

The
RIVIERA
THEATER

This is the main logo for The Riviera Theater. Use this version in all instances where size permits. It can be used interchangeably with the extended logo.

The main logo should never be smaller than one and a half inches wide to retain legibility.

The
RIVIERA

This is the extended logo for The Riviera Theater. Use this version in all instances where size and circumstance permits. It can be used interchangeably with the main logo.

The extended logo should never be smaller than one and a half inches wide to retain legibility.

The
RIVIERA
T H E A T E R

This is the icon for The Riviera. The icon can be used on its own as a supporting graphic or in combination with the wordmark.

The icon should never be smaller than half of an inch wide to retain legibility.



These are the supporting graphics for The Riviera Theater. These graphics can be used to add depth and detail to a design.

The supporting graphic should never be smaller than one and a half inch wide to retain legibility.

01

The RIV

02



03

The RIVIERA THEATER
IN HISTORIC CHARLESTON



The logo needs room to breathe. Please allow for margins equal to the width of the “x” as marked below.



x



DO'S

When using the logo throughout the brand, only use it within the guidelines expressed in this document.



DONT'S

When using the logos throughout the brand, only use it within the guidelines expressed in this document. Do not add a drop shadow to it, change the scale of text or design elements, change the colors, or distort.

✘ *The*
RIVIERA

✘ *The*
RIVIERA

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RIVIERA

PMS (aka “spot color”) colors should be used when printing on paper and only when the printer has been specified to use PMS ink. They should never be used on the web or for anything being printed in CMYK.

CMYK (aka “4-color”) colors should be used for printing on paper, apparel and other collateral, and only when the printer has been specified to use CMYK ink.

RGB and HEX colors are used for digital applications.

Always double check with your printer to clarify appropriate color profile and file format for any print project.

| | |
|--|---|
| <p>BLACK</p> <p>PMS: BLACK 6 U CMYK: 0/0/0/93 RGB: 53/53/53 HEX: 353535</p> | <p>GOLD</p> <p>PMS: 618 U CMYK: 23/19/76/16 RGB: 166/158/102 HEX: A69E66</p> |
| <p>DARK TEAL</p> <p>PMS: 3292 U CMYK: 100/13/50/44 RGB: 52/109/108 HEX: 346D6C</p> | <p>OFF WHITE</p> <p>PMS: WARM GRAY CMYK: 0/0/5/5 RGB: 242/241/230 HEX: F2F1E6</p> |
| <p>WHITE</p> <p>CMYK: 0/0/0/0 RGB: 255/255/255 HEX: FFFFFFFF</p> | |



The selected fonts for The Riviera Theater are Contralto, Pier Sans, and Palm Canyon Drive.

Contralto is a modern sans serif with humanist clean letterforms. Its thick and thin body style mimics the primary logotype. It should be used for headlines and sub-headlines.

Pier Sans is a geometric sans serif with precise and slightly retro letterforms. Its simple letterforms lend themselves well to sub-headlines and body copy.

Palm Canyon Drive is a vintage mid-century modern script. Its overly stylized letterforms should be used sparingly for tertiary and decorative moments. Avoid using this font for moments of type larger than 3 words at a time.

Aa

Contralto Small - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Aa

PP Pier Sans - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Aa

PP Pier Sans - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Aa

Palm Canyon Drive - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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[BUY PIER SANS >](#)

[BUY PALM CANYON DRIVE >](#)



DESIGNED BY OBVIOUSLEE MARKETING