px for digital applications.

ALIGNMENT

The hashtag icon is centered aligned with the first line of copy "Equity" in script typeface. The first line of the logo center aligns above the remainder of the wordmark, stating "Strong."

Single Color, Dark

Icon: Equity Blue
Wordmark: Equity Blue

Single Color, Light

Icon: Equity White
Wordmark: Equity White

Single Color, Dark

Icon: Equity Black
Wordmark: Equity Black

Ask If It's Equity lockup

The Ask If It's Equity lockup (Ask logo) is the logo of choice for the ongoing campaign, Ask If It's Equity. The campaign's purpose is to raise awareness of the live theatre shows that are under Equity contract and to encourage patrons to support Equity shows.

The standard Ask logo consists of the wordmark "Ask If It's Equity" followed by the tagline "Fair Pay. Safer Theaters." and the icon, a pair of tickets with three stars. The typeface of the wordmark without the tagline is in all lowercase letters to contrast and complement the standard, all caps Equity logo.

1" or 50 px

ICON HEIGHT
The ticket icon should be used at the minimum standard size of greater than 1" height for continuity and readability of the design.

TYPEFACE
The Ask logo utilizes the typeface, Wallman Love Bold, with customization of the apostrophe and Futura Condensed Extra bold in the tagline.

COLOR VARIATIONS
2-COLOR
The primary, 2-color Ask logo is in the standard Equity Blue and black colors. This two-color version is the preferred way to use the Ask logo and should be used whenever possible.

MINIMUM SIZE
This lockup is not intended for extremely small sizes - avoid using the Ask logo in small sizes whenever possible. The minimum height is 1" for print applications and 50 px for digital applications.

ALIGNMENT
The ticket icon is placed at the right of the wordmark "Ask If It's Equity" and the tagline "Fair Pay. Safer Theaters." The wordmark is center justified with the tagline.

SINGLE COLOR
If the Ask logo must be placed on a dark background, then the logo may be used in all white as the single-color lockup. If color options are limited, the inverse may also be used – an all-black or all-blue lockup used on a light background.

Single Color, Dark

Icon: Equity Blue
Wordmark: Equity Blue

Single Color, Light

Icon: Equity White
Wordmark: Equity White

Single Color, Dark

Icon: Equity Black
Wordmark: Equity Black

Logo sizes

Maintaining optimal and minimal logo sizing is vital to the legibility of the mark and the overall brand recognition.

The execution will often dictate the right logo size.
To maximize legibility, try to use the largest size (within reason) for each logo version listed. In some circumstances, it may be acceptable to use the minimum size.

Never reproduce Equity logos smaller than the minimum sizes listed on the page.

1″ or 50 px

.75″ or 50 px

1″ or 50 px

1″ or 50 px

.75″ or 50 px

Clear space

Clear space, also known as negative space or white space, is the area that surrounded the logo that is completely clear of any other graphical element. Clear space helps the logo stand out from the rest of the elements in the layout and ensure legibility even at small sizes.

As a general rule, the more clear space around the logo, the better.

At a minimum whenever possible, there should be a clear space equal to the width of the mask icon on all four sizes of the logo. Using the element from the logo as a unit of measurement ensures enough clear space at any size.

ALTERNATE LOGO VERSIONS
ICON HEIGHT

All versions of the brand logo include a mask icon element. Each version of the logo uses its own icon size to determine clear space. For more information on minimum height requirements, see the Logo Sizes section.

Background control

Contrast is the most important consideration when putting Equity logos on a background. Equity logos should not only be legible, but they should make a bold statement when used. If there isn't sufficient contrast between the logo and the background, the brand is weakened.

The logo may be placed on photographs, textures and patterns as long as there is enough contrast for the logo to be bold and visible. If an image is too busy for the logo to remain legible, do not add logos onto the image.

The single-color light version of the logo may be used on any dark photographic background. Do not use any two-color logo versions on photographs.

The Equity Blue version of the primary lockup may be used on any solid-color background. Use the dark or light version to achieve maximum contrast.

LOGOS ON PHOTOS

The Equity Blue version of the logo may be used on any light photographic backgrounds. Do not use any two-color logo versions on photographs (e.g. the standard #EquityStrong logo). If the image is too busy, do not use logos on the photo.

Logo placement

The location of logo placement communicates our brand's visual style. In this section, you will find high-level guidance on how the logo should be positioned on a variety of touchpoints and media.

Generally, we should avoid centering the Equity logo. We typically favor a left-aligned layout with the logo aligned to the primary grid line (i.e. the spine).

Exceptions to this rule will inevitably surface. When in doubt, check with one of our team members.

ON THE PAGE

Place the logo left-aligned on the primary grid line. If this space is not available, the logo belongs in the top or bottom left page corners.

Specific stationery layouts may be provided by the communications department upon request.

PREFERRED

Align the logo to the primary grid line (the spine). The primary lockup looks best when left-aligned.

ALTERNATE OPTIONS

Align the primary lockup to the left corners. If the layout dictates a right-aligned mark, use the icon-only lockup. Try to avoid center alignment of all Equity logos. Reserve the horizontal lockup for digital platforms instead of print or physical products whenever possible.
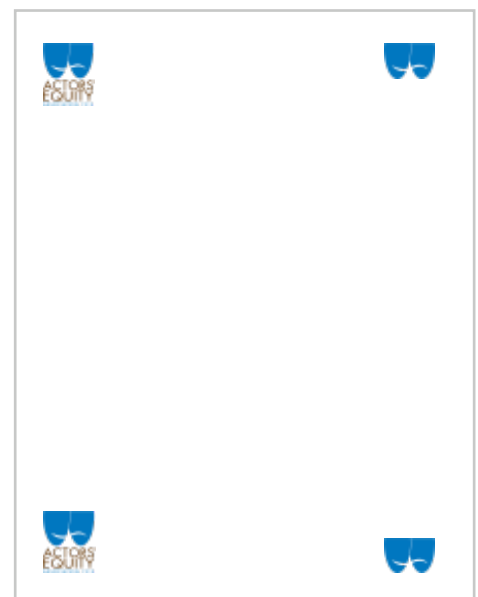
As signage

When used on buildings, signage should follow the same left-aligned placement of the logo on other touchpoints. Each situation is unique. To achieve consistency between offices, we recommend aligning the sign placement to a significant building feature, like a large window or doorway.

If manufactured signs are required, place the logo on the sign asymmetrically (either horizontally or vertically).

Modifying the colors in the primary lockup or icon-only lockup requires prior approval from Equity (for example, modifying the logo or icon to accommodate cause-related colors such as the rainbow flag for Pride). When in doubt, contact a member of our team for guidance and approval.

ON MERCHANDISE

Branded merchandise like t-shirts, polo shirts, hats and coffee mugs should all follow a left-aligned logo placement if possible. Also look for unique and uncommon imprint areas to utilize. Areas like t-shirt sleeves are rarely used and can make a striking visual statement.

Each piece of merchandise carries unique limitations, of which your vendor can inform you. Use the images here as general guidance.

APPAREL

Left align the logo when possible. Use the icon for centering or if brand subtlety is desired or if the merchandise has limited imprint space. Refer to the "Logo sizing" section for more size usage tips for using the Equity brand on apparel.

ON THE WEB

On the Equity website, the horizonal lockup logo will be placed in the upper left-hand corner of the navigation bar. Do not center the logo on screen, even on small screens.

On social media

When used as social media avatars (i.e. the organization's profile image), the icon-only lockup should be used with the appropriate amount of clear space on all sides (see "Clear space" section for more details). The primary lockup is too small and unreadable. As a result, all social media avatars should utilize the mask icon, which is also approved for both circular and square avatar shapes of all sizes.

The layout of these avatars should not be altered in any way.

ICON AVATAR

This is the preferred avatar for use on all platforms. All approved color combinations may be used.

DEVICE ICON

If the Equity website is saved as a bookmark on the home screen of some mobile devices, this graphic will be displayed.

Common logo usage errors

There are many ways to incorrectly use the logo and misrepresent the established branding of Actors' Equity Association. Avoid making changes to the logo.

While this isn't a comprehensive list of errors, the examples shown there are the most common or egregious errors.

Do not change the logo's orientation or rotate the logo from its original position.

Do not place the logo on busy backgrounds or photographs.

Do not scale the logo out of proportion (i.e. skewing the original design).

Do not add extra effects to the logo. This includes but is not limited to effects related to lighting, such as drop shadows, outer/inner glow, beveling and embossing and opacity.

Do not change the logo colors to anything other than the standard or single-color Equity versions.

Do not make alterations, additions or substitutions to the layout, colors or words contained in the logo.

Brand Colors

Actors' Equity Association is bright and colorful like its members, which can be seen through the organization's colors. The colors we've chosen for our brand are key in brand recognition.

As such, it is vital that our colors are reproduced faithfully and combined in the right way. This section covers these guidelines in detail.

Any color outside of those outlined within this section will be considered unauthorized.

Primary color palette

These are the core colors used in the logo and through Actors' Equity Association marketing and publications.

EQUITY BLUE

PMS   2935
CMYK 100 63 0 2
RGB   0 87 183
Hex   #0669AA
Tint   100%

EQUITY YELLOW

PMS   1235
CMYK 0 25 94 0
RGB   255 184 28
Hex   #FFB81C
Tint   100%

EQUITY BROWN*

PMS   1545
CMYK 0, 68, 100, 67
RGB   101, 56, 24
Hex   #653818
Tint   100%

SECONDARY COLOR
Equity Brown should NOT be used outside the primary and horizontal lockups. It absolutely should not be used any where else.

Web colors
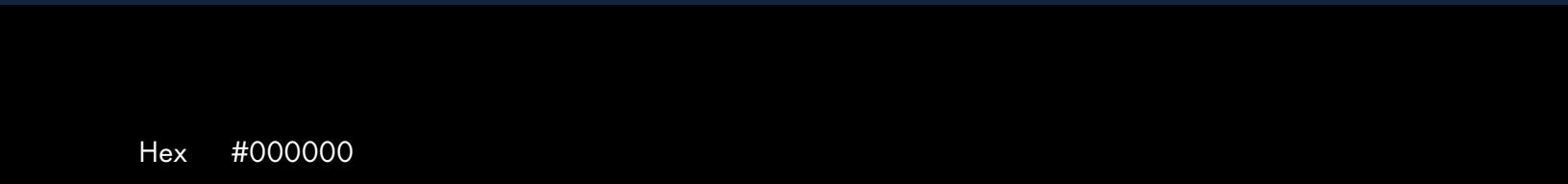
These are the core colors used on
the main Equity website.

Hex	#0669AA	
Hex	#10243F	
Hex	#000000	
Hex	#45A6F3	
Hex	#FFB81C	
Hex	#959595	

Using black & white

Black and white are vital components to the brand palette. When possible, use the true black and true white in favor of subdued tones. Create high contrast when both black and white are used.

TIP
When using True White for publications, note that there is no Pantone color; instead it is recommended to use the CMYK values when using Adobe InDesign.

TRUE BLACK

PMS	Black 6
CMYK	0 0 0 100
RGB	0 0 0
Hex	#000000
Tint	100%

TRUE WHITE

CMYK	0 0 0 0
RGB	255 255 255
Hex	#FFFFFF
Tint	100%

Using tints

We prefer the use of Equity brand colors unedited, but some situations require the use of color tints, especially on the web. (For example, when the cursor is hovering over a button, the tint typically changes to confirm the action.)

If necessary, use a 20% tint step system, keeping legibility in mind. Any tint below 60% used as a background will require dark text.

100%

80%

60%

40%

20%

100%

80%

60%

40%

20%
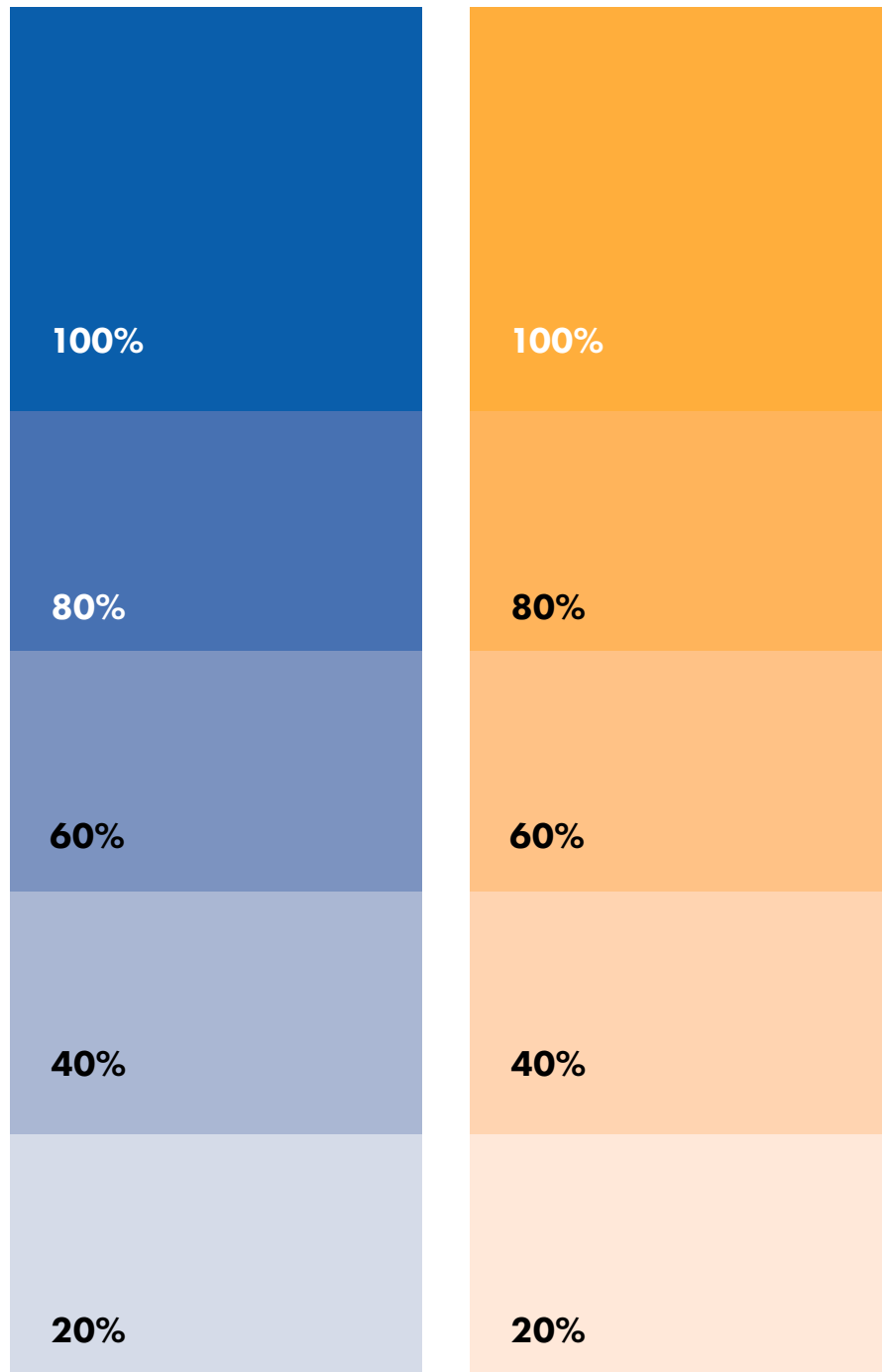
Approved pairings

The colors from the primary color palette and black and white may be used in combination. When possible, aim for legibility with a bold contrast, especially when setting typography. Using bright, contrasting colors will ensure accessible execution so that everyone is able to read what Equity writes and makes.

COLOR COMBINATIONS

Background: Equity Blue
Icon: True White
Copy: Equity Yellow

Background: Equity Blue
Icon: True White
Copy: True White

Background: Equity Yellow
Icon: Equity Blue
Copy: Equity Blue

Background: Equity Yellow
Icon: True White
Copy: Equity Blue

Background: Equity Yellow
Icon: Equity Blue
Copy: True Black
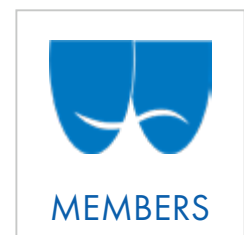
Background: Equity White
Icon: Equity Blue
Copy: Equity Blue
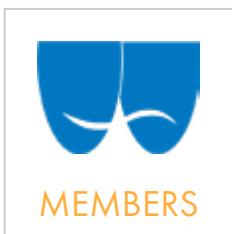
Background: True White
Icon: Equity Blue
Copy: Equity Yellow
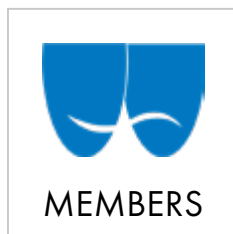
Background: True White
Icon: Equity Blue
Copy: True Black

Background: True Black
Icon: True White
Copy: True White

Background: True Black
Icon: True White
Copy: Equity Yellow

Color formats for print & digital

For colors to display properly in print materials, use PMS (Pantone Matching System) and/or CMYK color formats.

For colors to display properly online or for digital use, use RGB and/or Hex color formats.
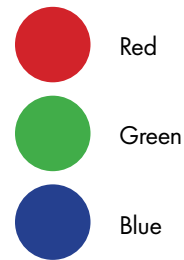
PRINT FORMATS

- Cyan
- Magenta
- Yellow
- Black (Key)
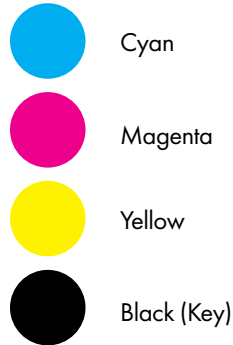
CMYK
Code Fomat: 100, 63, 0, 2

Numbers correspond with the percentage of ink of each color to render the final color.

Remember: Colors on the screen won't match the colors when printed!

PANTONE MATCHING SYSTEM (PMS)
Code Format: PMS 2935
                    (Equity Blue)

Pantone colors have their own reference numbers, different than CMYK and RGB codes.

Using Pantone codes make it easy for designers, clients and printers to ensure the final print product looks as intended.

WEB/DIGITAL FORMATS

- Red
- Green
- Blue

RGB
Code Format: 0, 87, 183

Numbers represent the amount of Red, Green and Blue to render the color.

Remember: These colors are on a brighter color spectrum than CMYK colors and all monitors will look different based on brightness and contrast settings.

HEXADECIMAL (HEX)
Code Format: 0669AA
                    (Equity Blue)

Hex is another way to label RGB using a 6-code digit. Every 2 digits corresponds with red, green and blue.

Using Hex codes makes it easy for identifying and rendering colors when designing with HTML and CSS on websites and digital platforms. Hex codes are used to ensure the final product looks as intended on the screen.

Typography

Typography (the way letters, numbers and symbols are put together) is another key element for establishing a unified brand for Actors' Equity Association while balancing legibility and visual interest.

This section covers approved typefaces, the way we use typography to communicate clearly and usage tips.

Any typeface not referenced in this section will be considered unauthorized for use.

Primary typeface

Equity primarily uses the Futura PT typeface on print materials. Futura PT should be used for every brand execution whenever possible. However, in usages such as on the website, Futura PT may not be compatible with all operating systems or devices.

When Futura PT is not available, or it is unclear if the recipient of a communication can access the font (e.g. emails and word documents), Arial or Trebuchet MS are acceptable alternatives.

More specifics on typography usage can be found in the "Usages" section.

FUTURA PT

The Futura PT font family and two its font styles – Heavy, Book – are used primarily for print headlines, subheadlines and body copy. While Futura PT is a variable-weight typeface, we typically stay within these two weights.

Headlines and subheadlines are generally written in ALL CAPS. It is acceptable to mix the Heavy style within headlines to place emphasis on key words; otherwise, headlines are styled with the Book font style. Stick to Futura PT fonts for print materials.

Use contrast between heavy and lighter weights to communication relevant importance and hierarchy of information.

Book

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Heavy

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Acceptable alternate typefaces

ARIAL

The Arial typeface may ONLY be used in print in the Equity News cover masthead and the subheadlines for the following Equity News sections: Equity Directory, Equity News Contents and Equity News publication team. It is to not be used elsewhere in other official print marketing and brand materials.

The Arial typeface is to be primarily used on the Equity website and other digital platforms to consistently display across all operating systems and platforms.

Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Black

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

AVENIR

The Avenir typeface and six of its font styles – Book, Book Oblique, Heavy, Black, Light and Light Oblique – are used primarily for body copy, captions and photo attributions in print publications. It is acceptable to mix the six font styles for emphasis; however, generally the body style is set as Book.

Avoid using this font on the website and digital platforms.

Book
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Book Oblique
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Heavy
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Black
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Light
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Light Oblique
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Usages

No circumstance allows usage of Comic Sans or Papyrus typefaces. Instead, follow the usage guidelines for typefaces below.

Print

Futura PT is the preferred font for print materials. The font maintains clarity and simplicity in its design. More sparingly, Arial and Avenir may be used as a secondary typeface in print materials.

Email

Arial is also the preferred font for email usage, due to the clarity and common accessibility among computer operating systems.

Website

Futura is the preferred typeface for the Equity website. The typeface maintains clarity and simplicity.

In cases where devices or operating systems do not support Futura, the website will automatically default to displaying the following fonts in the font family in order of availability: Arial, Trebuchet MS, sans-serif. In cases where Futura does not display on other digital platforms, utilize Arial instead.

When using Futura in page headlines, use ALL CAPS at 33 px.

When using the website font in subheadlines, use ALL CAPS at 18 px.

When using Futura in the main body, use sentence-style capitalization at 14 px.

Tips of type

When constructing layouts – whether digital or print – these tips will generally help you stay on brand.

Note: Refer to the *Equity News* publication section for specific print styles which may slightly vary from these tips.

01 – Stay left-aligned, rag right

Since most people read from left to right, align the type accordingly. The ragged right means that it is NOT justified, which keeps paragraphs of copy legible and clear.

02 – Watch the rag

When setting paragraphs of text, be careful of unintentionally creating a recognizable shape in the rag (the irregular or uneven vertical margin of a block of type). To avoid this, consider tweaking the language, resizing the container, using hard enters or sparingly using hyphens.

03 – Skip weights & double size

Contrast creates great design. When in doubt, skip a weight when pairing two weights (ex. skipping from light weight – over regular weight – to a bold weight), and double the size between two text elements (ex. doubling the typeface size of a headline to 20 pts over a subheadline at 10 pts).

04 – Align x-heights or baselines

When placing text close together, align the baselines (the line that the bottom of the lowercase x sits on) or the x-heights (the top of the lowercase x). This helps line everything up visually.

05 – Give it space

Negative or clear space, the space around elements is super important. Copy and elements need to "breath." If informational elements belong together, group them closer together. Group wisely, not cramming too many things in a single space.

06 – Keep line length reasonable

The reader can get lost in long lines of text because they're harder to read. Short lines can also be ignored, so it's best to keep lines between 45 and 70 characters long, depending on the size of the font. This will ensure legibility as the font sizes increase or decrease.

07 – Watch unnecessary hyphenation

Try to avoid single-word lines at the ends of paragraphs (orphans), single-line word lines at the end of pages (widows) and overusing hyphens. Equity paragraph styles are NOT hyphenated, except in cases to avoid recognizable shapes in the rag.

Common errors

This is not a comprehensive list of errors; instead, these reflect the most common or egregious errors.

Using Comic Sans and Papyrus should be a crime! Don't do it. Even if you're tempted. Just don't.

Do not use unauthorized fonts or typefaces. The only exception is stylized merchandise or illustrations on a case-by-case basis.

Big no no! Saperum quati conqa volo malo

Do not stretch, squish or otherwise modify typography from its original form. Use the appropriate weight instead.

Not s o good is it ?

Agnisini mendisimus doluptinvero qui qui odis remporrum la natum

Be reasonable with tracking, kerning and leading to keep things legible.

No stroke for me! Nusci deliqui dipicatiis rehenis si uta aut rerupta dolor aceatur?

Do not use stroke (an outline) on typography. Also avoid using drop shadow at all costs.

It andus. Inullau tatibusci tempo reptate sende mi, ium que explique lit liquates quis volentiant.

Do not use centered or centered justified alignment for multi-line text. There are very few exceptions.

We're slipping! Fuga. Nem il mintibus volumquid quisqui aepror re ime comnim

Do not change the angle on typography. Equity typography should always read up.

Downloading fonts

Futura PT

Futura PT is available to activate in Adobe Creative Cloud with a subscription. This font will install on all computers with Adobe Creative Cloud access and does not need to be install on local computer. It is also available via Fonts.com for a small fee (starting around $30).

Arial

Most Windows and Apple computers will come automatically installed with the Arial font family. However, if you need to install it on your local computer, you may download it from various sources, including Fonts.com, for a small fee (starting around $35 – the price increases dramatically for server-level rights).

Avenir

Avenir is available for free download on DaFontFree.io.

Note: Must install this font on local computer and each individual computer in order to use this font.

Installing fonts

If you need to install missing fonts on your local computer, you may need help from an administrator.

For Windows computers, Microsoft provides installation instructions on their support page.

Visit Apple's support page to learn how to install fonts on a Mac computer.

If you are using the Adobe Creative Cloud, you may not need to manually download and install all the fonts on your computer locally. Instead, use the Adobe Creative Cloud app or visit the Adobe Creative Cloud website to activate fonts to your Adobe account. Further instructions on activating and deactivating fonts on the Cloud can be found on the Adobe website.

Photography

The saying goes: a picture is worth a thousand words. Sometimes a photograph is more effective and impactful than the written or spoken word.

Photographs should be treated as an essential part of our brand executions.

In this section, you will find guidance on Equity's overall photographic tone and style and how to assess and use photography images. Standardizing these facets of photography will ensure a consistent look and feel.

Overall tone & style
Page 68

Assessing & attributing images
Page 69

Overall tone & style

Equity focuses on using original photography featuring real members to avoid using stock images as much as possible. Using original photography helps Equity maintain authenticity and advocate for its members.

When Actors' Equity Association uses photography of its members, the images are warm, real and active. The images should capture members performing their craft or involved in their communities or union.

Images should not be heavily edited or stylized (ex. non-Equity Blue duotones, overly lightened or darkened, etc.), with images appearing closely to its natural color. Photographs should typically be full bleed and high resolution. Duotone images are only approved in Equity Blue on the main Equity website and rarely elsewhere.

Photos should generally try to depict the following moods and feelings:

- **Solidarity/unity**
- **Pride in the union**
- **Empowerment**
- **Positive energy/energetic**
- **Strong**

Assessing & attributing images

There may be instances of purchasing images from stock photography libraries or commissioning photos from a photographer. In those cases, use the following questions to assess if the images are appropriate for Actors' Equity Association usage.

Assess the image by answering the following questions:

- **Does the image feel warm and real?**
- **Does the image feel authentic to the Equity brand?**
- **Does the image feel unique and not like a stock photo?**
- **Does the image depict one or more of its members in action?**
- **Is the image in full color and free of treatment (i.e. not in duotone* or overly lightened or darkened)?**

If the answer was "yes" to all these questions, then the photography commission or stock shot can be used on behalf of Actors' Equity Association.

PHOTOGRAPHY USAGE & ATTRIBUTION
All photos not originally owned by Equity must be accompanied with a photo attribution, citing the photographer and/or theatre that owns its rights. Whenever possible, the names of Equity members who appear in photos should also be rightfully identified with the photo as members.

*A NOTABLE EXCEPTION
Duotone images, such as the one to the left, are reserved for the Equity website and must be edited using Equity Blue.

Other Imagery

Sometimes photographs are not enough. Instead, illustrations and videos may be used to introduce narrative elements to visual content for print or digital use. These elements are also common.

This section will guide you on how to best use illustrations, videos and presentations and help you understand the most effective file types for all usages.

Illustrations

The illustration style and color palette play a big role in establishing a modern, clean, strong, colorful and energetic mood and feel.

Consistency in style is important. When using illustrations, they should all reflect a similar artistic sensibility. Keeping this sensibility consistent across projects helps shore up brand consistency.

Videos

Design Elements

Equity videos are meant to be upbeat, inspirational and authentic. The single color, white version of the Actors' Equity Association logo should always be set to the bottom, right-hand side of the video frame whenever possible.

Please note that in some cases, such as on YouTube, the Equity icon is automatically added as a watermark when uploaded to the site. For videos not intended for use on YouTube, you will likely need to include the Equity icon to maintain consistently-branded Equity videos.

Resolution & Aspect Ratios

Videos should ideally be saved in the standard aspect ratio of 16:9 and saved in 1080p resolution.

For videos to be uploaded to YouTube, use the recommended resolution and aspect ratio information provided directly from YouTube. For the default 16:9 aspect ratio, encode at these resolutions:

- 2160p   3840x2160
- 1440p   2560x1440
- 1080p   1920x1080*
- 720p   1280x720
- 480p   854x480
- 360p   640x360
- 240p   426x240

*This is the most common format for YouTube videos.

Video File Format

The following are the acceptable YouTube video file formats:

- .MOV
- .MPEG4
- .MP4
- .AVI
- .WMV
- .MPEGPS
- .FLV
- 3GPP
- WebM
- DNxHR
- ProRes
- CineForm
- HEVC (h265)

SLATES

Full frame slates with video information may appear at the beginning of the video. A slate may be used at the end of the video, too, to standardize the look of Equity-produced videos.

LOWER THIRD

Information like name and title should always be used in the lower third (also known as the super) to act as a video caption. Information in the lower third may change throughout the video.

Presentations

To keep presentation styles consistent in PowerPoint or for Zoom calls, it is recommended to set up each slide without copy or images around the outer 10% of each side. Each slide should contain the standard or single-color Equity logo or icon in the same location (preferably the bottom right corner).

Zoom
Avoid adding images or logos on the upper right-hand corner, as Zoom defaults to use this space for placing the video window(s) over slide content. This is a feature that can also be turned off using Zoom's meeting options.

Equity also uses a presentation graphic for use before virtual events begin. The graphic informs attendees the virtual event will soon start.

DANGER ZONES IN PRESENTATION DESIGN

Avoid adding content here for Zoom calls. This is the default spot for the presenter's live video feed.

PRESS CALL WITH
DR. DAVID MICHAELS

The transparent red areas indicate the outer 10% space (ie. the danger zone). Avoid adding content in these spaces.

This is the preferred location for Equity branding on presentations. Avoid adding anything other than Equity branding here.

File types - raster vs. vector

The files provided with this guide generally fall into two types: raster and vector files. While both can be used for most applications, typically one is more suited, depending on the usage intent.

Tip: If you'd like a complete explanation and summary on how file formats work and scenarios for best use, visit 99Designs.com's blog, "Image file formats: when to use each file type."

FILE TYPES AT A GLANCE

FILE FORMAT	PRINT	WEB/ DIGITAL
JPG	●	●
PDF	●	●
EPS	●	●
PNG	●	●
TIFF	●	
GIF		●
SVG		●
PSD*	●	●
AI*	●	●

*Software specific file format.
  PSD = Photoshop Document
  AI = Adobe Illustrator Artwork

RASTER FILES

Raster files are comprised of a grid of pixels. These types of files always have a set resolution and size. Once you increase the size past its predetermined size, the quality decreases. You've probably seen this before: images begin to appear pixelated if they're pushed too far.

Graphics, like the brand logo, can be exported in raster versions. Photographs are always raster files.

Raster files are typically used for web graphics and digital executions. When used in print applications, you must ensure that the file exceeds the minimum DPI (dots per inch) of 150 DPI – preferably at 300 DPI – or risk a low-quality print.

Typically, raster files end with .jpg, .png, .gif, and .psd. They are easy to open and apply.

VECTOR FILES

Vector files create their shapes by mathematical equations between anchor points. Since they are crafted by ratios, and not a grid of colored squares, vector images can be infinitely scaled.

Graphics, like the brand logo, are typically created as vector files. Illustrations, iconography and many of our simple shapes and graphic elements are created as vector files.

The limitations of vector files lie in their strengths: because each relationship is an equation, complex items, gradients, photographs often make vector file sizes too large. Raster images are more efficient in those situations.

Vector files are typically used for printing or producing the logo or other graphics in most forms. If you're ever asked for a high-resolution logo file, send a vector file.

Typically, vector files end with .ai, .eps and .svg. Without special design programs, these files are difficult to open.

Equity News Publication

Equity News is a publication used to inform and entertain Equity members on member and organizational activities and news. Every member receives a copy of the publication via email or post.

Equity News color palettes

These are the secondary colors used ONLY in Equity News, the Actors' Equity Association publication. These colors are to be used sparingly and only for the Equity Works and postcards section in the publication.

POSTCARD LIGHT BLUE

PMS   290
CMYK 25 1 0 0
RGB   185 217 235
Hex   #b9d9eb
Tint   100%

POSTCARD RED

PMS   485
CMYK 0 95 100 0
RGB   218 41 28
Hex   #da291c
Tint   100%

POSTCARD IVORY

PMS   7401
CMYK 0 4 38 0
RGB   245 225 164
Hex   #f5e1a4
Tint   12%

Cover

The cover of the magazine-style publication, *Equity News*, maintains a few consistent design elements, identified below.

MASTHEAD

The *Equity News* masthead must stay centered at the top of the page, in its Arial typeface and should not be moved from this set location for any reason. "Equity" in the masthead is set at 153 pts. "News" in the masthead is at 43 pts.

Information in the masthead, such as the season, volume and issue numbers, are the only text that should be revised between issues. Season, volume and issue information should be center justified between the letters "q" and "u" in "Equity".

The color of the masthead may be changed to complement the cover design, but is most used in all True White, Equity Blue or True Black.

ISSUE INFORMATION
The only copy changed in the masthead with each new issue.

CONTENT COLORS
Colors change based on cover images selected for the issue.

MASTHEAD

WINTER 2020 | VOLUME 105 | ISSUE 1

Equity NEWS

ACTORS' EQUITY ASSOCIATION

AGING & ACHIEVING

STAYING ACTIVE IN THE INDUSTRY FOR DECADES

COVER IMAGE
Features members in action or illustrations.

COVER STORY HEADLINE

COVER STORY TEASER

COVER STORY TEASER

Featured on each issue's cover is the cover story teaser. The headline contains a shortened version of the article title and a subheadline providing a summary of the article's topical contents.

Headlines should be in all caps, contain a drop shadow for added emphasis and sized between 62-68 pts. Sizing will be dependent on the image in the background.

Subheadlines describing the article's contents should also be in all caps and sized at 22 pts.

When possible, left or right align the headline and subheadline. Center alignment is acceptable when a left or right alignment feels unbalanced or doesn't work with the chosen cover image if, for example, the image is too busy and obstructs the readability of the text.

In some cases, the subheadline needs extra visual support to be readable – which can be achieved by adding a solid or slightly transparent banner strip for contrast and extra "pop." Try to use the banner sparingly and instead pick cover images with space for the headline and subheadline to exist.

COVER IMAGE

As covered in the Photography section of this guide, cover images should focus on member images, or utilize relevant and colorful illustrations. The image should be sized to span the entire height and width of the page without stretching the image, "bleeding" off the page.
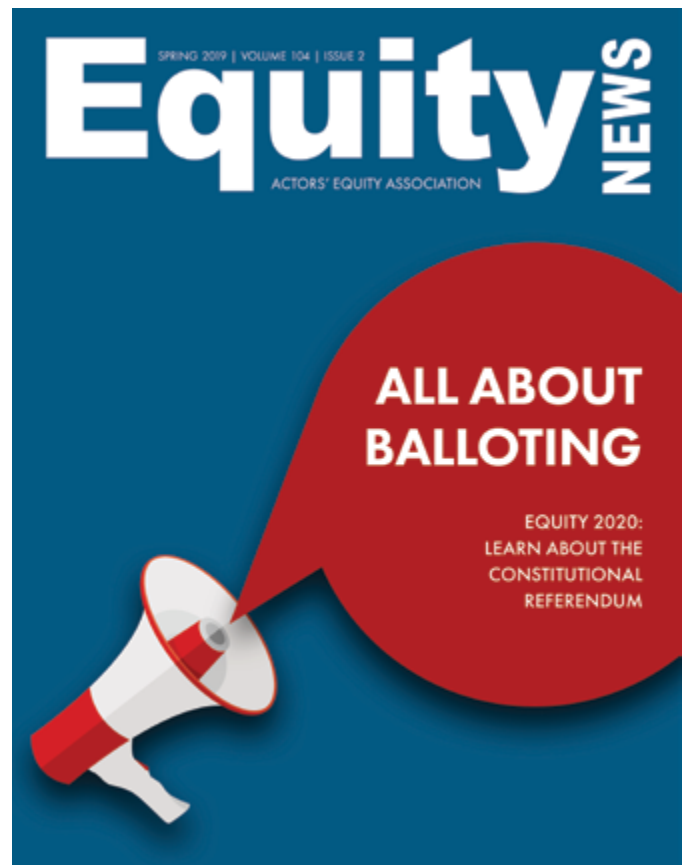
BACK COVER

Content may change on the back cover, according to Equity priorities at the time. Previous issues have contained stories, briefs and Equity advertisements or reminders. In special circumstances, the front cover image may span the width of the front and back cover spread for greater visual impact.

Every back cover of all issues will contain space for mailing purposes and postal office usage - such as the return address and space for member delivery addresses. Text information stays the same - only the color of the outer box may be changed to match the color of the masthead.

MAILER SPACE

The Mailer Space stays the same from issue to issue and is kept clear for delivery addresses. The only thing that changes is the color of the bar around th mailer space to match the color used in the Masthead (except for white).

Leadership column styles

HEADLINE

Family	Futura PT
Style	Heavy
Size	26 pt
Leading	11.5 pt
Tracking	0
Case	All Caps
Alignment	Left – if on left panel
	Right – if on right panel
First Line Indent	0
Align to Grid	None
Color	PMS 2935

SUBHEADLINE

Family	Futura PT
Style	Book
Size	20 pt
Leading	20 pt
Tracking	0
Case	All Caps
Alignment	Left – if on left panel
	Right – if on right panel
First Line Indent	0
Align to Grid	None
Color	PMS Black 6

BODY COPY

Family	Avenir
Style	Book
Size	9 pt
Leading	(10.8 pt)
Tracking	-20
Case	Normal
Alignment	Left Justify
First Line Indent	.25 in
Align to Grid	All Lines
Color	PMS Black 6

FRONT OF HOUSE STRIPES

Leadership columns always have the 2-stripe design across the top of the pages with "Front of House" in Equity Yellow type inside a solid white block.

LEADERSHIP NAME

Almost all the same as Body Copy, except preceded with em dash & right aligned.

HEADSHOT

Main article styles

HEADLINE

Family	Futura PT
Style	Book
Size	26 pt
Leading	26 pt
Tracking	-10
Case	All Caps
Alignment	Left
First Line Indent	0
Align to Grid	None
Color	PMS Black 6

BYLINE

Family	Futura PT
Font Style	Heavy
Size	8 pt
Leading	(9.6 pt)
Tracking	0
Case	All Caps
Alignment	Left
First Line Indent	0
Align to Grid	None
Color	PMS Black 6

EMPHASIZED HEADLINE COPY

All the same as Headline, except Heavy style and alternate color usage between article headlines: Equity Blue - PMS 2935 and Equity Yellow - PMS 1235.

BYLINE

MIND MATTERS: MAINTAINING MENTAL WELLBEING THROUGHOUT AN ARTS CAREER

BODY COPY

Family	Avenir
Style	Book
Size	9 pt
Leading	(10.8 pt)
Tracking	-20
Case	Normal
Alignment	Left Justify
First Line Indent	.25 in
Align to Grid	All Lines
Color	PMS Black 6

BODY SUBHEADLINE

Family	Futura PT
Style	Book
Size	16 pt
Leading	16 pt
Tracking	0
Case	All Caps
Alignment	Left Justify
First Line Indent	0
Align to Grid	None
Color	Equity Blue - PMS 2935 or Equity Yellow - PMS 1235

PHOTO ATTRIBUTION

Family	Avenir
Style	Heavy
Size	6 pt
Leading	[7.2 pt]
Tracking	0
Case	Normal
Alignment	Right
First Line Indent	0
Align to Grid	None
Color	[True White]

CAPTIONS

Family	Avenir
Style	Book
Size	9 pt
Leading	(10.8 pt)
Tracking	0
Case	Normal
Alignment	Right
First Line Indent	0
Align to Grid	None
Color	PMS Black 6

MEETING DETAILS

Family	Avenir
Style	Heavy
Size	9 pt
Leading	11.4 pt
Tracking	-10
Case	Normal
Alignment	Center
First Line Indent	0
Align to Grid	All Lines
Color	PMS Black 6

PULL QUOTE ATTRIBUTION

Family	Futura PT
Style	Book
Size	12 pt
Leading	12 pt
Tracking	0
Case	All Caps
Alignment	Right
First Line Indent	0
Space Before	.5 in
Align to Grid	None
Color	Equity Blue - PMS 2935 or Equity Yellow - PMS 1235

EMPHASIZED PULL QUOTE

All the same as Pull Quote, except Heavy style and alternate color usage: Equity Blue - PMS 2935 and Equity Yellow - PMS 1235.

PULL QUOTE

Family	Futura PT
Style	Book
Size	16 pt
Leading	19 pt
Tracking	0
Case	All Caps
Alignment	Left
First Line Indent	0
Space Before	.5 in
Align to Grid	None
Color	Equity Blue - PMS 2935 or Equity Yellow - PMS 1235

WHITE BODY COPY & CAPTIONS

The same as their standard counterparts, except 1 pt larger with True White on a blue background and True Black on a yellow background.

MEETING DETAILS

BODY SUBHEADLINE

PULL QUOTE

PULL QUOTE ATTRIBUTION

HEADSHOT

Theatre Spotlight styles

Body Copy, Caption and Photo Attributions are the same as the Main Article section's style. Never emphasize the headline – instead use Main Article section's headline style in PMS Black 6 (True Black).

THEATRE NAME

THEATRE SPOTLIGHT STRIP

The Theatre Spotlight page always has a short Equity Blue or Equity Yellow stripe extending from the left of the page to flush right of the first column. Inside the stripe is "Theatre" in True White with "Spotlight" below, tabbed in and in the same color as the stripe.

BODY COPY

CAPTION

PHOTO

PHOTO ATTRIBUTION

THEATRE
SPOTLIGHT
ARVADA CENTER

Theatre and a mountain view – what more could you want? Colorado has seen a population boom in recent years, and with more people comes new cultural opportunities for creative workers and theatre patrons alike. The Arvada Center for the Arts and Humanities, located right outside of Denver, is at the forefront of bringing high-quality musicals and innovative plays to this thriving community, and creating a supportive home for Equity members.

"The Denver market has grown so much in recent years, it makes my job easier having the strength of long-time local artists mixed with new arrivals," said Producing Artistic Director of Musical Theatre, Rod A. Lansberry. "This great combination of creative talent gives me the best of both worlds and keeps our productions fresh and vibrant."

The Arvada Center began in 1976 as a community center and a place to preserve local history. Forward-thinking citizens expanded the Center, and it soon became one of the top ten most attended cultural attractions in metro Denver and is now one of the leading employers of creative people in Colorado. The Arvada Center has received critical acclaim for its musical theatre productions as well as its stage plays, and it provides a safe and nurturing space for Equity actors

and stage managers, crew members and other artists to create and present world-class productions.

"I just closed my first show at the Arvada Center, and I can't get over how quickly everyone accepted me into their theatre family," said Equity Stage Manager Kristin Sutter. "It can be hard being the 'new kid' anywhere, but when you're the stage manager it can be a big adjustment for the entire company. Everyone has welcomed me and my new ideas so openly – they truly treat everyone in the building with the same care and respect as they do the productions themselves."

With a mix of popular musicals such as Jesus Christ Superstar and regional premieres of newer plays like Small Mouth Sounds by Bess Wohl, the variety of the Center's programming keeps audiences as well as potential cast and crew members constantly curious about what is coming next. Last year, the Center commissioned local playwright and Equity member Jessica Austgen to write a brand new play, which culminated last spring with the world premiere of Sin Street Social Club.

"I'm eternally grateful to the Arvada Center for commissioning Sin Street Social Club," Austgen said. "Being able to write, revise and rehearse a new play

with a director and actors I know and trust was the ultimate gift to an emerging playwright. It was a symbiotic creative process that could only be achieved in a space of trust and respect."

Over the past three years, the Arvada Center has cultivated an actor-focused model, the Black Box Repertory Company. With this model, Equity actors get to really dig in and hone their skills playing multiple characters in a season, while building strong connections to both the rest of the company and local audiences.

"The plays are all different but the faces are the same. We are allowed to be creative and messy because we are all in this together," said Equity actor and 2020 Black Box Repertory Company cast member Kate Gleason. "Some of these people I have known and worked with, and some are new faces, but when we all get in the room at the beginning of the season, we know we are on the same team. It's a rare and extremely valuable experience, and I feel very lucky to be a part of it."

Whether you are an actor, a stage manager, an audience member or just someone who likes culture with a view, the Arvada Center celebrates and elevates the human condition, expanding the cultural landscape for everyone who visits them.

Below: Equity members Gareth Saxe and Kate Gleason in Plaza Suite. TOC: Member Abner Genece in Sin Street Social Club.

Equity Across the Nation styles

Caption and Photo Attributions are the same as Main Article section's style. Never emphasize the headline – instead use Main Article section's headline style in PMS Black 6. Body Copy's in this section is difference from Main Article's because there is no First Line Indent.

EQUITY ACROSS THE NATION STRIP

The Equity Across the Nation page always has a short Equity Yellow stripe extending off the right column. Inside the stripe is "Equity Across" in True White with "The Nation" below, tabbed in and in the same color as the stripe.

CONTRIBUTION THANKS

The contribution thanks is the same style as Body Copy, except italics.

MASK ICON

The mask icon inside a solid Equity Yellow box to indicate subsections within Equity Across the Nation.

SUBHEADLINE

Family	Futura PT
Style	Book
Size	16 pt
Leading	(19.2 pt)
Tracking	0
Case	All Caps
Alignment	Left
First Line Indent	0
Align to Grid	None
Color	PMS Black 6

QUESTION HEADLINE

Family	Futura PT
Style	Book
Size	10 pt
Leading	(12 pt)
Tracking	0
Case	All Caps
Alignment	Left Justify
First Line Indent	0
Align to Grid	All Lines
Color	Equity Yellow - PMS 1235

SUBHEADLINE

QUESTION HEADLINE

How I Got My Equity Card styles

MEMBER NAME

Family	Futura PT
Style	Heavy
Size	20 pt
Leading	26 pt
Tracking	20
Case	All Caps
Alignment	Left
First Line Indent	0
Align to Grid	None
Color	Equity Blue - PMS 2935 or Equity Yellow - PMS 1235

ANNIVERSARY YEAR

Family	Futura PT
Style	Book
Size	16 pt
Leading	(19.2 pt)
Tracking	0
Case	All Caps
Alignment	Left
First Line Indent	0
Align to Grid	None
Color	PMS Black 6

HOW I GOT MY EQUITY CARD STRIP

The How I Got My Equity Card (HIGMEC) page always has a short Equity Blue stripe extending off the right column. Inside the stripe is "How I Got My" in True White with "Equity Card" below, tabbed in and in the same color as the stripe.

MEMBER HEADSHOT

MEMBER NAME

ANNIVERSARY YEAR

EQUITY CARD ILLUSTRATION

The HIGMEC page always contains the Equity card illustration in watermark in the background.

Postcards from Liaison Areas styles

Body Copy for Postcards from Liaison Areas is the same style as the Body Copy in other articles, except left alignment.
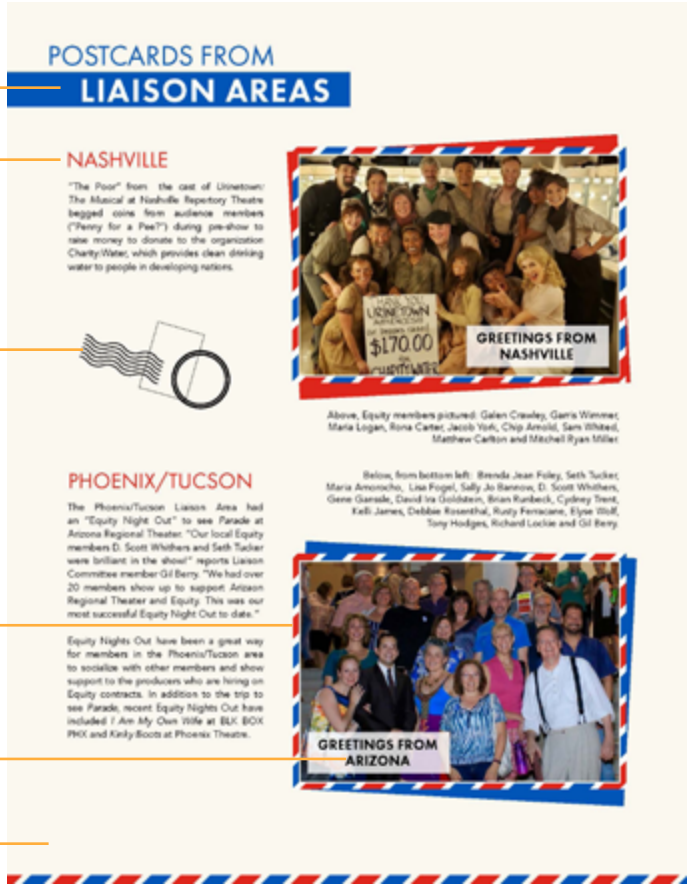
CITY NAME			GREETINGS	
Family	Futura PT		Family	Futura PT
Style	Book		Style	Heavy
Size	20 pt		Size	13 pt
Leading	24 pt		Leading	(15.6 pt)
Tracking	0		Tracking	0
Case	All Caps		Case	All Caps
Alignment	Left		Alignment	Center
First Line Indent	0		First Line Indent	0
Align to Grid	None		Align to Grid	None
Color	Postcard Red - PMS 485		Color	PMS Black 6

POSTCARDS STRIP

The Postcards page always has a short Equity Blue stripe extending off the right column with "Liaison Areas" inside in True White. "Postcards from" appears in the line above, outside the stripe.

STAMP ILLUSTRATIONS

Stamp designs are placed on the Postcards page. The location and number of stamps will vary.

POSTCARD FLAIR

Postcard images contain an outline in a candy-stripe red, white and blue style and a solid Equity Blue or Postcard red background. The multi-colored candy stripe also runs across the bottom of the Postcards page.

BACKGROUND COLOR

The Postcards page background is always Postcard Ivory - PMS 7401.

CITY NAME

LOCATION GREETINGS

POSTCARDS FROM
LIAISON AREAS

NASHVILLE

"The Poor" from the cast of Urinetown: The Musical at Nashville Repertory Theatre begged coins from audience members ("Penny for a Pee?") during pre-show to raise money to donate to the organization Charity:Water, which provides clean drinking water to people in developing nations.

GREETINGS FROM NASHVILLE

Above, Equity members pictured: Galen Crawley, Garris Wimmer, Maria Logan, Rona Carter, Jacob York, Chip Arnold, Sam Whited, Matthew Carlton and Mitchel Ryan Miller

PHOENIX/TUCSON

The Phoenix/Tucson Liaison Area had an "Equity Night Out" to see Parade at Arizona Regional Theater. "Our local Equity members D. Scott Withers and Seth Tucker were brilliant in the show!" reports Liaison Committee member Gil Berry. "We had over 20 members show up to support Arizona Regional Theater and Equity. This was our most successful Equity Night Out to date."

Equity Nights Out have been a great way for members in the Phoenix/Tucson area to socialize with other members and show support to the producers who are hiring on Equity contracts. In addition to the trip to see Parade, recent Equity Nights Out have included I Am My Own Wife at BLK BOX PHX and Kinky Boots at Phoenix Theatre.

Below, from bottom left: Brenda Jean Foley, Seth Tucker, Maria Amoracho, Lisa Fogel, Sally Jo Bannow, D. Scott Withers, Gene Ganssle, David Ira Goldstein, Brian Runbeck, Cydney Trent, Kelli James, Debbie Rosenthal, Rusty Ferracane, Elyse Wolf, Tony Hodges, Richard Lockie and Gil Berry

GREETINGS FROM ARIZONA

Memoriam styles

MEMORIAM NAME

Family	Futura PT
Style	Book
Size	20 pt
Leading	24 pt
Tracking	0
Case	All Caps
Alignment	Left
First Line Indent	0
Align to Grid	None
Color	Equity Blue - PMS 2935 or Equity Yellow - PMS 1235

QUOTE BODY

Family	Avenir
Style	Book Oblique
Size	10 pt
Leading	12 pt
Tracking	0
Case	Normal
Alignment	Right
First Line Indent	0
Align to Grid	None
Color	PMS Black 6

LIST

Family	Avenir
Style	Book
Size	6 pt
Leading	9 pt
Tracking	0
Case	All Caps
Alignment	Left
First Line Indent	0
Align to Grid	None
Color	PMS Black 6

QUOTE BODY

This block of text features a quote, usually from a play or musical.

QUOTE ATTRIBUTION

Styles are all the same as Quote Body, except an em dash precedes the attribution, and attribution copy is not italicized.

ALPHABETICAL LIST

BACKGROUND COLOR

The Memoriam list always contains a light blue background in Postcard Blue - PMS 290.

MEMORIAM NAME

HEADSHOT

In Closing

We are coming to the end of this guide, which signifies the time to begin using this guide in Equity brand-related decisions is now.

In this section, you will find details on our approval process and the points of contact within the communications department.

Approvals
Page 92

Contacts
Page 93

Approvals

As previously stated, this guide is not a comprehensive list of rules. The creative journey is full of changes. New approaches, new trends and changes in technology will inevitably have an effect on the Equity brand.

That said, please follow any guidelines within when making brand executions. Anything outside of these guidelines must be approved by an authorized representative from Actors' Equity Association.

Outside approvals may be submitted electronically by emailing the concept to the Equity communications department, communications@actorsequity.org.

If you are a vendor working on an Equity brand execution, provide an electronic or physical proof before any item is printed, published or otherwise executed. These proofs can be submitted to your point of contact within Equity.

Questions prevent mishaps. If you have a question about the use of Equity brand materials, please do not hesitate to ask!

Contacts

Communications Department

communications@actorsequity.org

(212) 869-8530

STOP & EXAMINE

Are you working on a presentation, report or other materials to be distributed to the public or share with Equity members? If so, you likely need to add Equity branding!

If you need assistance adding Equity branding to your materials, please contact the communications department.

If you've already added Equity branding to your document, please share your material(s) with the communications department for quick review. If your material(s) does not follow Equity guidelines, the communications department will help you with changes to meet brand standards as outlined in this Brand Book and Style Guide.

Eastern Region
NEW YORK CITY - NATIONAL HEADQUARTERS

165 West 46th Street
New York, NY 10036
Phone: 212-869-8530
Fax: 212-719-9815
Rehearsal/performance-related emergencies: 866-270-4232
NYC Audition Hotline: 877-232-1913, ext. 831

ORLANDO

10319 Orangewood Blvd
Orlando, Florida 32821
Phone: 407-345-8600
Fax: 407-345-1522
Orlando Audition Hotline: 877-232-1913, ext. 821

Central Region
CHICAGO

557 West Randolph Street
Chicago, IL 60661
Phone: 312-641-0393
Fax: 312-641-6365
Rehearsal/performance-related emergencies: 312-307-2781
Chicago Audition Hotline: 877-232-1913, ext. 815

Western Region
LOS ANGELES

5636 Tujunga Ave
North Hollywood, CA 91601
Phone: 323-978-8080
Fax: 323-978-8081
Rehearsal/performance-related emergencies: 818-414-8525
LA Audition Hotline: 877-232-1913, ext. 826