

STYLE GUIDELINES & THEATRE STAFF CONTACTS

The following information is provided to help you provide accurate information to the public and media regarding events at the Bank of America Performing Arts Center at the Thousand Oaks Civic Arts Plaza. Please use the information and logos below for print, web, radio and TV promotional materials. Thank you for helping us provide consistent identity of our brand and to continue to be a premier cultural center in Ventura County and the Southern California entertainment market.

LOGO USAGE REQUIREMENTS

To obtain high resolution TOCAP logos in jpeg or eps format, e-mail vanessa@civicartsplaza.com

Use of the Thousand Oaks Civic Arts Plaza (TOCAP) logo, “Muse” icon (See Exhibit G) and Bank of America Performing Arts Center (BOAPAC) logos is restricted to print, web, and TV advertising for events at the BOAPAC. To maintain high quality, reproduction must always be from the original digital files of the logos, or an authorized print of it. It is not advisable to scan logos from printed materials or download/copy from websites. The logo must always be used as is, never modified or distorted in width or height, so as not to disrupt the correct scale and proportion of the logo. Attempts to recreate or misuse of any portion of the logos are unacceptable. Use either the Fred Kavli Theatre or the Scherr Forum version in horizontal or vertical format (Exhibits B-E). The TOCAP logo must only be used in its entirety, accompanying the Muse logo. The Muse must include the black box surrounding the surreal figure. Should it be desired to reverse this logo, the surrounding box shall still be reflected in all print and web promotional materials. The BOAPAC logo can only be used in its entirety, accompanying the ‘Performing Arts Center’ bar underneath the words ‘Bank of America.’ Please ensure that the words ‘Performing Arts Center’ and the figure in the Muse logo do not disappear when printing at small sizes. When printing logos on a dark background, use our “white” or “reverse” versions. (See Exhibit F)



Exhibit A: TOCAP/BofA logo



Exhibit B: Kavli-specific logo—horizontal



Exhibit C: Scherr-specific logo—horizontal



Exhibit D: Scherr-specific logo—vertical



Exhibit E: Kavli-specific logo—horizontal



Exhibit F: TOCAP/BofA reverse logo



Exhibit G: Exuberant Muse icon

TERMS AND DEFINITIONS

Use the following in all initial references to the theatres in press releases and editorial references:

- Bank of America Performing Arts Center at the Thousand Oaks Civic Arts Plaza
- Thousand Oaks Civic Arts Plaza’s Bank of America Performing Arts Center

When the full titles above cannot be used due to space and time restrictions, (i.e. TV and radio), it is acceptable to use the following:

- Bank of America Performing Arts Center in Thousand Oaks

Thousand Oaks Civic Arts Plaza: The Thousand Oaks Civic Arts Plaza consists of the Bank of America Performing Arts Center, which encompasses two performance theatres (Fred Kavli Theatre for the Performing Arts and the Janet and Ray Scherr Forum Theatre), Thousand Oaks City Hall and a 3-acre park. The entire complex is called the Thousand Oaks Civic Arts Plaza; “Thousand Oaks” should be included in all initial references to the complex.

Bank of America Performing Arts Center: The Bank of America Performing Arts Center consists of two performance theatres: the Fred Kavli Theatre for the Performing Arts and the Janet and Ray Scherr Forum Theatre.

Fred Kavli Theatre: The 1,800-seat theatre is the **Fred Kavli Theatre for the Performing Arts**; the full title should be used for all initial references to the hall. A shortened version — **Fred Kavli Theatre** — may be used where space is limited. (Note spelling of ‘Theatre.’)

Scherr Forum Theatre: The 394-seat theatre is the **Janet and Ray Scherr Forum Theatre**; the full title should be used for all initial references to the hall. A shortened version — **Scherr Forum** — may be used where space is limited.

continued on reverse

OTHER STYLE ITEMS OF IMPORTANCE WHEN PRODUCING ADVERTISING MATERIALS

- We encourage you to print our website URL in your advertising so that patrons can be informed about event information, e-newsletter event calendar sign up, directions, transportation, dining, lodging and other helpful information.
- The Box Office ticket information line is (805) 449-ARTS (2787).
- Box Office Hours: Tues.-Sun.: 12 noon to 5:00 p.m. On performance dates box office remains open until one half hour after curtain.
- Tickets for most performances may be purchased in person at the Thousand Oaks Civic Arts Plaza Box Office, online at www.ticketmaster.com or by calling Ticketmaster at (800) 745-3000.
- Digital artwork of the Ticketmaster logos and phone numbers for use on promotional materials can be found at <https://client.ticketmaster.com/Extranet/style.aspx>
- If you mail advertising materials (especially postcards) promoting your event, make certain that your organization's return address is clearly visible and prominent so that if it is undeliverable, the Post Office will return it to you to update your records.
- There must be a photo credit given to the appropriate photographer when using any photo of the Civic Arts Plaza.
- In the term "Founders Room" the word "Founders" has no apostrophe.

THEATRE PROGRAM DELIVERY GUIDELINES

Programs for events at the Fred Kavli Theatre or the Scherr Forum Theatre must abide by the following program delivery guidelines:

1. Programs may be delivered no more than 32 hours before show time.
2. Programs may be delivered 8 am to 5 pm, Monday through Friday. If you cannot deliver your programs by Friday, please make prior arrangements with House Supervisor Nancy Loncto at 805-449-2708.
3. The only location they will be accepted is the Civic Arts Plaza's Shipping and Receiving Department at the back of the Fred Kavli Theatre, located off Conejo School Rd. If no one is there to sign for the delivery, call the number as directed next to the telephone on the dock.
4. Program boxes must be clearly marked "Attention: Gary Mintz or Nancy Loncto," **in addition to the name and date(s) of your event**. If boxes are not clearly marked in this manner, your programs will not be transferred to the appropriate lobby by performance time. The telephone number for Gary Mintz is 805-449-2706.
5. After your performance(s), all remaining programs will be disposed of **unless prior arrangements are made** with Nancy Loncto.

THEATRE STAFF CONTACTS

Tom Mitze, Community & Cultural Services Director

(phone) 805/449-2707 • (Fax) 805/449-2750 • (E-Mail) tmitze@toaks.org

- Clear any changes to contracts.
- Check availability of dates in the Fred Kavli Theatre or Scherr Forum.

Gary Mintz, Technical Services Manager

(phone) 805/449-2706 • (Fax) 805/449-2732 • (E-Mail) gmintz@toaks.org

- Technical pre-production in Fred Kavli Theatre, i.e. audio, lighting, and stage set-up.
- Schedule load-in, rehearsals, equipment, delivery/pick-up* in the Fred Kavli Theatre.

Jonathan Serret, Assistant Technical Director

(Phone) 805/449-2108 • (Fax) 805/449-2188 • (E-Mail) jserret@toaks.org

- Technical pre-production in Scherr Forum, i.e. audio, lighting, and stage set-up.
- Schedule load-in, rehearsals, equipment delivery/pick-up* in the Scherr Forum.

Sharon M. Lauritzen, Box Office Supervisor

(Phone) 805/449-2725 • (Fax) 805/449-2777 • (E-Mail) slauritzen@toaks.org

- Arrange to print and/or sell tickets to your event.
- Place your event in our Calendar of Events or on the marquee.
- Place your event on the civicsartsplaza.com website and e-newsletter.
- Handicapped access inquiries.

Vanessa Pellegrino, Marketing Manager

(Phone) 805/449-2765 • (Fax) 805/449-2750 • (E-Mail) vanessa@civicsartsplaza.com

- Place your event in our annual color Season Brochure (restrictions apply).
- Logos and style guidelines for your promotional materials.
- Media and advertising contact list available.

Nancy Loncto, House Supervisor

(Phone) 805/449-2708 • (Fax) 805/449-2750 • (E-Mail) nloncto@toaks.org

- Arrange for parking passes for performers.
- Arrange for any special set-up in the lobby for your event.
- Arrange to display an event poster (up to 28" x 52")
- Set-up delivery/pick-up* times for tables, chairs, floral, balloons, and signage needed in lobbies, plaza and Founders Room.
- Lobby concessions and merchandise.
- Lost and found.

Melodie Russell, Executive Secretary

(Phone) 805/449-2705 • (Fax) 805/449-2750 • (E-Mail) mrussell@toaks.org

- Reserve the Founders Room, lobbies, plaza or patio for receptions, dinners, meetings, etc.
- Catering inquiries.
- Insurance inquiries including purchasing insurance.

***PLEASE NOTE: All deliveries/pick-ups for events in the Fred Kavli Theatre and Scherr Forum must be scheduled a minimum of 48 hours in advance with the appropriate staff member.**