

SOUTH HIBBANK CENTRE

Branding guidelines for partners and promoters

September 2022

When and how to use our logo

All promotional material relating to an event held at the Southbank Centre, irrespective of its planned usage, needs to meet our branding guidelines and be signed off by the 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, with the exception of your own organisation's events, no other event within a 50-mile radius of the 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 13.**

Booking fees

On all marketing print/advertising, all prices should be followed by an asterisk that refers to the following copy:

*Booking fees apply online (£3.50) and over the phone (£4).

There are no booking fees for in-person bookings, Southbank Centre Members and Supporters Circles.

This needs to be type-set at the same font size as the prices and appear on the same side as the prices (for formats with more than one leaf).

Ticket and media links

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

Please use the following Ticket Office information:

southbankcentre.co.uk
020 3879 9555

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 15.**

Freesheets

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

All freesheets need to meet our branding guidelines and be signed off by the 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

The Southbank Centre is home to three iconic buildings: the Royal Festival Hall, the Queen Elizabeth Hall and the Hayward Gallery, and several smaller venues within each of these buildings plus outside spaces (see below).

Body copy: Use articles when referring to specific buildings in body copy, and when referring to the Southbank Centre as a whole (i.e. the Southbank Centre). No abbreviations are to be used. 'Southbank Centre' is always two words (not 'South Bank Centre' or 'Southbank').

When referring to one of our venues for the first time in body copy, 'the Southbank Centre's' should come first, for example: 'the Southbank Centre's Royal Festival Hall'. In further references to the venue, 'the Southbank Centre's' can be left out.

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

Posters and adverts: In designed assets where just the venue is referenced and there is no body copy, the Southbank Centre's logo is enough and the venue can be listed just as Royal Festival Hall, Queen Elizabeth Hall or Hayward Gallery, without being preceded by 'the'.

Our smaller venues: Always include the building name as well when referring to venues within our buildings, 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 Southbank Centre marketing contact.

Logotype usage

Exclusion zone



In order to avoid conflicting with other graphic elements or text, we use the cap height of our letter forms 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 dimension line to the right of the text indicates a minimum height of 7.5mm.

**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 dimension line to the right of the text indicates a minimum height of 30 pixels.

**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



**SOUTHBANK
CENTRE**



**SOUTHBANK
CENTRE**



**SOUTHBANK
CENTRE**

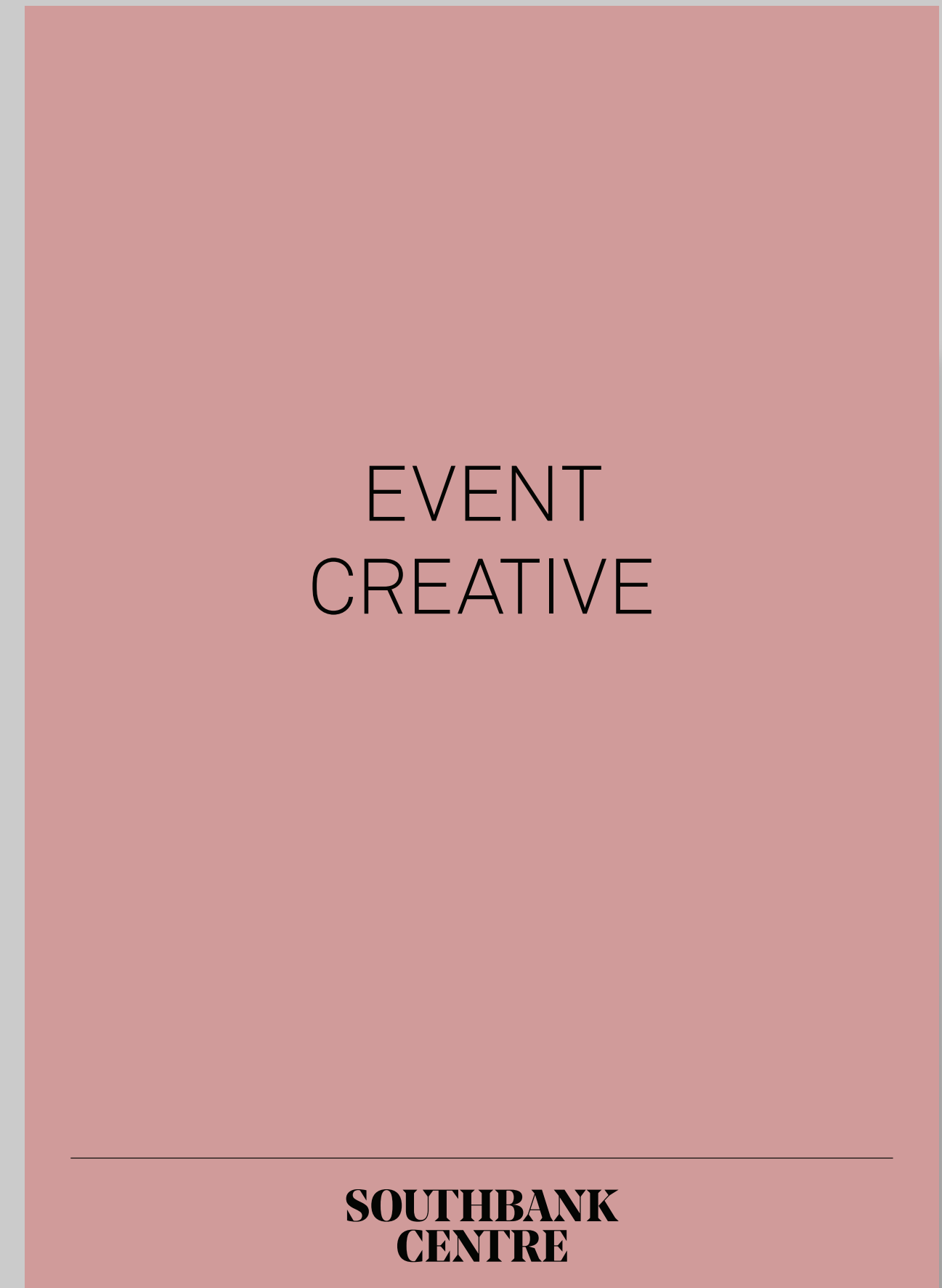
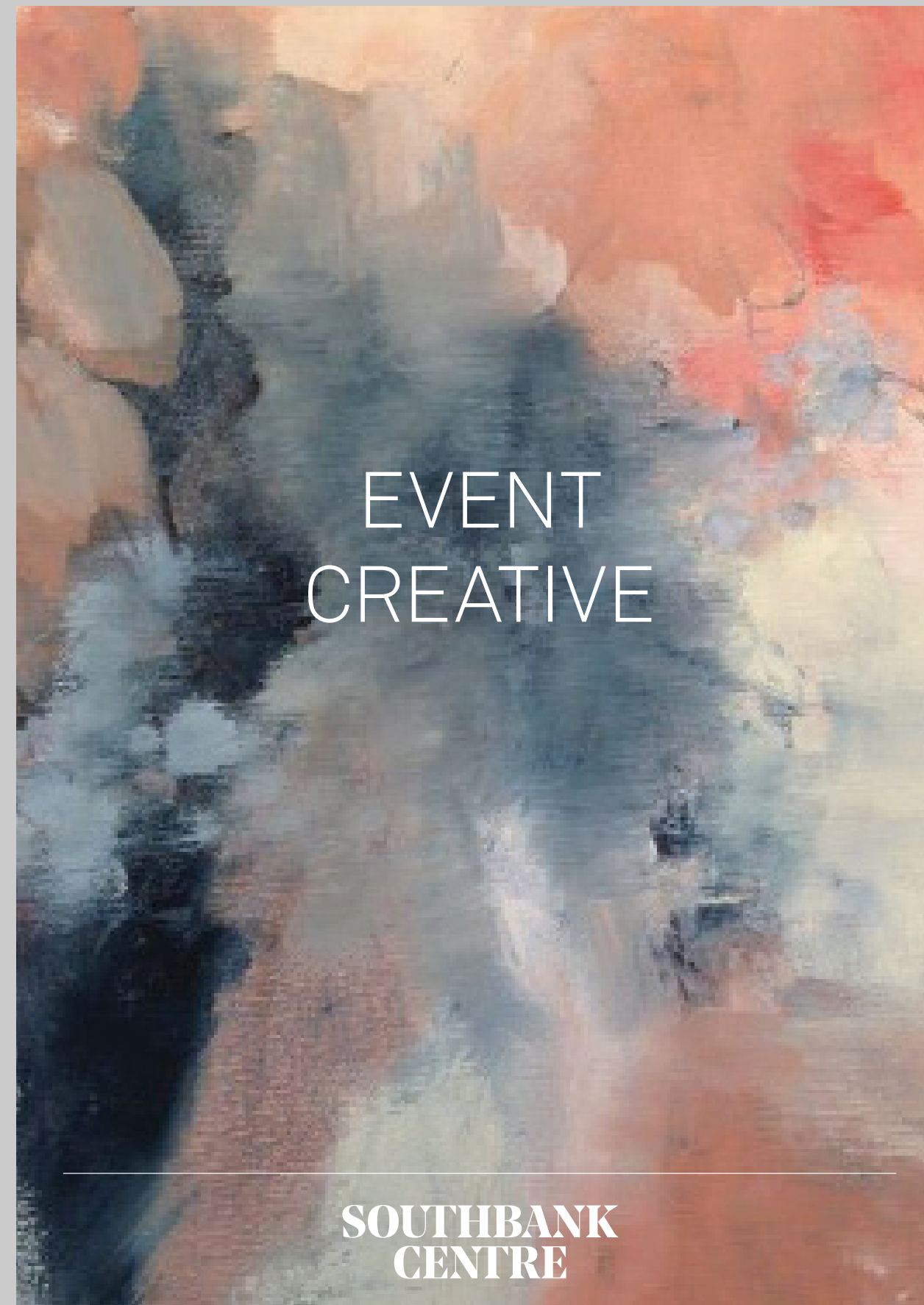
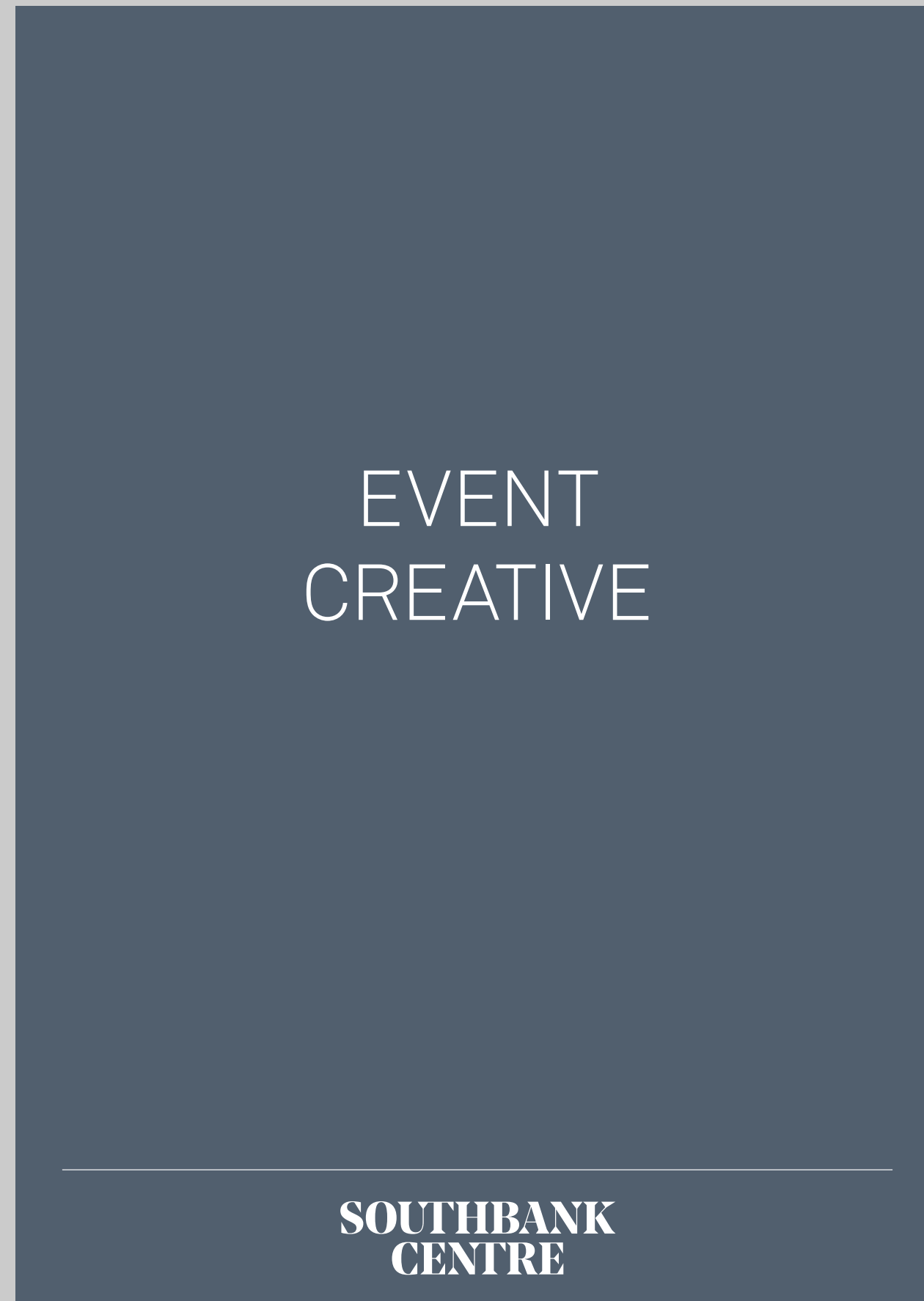
Our logotype should primarily appear in white, black or yellow. Care should be taken when using the logotype to ensure there is sufficient contrast between the artwork and background.

Logotype usage

Background



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

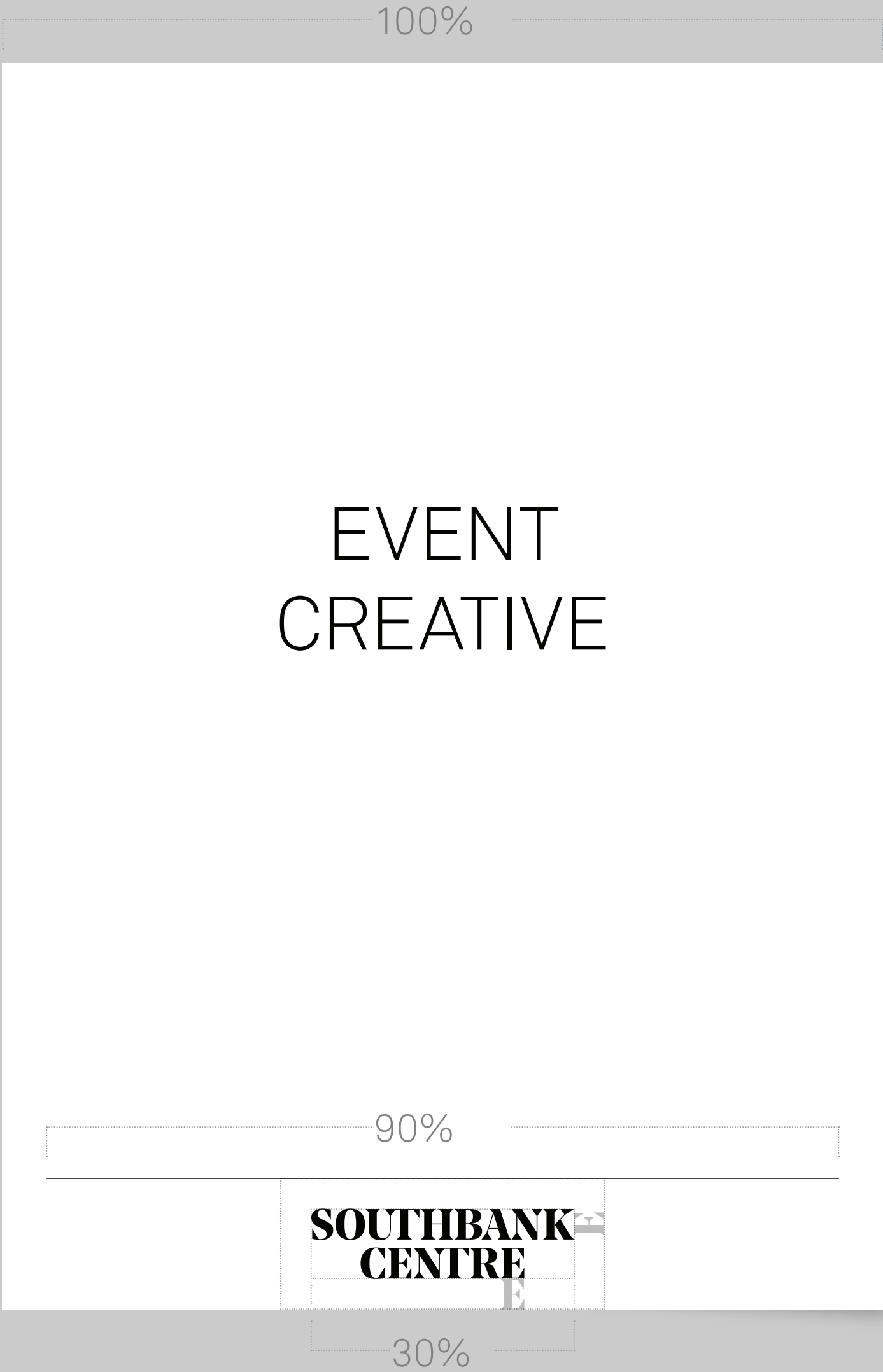
Position
Bottom centre of format
(on core communications)
Left or right aligned (on small formats)

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 and square formats

Logotype

Size

20% format width

Position

Bottom centre of format

(on core communications)

Left or right aligned (on small formats)

Exclusion zone

As detailed on page 3

Keyline

Weight

To match crossbar of A in Southbank

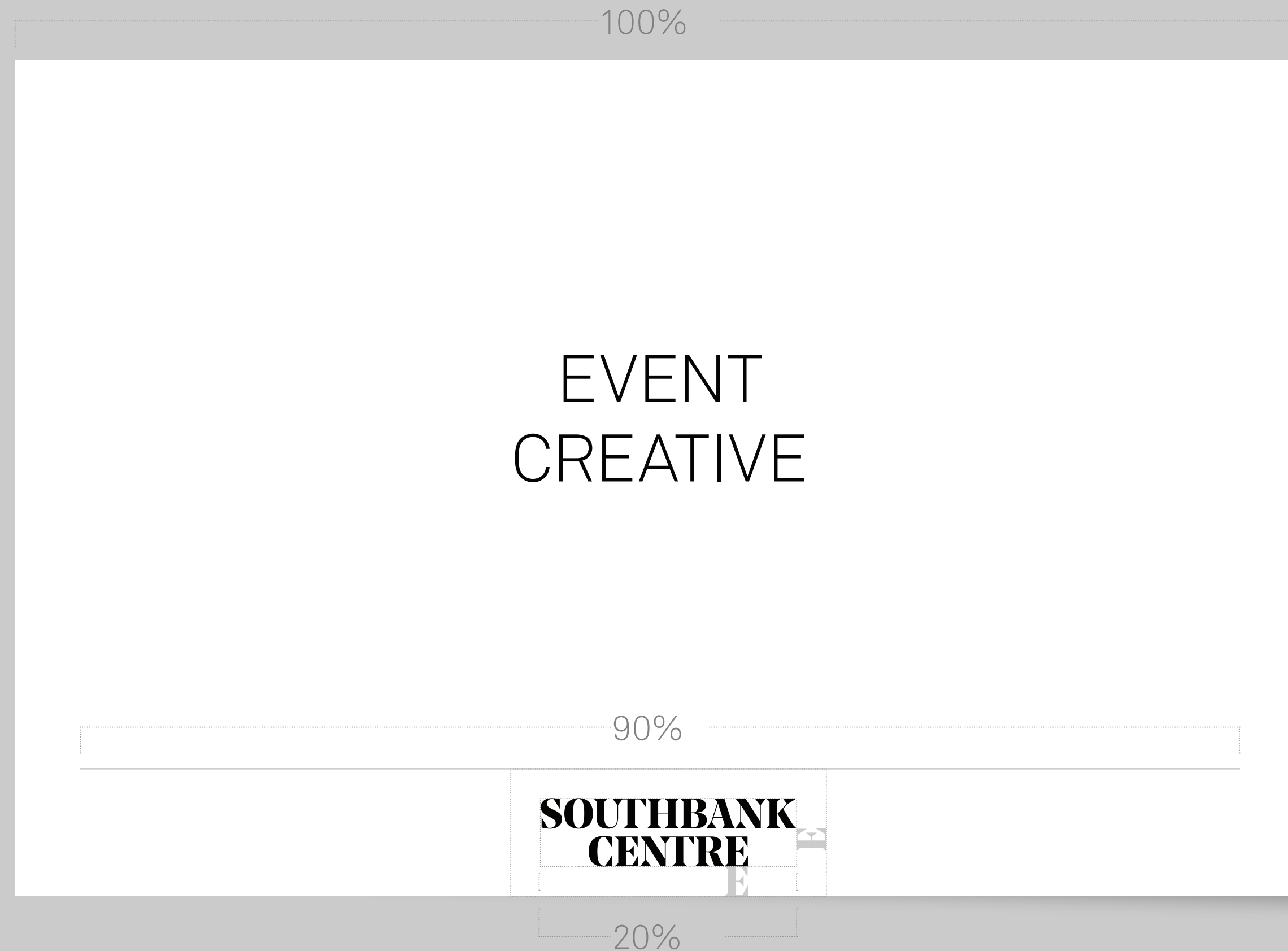
Centre logotype

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 its width.

Logotype

Size

20% format width

Position

Left or right aligned (on small formats)

Exclusion zone

As detailed on page 3

Keyline

Weight

To match crossbar of A in Southbank

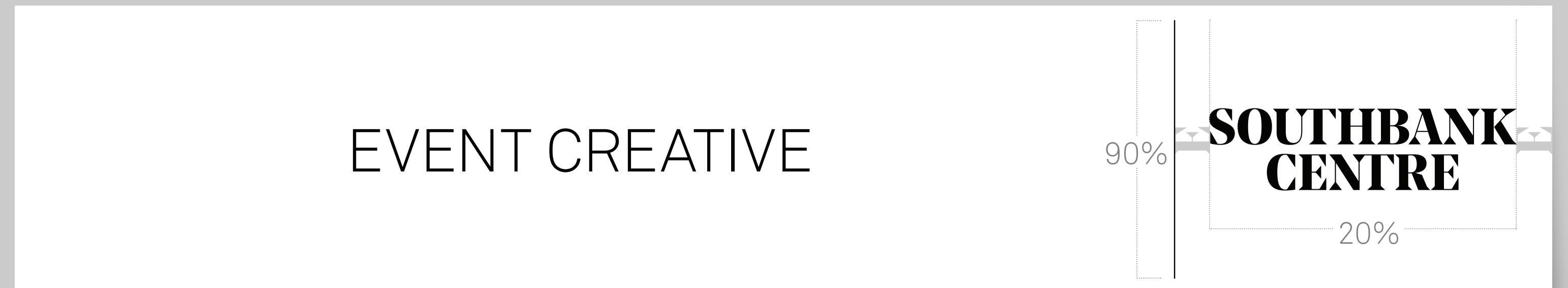
Centre logotype

Length

90% format width

Position

Centred above logo exclusion zone



Design guidelines

Extreme portrait formats

An extreme portrait format is one where the width is less than 1/3rd of its height.

Logotype

Size

45% format width

Position

Centred vertically (on core communications)

Left or right aligned (on small formats)

Exclusion zone

As detailed on page 3

Keyline

Weight

To match crossbar of A in Southbank

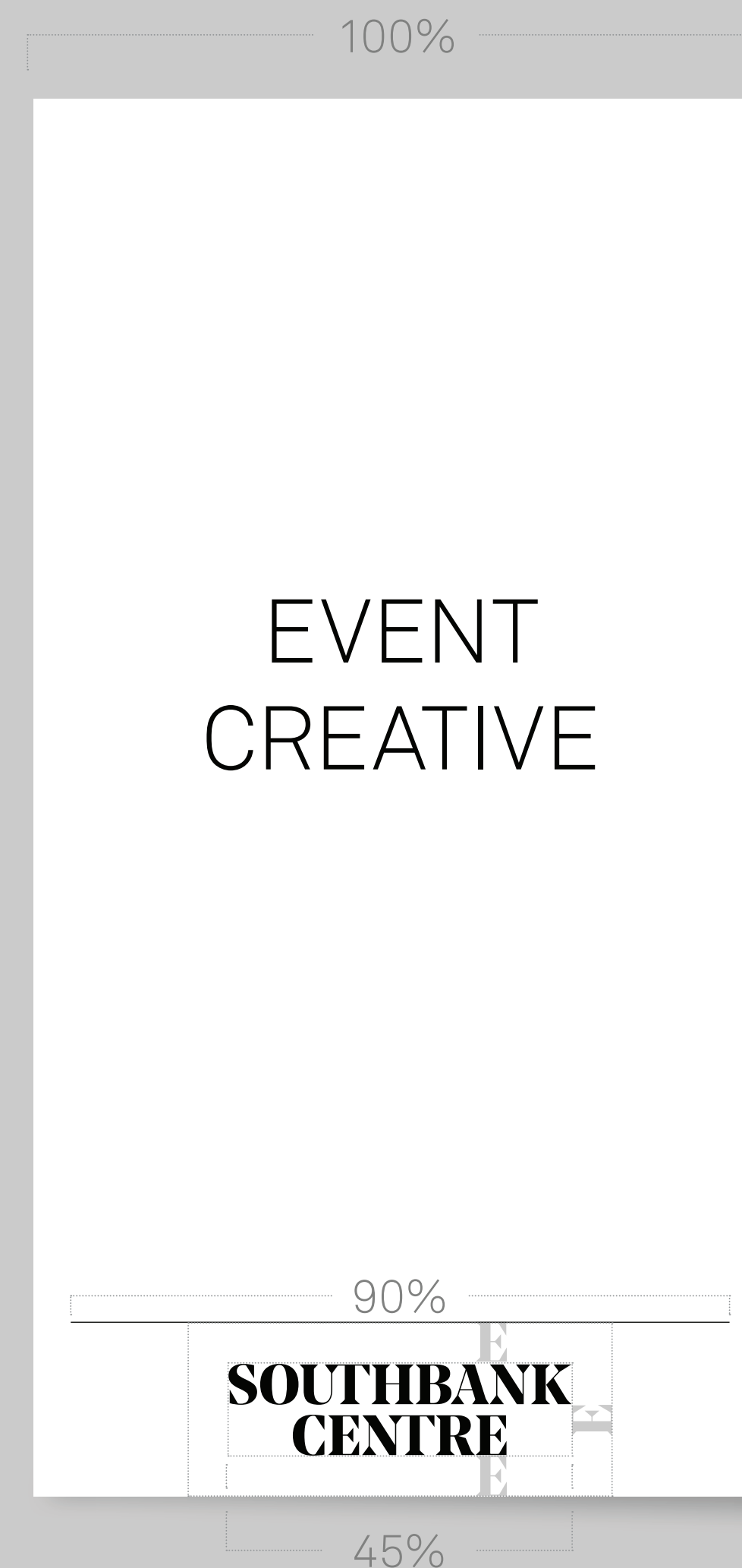
Centre logotype

Length

90% format width

Position

Centred above logo exclusion zone



Design guidelines

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

Video end card

**SOUTHBANK
CENTRE**

SOUTHBANK CENTRE

Logo artwork can be obtained from the promoter pages of our website
southbankcentre.co.uk/artistic-hire/promoter-guidelines

For further information, please contact the Artistic Rentals Team on
artisticrentals@southbankcentre.co.uk