DENVER CENTER FOR THE PERFORMING ARTS

THE
UNFORGETTABLE
EXPERIENCE

TABLE OF CONTENTS

YOU KNOW THE
MOMENT WHEN
IT HAPPENS

Recalling your first show together
over pre-show drinks.

Catching the eye of an actor
on stage.

The wonder reflected in the faces
of those seated around you.

An usher's kind words.
A friend's inspired opinion.

And your own laughter, louder than
it's been in weeks.

It's the moment you realized
you lived well today.

YOU MADE IT UNFORGETTABLE.

THAT'S WHY **DENVER CENTER FOR THE PERFORMING ARTS** IS HERE

TO CREATE UNFORGETTABLE SHARED EXPERIENCES

World premiere plays, beloved Broadway musicals, educational programs, once-in-a-lifetime events — they're all experiences that engage senses and energize feelings.

And although it's always fun, it's something more than entertainment. It's a spark of life.

By creating unforgettable moments that feature exciting and powerful artistic performances, we bring people together.

WE BRING PEOPLE TO LIFE

IT'S NOT JUST THEATRE THAT CAN INSPIRE

YOU CAN, TOO

As one organization, we should all ask:

• How can we make the whole theatre experience unforgettable?

• Are the services we offer the absolute best they can be?

• Are we advancing the theatre arts while educating our community?

• What can we share with the world that is unforgettable?

We are the largest theatre organization in the Rocky Mountain region.

WE WANT TO BE KNOWN AS THE MOST ENGAGING THEATRE ORGANIZATION IN THE NATION.

When people experience DCPA, we want them to remember our engaging programming forever and become a theatre enthusiast for life.

We want them to appreciate the quality of our people, of our work and of the overall theatre experience.

And we want everybody to notice the impact of that work on our customers, on our community and on the future of theatre.

WE WANT TO BE
AS UNFORGETTABLE
AS THE EXPERIENCES
WE CREATE

IT STARTS WITH YOU — STARTING WITH EACH CUSTOMER

SO BE INSPIRING.

SHARE YOUR EXCITEMENT.

HELP SOMEONE GROW.

Create a special occasion out of an everyday interaction.

Very few of us are ever the on-stage entertainment.
But every one of us is the reason a DCPA experience is something more.

TOGETHER, WE ARE THE HEART OF THE EXPERIENCE OF THEATRE.

Create an unforgettable moment.

BE DCPA.

HOW TO BEGIN

Every brand experience we offer our customers begins with you. When we all come together and commit ourselves to living out the promise of unforgettable shared experiences, we will create consistent and inspiring encounters that help Denver Center for the Performing Arts maintain its leadership position in the world of theatre.

TOGETHER, WE SHOULD LIVE THESE VALUES AS ONE ORGANIZATION EVERY DAY:

FOCUS ON OUR CUSTOMERS

Everything we do is for our customers. Everything they experience is because of us.

BE INNOVATIVE EVERY DAY

Shake things up. If you have a better idea or can see a better way, speak up or make it happen.

MAKE IT AMAZING

Dedicate yourself to a higher standard of quality in everything you do. It's why we're leaders.

SOLVE AND SOLVE AGAIN

Be the change. Find solutions to challenges and help others find theirs, too. We're one team and we're doers.

ACT WITH INTEGRITY

Integrity is how you act when no one is looking. Be your best self and assume others already are.

OUR BRAND:
THE MUSE

We've selected a brand "personality" to help everyone understand how we can model ourselves when communicating with the world. Whenever you interact with the world, please present the personality of The Muse.

Inspiring. Selfless. Creative. The Muse is a collaborative guide of the growth of others. The classic idea of the Muse is someone who inspires the creation of art or literature. That idea clearly reflects our core missions of theatre and education.

However, you can also think of the Muse as someone who inspires an unforgettable shared experience. Someone who inspires others to have an amazing time through words or actions. The Muse brings energy, excitement and a sense of the magical to anyone aspiring to live a fuller life.

CATALYST
for
CREATIVITY

INSPIRING
and
ENGAGING

ARTS
THOUGHT
LEADER
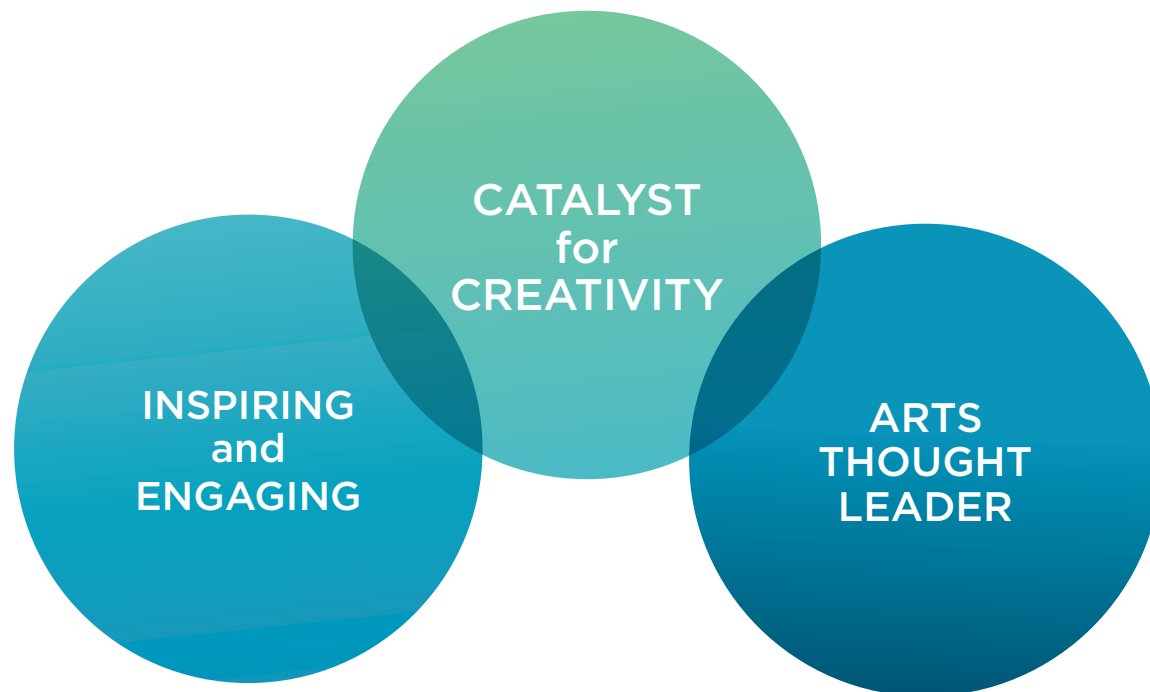
VISUAL STYLE GUIDELINES

Denver Center for the Performing Arts is an organization with a rich history in Denver and a stellar reputation nationwide. We've redesigned and re-imagined all of our brand elements to draw from the past while positioning us for a successful future.

Our logo, colors, fonts, language and personality all work together to convey a clear identity to the world. Please use the guidelines that follow to maintain a strong, consistent brand in every communication.

OUR LOGO

Our logo is the most visible part of our brand, acting as our stamp of approval wherever it appears. That's why it's so important to use it correctly and consistently.

Our logo has two parts: our name in a custom logotype treatment and the "ring" mark. Together, they honor our past while modernizing the look we show the world.

THE RING MARK

The theatre experience is built on the human experience — a cycle of joy, pain, drama and laughter. The ring mark represents a similar chain of unforgettable experiences being shared or passed along over and over with no end.

There are hints to the theater in the forms of Spotlights and stages represented in the component shapes themselves. There are also echoes of the mark's circles in the round letterforms of the customized type.

All together, the ring maintains the familiarity of our established brand but should now be thought of as all of us working together to create unforgettable shared experiences.

Original Logo

The Denver Center
for the Performing Arts

New Logo

DENVER CENTER FOR THE
PERFORMING ARTS

Symbol: Ring Mark   Logotype

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SPECIFICATIONS

The standard logo size is 2 inches or 144 pixels wide. To help ensure that it reproduces legibly, always use approved artwork files.

Printed materials:

• Full page ads, letterhead, printed collateral – minimum 2" wide

• 1/2 and 1/4 page ads and small use cases – minimum 1.25" wide

Digital use:

• Website, Email, Banner – minimum 144px wide

Smallest use:
Removes "for the" in the name and reduces the size, only in instances when the smallest standard logo will not fit.

• Print – Must be between .75" and 1.25" wide

• Digital – Must be between 90px and 143px wide

Make sure there is always plenty of space around the logo to prevent crowding and keep the visual impact strong. The blank area on the top and bottom of the logo should be no less than the height of the capital "E" in the logotype. The blank area on the left and right should be no less than 150% the height of the first capital "E" in the logotype.

The logotype and ring mark should always remain together as a unit. The logotype and symbol should only be used independently from one another in approved applications.

Minimum Width:
1.25" - print | 144px - digital

Smallest Use
Minimum Width:
.75" - print | 90px - digital

Maximum Width:
1.25" - print | 143px - digital

Safe area

COLORS AND BACKGROUNDS

For consistency, our logo may only be applied in a limited number of colors and techniques. Whenever possible, use the 4-color logo.

The standard logo should be printed on a white background or locked up with the Spotlight tab only. This logo should not be printed on any other color or image without the tab.

The 4-color logo should be used whenever possible.

The black and white version should only be used for one-color applications such as forms, newsprint or fax.

The reversed white logo should only be used for print applications when the logo is to be applied to a dark color background or photograph.

VERTICAL LOGO

Use the horizontal logo unless space is severely limited.

When space is limited and the vertical logo is used, the proportions of the "ring" mark and text, as well as the proportion of space between the two marks, should not change.

Minimum Width:
1" - print | 100px - digital

Minimum Width:
.5" - print | 75px - digital

Maximum Width:
1" - print | 100px - digital

4 color gradient logo

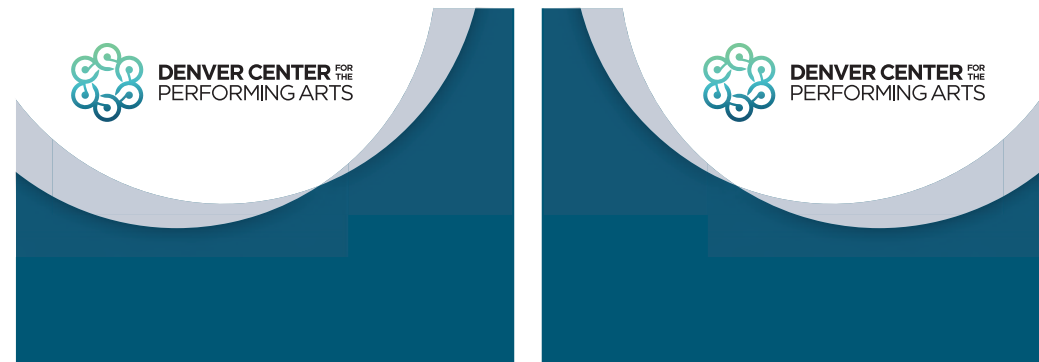One color logo

One color reversed logo

LOGO ON TAB

When the full color logo cannot be applied on a plain white background, a tab should be placed behind the logo. The primary Spotlight tab should be used as first choice. The secondary tab should only be used when Spotlight tab cannot be.

Primary Spotlight Tab

Secondary Tab

Primary Spotlight Tabs for use in upper left and right corners

Primary Spotlight Tabs for use in lower left and right corners

INCORRECT DESIGN APPLICATION

To preserve the integrity of our logo, it's important to avoid misusing or modifying the logo art work.

- Don't position the logo on or near other elements, shapes, textures or patterns
- Don't use busy or cluttered backgrounds
- Don't alter the position of the various elements of the logo
- Don't distort or rotate the logo

INCORRECT LOGO USAGE

- Don't reproduce the logo in an unapproved color
- Don't reproduce the logo as a screen or tint
- Don't place the logo over a gradation of any kind
- Don't redraw or use another font to create the logo
- Don't use the logo to create any type of pattern or mosaic
- Don't split up the ring mark
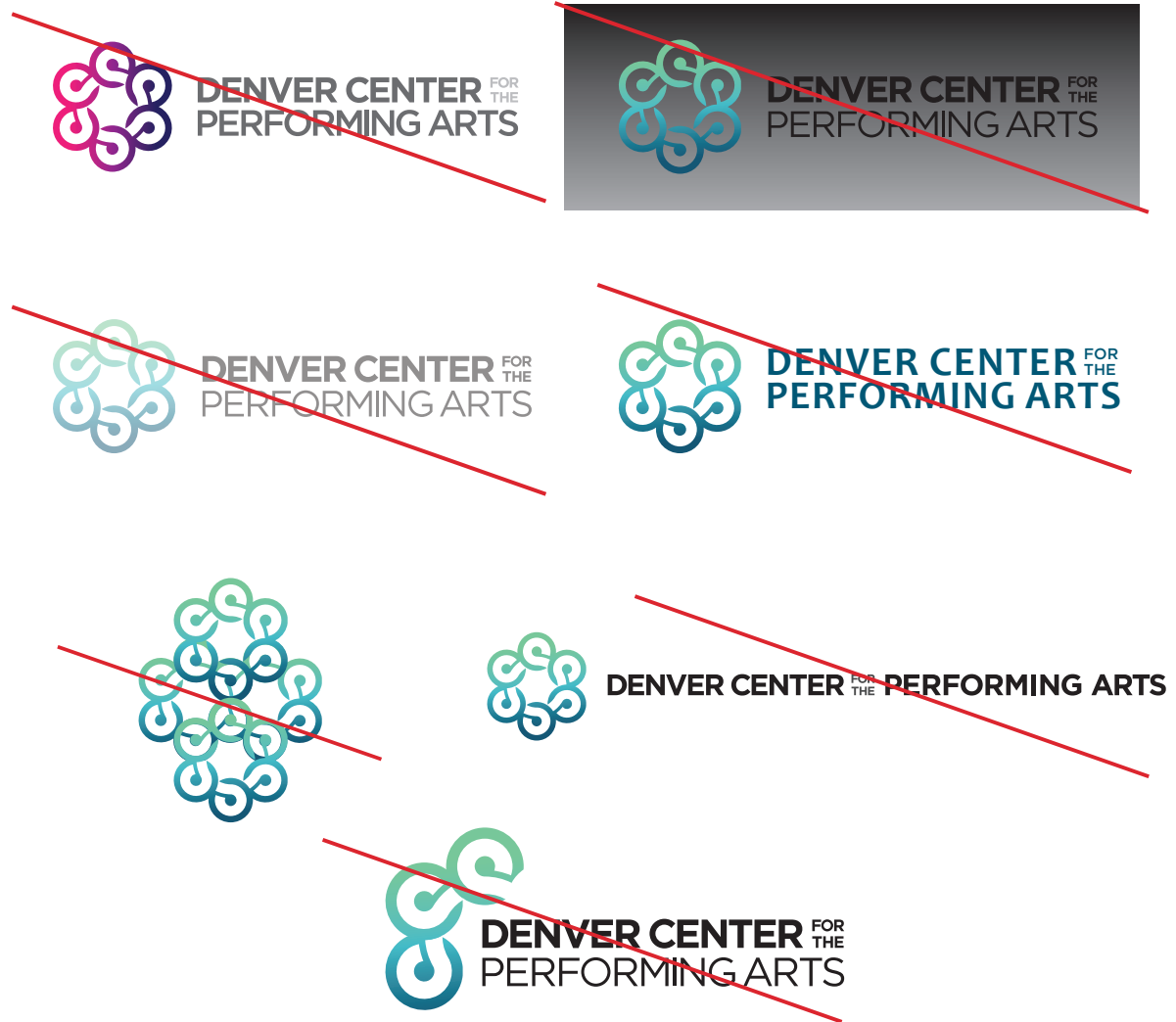
CO-BRANDING

Some situations may require our logo to be presented with equal emphasis on another organization to imply partnership or endorsement. This arrangement should be negotiated and selectively used. All potential marketing opportunities that require co-branding need to be reviewed and approved by the marketing team.

When our logo must appear next to another logo in partnership, the two logos should be separated with a thin 50% grey or white (depending on background color) vertical line that is the height of our logo. The space between the two logos and the dividing line should be equal to the height of the capital "E" at 150%.

DENVER CENTER FOR THE
PERFORMING ARTS

XYZ Company

150% of E
from DENVER

150% of E
from DENVER

DENVER CENTER FOR THE
PERFORMING ARTS

XYZ Company

150% of E
from DENVER

150% of E
from DENVER

TYPOGRAPHY

PRIMARY TYPEFACE

Using only approved fonts will focus our use of typography as a brand identity element and unify the appearance of our written messages.

Gotham is the recommended font approved for use in design applications. It's a contemporary, modern typeface available in a comprehensive range of weights. It's bold and straightforward while still being friendly and approachable.

Gotham

Gotham Light. 1234. *Gotham Light. 1234.*

Gotham Book. 1234. *Gotham Book. 1234*

Gotham Medium. 1234. *Gotham Medium. 1234*

Gotham Bold. 1234. *Gotham Bold. 1234*

Gotham Narrow fonts may be used in materials with large amounts of copy to alleviate sameness. Gotham Narrow fonts should only be used sparingly, as a second option to the original Gotham Family. Gotham Narrow fonts should never be used for 1st level headlines.

Gotham Narrow Light. *Gotham Light.*

Gotham Narrow Book. *Gotham Book.*

Gotham Narrow Medium. *Gotham Medium.*

Gotham Narrow Bold. *Gotham Bold.*

COMPLEMENTARY TYPEFACE

The complementary typeface is Roboto Slab, a free Google font, which is a rounded slab serif font that complements the rounded geometric forms of Gotham.

This should only be used in title case and lowercase forms, never all caps. Roboto is only to be used as supporting copy to sub-headlines only.

Roboto Slab

Roboto Slab Thin. 1234.

Roboto Slab Light. 1234.

Roboto Slab Regular. 1234.

Roboto Slab Bold. 1234.

ALTERNATIVE TYPEFACES

Helvetica is the preferred typeface for online body text, correspondence or in any instance when Gotham can't be used.

Helvetica

Helvetica Regular. 1234. *Helvetica Regular. 1234.*

Helvetica Bold. 1234. *Helvetica Bold. 1234.*

Georgia is the preferred complementary font for online body text or in any instance when Robot Slab can't be used.

Georgia

Georgia Regular. 1234. *Georgia Regular. 1234.*

Georgia Bold. 1234. *Georgia Bold. 1234.*

TYPOGRAPHY HIERARCHY

Gotham and Roboto Slab should be used in appropriate marketing materials according to a specified hierarchy. Following this hierarchy will ensure that all marketing materials have a standard, consistent typographic structure that is representative of the DCPA brand.

Font sizes, colors and leading may be adjusted to the needs of specific materials, but relationship of elements in the hierarchy to the right should be maintained.

Headline - 1
Gotham Light All Caps | 50pt

Sub Headline - 2
Gotham Medium All Caps | 30pt

Sub Headline - 3
Gotham Medium | 20pt

Sub Headline - 4 (often date/location)
Roboto Slab Regular | 14pt

Intro Copy
Gotham Book | 14pt
(18pt leading)

Section Title
Gotham Book All Caps | 12pt

Body Copy
Gotham Regular | 11pt
(14pt leading)

Special Callout
Gotham Narrow Book Italic | 11pt
(14pt leading, 50pt tracking)

LOREM IPSUM
SIT AMET, CONETUR

Vivamus at urna vita interdum
July 4 - 14, 2014, Nunc Tristique Neque Mollis

Elementum tiam convallis magna eros, in tempus metus mattis non. Pellentesque consectetur risus tincidunt sapien fringilla vulputate. Cras enim ligula.

VIVITA INTERDA

Etiam sit amet gravida arcu. Suspendisse nisl dolor, pharetra a venenatis quis, semper vitae felis. Fusce pulvinar eleifend quam at vulputate. Cras semper nibh at fringilla. Quisque malesuada velit non nulla condimentum, sed volutpat magna faucibus. In hac habitasse platea dictumst.

"Ut a odio et mi mollis pharetra quis et tellus. Nulla feugiat semper velit ac dictum. Duis et dui at massa adipiscing malesuada id nec lectus. Quisque malesuada velit non nulla condimentum."

COLOR

PRIMARY COLORS

Our brand colors include bright, natural colors that communicate a sense of vitality and life. Blues and greens — the most common recurring colors in nature — help to lend a sense of universal approachability to the mark. The colors are meant to invite the audience into the experience of theater, and for that experience to provide a wellspring of emotion.

NOTE: If converting PMS colors to process color builds, please use the color builds labeled in this guide.

The primary brand colors are:

PMS 7707 C
CMYK: 100, 18, 12, 52
RGB: 0, 87, 117
#005775

PMS 7703 C
CMYK: 85, 20, 15, 5
RGB: 0, 147, 185
#0093B9

PMS 319 C
CMYK: 62, 0, 18, 6
RGB: 71, 185, 199
#47B9C7

PMS 346 C
CMYK: 53, 0, 51, 0
RGB: 121, 199, 154
#79C79A

PMS 7707 C
CMYK: 0, 0, 0, 100
RGB: 35, 31, 32
#231F20

PMS 7707 C
CMYK: 0, 0, 0, 50
RGB: 147, 149, 152
#939598

SECONDARY COLORS

Our secondary colors can be used to complement the primary brand colors. These colors should be used sparingly in design elements and used as accents only.

PMS 208 C

CMYK: 32, 99, 61, 26

RGB: 140, 27, 64

#8C1B40

PMS 1795 C

CMYK: 9, 98, 93, 0

RGB: 220, 40, 46

#DC272E

PMS 716 C

CMYK: 2, 66, 100, 0

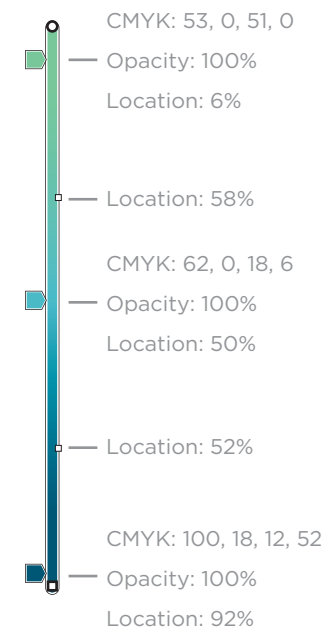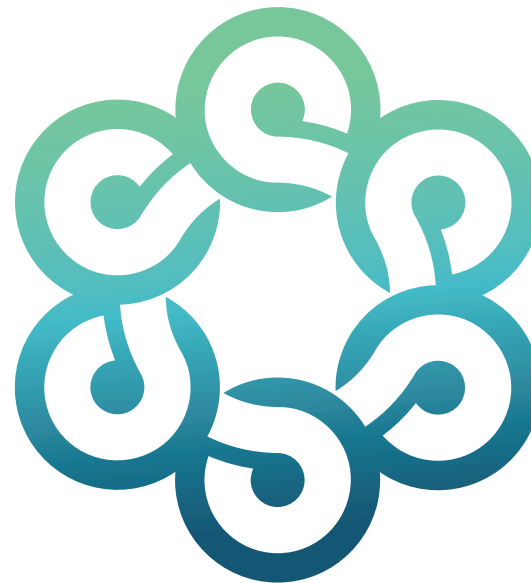RGB: 237, 122, 35

#EC7922

PMS 143 C

CMYK: 2, 32, 92, 0

RGB: 247, 179, 48

#F6B32F

SCREENING COLORS

When using the primary or secondary colors as Spotlight overlays, the opacity of the colors should be reduced to a value from 50% - 90% to create a Spotlight effect.

GRADIENT BUILD - LOGO

The ring mark shall always contain these 3 primary colors in these specific locations with the gradient angle at -84.6°. The order of color will go from lightest to darkest, top to bottom, never reversed or shown at a gradient angle of anything other than -84.6°. This gradient build should only be used for the ring mark of the logo.

DENVER CENTER FOR THE
PERFORMING ARTS

CMYK: 53, 0, 51, 0
Opacity: 100%
Location: 6%

Location: 58%

CMYK: 62, 0, 18, 6
Opacity: 100%
Location: 50%

Location: 52%

CMYK: 100, 18, 12, 52
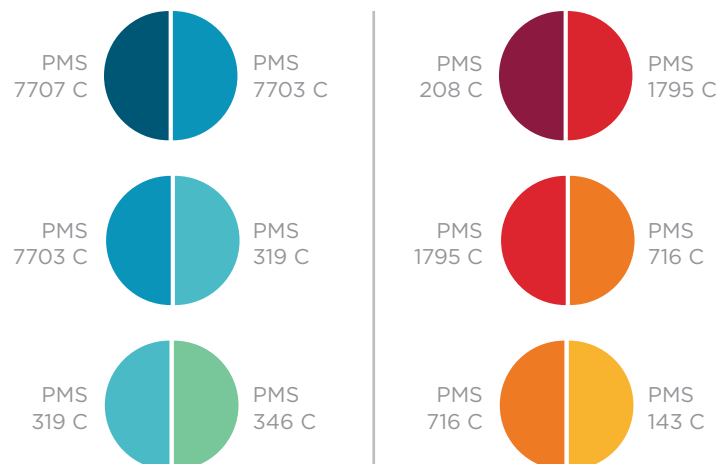Opacity: 100%
Location: 92%

Overall gradient angle : -84.6°

GRADIENT BUILD - SUPPORTING ELEMENTS

Additional graphical elements, such as circles and bars with gradients, can be used to accompany text or imagery. These gradients should only contain 2 of the primary colors and should only be used when no other gradiated elements are present.

Height: 0.07 in
Overall gradient angle : 0°

PMS 7707 C — PMS 7703 C

PMS 7703 C — PMS 319 C

PMS 319 C — PMS 346 C

PMS 208 C — PMS 1795 C

PMS 1795 C — PMS 716 C

PMS 716 C — PMS 143 C

The paired colors above may be used together to create 2 color gradient builds.

INCORRECT COLOR PAIRINGS

Color pairings should never jump color. Each pairing must be within the same shade value. Pairings will never contain more than 2 colors.
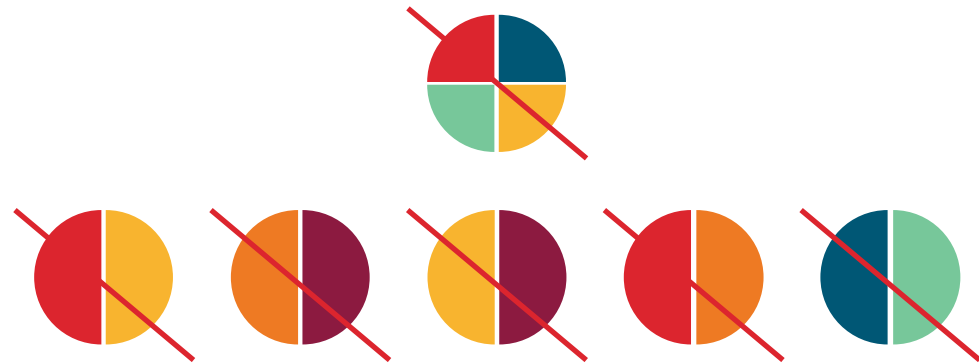
INCORRECT GRADIENT USAGE

Gradient builds that do not include the logo should never contain more than 2 colors. Do not create a gradient from any of the incorrect color pairings above.
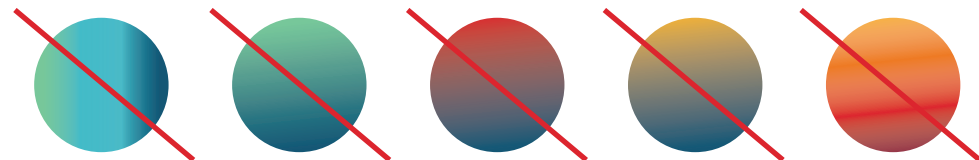
DESIGN ELEMENTS

The circles that form the individual Spotlights of the "ring" can be used as a design element in branded collateral and marketing materials. These circles can have either a 2-color gradient fill (as outlined on page 40 in the gradient section), or a 1 color primary or secondary color fill.

THE SPOTLIGHT

This shape is derived from the circular elements of the Ring Mark itself. The curvature of each shape together produces an overlapping effect, that of a Spotlight. The Spotlight can be overlapped close or a bit further apart. Primary and complementary colors are used but never mixed. A multiply filter is always applied and the lighter portion of the gradient must be on the outer portion of the circle, creating a dark area in the middle of the two circles. These circles should always be equal in size.

GRADIENT BAR

This single gradient bar has 2 primary colors, derived from the weight of the top section of the ring mark.

SPOTLIGHT BAR

This color bar is derived from the overlapping of multiple Spotlights all together to create an abstract formation that will complement a page with heavy text or introductions to sections. This bar contains two larger circles of equal size on the left and right, and two smaller circles of equal size at the center. The Spotlight Bar should only be accompanied by text and should be the only design element on the page.

THICK N' THIN

These lines are derived from the ring mark itself. The thin line is pulled from the central section of a piece of the ring mark. The thicker line is pulled from the white space within the central piece of the ring mark. These lines can be used as page header elements, to emphasize titles or break up large bodies of text.

Page Title Here Ipsum

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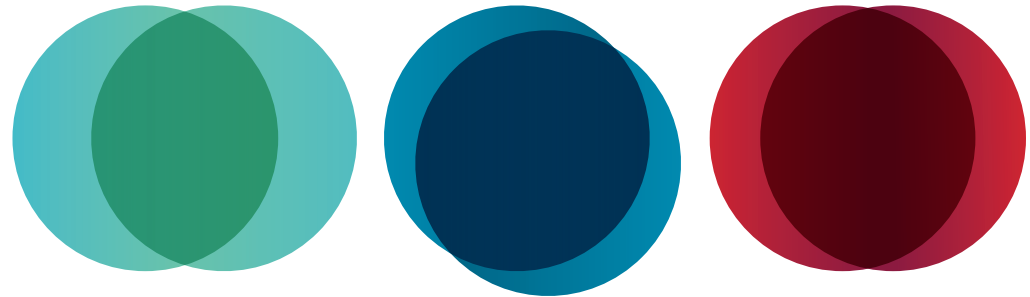
INVERTED SPOTLIGHTS

Spotlights can be created using two white circles to serve as a background element for the logo, when the logo is used as a primary design element on a page. The overlapped area between the two circles is pure white at 100% opacity. The outer edges of the circles that do not overlap are pure white at 80% opacity.

The logo should be placed in the center of the overlapping circles, and the circles should grow from one corner of the page.

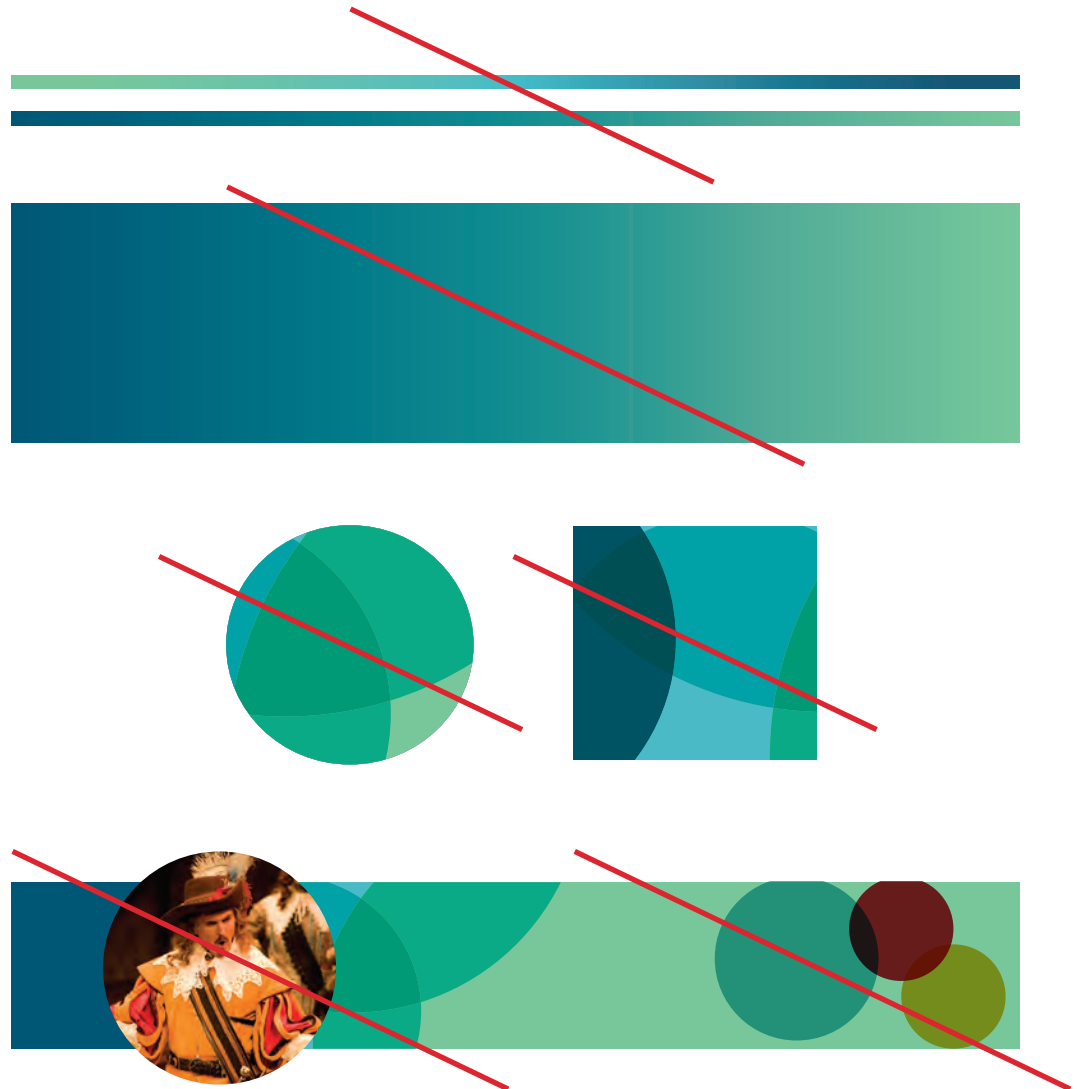INCORRECT DESIGN ELEMENTS USAGE

• Don't space Spotlight circles farther apart, as they feel less like Spotlights and more like a Venn diagram

• Don't overlap circles without a multiply affect applied

• Don't overlap two different sized circles

• Don't overlap circles with different colors or gradients

• Don't overlap circles in a way that causes the darkest portion of the gradient to not overlap
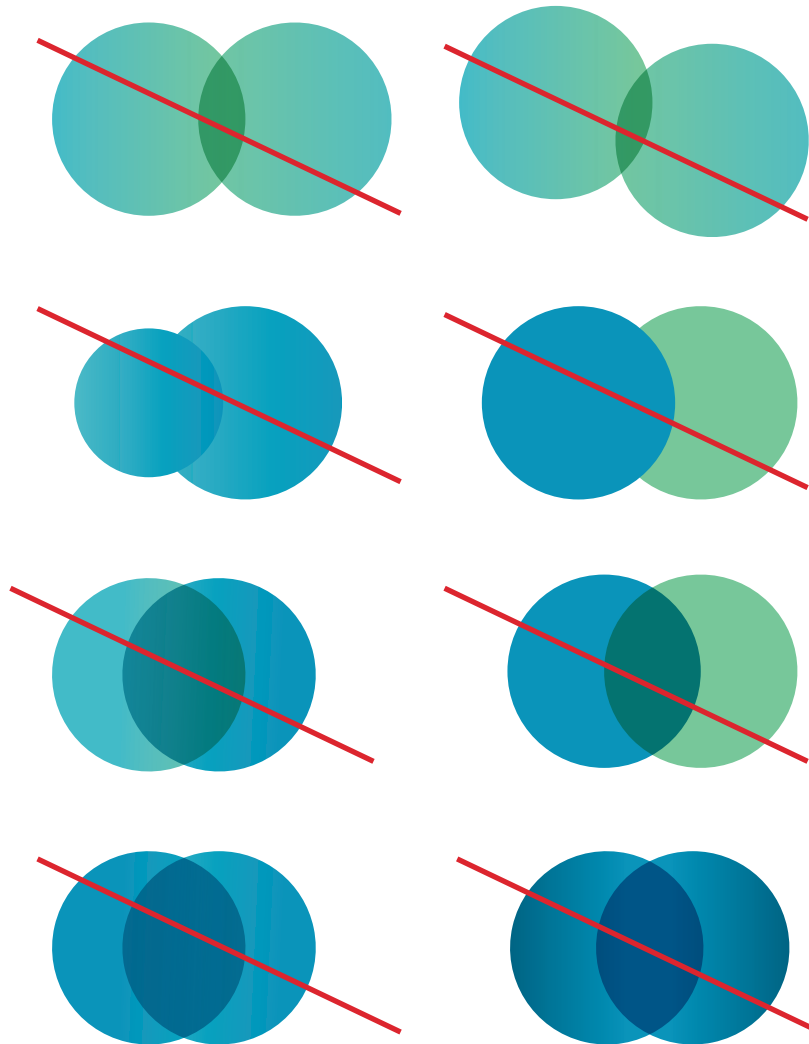
INCORRECT DESIGN ELEMENTS USAGE

- Don't use more than two colors to create gradient builds

- Don't use incorrectly paired colors

- Don't expand the bar vertically

- Don't use the elements of the Spotlight Bar in different shapes, or expand to the full dimensions of a page

- Don't add circles to or change the relationship of circles within the Spotlight Bar

- Don't use the Spotlight Bar on pages that incorporate imagery or any other design elements

INCORRECT DESIGN ELEMENTS USAGE

- Don't place inverted Spotlights in center of page

- Don't place inverted Spotlights over photography

- Don't clutter inverted Spotlights by filling them with the logo

PHOTOGRAPHY

PHOTOGRAPHY

Photography, when used in developed marketing materials, should evoke the idea of a shared unforgettable experience and connect with the viewer on an emotional level. Photography style should be that of professionally-shot show collateral, with bright or dramatic lighting and strong use of color. Aside from photographs of productions, photography should show inspired customers engaging with a show or with other customers.

PHOTOGRAPHY TREATMENT

Circular masks, spotlights and scallops should be used together with photography whenever possible to help establish the brand. The color overlay should never hold prominence over the main photo; it should be used to complement an image.

- Photography and show posters can be masked inside of a circle when an image is used as a secondary element

- Individual Spotlights can be overlaid on photography as a call-out for text

- Photographs can be masked with a white scallop; this scallop should be much larger than the Spotlight overlay

- The primary photograph on a page should either be full bleed or masked with a scallop

LOREM
IPSUM

LOREM
IPSUM

Recalling your first show together over pre-show drinks.

Catching the eye of an actor on stage.

The wonder reflected in the faces of those seated around you.

An usher's kind words.
A friend's inspired opinion.

And your own laughter, louder than it's been in weeks.

It's the moment you realized you lived well today.

YOU MADE IT
UNFORGETTABLE.

INCORRECT PHOTOGRAPHY USAGE

• Don't show audience
  without inspired expressions

• Don't show customers looking
  directly into camera

• Don't use black and white photos
  when printing in color is possible

• Don't use poorly
  lit/unprofessional shots

• Don't use multiple Spotlights with
  different color overlays

• Don't place Spotlight over or
  intersecting faces
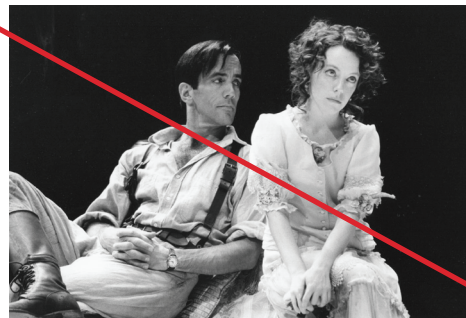
PHOTOGRAPHY CREDIT GUIDES

At times, photo credits are required to accompany a photo. In these cases, the below guidelines should be followed.

- When a photo credit accompanies a photograph masked within a circle, the credit should be placed .25" away from the photo, in the bottom right quarter. The text should be brand gray Gotham Book, all caps, 8pt.

- When a photo credit accompanies a full bleed or scalloped photograph, the credit should be placed in the bottom right or left corner of the image .125" in from the corner. The text should be white, Gotham Book, all caps, 8pt.

LOREM IPSUM III
PHOTO BY CONSECTETUER

LOREM IPSUM

LOREM IPSUM III
PHOTO BY CONSECTETUER

LOREM IPSUM III
PHOTO BY CONSECTETUER

LOREM IPSUM

LOREM IPSUM III
PHOTO BY CONSECTETUER

Recalling your first show together
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Catching the eye of an actor
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An usher's kind words.
A friend's inspired opinion.

And your own laughter, louder than
it's been in weeks.

It's the moment you realized
you lived well today.

YOU MADE IT
UNFORGETTABLE.

Lorem Ipsum III
Photo by Consectetuer

LOREM IPSUM

EDITORIAL GUIDELINES

Denver Center for the Performing Arts must be as customer-focused in communications as we are in every other aspect of our mission. It's clear from focus group research that our customers want clarity and simplicity in our language so they can make confident decisions about DCPA.

We've included new recommendations for writing "as" and about DCPA. Please use the guidelines that follow to maintain a strong, consistent brand in every communication.

TONE AND VOICE

Combining our brand purpose — to create unforgettable shared experiences — with the personality traits of the Muse gives us a strong "voice" to use in writing as the DCPA. Rather than intellectualizing the art of theater, we should focus on personalizing the experience of theatrical occasions.

Write as a collaborator who is encouraging someone to:

• Find entertainment and fun
• Create a special occasion
• Look at the world with fresh eyes
• Engage all of their senses
• Believe that they can make anything happen

With a personality that feels:

• Helpful
• Encouraging
• Enchanting
• Sincere

BRAND WORDS

Conversations with current and potential customers of DCPA helped us understand how they perceive theatre and how they talk about it. That's valuable information for communicating with our customers in a way that feels natural and appealing. We recommend you use these or similar terms whenever possible when discussing or writing about DCPA:

- Nothing Like It

- Entertaining

- Denver

- Great Acting

- Powerful

- Fun

- Engaging

- Artistic

- Special Occasion

DESCRIPTOR USAGE

Denver Center for the Performing Arts is a single entity to the outside world.
We will no longer advertise internal divisions separately (Denver Center Attractions,
Denver Center Theatre Company, Denver Center Events, etc.) with different names,
styles or tactics that confuse our audience. We will market one brand.

Still, there is some need for clarification in productions and services to help people set
their expectations of their experiences. We have tested brand "descriptors" with our
customers to be used as needed to clarify purchases or experiences. These descriptors
must be used accurately and consistently to maintain brand integrity.

DENVER CENTER FOR THE
PERFORMING ARTS
Broadway

- Formerly Denver Center Attractions

- Rarely needed to advertise shows since they carry
  such title recognition

- Use when identifying relevant subscriptions
  and packages

- Use when soliciting sponsorships and/or donations
  to relevant productions

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DESCRIPTOR USAGE

- Formerly Denver Center Theatre Company

- Use when advertising shows to set expectations for theatre and production

- Use when identifying relevant subscriptions and packages

- Use when soliciting sponsorships and/or donations to relevant theatres and productions

- Use when messaging to the national regional theatre industry (e.g., LORT, TCG, etc.)

DENVER CENTER FOR THE PERFORMING ARTS
Education

- Use in all advertising and marketing collateral to distinguish educational experiences from theatre experiences

DESCRIPTOR USAGE

- Formerly Denver Center Events

- Use in all advertising and marketing collateral to distinguish venue rental experience from theatre experience

DENVER CENTER FOR THE
PERFORMING ARTS
Cabaret

- Formerly Denver Center Attractions/Garner Galleria Theatre

- Use when advertising shows to set expectations for theatre and production

- Use when identifying relevant subscriptions and packages
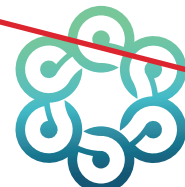
INCORRECT DIVISION USAGE

- Do not skew, distort or rotate the descriptor in any way

- Do not stack the descriptor vertically

- Do not use any other font than the approved font

- Do not put a drop shadow behind the descriptor

- Do not increase size relationship or spacing between logo and descriptor

- Do not use any color other than the one represented on page 37

~~The~~ Denver Center for the Performing Arts

There is no need to use the article "the" as part of the name of our organization for general marketing use. While it may appear in copyright or other legal applications, it is not included in our new logo and does not need to be written as part of our name. This will help minimize the associations with the performing arts complex and more closely mirror the acronym "DCPA."

Full name vs. acronym

The name of our organization is a mouthful. We often use the acronym "DCPA" internally because it's easier and we all know the meaning of the acronym. It might surprise you, then, that many people unfamiliar with us use the full "Denver Center for the Performing Arts" or a similar variation when searching for information about us online. The lesson? Although it might be easier for us to always shorten our name, it might be confusing for some customers.

The best solution is to always use the full "Denver Center for the Performing Arts" name in first mention in your writing, along with the acronym in parentheses. After the first mention, it's permissible to use the acronym only. Possible exceptions include limited spaces such as banner ads.

Example:

Denver Center for the Performing Arts (DCPA) is a 501(c)3 not-for-profit organization located in downtown's Denver Performing Arts Complex at Speer & Arapahoe. Over the last year, **DCPA** produced 11 plays, presented 13 musicals and educated 50,000 students.

DENVER CENTER FOR THE
PERFORMING ARTS