Pivot Theatre (formerly Nakai Theatre) created the following *Brand Playbook* in 2025 as part of its Balancing Act Level UP! Pilot Project. The playbook was designed to help contract workers get up to speed with the theatre's branding and communication guidelines. This playbook was developed before the company changed its name to Pivot Theatre so the guidelines refer to the theatre's former name, Nakai Theatre.

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If you have any questions or would like to discuss these materials,
please contact Balancing Act at balancingact@theatredirect.ca.

Pivot theatre

BALANCING ACT

Nakai Brand Playbook

Values: Human, kind, simple, and direct.

Goals: Local awareness and participation, territorial participation in arts and culture, and national and international awareness.

KEY SITES

- http://www.nakaitheatre.com
- https://www.instagram.com/nakai.theatre/

VISUAL VALUES

Simple, clear, readable, gets out of the way. Flexible.

Key brand identity/words: Theatre that can only be made here, delight, uncommon, welcoming, pleasure, good night out, landscape, music, seasonal, contemporary, playful, satirical, fun without checking your brain or ethics at door. Focus on making connections, audience and participants, and ideas!

TONE AND CONTENT VALUES

- Share others' work as well as our own
- Our communication is a service we offer, not a burden
- Specific, joyful, and a little snarky, but earnest in the belief that theatre can help and people deserve delight in their lives.
-

Some insights / wisdom / tips:

- Images of audience or performers over headshot / studio shots
- Let people know what to expect
- Local matters
- Faces and eyes grab attention
- Less words / drive to website (print and graphic)

- MAX 2 fonts (1 title/serif, 1 details / san sarif)
- nakaitheatre.com, etc. Never need to print “http://www.” or even “www.”

FONTS

Display = titles and/or text, 1 or 2 lines max in copy
Josephin Sans Bold - NAKAI, Nakai

Block Heading / Title = Online or in print
Arvo

San Serif - online and in print
Roboto or Roboto Condensed

Serif – Paragraph / longer text / Script
Droid Serif

LOGOS

Link to folder with logo files

Logo is single colour, most often black, but can be adjusted to the needs of usage.

LETTERHEAD

[Link to folder with letterhead]

NAKAI THEATRE

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Norah Paton Managing Producer **norah@nakaitheatre.com**

SOCIAL ICONS

Uses: Facebook, Instagram, Twitter, Zoom

Logo with image in background, e.g.,

FURTHER READING

Documents:

- Make Better Documents (Anil Dash)

For the Web:

- Writing for the web
- Don't Make Me Think (Steve Krug)