ST COLUMB'S HALL

VIRTCH

BRAND GUIDELINES

Brand Values

PEOPLE. GIVING THE HALL BACK TO THE PEOPLE.

COMMUNITY. ALLOWING EVERYONE TO GET INVOLVED, IN-PERSON AND ONLINE.

SPIRIT / HEARTBEAT. THE HEART OF DERRY CITY.

CONNECTIVITY. ALLOWING THE PEOPLE TO STAY CONNECTED TO THE CITY OF CULTURE.

CREATIVITY. SUPPORTING ARTISTS TO SHOWCASE THEIR WORK IN NEW WAYS.
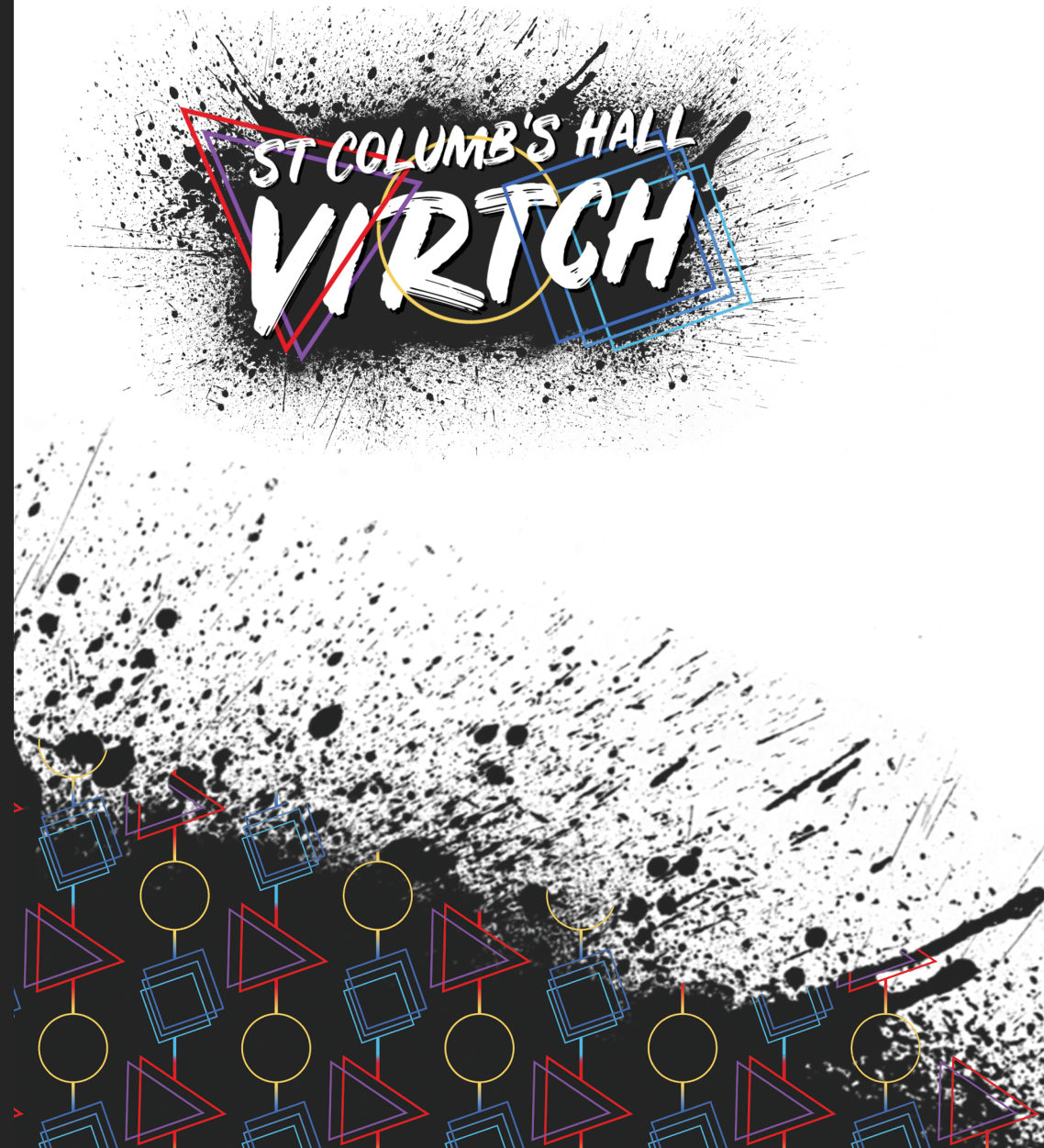
Tone of Voice

WE ARE...

POSITIVE
ENGAGING
ENERGETIC
EXCITING
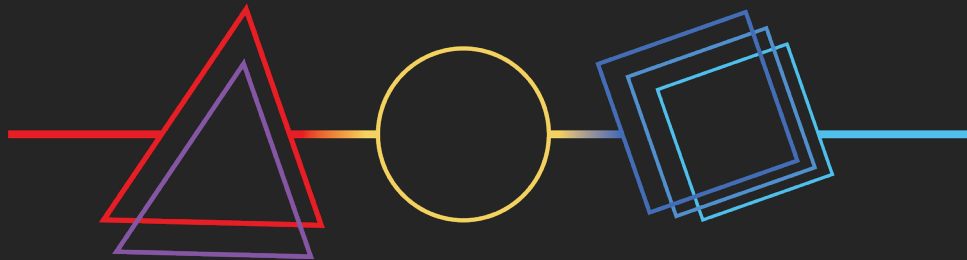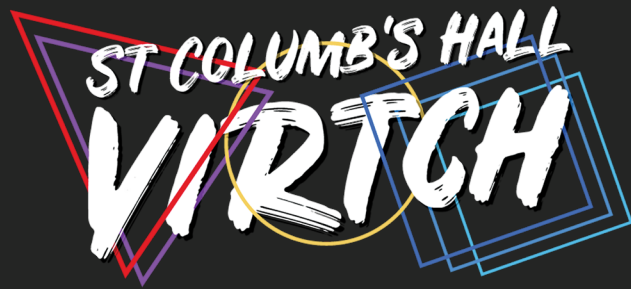EXCITING
HYPED

Identity guidelines

Main Identity

Below is a diagram showing the minimum spacing required around the logo on a dark background.

You should always use the artwork provided and never try to recreate the identity.
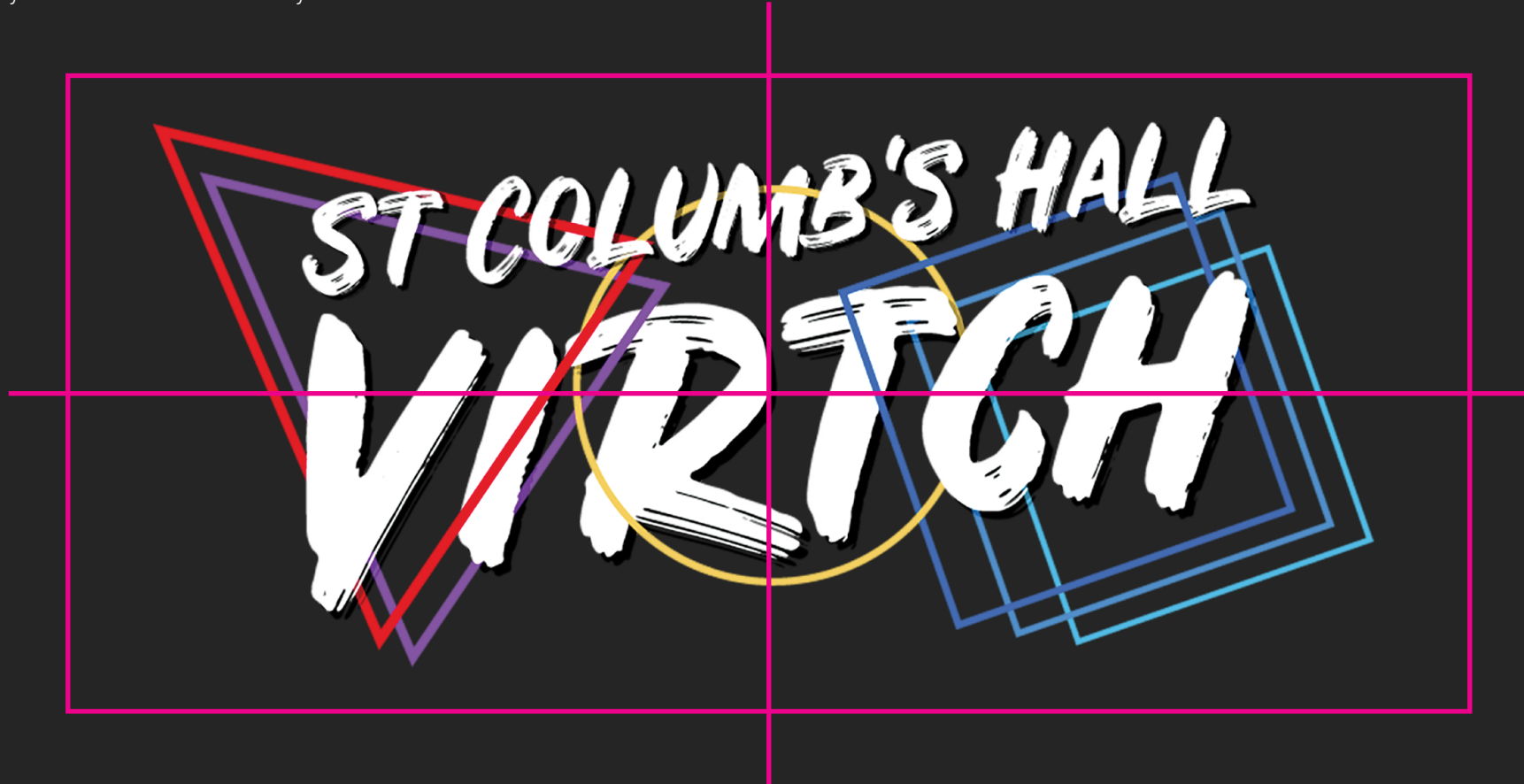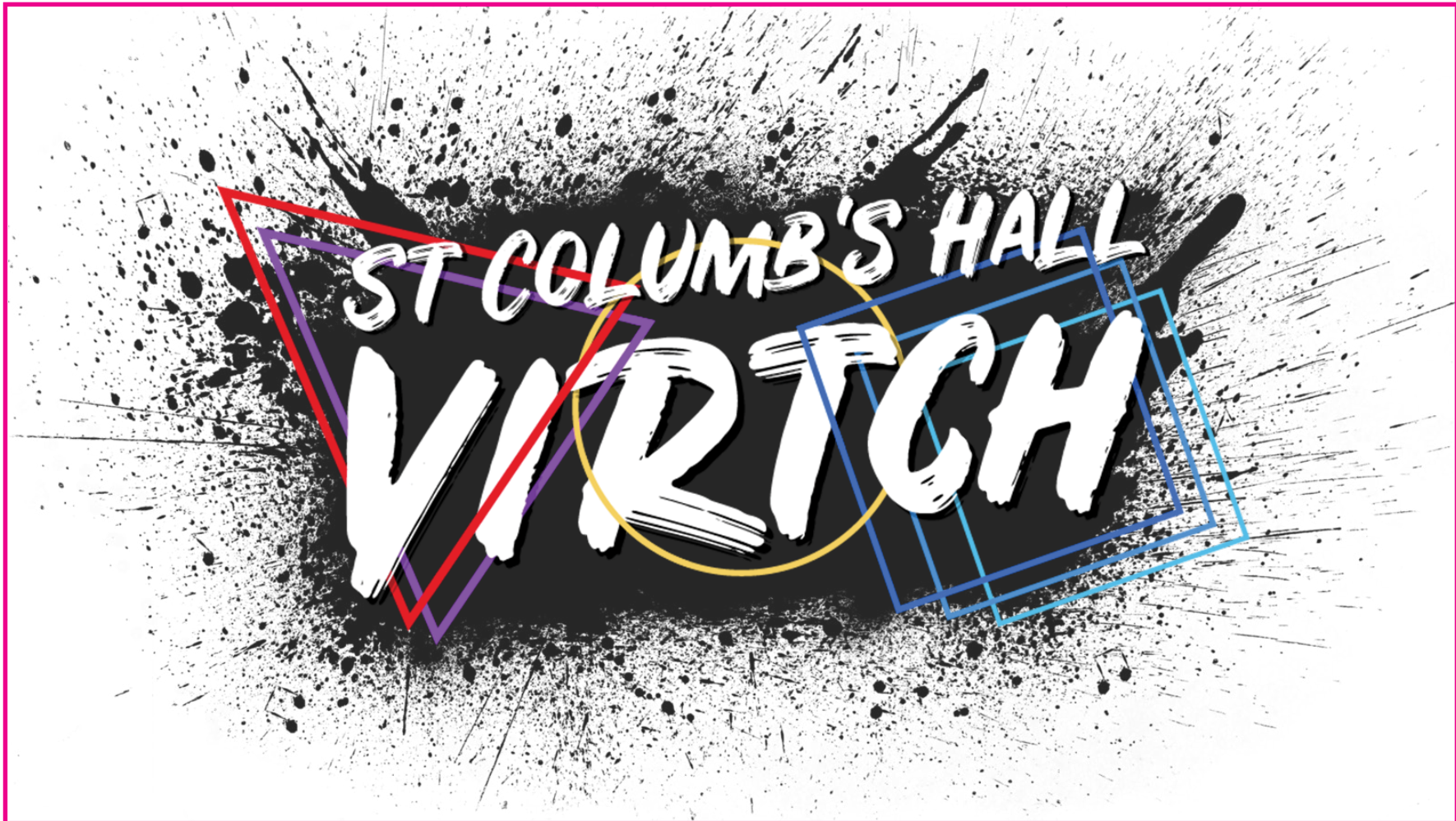
Main Identity

Below is a diagram showing the minimum spacing required around the logo on a light background.

You should always use the artwork provided and never try to recreate the identity.

Typefaces

RUSTICO - V2
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ
1234567890
!@$%^&*()-=_+[]{};\:|,./<>?

DIN Light
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
1234567890
!@£$%^&*()-=_+[]{};'\:"|,./←→?

RUSTICO - V2
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ
1234567890
!@$%^&*()-=_+[]{};\:|,./<>?

DIN Light
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
1234567890
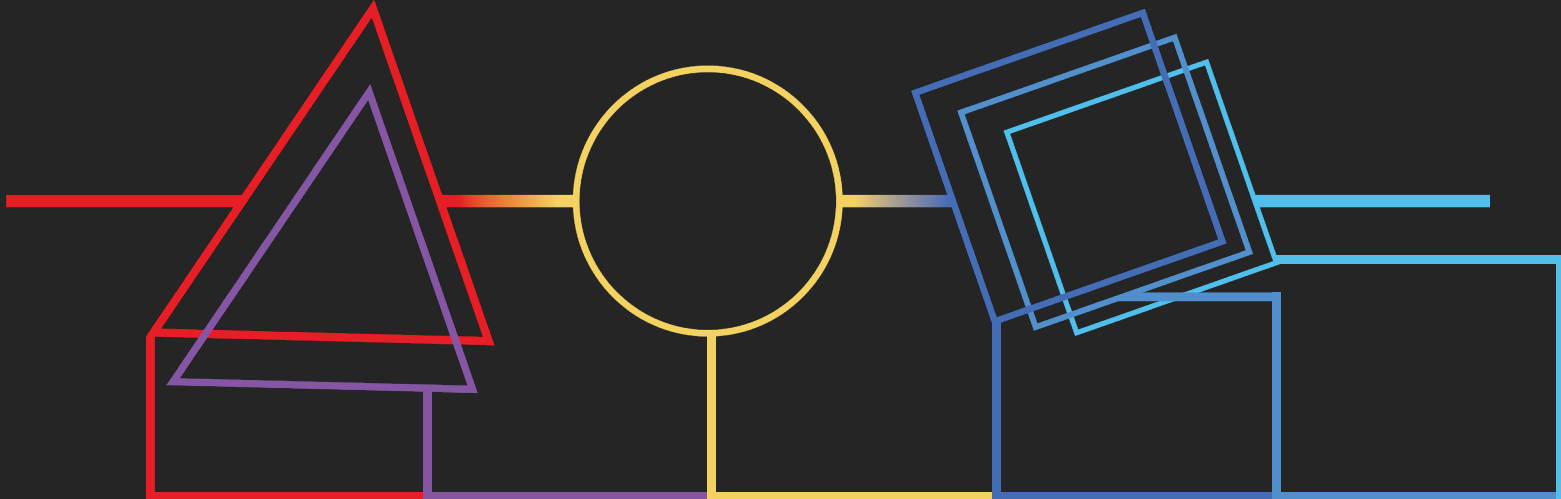!@£$%^&*()-=_+[]{};'\:"|,./←→?

Colours

#262626
#262626

#E50C21
#E50C21

#A33AED
#A33AED

#F4D160
#F4D160

#1D6EFC
#1D6EFC

#3896F2
#3896F2

#52BDE8
#52BDE8

Use of Colours

Colours should be used for accent elements These can include:
- Splash patterns
- Shapes
- Shape Patterns

If colour is being used for splashes they can be used on both light and dark backgrounds. When creating splash effects you should use the "spray splatter brush pack by outlinez"

If colour is being used for a shape outline or pattern it should always have a dark background (#262626)
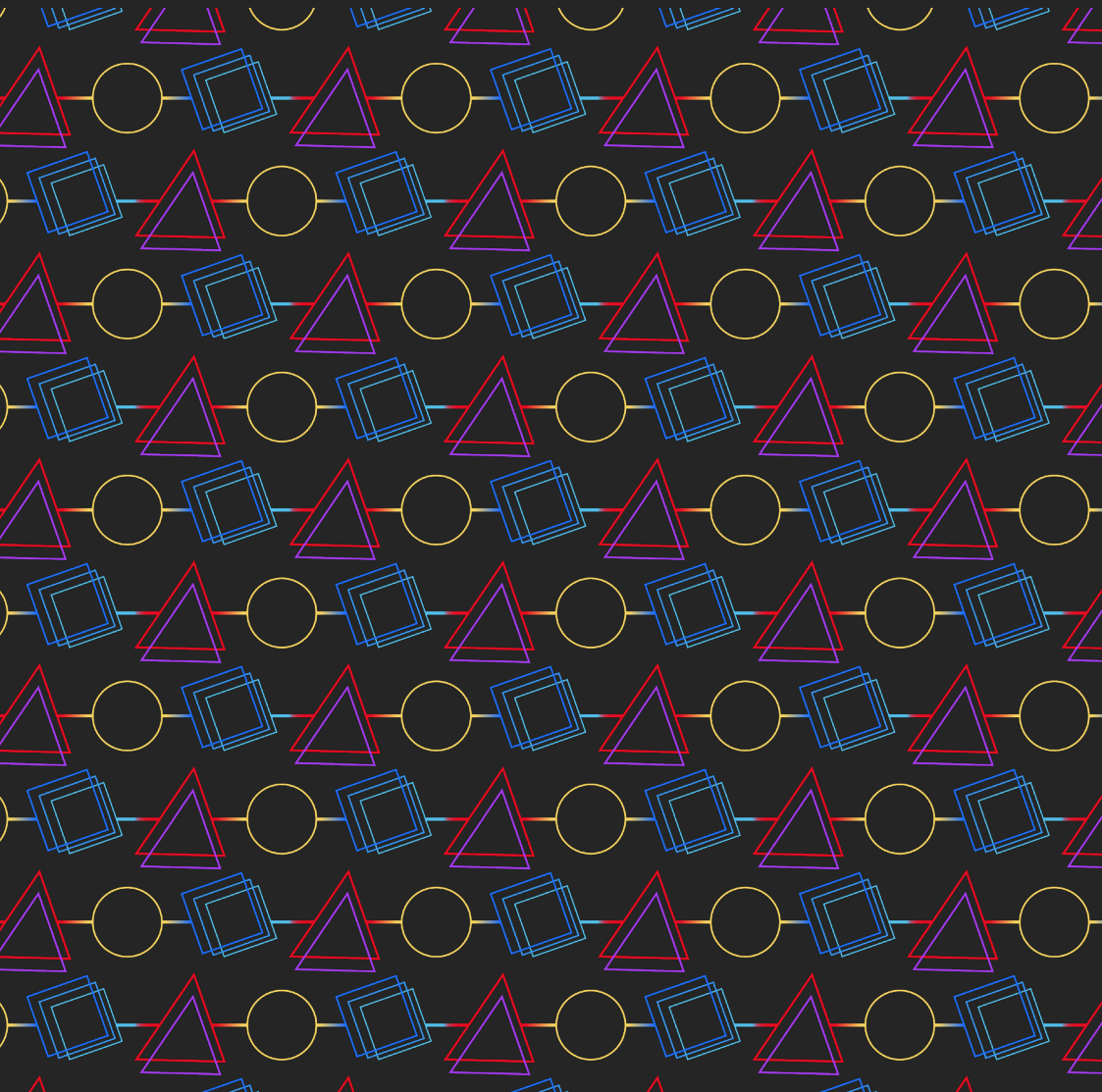
Poster Creation

The VIRTCH style works best with strong contrast between light and dark with colour splashed in to catch the eye.

When creating splash effects you should use the "spray splatter brush pack by outlinez" These brushs can be scaled up to create the splash effects used for VIRTCH posters and assets.

When creating poster for bands/ singers, Using a silohuetted image of the talent and adding the paint splashes behind them can help create strong visual contrast and catch the eye.

Another variation is to create a silohuette of the talent, and mask colour splashes on top. This creates visual contrast while also creating a cleaner poster. This can be utilised in scenarios where you have less space to work with, such as Instagram posters.

For events or festivals, recreating the event/festival's logo and adding splashes can help tie it into the VIRTCH branding.

When using the word "LIVE" on a poster, such as in the URL "WWW.VIRTCH.LIVE" you should add the dedicated "Live paint splash" graphic after the word so it looks like the record light on a camera.

Below is some examples of posters that can be created using the brand's visual language.

Poster Examples

Poster Examples

Poster Examples

Social Media Profile

Below is the profile picture and banner image for the VIRTCH social media accounts.

On the following page there are examples of how the banner and profile image will look across multiple different social media accounts. When uploading the banner images, make sure you chose the correct one for each platform. Facebook and Twitter use different sizes for their banners, both versions have been provded and labelled stating which one is for Facebook and which is for Twitter.

Social Media Profile Examples

Twitter Profile

St Columb's Hall
@StColumbsHall

Spectacular theatre in the heart of Derry. Built in 1886. Currently having a comeback.

📍 Orchard Street Derry saintcolumbshall.com

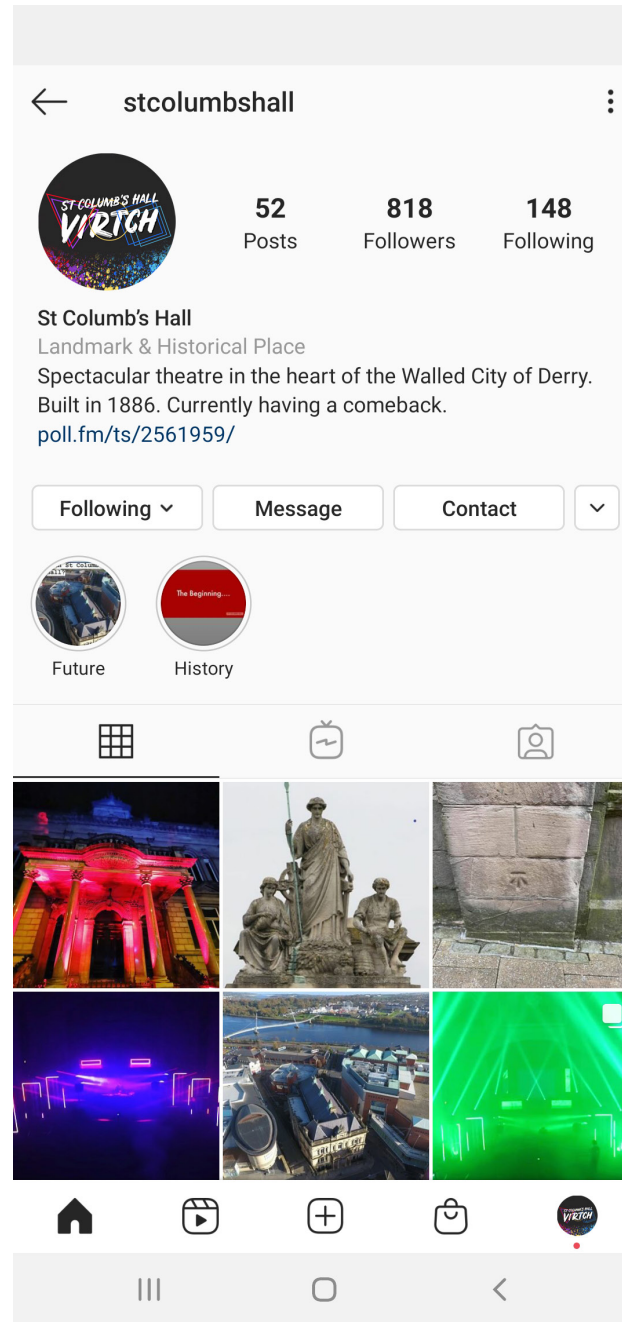🎈 Today is their birthday!

📅 Joined December 2012

218 Following **446** Followers

Not followed by anyone you're following

Tweets   Tweets & replies   Media   Likes

St Columb's Hall @StColumbsHall · 3d
Valuable new modelling reinforcing the importance of ventilation and masks in helping us co-exist with COVID in indoor venues. 🤔 #covid #design #innovation

Instagram Profile

stcolumbshall

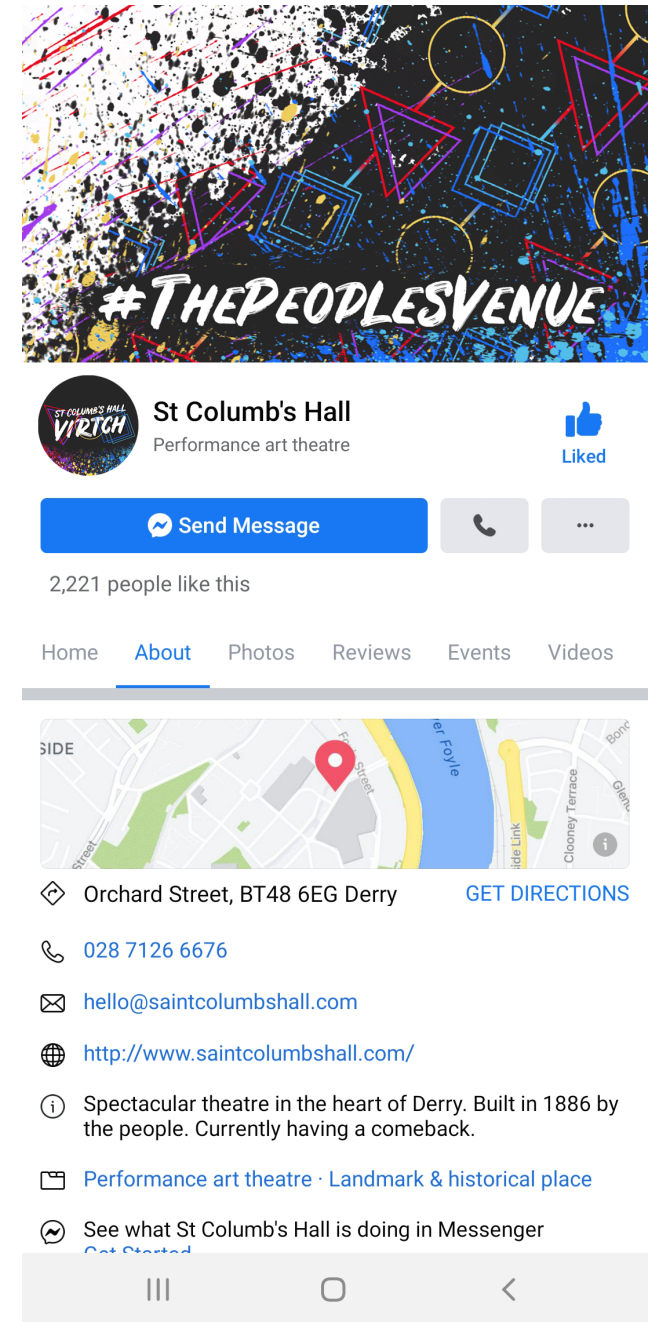**52** Posts **818** Followers **148** Following

St Columb's Hall
Landmark & Historical Place
Spectacular theatre in the heart of the Walled City of Derry. Built in 1886. Currently having a comeback.
poll.fm/ts/2561959/
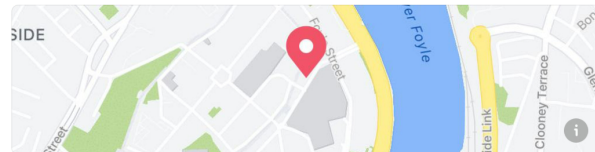
Following ⌄   Message   Contact

Future   History

Facebook Profile

St Columb's Hall
Performance art theatre

👍 Liked

💬 Send Message

2,221 people like this

Home   **About**   Photos   Reviews   Events   Videos

📍 Orchard Street, BT48 6EG Derry   GET DIRECTIONS

📞 028 7126 6676

✉ hello@saintcolumbshall.com

🌐 http://www.saintcolumbshall.com/

ℹ Spectacular theatre in the heart of Derry. Built in 1886 by the people. Currently having a comeback.

💼 Performance art theatre · Landmark & historical place

💬 See what St Columb's Hall is doing in Messenger
Get Started

Website

The website was created using Squarespace. From the Squarespace dashboard you can edit/ update the site with new events, merch, images and text. For more info on updating the website, consult the VIRTCH website user manual document.

LOGIN DETAILS

USERNAME: annemarie@saintcolumbshall.com

PASSWORD: virtch@sch2020