



Brand Book
September 2020

Master brand name The Community Players of Concord, NH

Shorthand The Community Players of Concord, The Players, CPC

Positioning

Who we are: (definition) An all-volunteer non-profit organization founded in 1927 with a mission "...to encourage, foster and promote the participation by amateurs in all phases of the theatrical arts..."

Why we're special: (differentiation) We have a home-base of operations that allows us to store resources to have at hand, and lend to others in the community. The longevity of our organization. The fact that we are an all-volunteer organization.

What we give our community: (deliverable) Affordable entertainment. Opportunities to participate on and back stage in theatrical productions. A place to find like-minded people and make meaningful connections with others in the community. A place for youth to learn about theatre, teamwork, social interactions, commitment.

Essence

Our community will always have a place to enjoy and participate in theatre with us.

Brand Attributes

Accessible

Making our shows affordable, interesting, and engaging for a wide swath of the community.

Fun

Making the experience something that everyone can enjoy, regardless of their role.

Reliable

We have served the community for 90+ years, and are a resource to support other groups and their theatrical needs.

Welcoming

All-volunteer organization that has a strong internal community and keeps members and patrons coming back.

Tone of voice should be friendly and relatable but still consistent and professional in approach.

Personable

Not stuffy, relatable, down-to-earth.

Engaging

Sharing information in an interesting way that draws people in.

Professional

Knowledgeable and informative about what we share.
Consistent in how we share information.

Values

Our cultural values support an environment of inclusivity, where we welcome everyone from our community. We strive for enjoyable, quality productions while being responsible with our resources and funds.

Inclusivity

With who we welcome into our organizations, activities and productions.

Quality

We strive for excellence in our sphere while acknowledging our limitations as an all-volunteer, non profit organization.

Responsibility

To our members, patrons and donors with the funds and resources they entrust to us.

Images

Images should reflect a quality production i.e. sharp/in focus, high resolution, well-lit (avoiding direct flash when possible), clean/not cluttered or distracting. Exciting and eye catching when possible.

Images should feature people more often than not. This can either be in a dramatic fashion or, for behind the scenes, showing teamwork, fun, concentration, etc.



Logo



The logo has been established for so long that it has a history and recognition that we want to retain, so changing it is not advised. High-res format should always be used. Older templates may need updating.

Typeface

Verdana - clean, modern and accessible, not stuffy, not distracting.

Main Colors



Hex code: 601848
RGB: 96,24,72



Hex code: FDCC50
RGB: 253,204,80

Support Colors



Hex code: 0AAC8A
RGB: 10,172,138



Hex code: A8D46F
RGB: 168,212,111



Hex code: 300048
RGB: 48,0,72