

Branding guidelines

Promoters

SEPTEMBER 2016

**SOUTHBANK
CENTRE**

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Clear space area

To ensure the prominence and clarity of our logo, it is important to position it within an adequate area of clear space. Our logo may be positioned over photographic images or panels of flat colour, however type and other graphics should not encroach on this clear space area. The minimum clear space is shown here by the dotted grey lines.



Minimum size

To ensure the logotype is always clear and legible it should not be reproduced any smaller than the minimum sizes given here.

Print

**SOUTHBANK
CENTRE**



30 mm

On screen

**SOUTHBANK
CENTRE**



50 pixels

In print

The logotype should not be reproduced any smaller than 30 mm wide.

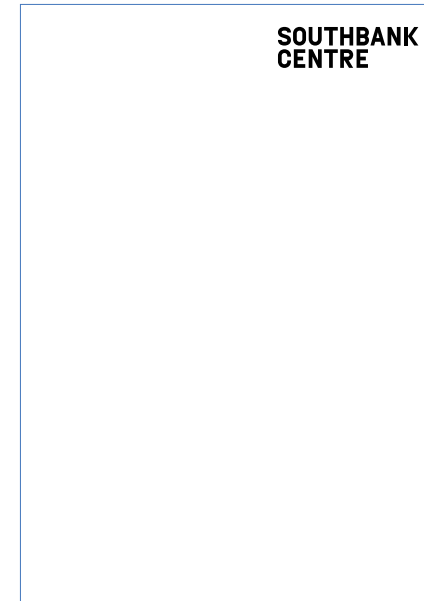
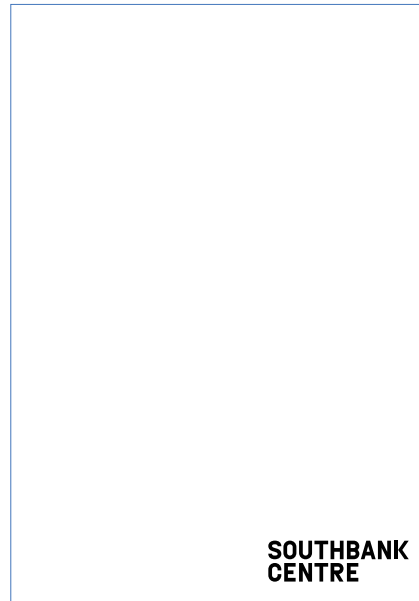
On screen

The logotype should not be reproduced any smaller than 50 pixels wide.

Positioning

We have two primary locations for the Southbank Centre logo.

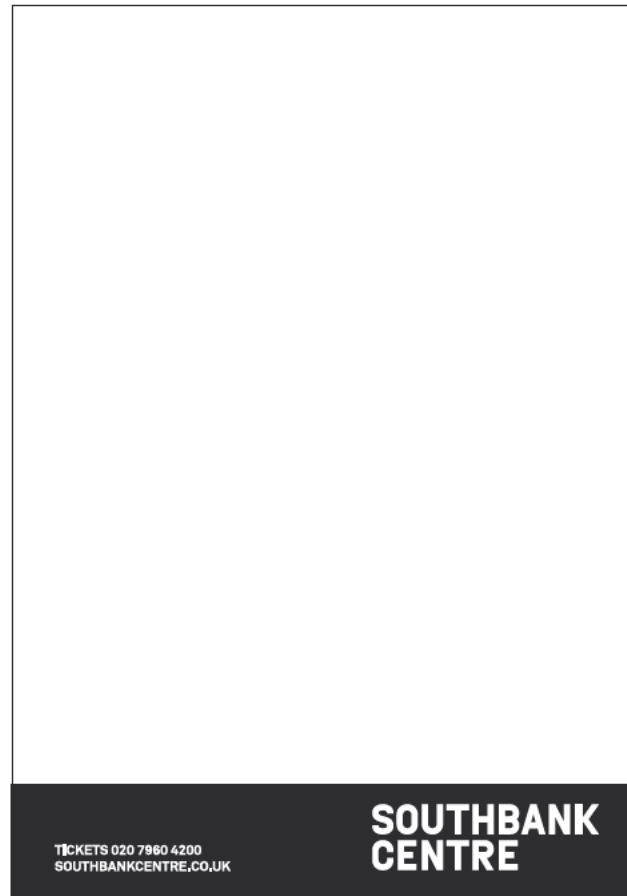
If the logo is not visible when positioned to the right, having it on the left is permissible.



A5 flyers

Do it yourself, or use ours

You can either use our logo in line with the specifications below (size, positioning, etc.) or, if you'd rather, you can download a simple logo strip which is pre-designed to sit at the base of an A5 flyer and use this existing artwork, changing the colour to match the background of your A5 flyer. As long as you don't try to manipulate this strip, it will already fit all of our logo requirements.



Logo lock-ups

We've created logo lock-ups that should be used whenever the ticket web address is needed. Please use the logo usage guidelines on page 5 when using the lock-up.

**SOUTHBANK
CENTRE**

TICKETS 020 7960 4200
SOUTHBANKCENTRE.CO.UK

**SOUTHBANK
CENTRE**

TICKETS 020 7960 4200
SOUTHBANKCENTRE.CO.UK

How to refer to Southbank Centre and to our venues

Southbank Centre is home to three iconic buildings: Royal Festival Hall, Queen Elizabeth Hall, Hayward Gallery and several smaller venues within each of these buildings plus outside spaces (see below). We like to be called Southbank Centre primarily, without 'the' in front of it. In body copy, Southbank Centre should come first, for example: Southbank Centre's Royal Festival Hall. In further references to the venue, Southbank Centre can be left out.

In large adverts and posters where just the venue is referenced and there is no body copy, Southbank Centre's logo is enough and the venue can be listed just as Royal Festival Hall, Queen Elizabeth Hall or Hayward Gallery. When referring to venues within one of our buildings, it's important to include the building name as well, for example: The Clore Ballroom at Royal Festival Hall. In all instances, the most important piece of venue information is Southbank Centre. If you are unsure how to list the venue your event is taking place in, please ask your Marketing Representative. Some examples are listed to the right.

Royal Festival Hall

The Clore Ballroom at Royal Festival Hall

Spirit Level at Royal Festival Hall

The Poetry Library at Royal Festival Hall

Level 5 Function Room at Royal Festival Hall

Southbank Centre Square

Jubilee Gardens

Festival Terrace

Usage

- 1** All materials that you produce including flyers, leaflets, posters and digital promotional materials must use the Southbank Centre logo (for A5 flyers our pre-designed strip is also permitted, see page 6). Please read the marketing guidelines for exceptions to this.
- 2** All materials should refer only to Southbank Centre events. Please read the Marketing section of the Promoter Guide for exceptions to this.
- 3** Adverts should use our logo, ticket office number and URL. Please read the Marketing section of the Promoter Guide for exceptions to this.
- 4** All event programmes and free sheets must include our logo lock-up on the front cover. The lock-up should adhere to our size and positioning guidelines (see pages 3 – 5).

The following text should appear in all programmes:

Welcome to Southbank Centre and we hope you enjoy your visit. We have a Duty Manager available at all times. If you have any queries please ask any member of staff for assistance. Eating, drinking and shopping? Southbank Centre shops and restaurants include Foyles, EAT, Giraffe, Strada, YO! sushi, wagamama, Le Pain Quotidien, Las Iguanas, ping pong, Canteen, Caffè Vergnano 1882, Skylon, Concrete, Feng Sushi and Topolski, as well as cafes, restaurants and shops inside Royal Festival Hall. If you wish to get in touch with us following your visit please contact the Visitor Experience Team at Southbank Centre, Belvedere Road, London, SE1 8XX, or phone 020 7960 4250 or email customer@southbankcentre.co.uk We look forward to seeing you again soon.

If the event is part of a tour, the above text may be inserted into the programme as a stand-alone flyer.

Checklist

- 1** Please make sure that our logo has enough visibility and is legible.
- 2** Do you know your representative in Southbank Centre's Marketing department? If not, contact your Event Producer and they will advise you.
- 3** It is very important that you read this in conjunction with the Marketing section of the Promoter Guide. If you have any queries or would like to discuss opportunities further, contact your Marketing Representative.
- 4** All materials must be signed off by your Marketing Representative, allowing at least three working days for turnaround. Southbank Centre reserves the right to veto marketing materials that do not meet the criteria in this document.
- 5** If you need to speak to anyone with regard to Southbank Centre's brand, please contact our Head of Design and Brand (details on the right).

Acquiring materials

Artwork materials can be obtained from the Promoter Extranet which can be found at **www.southbankcentre.co.uk/promoter** or from our Head of Design & Brand, Gale Foster (gale.foster@southbankcentre.co.uk).