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.

Transaction fees
On all marketing print/advertising, please include the following text on transaction fees: There are no transaction fees for in-person bookings or Southbank Centre Members and Supporters Circles. For all other bookings, transaction fees apply: £3 online and £3.50 over the phone. If you wish to receive tickets in the post, a £1 delivery charge applies. This needs to be type-set at the same font size as the prices and appear on same side (for formats with more than one leaf).

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 and level as well, for example: The Clore Ballroom, Level 2, 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 Southbank Centre Marketing contact.
Here are some examples of our venue names in house style:

Royal Festival Hall
Queen Elizabeth Hall
Purcell Room at Queen Elizabeth Hall
Ticket Office, Level 2, Royal Festival Hall
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.
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**

**Minimum size**

**Print**
Minimum height of 7.5mm

**Digital**
Minimum height of 30 pixels
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
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.
Design Examples

Example event creative for portrait formats

Example event creative for landscape formats

Example event creative for extreme landscape formats
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

"Powerfully atmospheric"

The Observer
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.