

Venue Style Guide

Moonlight Amphitheatre • AVO Playhouse



Venue Information

Moonlight Amphitheatre • 1200 Vale Terrace Drive • Vista, CA 92084

AVO Playhouse • 303 Main Street • Vista, CA 92083

Improper venue names: Moonlight Amphitheater, AVO Theatre or AVO Theater. The proper font casing for AVO is for all three letters to be in upper case for brand consistency.

Required Advertising Information

Venue Logos

In all print, website, and collateral, the respective venue logo issued by the City of Vista is to be used.

The logo for Moonlight Amphitheatre consists of the words "MOONLIGHT" and "AMPHITHEATRE" stacked vertically, with horizontal lines above and below the text.

The logo for AVO Playhouse consists of the letters "AVO" in a large, bold, sans-serif font, with the word "PLAYHOUSE" in a smaller, bold, sans-serif font directly below it.

Request the appropriate venue logo from your rental representative.

Primary Theatre Identification

Moonlight Amphitheatre or AVO Playhouse

Ticketing Statement

We recommend using this verbiage: "Tickets are available online at www.vistixonline.com, at the VisTix Ticket Office located at Vista City Hall, 200 Civic Center Drive, or by calling (760) 724-2110."

Website Address and Phone Numbers

www.vistixonline.com – online ticket ordering site

www.moonlightstage.com – principal theatre site

(760) 724-2110 – VisTix Ticket Office

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Posters and Fliers

Posters may be placed at the rented venue and VisTix Office provided space is available. Space is reserved for upcoming events; however, the most recent calendar event has first priority.

Poster sizes can be made up to the following sizes:

- Moonlight Amphitheatre - 27"W x 36"H
- AVO Playhouse - 32"W x 50"H
- VisTix Office - 11"W x 17"H

Upon request, poster space may be available (space permitting) in downtown kiosks. Up to two posters may be placed downtown and should be 33"W x 45"H in size.

Regardless which venue is being rented, fliers may be placed at the AVO Playhouse, VisTix Office, and Moonlight Stage Productions' production office. The preferred flier size is 5.5"W x 8.5"H.

Please check in advance that space is available prior to printing specific sizes.

Website Listing

Your event will be listed on www.vistixonline.com and www.moonlightstage.com. Information will be listed only at the time tickets are on sale to the public. Please provide the following information:

Name of event

Name of presenter

Website link to presenting organization

Date(s) of event

Time(s) of event

Ticket price range

A description of your event no longer than 100 words (the City of Vista reserves the right to edit your event description for content, available space, and style purposes).

On vistixonline.com, you may provide photos to help market your event. Photos should be at least 72dpi and not larger than 400X600, or 600X400. Please email photos to khostetler@cityofvista.com.

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Please provide two jpg show logos in these sizes: 392X285 pixels, and 250X348 pixels. Images should be 72dpi. These logos will be used for your online sales on vistixonline.com.

Driving Directions

Moonlight Amphitheatre
1200 Vale Terrace Drive

Take the Civic Center Drive exit off Highway 78, go north. Turn right on E Vista Way. Turn right on Vale Terrace. Continue on Vale Terrace about 1/2 mile and turn left into Brengle Terrace Park.

AVO Playhouse
303 Main Street

Take Vista Village Drive exit off Highway 78. Turn north on to Vista Village Drive, and right on to S Santa Fe. Make a quick left turn on to Main Street. The AVO Playhouse is located on the right side of street.

Mailing List

The City of Vista is happy to make available to you the mailing list for Moonlight Stage Productions. The list contains approximately 50,000 households. You may request the entire database, or segment it to zip codes. The list will be provided to you on a one-time basis and emailed only to the mail house that you use. The collateral piece must be approved in advance by the City of Vista and it must contain the following statement: "This is a rental event and is not affiliated with the City of Vista, Moonlight Stage Productions or Moonlight Presents."