

Z-PAC Theatre

Brand Guide

Version 0.2 · Draft for committee review · October 2026

How we write Z-PAC Theatre

Z-PAC Theatre

- ✓ **Z-PAC** is always capitals, always with the hyphen.
- ✓ **Theatre** has a capital T, Australian spelling (-re, never -er).
- ✓ A space between Z-PAC and Theatre.
- ✓ In the logo and wordmark: Z-PAC in Navy, Theatre in Sunset Orange.
- ✓ In running text, just type it normally: “Z-PAC Theatre”. After the first mention, “Z-PAC” on its own is fine.

Never

- ✗ ZPAC · Zpac · Z-Pac · Z-pac · zpac
- ✗ Z PAC · Z–PAC (en dash) · Z_PAC
- ✗ Z-PAC theatre · Z-PAC THEATRE (except in all-caps headings) · Z-PAC Theater
- ✗ Z-PACTheatre (no space)

Our voice

Warm, local and community-proud — never corporate. Every show is a local cast and crew of Fraser Coast volunteers, on stage since 1964. Australian English.

Four ways to use the logo



Z-PAC Theatre

Stacked — primary

Posters, programs, banners, anywhere with room.



Z-PAC Theatre

Horizontal

Website header, email signatures, letterheads, wide spaces.



Emblem

Social profile pictures, favicon, merch, stamps.

Z-PAC Theatre

Wordmark

When the emblem already appears nearby, or space is very tight.

Pick the version for the background



Use full colour wherever possible. Use the On Navy version (full colour with a light keyline) on Navy or dark photos, and the black or white versions for one-colour printing (newspaper ads, photocopies, engraving, merch). Waves use shades of grey in the mono versions.

04 · SPACE & SIZE

Give it room to breathe



Keep a clear space around the logo of at least **one quarter of the emblem's width** — no text, edges or other logos inside the dashed line.

Minimum sizes

Version	Print	Screen
Stacked	30 mm wide	140 px wide
Horizontal	45 mm wide	200 px wide
Emblem	12 mm wide	32 px (favicon: use the 512 px file)
Wordmark	30 mm wide	140 px wide

Placement

Bottom or top corner of posters and social tiles, never crowded by show artwork. On photos, place it on a calm, plain area or a Navy band.

Please don't…

✗



Stretch or squash it

✗



Rotate or tilt it

✗



Change the colours

✗



Add shadows, glows or effects

✗



✗

ZPAC theatre

Retype the wordmark — use the files

Sunset over the Bay

Z-PAC Navy
HEX #283042
RGB 40 48 66
CMYK 39 27 0 74
Primary · "Z-PAC", headings, body text, backgrounds

Sunset Orange
HEX #E68E15
RGB 230 142 21
CMYK 0 38 91 10
Primary · "Theatre", highlights, buttons on navy

Sunrise Gold
HEX #FCBA1D
RGB 252 186 29
CMYK 0 26 88 1
Secondary · accents, badges, sunset gradient

Heritage Red
HEX #AA1400
RGB 170 20 0
CMYK 0 88 100 33
Secondary · a nod to Z-PAC's original red; sunset gradient, accents

Deep Teal
HEX #40818A
RGB 64 129 138
CMYK 54 7 0 46
Secondary · waves, links, calm accents

Sea Glass
HEX #77A79E
RGB 119 167 158
CMYK 29 0 5 35
Secondary · waves, soft backgrounds

Sea Foam
HEX #E9E1C5
RGB 233 225 197
CMYK 0 3 15 9
Neutral · warm page backgrounds, panels

White
HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0
Neutral · backgrounds, text on navy

Sunset gradient

Gold → Orange → Heritage Red. For the emblem sun, hero banners and highlights — not behind body text.

Readable combinations

Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
13.2:1 ✓ all text	13.2:1 ✓ all text	5.2:1 ✓ all text	2.5:1 ✗ logo/decor only	7.5:1 ✓ all text	10.1:1 ✓ all text	7.7:1 ✓ all text	4.4:1 ✓ large text only

CMYK values are a starting conversion — ask the printer for a proof. Orange on white is too light for small text: keep text Navy and use Orange for large headings, buttons on Navy and accents.

Montserrat + Source Sans 3

The wordmark is set in **Montserrat ExtraBold** (locked). Always use the logo files — never retype it.

HEADINGS — MONTSERRAT

Blithe Spirit

2–18 October · Z-PAC Theatre

BODY — SOURCE SANS 3

Noël Coward's sparkling comedy comes to Hervey Bay, performed by a local cast and crew of Fraser Coast volunteers. Tickets on sale now.

Use	Font	Weight
Show titles, big headings	Montserrat	ExtraBold 800
Sub-headings, buttons	Montserrat	Bold 700 / SemiBold 600
Labels, kickers	Montserrat, CAPS, wide spacing	SemiBold 600
Body text, programs, emails	Source Sans 3	Regular 400 / SemiBold 600

Both are free Google Fonts — available in Canva, Google Docs and the website, and in the `Fonts` folder for Word. If they're missing, use **Arial**.

Body text 11 pt+ in print, 16 px+ on screen — our audience appreciates easy reading.

Which file do I use?

Need	File
Printing, signage, banners, anything large	`Logos/SVG/…svg` (vector — scales to any size; send these to printers)
Canva, Word, social posts, email	`Logos/PNG/…png` (transparent background)
Facebook / Instagram profile picture	`ZPAC-Theatre-avatar-1080-white.png` or `-navy.png`
Website favicon	`ZPAC-Theatre-favicon-512.png`
Fonts	`Fonts/` — Montserrat and Source Sans 3 (SIL Open Font Licence, free to use)

File names: `ZPAC-Theatre-[stacked | horizontal | emblem | wordmark]-[colour | reversed | black | white]`

Questions or new artwork: Kyle Davis, Promotions & Marketing Director · zpactheatre.com.au