

SOUTH HIBBANK CENTRE

Branding Guidelines for Partners and Promoters

June 2017

When and how to use our logo

All promotional material relating to an event held at Southbank Centre, irrespective of its planned usage, needs to meet our branding guidelines and be signed off by Southbank Centre.

We reserve the right to veto marketing materials – including mailings to the database – that do not meet our branding criteria.

Please allow a minimum of three working days when submitting proofs of posters, leaflets, adverts and programmes for approval.

Events at multiple venues

Your print material (for racking or direct mail) should contain Southbank Centre events only. The only exception to this is tour print and adverts where there is no other London area date listed. Please note that no other event within a 50-mile radius of Southbank Centre can be listed on the same piece of promotional material as a Southbank Centre event, regardless of format.

If tour print or adverts refer to multiple venues and the other venues' logos are being used, the Southbank Centre logo should be given equal placement. **See example on page 12.**

Ticket and media links

No data collection is permitted in any way including on freesheets/flyers. Southbank Centre reserves the right to request that third party websites and social media handles are removed and Southbank Centre should always appear in the top level of the hierarchy.

Please use the following booking and ticket office information:

southbankcentre.co.uk
020 3879 9555

Mailing to our database

If you wish to send direct mail to the Southbank Centre database, your flyer will need to carry a introductory letter carrying Southbank Centre's branding.

See example on page 14.

Video Trailers

Performance trailers supplied for distribution on Southbank Centre channels will be edited to include a branded end card.

Video trailers for general distribution should carry the Southbank Centre end card. **See example on page 14.**

Freesheets

Freesheets should only be produced with permission from Southbank Centre. If you are planning to produce a freesheet for audiences at your event, please liaise with Southbank Centre's marketing department.

All freesheets need to meet our branding guidelines and be signed off by Southbank Centre. We reserve the right to veto a freesheet that does not meet our branding criteria. Please allow a minimum of five working days when submitting proofs for approval.

How to refer 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.

For audio adverts, the venue should be referred to as 'Southbank Centre's Royal Festival Hall'. The Southbank Centre logo should be used for TV and audio-visual adverts.

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 SC Marketing contact.

Here are some examples:

Royal Festival Hall

Queen Elizabeth Hall

Purcell Room

The Clore Ballroom at Royal Festival Hall

Level 5 Function Room at Royal Festival Hall

Festival Terrace

Logotype Usage

Exclusion Zone



In order to avoid conflicting with other graphic elements or text, we use the width of our logo to determine an exclusion zone around each edge.

Logotype Usage

Minimum size

The image shows the logotype 'SOUTHBANK CENTRE' in a bold, black, serif font. A vertical dashed line on the right side of the text indicates its height, with the label '7.5mm' positioned to the right of the line.

**SOUTHBANK
CENTRE** 7.5mm

Print
Minimum height of 7.5mm

The image shows the logotype 'SOUTHBANK CENTRE' in a bold, black, serif font. A vertical dashed line on the right side of the text indicates its height, with the label '30 px' positioned to the right of the line.

**SOUTHBANK
CENTRE** 30 px

Digital
Minimum height of 30 pixels

To ensure good legibility of our logotype, we have minimum sizes for print and digital. These sizes are based on the height of the logotype.

Logotype Usage

Colour



Our logotype should primarily appear in white, black or yellow. Care should be taken when using the logotype to ensure there is sufficient contrast between the artwork and background.

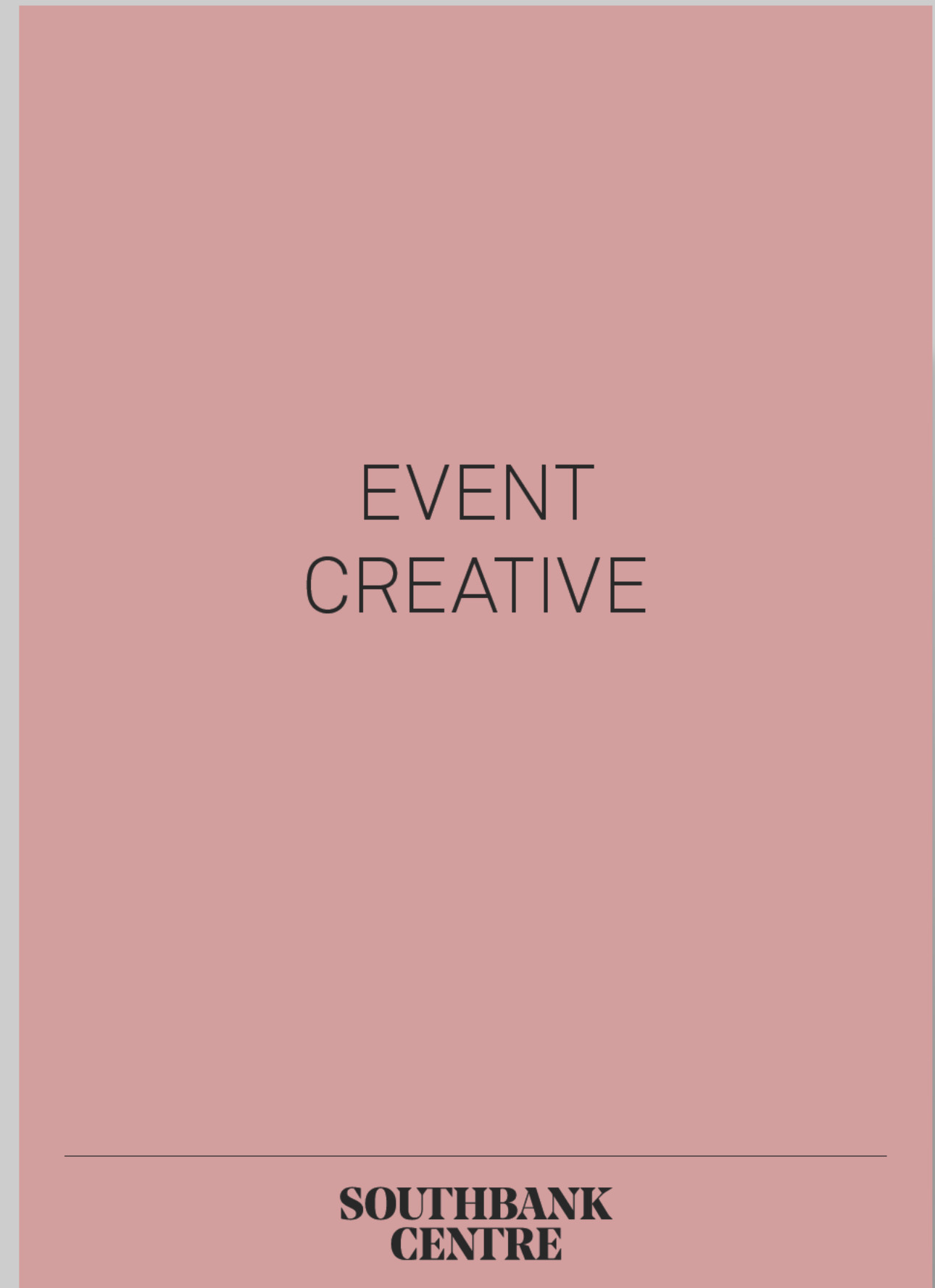
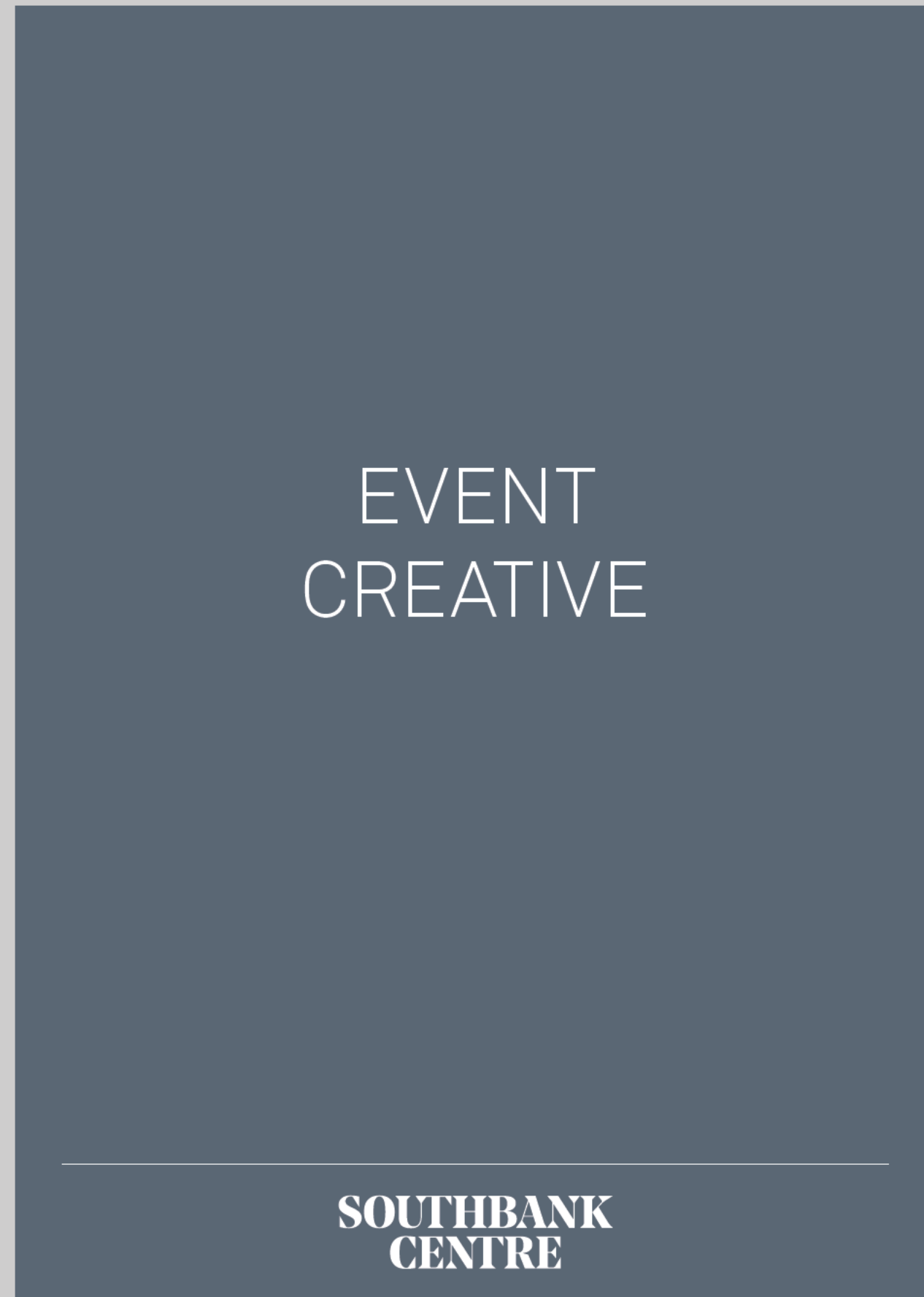
Logotype Usage

Background



The background colour on which our logotype sits is flexible according to the application. When used against a photographic background, our logotype must be positioned in a clear area to ensure legibility and to avoid conflicting with the image.

Design intent



On all partner communications, the Southbank Centre logotype appears as a sign off, centered at the bottom of the format. Background colours or textures from the creative should run behind the logotype and keyline and these elements can appear in any colour providing they are clearly legible

Design intent



The area below the keyline should only contain the Southbank Centre logotype.
All other design elements should be placed above the keyline.

Design guidelines

Portrait formats

Logotype

Size
30% format width

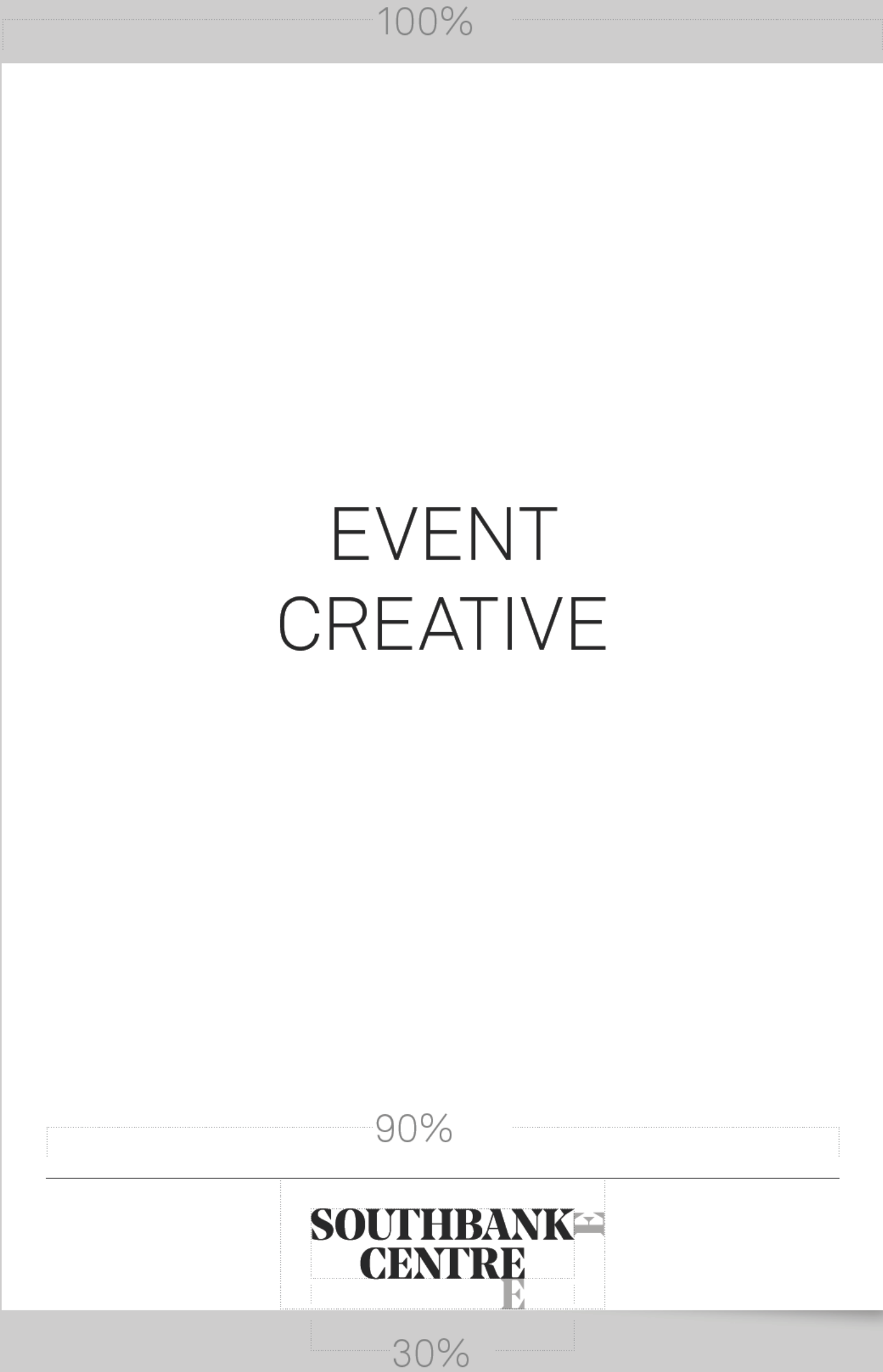
Position
Bottom centre of format

Exclusion Zone
As detailed on page 3

Keyline
Weight
To match crossbar of A in Southbank
Centre logotype

Length
90% format width

Position
Centred above logo exclusion zone



Design guidelines

Landscape formats

Logotype

Size
20% format width

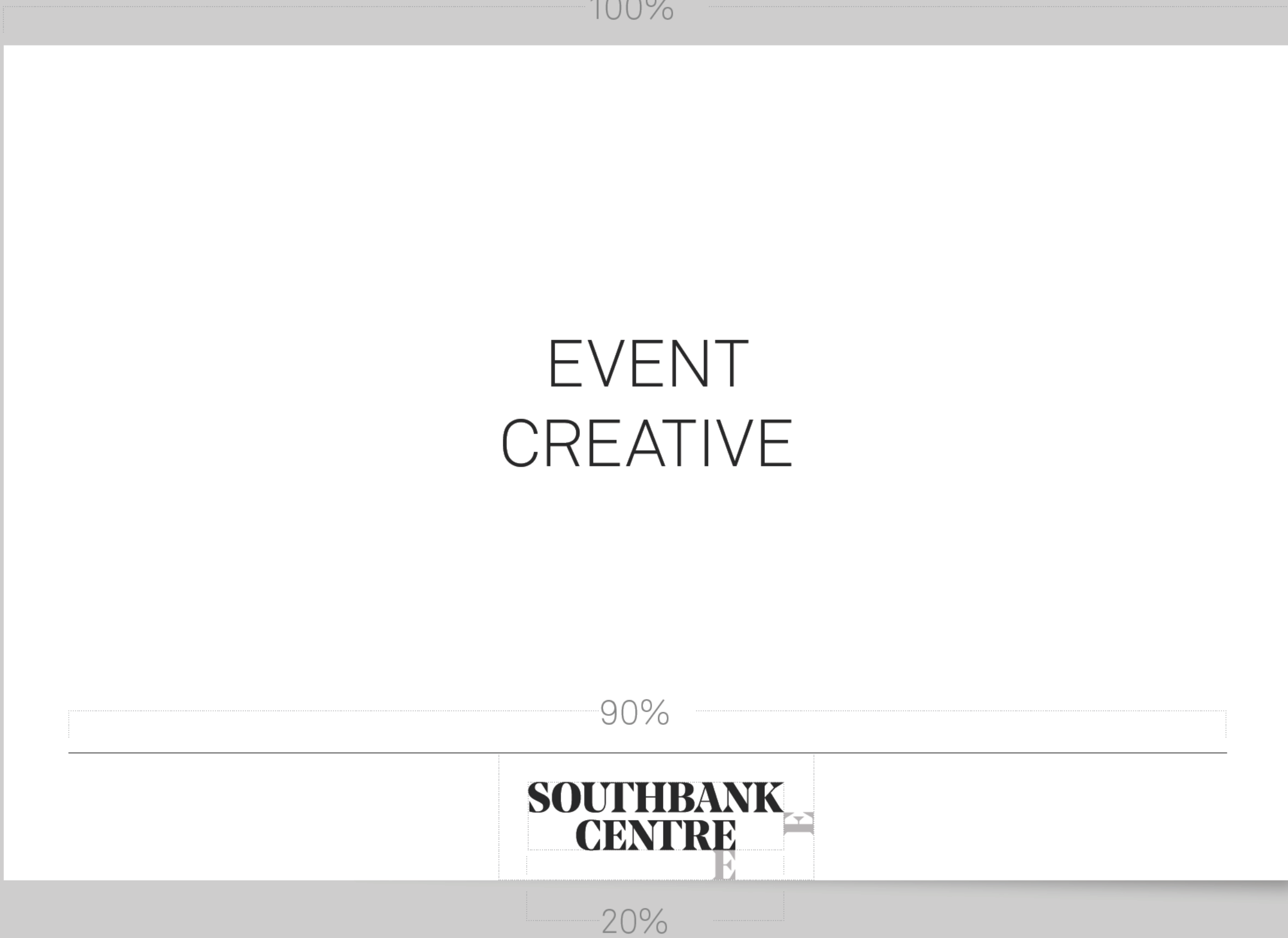
Position
Bottom centre of format

Exclusion Zone
As detailed on page 3

Keyline
Weight
To match crossbar of A in Southbank
Centre logotype

Length
90% format width

Position
Centred above logo exclusion zone



Design guidelines

Extreme landscape formats

An extreme landscape format is one where the height is less than 1/3rd of it's width.

Logotype

Size

20% format width

Position

Centred vertically in the format

Exclusion Zone

As detailed on page 3

Keyline

Weight

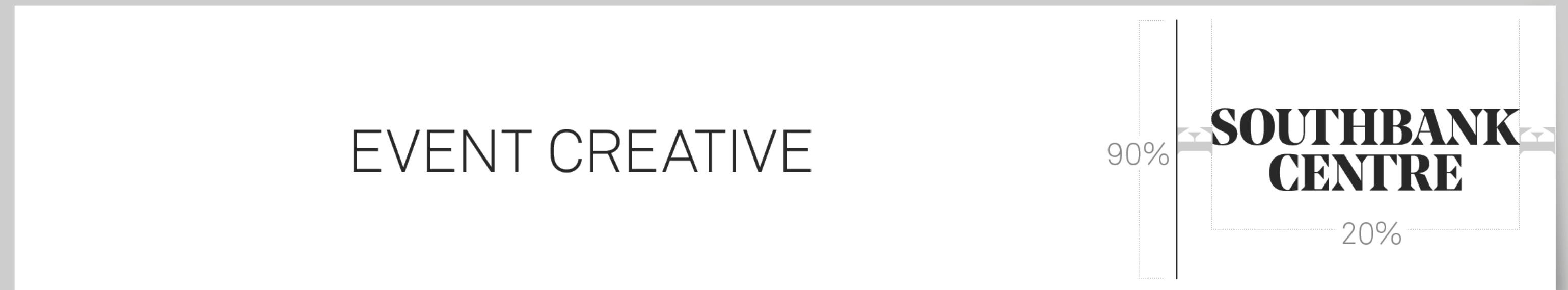
To match crossbar of A in Southbank Centre logotype

Length

90% format height

Position

Left of the logo exclusion zone



Design guidelines

Events at multiple venues

If the event creative refers to multiple venues and the other venues' logos are being used, the Southbank Centre logo should be given equal placement.

EVENT
CREATIVE

VENUE LOGO

VENUE LOGO

**SOUTHBANK
CENTRE**

VENUE LOGO

Design Examples



Example event creative for portrait formats



Example event creative for landscape formats



Example event creative for extreme landscape formats

SOUTHBANK CENTRE

Romeo and Juliet

“Powerfully atmospheric”

The Observer

Dear **Salutation**,

I am thrilled that this summer English National Ballet will return to Royal Festival Hall for the first time in almost a decade with Rudolf Nureyev's *Romeo & Juliet*.

This magnificent production was created especially for English National Ballet in 1977 to celebrate the Queen's Silver Jubilee.

Full of action, humour and drama, Nureyev's inventive and passionate choreography is accompanied by Prokofiev's exhilarating score, performed live by English National Ballet Philharmonic.

In this, the 40th anniversary year of its creation, I hope you'll join us at Royal Festival Hall to experience the world's greatest love story, retold in one of the most beautiful and compelling of art forms.

Tamara Rojo
Artistic Director, English National Ballet

For videos, blogs and more ballet.org.uk/romeo
Book now southbankcentre.co.uk



Example introductory letter
used when mailing to our database

SOUTHBANK CENTRE

Video End Card

SOUTHBANK CENTRE

Logo artwork can be obtained from the Promoter pages of our website
www.southbankcentre.co.uk/promoter

For further information please contact the Artistic Rentals Team.