

SOUTHBANK CENTRE

Event Copy and Image Guidelines

Copy

Southbank Centre copy follows the following guide to both tone and content.

- Write in the present tense ('The composer is performing their new piano work' not 'the composer will perform their new piano work').
- The first line of copy should sum up the event in 100 - 300 characters. Copy appears at various lengths across our website. While event pages can have an opening paragraph of up to 300 characters, this will be edited when appearing in other places on the website: for example, search results.
- Clear understandable web copy should avoid overly long sentences with multiple clauses. A good guide to follow is 'one thought per sentence'.
- Please be aware long event copy (over 250 words) may be divided up by the Marketing Editors under subheadings to help the reader.
- Copy should be clear, concise and in plain English.

Southbank Centre copy avoids empty superlatives ('incredible', 'exciting') and telling people what they will feel ('expect to be amazed and entertained'). We prefer to use interesting description and visual language to draw readers in. Please include as much information about your event as possible within the word limit.

'Southbank Centre' is always two words. Please don't use articles to refer to buildings or for Southbank Centre itself (for example: Royal Festival Hall, not 'the' Royal Festival Hall'; Southbank Centre, not 'the' Southbank Centre.) If providing a press release and unable to edit copy, please provide an additional three bullet points indicating the event's unique selling points: eg. 1) Brazilian artist; 2) Performing songs from new album; 3) Suitable for all the family.

Please note: In providing copy for your event at Southbank Centre, you warrant that SC is able to edit the copy as SC sees fit to be deployed across all forms of of promotion including online media, print distribution, press coverage and digital screens/signage. Please note: In providing any copy to Southbank Centre, you understand and comply that sign off of edited copy may not be possible from artists/managers/promoters and it is up to Southbank Centre's discretion as to how the copy is used.

For more information on Southbank Centre tone of voice and plain English, contact Lucy Peters, Senior Editor or Sevana Ohandjanian, Digital Editor, and Trish Thomas, Head of Digital Engagement.

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Images

Please supply one or more image for use on the SC website (following the specifications provided below) and 2 images for Press use which should be the largest size possible to allow us to scale as appropriate for print.

On the Southbank Centre website, images make or break the user experience. Each image should be designed to work within the space, which sometimes makes cropping necessary.

Website tiles are clickable areas which function as the main navigation for users. They need to quickly communicate something exciting, interesting or informative.

- Do not supply images which include text, title treatments, logos or composite images for the homepage or event pages.
- Use images which entice and/or explain what the event/festival is.
- Do not use any overarching festival or series brand ID images as an alternative to event images.
- Crop images to make the most of the detail.
- If you are supplied with an image which is not appropriate, ask for alternatives. Would you click it?
- Avoid repetition
- Please not assign an image as a 'lead image' to more than one event.

Image format requirements

Please supply web images at the following minimum specifications:

Size: 1600x1200 or 1600x1066 pixels

Colour: RGB

Orientation: landscape

Resolution: 72 dpi

Format: JPG, PNG or TIFF where appropriate

Please note we cannot use images that include text, logos or composite images

Image credits: Please supply any image credits upon submission to SC; if saving in Bynder, please ensure credits are added to Image Information. This information will automatically pull through to the website.

Image file name:

Please ensure files are saved using the following naming convention:

event.start.date(numeric)_event.title_image.credit.details

e.g. **140815_David_Leans_Brief_Encounter_image_credit_mario testino.**

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When supplying more than one image please highlight which image is the lead image eg. **140815_David_Leans_Brief_Encounter_image_credit_mario_testino_Lead_Image**

Additional event page files

- If an event page requires additional images, audio or video files to be uploaded to it, you should supply an additional image for each audio/video file.
- Images for each file must be different from one another and also from the main event image. This is to help differentiate the content behind each one.
- Please note the maximum number of media files on an event page is 4. You can have a combination of either:
Up to 3 images in the main carousel area with a video embedded in the main body copy
OR
1 video file in the main carousel area. This video requires an image thumbnail.

With regards to Festival/Series pages, you can have up to 3 images or 1 video (with a thumbnail image) in the main carousel area.

Please note: In providing any image to Southbank Centre, you warrant that you own the right to that image and you authorise Southbank Centre to use it for promotion of your event and for subsequent display on our website in perpetuity for archive purposes. You further agree to indemnify Southbank Centre against any claims made by any third party in respect of such use.

For more detail please go to our Promoter Guidelines section of our website to view our branding guidelines: <https://www.southbankcentre.co.uk/about/artistic-hire/promoter-guidelines>.

Alternatively, contact Lisa-Marie Brown, Website Manager or Trish Thomas, Head of Digital Engagement.