



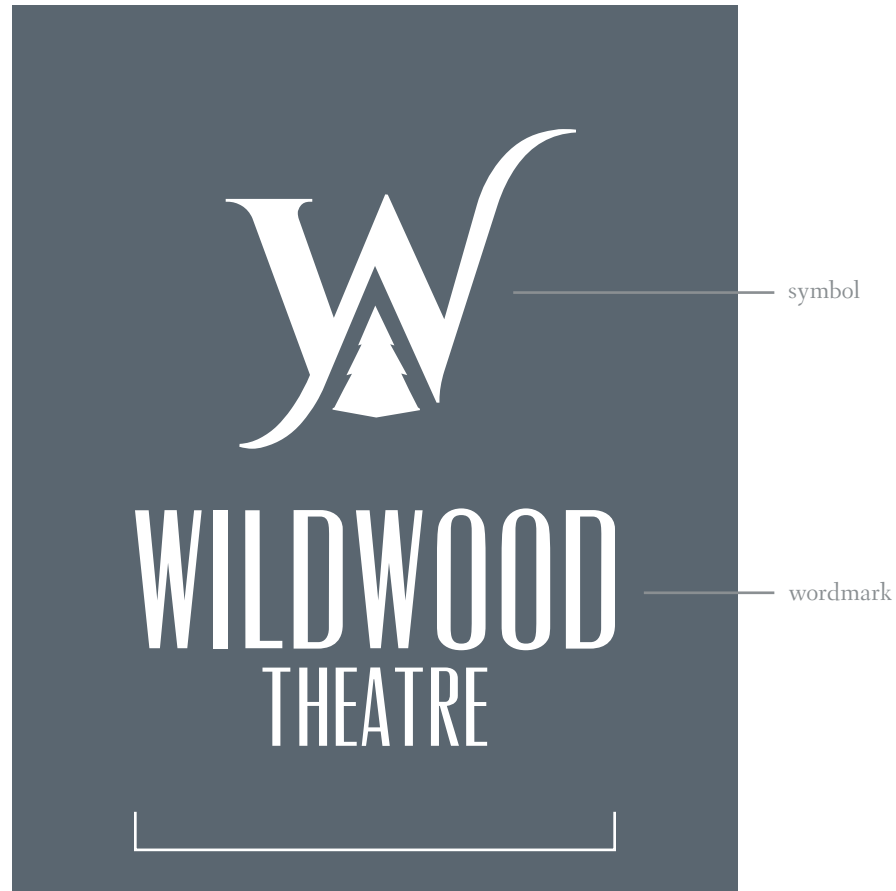
WILDWOOD THEATRE

**BRAND  
GUIDELINE**

# LOGO USAGE

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STACKED ORIENTATION, MAIN IDENTITY, REVERSED-OUT WHITE



Shown at 2.5 inches wide

# LOGO USAGE

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STACKED ORIENTATION, MAIN IDENTITY, SMOKE GRAY

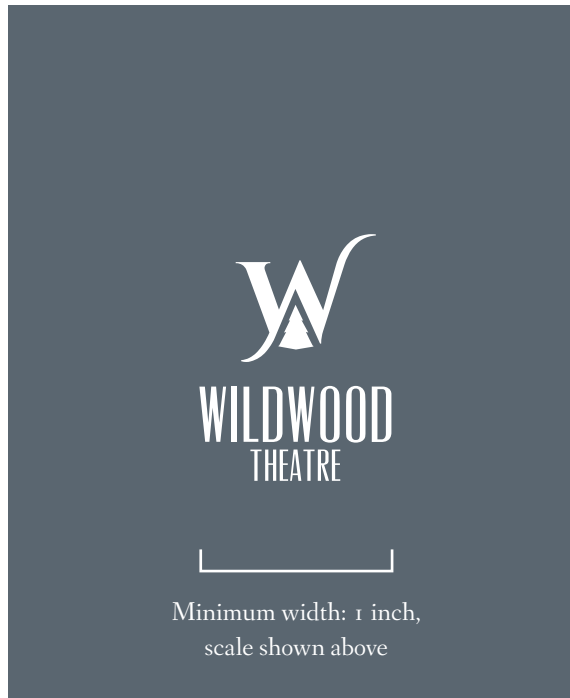


Shown at 2.5 inches wide

# LOGO USAGE

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STACKED ORIENTATION, MAIN IDENTITY, MINIMUM SIZE



# LOGO USAGE

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HORIZONTAL ORIENTATION, SECONDARY LOGO  
AVAILABLE IN 2 WEIGHTS

Shown at 6 inches wide

WILDWOOD THEATRE | WILDWOOD THEATRE

Shown at 6 inches wide

WILDWOOD THEATRE | WILDWOOD THEATRE

WILDWOOD THEATRE

WILDWOOD THEATRE



Minimum height:  
0.6 inch, scale shown

# LOGO USAGE

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STACKED ORIENTATION, MAIN IDENTITY, SYMBOL USAGE

Wildwood "W" symbol



Wildwood "W" symbol

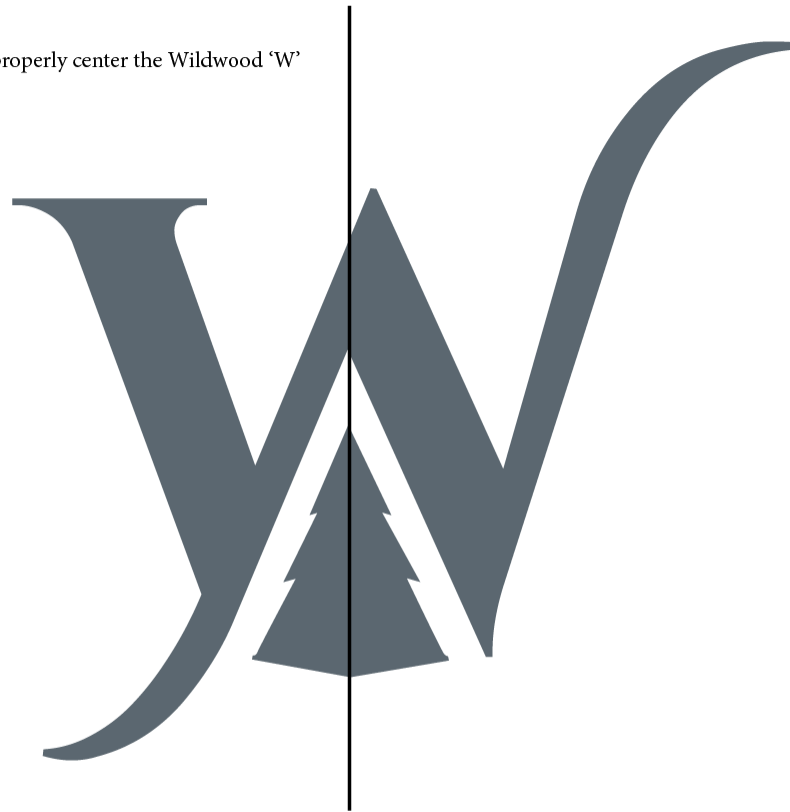


Minimum height in print:  
1.5 inch, scale shown

# HOW TO CENTER THE W

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How to properly center the Wildwood 'W'



Use the mid line of the pine to center

# FONT USAGE

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## FONTS USED FOR WILDWOOD IDENTITY

Cinzel Decorative  
Bold is a display  
typeface used for  
the W symbol of the  
Wildwood Theatre  
AND MUST  
ONLY BE USED  
AS SUCH. Shown  
here at 30pt on 45pt

CINZEL DECORATIVE  
REGULAR BOLD BLACK  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%\*&

Vevey is the  
typeface used for  
the wordmark of  
Wildwood Theatre.  
DO NOT USE  
FOR ANYTHING  
ELSE. Shown here  
at 40 pt on 50 pt.

VEVEY (CAPITALS ONLY)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*



# FONT USAGE

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## FONTS USED FOR EVERYTHING ELSE

Cinzel Regular, Bold and Black is a display typeface used callouts and stylized text over photos or used to be headers. Should never be smaller than what is shown here at 14 pt on 20 pt.

**CINZEL REGULAR | BOLD | BLACK**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ | 1234567890  
AVOID USING TITLE CAPS, LIKE THIS

Raleway (all 18 weights) used for body copy and small content. Used no larger than 16 pt on 22 pt. Please stay away from using Raleway Thin and Ultra Light as it loses its visibility. (Shown here at 14 pt on 20 pt)

**Raleway Font Suite**  
**Medium | Semibold | Bold | Extra Bold | Black**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz | &!\$01234567890

Fanwood Italic used for text on imagery and can be no smaller than 20 pt. (Shown here at 18 pt on 22 pt) It can also be used in body copy at a smaller size.

*Fanwood Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz | &!\$01234567890

Fanwood Regular used for body copy and small content in white papers, web site content, etc. Used no larger than 16 pt. (Shown here at 10 pt on 14 pt)

Fanwood Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz | &!\$01234567890

# FONT USAGE EXAMPLES

## HOW TO USE FONTS AS HIERARCHY AND HOW TO INCORPORATE IMAGERY

### K12 PROGRAMMING

**IT'S TIME TO REINTRODUCE TO THE YOUNG PEOPLE OF OUR WORLD THE ART OF EMPATHY.**

The problem: Many school districts struggle with finding the time or the means to educate students on mental health. More specifically: emotional identification and awareness, individual coping strategies, and interpersonal effectiveness skills.

#### HOW WE WORK WITH SCHOOLS

We aim to solve the mental health education gap by collaborating with school social workers, counselors, and students to establish what current needs exist. To enhance the neglected adolescent landscape, the Wildwood currently has two offerings for K-12 programming: Performances and Activity-based Workshops.

*Teaching empathy using dramatic expression encourages youth to understand others, while becoming accepting, compromising and collaborative leaders.*

**PERFORMANCE**  
Theatrical performance has always been the ultimate form of expression and storytelling. Within any given theatrical production, a pantheon of skills are learned and practiced. Wildwood selects a relevant performance based on discussion with staff and a sample of students. Topic examples include: suicide, eating disorders, depression, anxiety, etc.

- Actors, crew, and other support will be selected through an audition process held outside of school
- Wildwood will supplement professional talent as needed
- Wildwood will provide educational material on mental health during rehearsal period
- Show will be performed to peers based on appropriate age level via assembly or other venue
- District to provide performance/rehearsal/audition space
- District to provide support to actors as needed
- District to provide money for royalties as needed (avg \$80-\$100 per performance)

**ACTIVITY-BASED WORKSHOPS**  
Suggested as an addition to current Health curricula, the Wildwood's Activity-based Workshops are a fun, interactive form of skill building designed to guide participants through different emotional regulation, identification and interpersonal/relational exercises.

- Target groups identified
- Logistics presented by Wildwood Theatre
- Programming initiated
- Wildwood will present report with daily debrief

**THE BEST POSSIBLE OUTCOME**

- Emotional awareness/identification skills
- Interpersonal effectiveness skills
- Healthy emotional discharge through dramatic expression
- Commitment/accountability
- Routine
- Relationships
- Communication improvement (learning how to express oneself)



### HAT IS THE WILDWOOD?

Wildwood has lost sight of empathy and we believe theater is the art of empathy. Mental health is happening all around us and some of us don't know how to approach it, talk about it, or accept it. The Wildwood is a Twin Cities company aimed at unraveling stigmas in mental health through storytelling. We help our participants and audience bridge this gap through Community Round Table discussions, immersive and observational theatre performances and activity-based workshops.



**COMMUNITY ROUND TABLES**

Opportunity for individuals to share their own mental health perspectives, experiences or stories and to gauge community climate.



**PERFORMANCES**

We use performances to tell stories, as it is the oldest tool in the human arsenal for storytelling. In turn, this evokes empathy and acceptance within our audiences.



**WORKSHOPS**

Whether you're a learning guild of actors, a startup sales team with low morale or a high school health curriculum learning how to better communicate, we've got workshops that will teach you how to use acceptance and understanding to learn about each other.

**WHY YOU SHOULD CARE**  
Stigma is powerful force. It creates stereotypes, shame, and uncertainty in all of us. The most powerful way of diminishing stigma is social contact. The Wildwood believes that storytelling not only helps unravel stigma but helps us recognize the similarities we all share.

**WHAT IS STIGMA?**  
A mark of disgrace associated with a particular circumstance, quality, or person. Stigma can come from the society we live in, our friends and families, and even ourselves.

**WHAT DOES IT LOOK LIKE?**  
Stigma has many faces. The ones most familiar to us come in the form of exclusion, silence, and simply ignoring. Calling someone "crazy" or "psycho", or even believing that mental illness is a deception for the lazy or those seeking attention.

**THE CONSEQUENCES OF STIGMA**  
Those experiencing mental illness hide their symptoms out of shame and will not seek the help or treatment they need. Those who know someone struggling with mental health are afraid to seek help for their loved ones and themselves.

**WHAT CAN I DO?**  
There is no one-size-fits-all solution but a place to start is: Listen, talk, and ask questions. Often, those who are experiencing a mental illness do not feel heard or feel that they have no voice.

The Wildwood Theatre creates a space to share stories, both real and imagined, of those who experience mental illness. It is through these stories we begin to unravel the stigma.

**OUR BELIEF**  
Wildwood uses theatrical workshops and performances, in addition to community education, as a tool to explore the way mental illness affects all of us. We believe that all performances and exercises are the best way of relating to one another, as they rely on everyone's collaboration and strengths. Through these interactions and experiences, we learn acceptance and understanding which ignites the unraveling process.

**WHAT WE NEED TO KNOW**  
Stigma is to unravel stigma under the large canopy of mental health by providing a safe space where individuals can feel comfortable to ask personal questions, explore and investigate social norms, and excavate truth. Understanding each other is the first step in unraveling stigma and we know that storytelling is one of the best ways we learn about each other and ourselves.

Wildwood, we know the term mental health can be defined in a multitude of ways. We strive to address them all: clinical, social, and environmental. We are driven by our commitment to breaking down stereotypes and call upon anyone else who shares this passion—actors, volunteers, audience members—to get involved.

**MEET OUR TEAM**



David Albino



Ellen Stoehr



Whitney Hall



Marika McDermott

**CORE VALUES**

- WISDOM
- CURIOSITY
- INTEGRITY
- EXPRESSION

- HONESTY
- COMMUNITY
- ACCEPTANCE





### COMMUNITY ROUND TABLE


The Wildwood Theatre hosts open-table discussions on mental health that are free and open to the community. Follow us on Facebook or visit our website to learn about future round tables or general information about the organization.

[WILDWOODTHEATRE.COM](http://WILDWOODTHEATRE.COM)

### COMMUNITY ROUND TABLE

We use these discussions as an opportunity for individuals to share mental health perspectives, experiences or stories and to gauge community climate.

### UPCOMING EVENTS



[f](#) [i](#) [t](#) [@](#) Follow our adventures...

# FONT USAGE EXAMPLES

HOW TO USE FONTS AS HIERARCHY AND HOW TO INCORPORATE IMAGERY

TALES FROM THE WOOD

YOU HAVE A STORY WAITING TO BE HEARD.

**Our stories are diverse.**  
They are filled with joy, fear, uncertainty, guilt.

**Our stories heal.**  
Sometimes we fail to recognize the importance of our stories, or hide them because we're ashamed.

When you show bravery with your truths through words and actions, you have the power to inspire change. This 'integrity of self' empowers you to stand still in what is right, and lovingly coaxes others to do the same.

The Wildwood summons those who hear our call to be imperfect out loud. We're beginning to collect and share stories to create a community of wanderers who join us in our mission to unravel the stigma of mental health.

**W**

The Wildwood Theatre | 612-548-4803 | sages@wildwoodtheatre.com | wildwoodtheatre.com

THE WILDWOOD BECKONS YOU TO SHARE YOUR TALE.

When you are bold enough to share your journey, you create a completely and totally unique experience. One where your story becomes part of a larger collective narrative and creates a broader understanding.

We all want to feel connected and free ourselves of shame. Join our band of storytellers bound to reignite empathy.

**Tell your tale in person.**  
Schedule a recording session on our website.

**Share your tale in written form.**  
Submit your story using our private form on our website.

[wildwoodtheatre.com/talesfromthewood](http://wildwoodtheatre.com/talesfromthewood)

Upon review and consent, your stories will be shared on our website, open to the public. If you wish to remain anonymous, we respect your right of privacy.

We want to thank you for helping us unravel the stigma of mental health and creating a community of acceptance.

[in](#) [f](#) [i](#) Follow our adventures...

**W**

WILDWOOD THEATRE

WILDWOODTHEATRE.COM

[in](#) [f](#) [i](#)

# COLOR PALETTE AND USAGE

Main color



SMOKE  
GRAY

C: 67  
M: 52  
Y: 44  
K: 17

R: 91  
G: 102  
B: 112

HEX:  
#5B6670

Pantone  
431 C

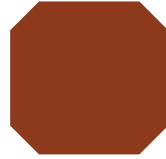


BLACKEST  
BLUE

C: 71  
M: 63  
Y: 62  
K: 58

R: 49  
G: 51  
B: 51

HEX:  
#313333



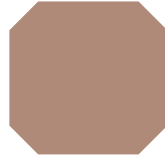
RED BROWN  
CLAY

C: 29  
M: 83  
Y: 100  
K: 29

R: 141  
G: 59  
B: 30

HEX:  
#8d3b1e

Pantone  
7526 C



NUDE

C: 31  
M: 46  
Y: 51  
K: 4

R: 174  
G: 136  
B: 119

HEX:  
#ae8877

Pantone  
4725 C



PINE  
GREEN

C: 78  
M: 53  
Y: 73  
K: 61

R: 33  
G: 55  
B: 43

HEX:  
#21362C

Pantone  
5605 C



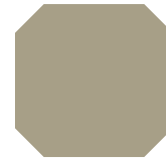
ROYAL  
BLUE

C: 100  
M: 78  
Y: 39  
K: 29

R: 12  
G: 59  
B: 93

HEX:  
#0c3b5d

Pantone  
302 C



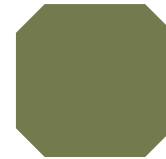
SLATE

C: 36  
M: 32  
Y: 48  
K: 2

R: 166  
G: 158  
B: 135

HEX:  
#a69e87

Pantone  
7536 C



WISE  
SAGE

C: 54  
M: 38  
Y: 78  
K: 17

R: 116  
G: 122  
B: 78

HEX:  
#747a4e

Pantone  
5763 C



FOG  
WHITE

C: 9  
M: 9  
Y: 5  
K: 0

R: 228  
G: 225  
B: 229

HEX:  
#e4e1e5

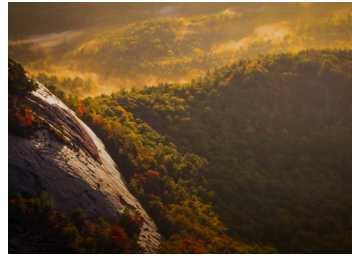
Pantone  
663 C

## HOW TO APPLY COLORS:

USE PANTONE VALUES AND CMYK CODES FOR PRINTED COLORS.

USE RGB CODES AND HEX #'S FOR SCREEN COLORS.

# STOCK PHOTOGRAPHY



KEY CONSIDERATIONS  
WHEN USING/CHOOSING  
PHOTOGRAPHY:

## Color

greens, blues, oranges, NO REDS,  
desaturated, seasonal landscapes, thick  
forests from within, thick forests from  
aerial view.

## Emotions

Quiet, alone, spacious, serenity, stillness,  
growth, renew

## People

No stock images of people are to be used.  
We want to keep this brand anonymous,  
mysterious, without gender.



## Landscapes

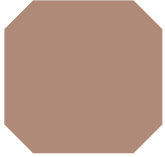
Wildwood imagery must consist of highly saturated photo-realism. They must be landscapes consisting of all four seasons as if the location was in Washington or Oregon. They must evoke mystery and wonderment by: how the photographer used light, how light captured or created in the composition, dark editing around the four corners of the composition.

## Using text over imagery

When text is used over an image, the image must be of landscape. Cannot be a detailed photo, nor busy photo. White text needs to pop against deep background.



# COLOR OVERLAY TO IMAGERY



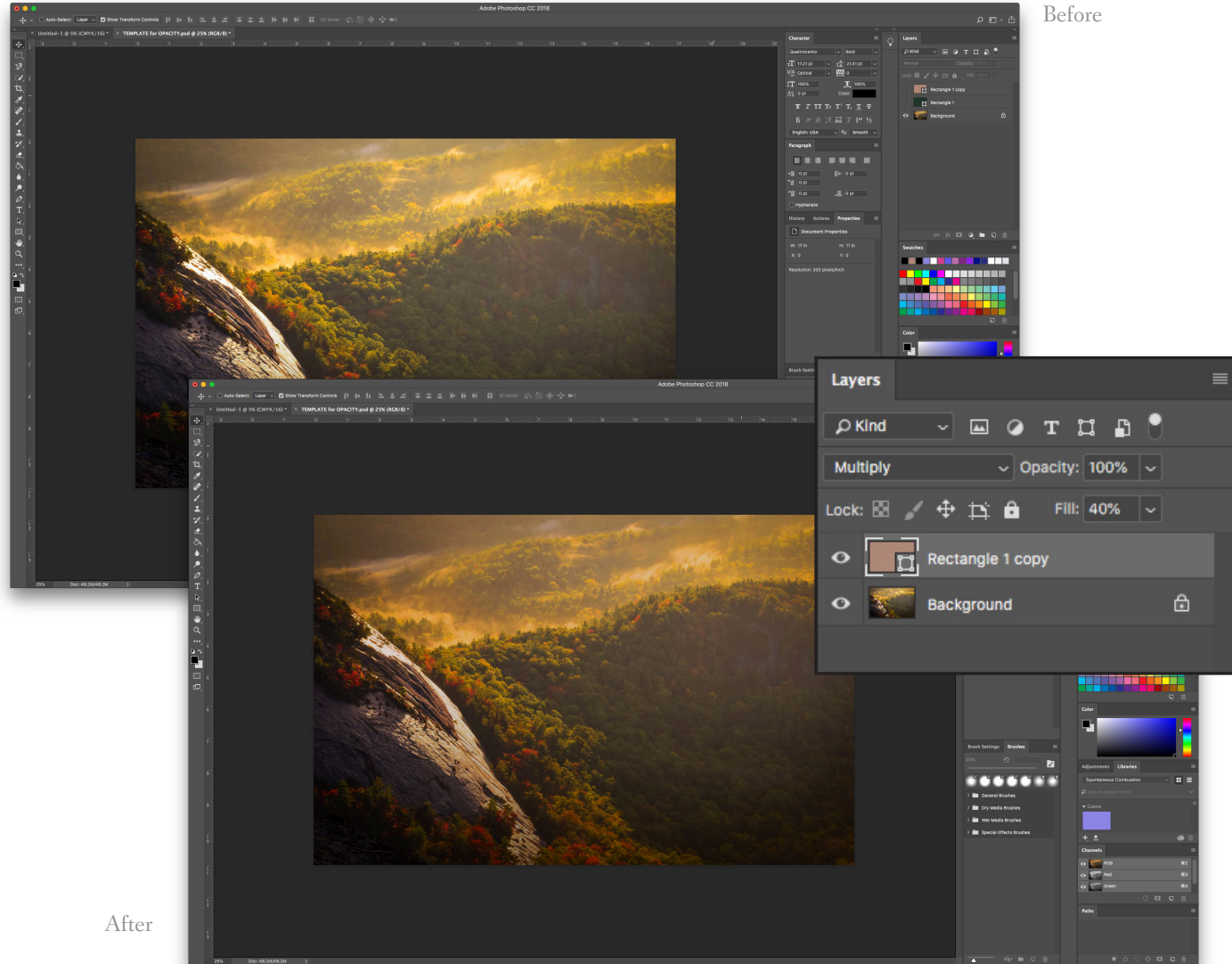
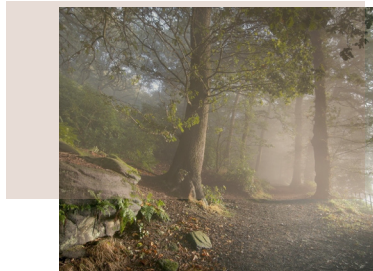
NUDE

C: 31  
M: 46  
Y: 51  
K: 4

R: 174  
G: 136  
B: 119

HEX:  
#ae8877

Pantone  
4725 C



Before

After