

# SOUTHBANK CENTRE

Updated May 2022

## Event copy and image guidelines: artists/promoters

### COPY GUIDELINES

<b>Usage control</b>	Please note: in providing copy for your event at the Southbank Centre, you warrant that the Southbank Centre is able to edit the copy as the Southbank Centre sees fit to be deployed across all forms of promotion, including online media, print distribution, press coverage and digital screens/signage. By providing any copy to the Southbank Centre, you understand and comply that after you have submitted copy, sign-off of edited copy (from artists, agents, managers, or promoters) will not be possible and that the Southbank Centre reserves final edit and usage control of copy.
<b>Deadlines</b>	If we do not receive your copy by the agreed deadline, your event will not go live on our website. We cannot make additions or amendments to copy after copy has been supplied to the Editors, and before the event goes live on the website. Please see the below copy guidelines. Please note that we don't offer external sign-offs.
<b>Length</b>	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 160 characters, this will be edited when appearing in other places on the website: for example, search results.
<b>House style</b>	<p>The Southbank Centre edits copy for clarity, house style, grammar, search engine optimisation, flow, and marketing purposes. We require published copy to meet the following guidelines and copy will be edited to achieve this. The following should not be considered an exhaustive guide to our style, and editorial decisions are at the discretion of the Editors.</p> <p>Copy should be clear, concise, in plain English, and in the third person.</p> <p>Copy should avoid overly long sentences with multiple clauses.</p> <p>Copy should clearly indicate what a customer should expect when attending an event. It should as far as possible clarify the format of an event, for example whether it is a reading, Q&amp;A session or panel discussion (or all three). It should also make clear the style of the artist and the tone of the event.</p>

	<p>Copy should be written in the present tense ('The composer is performing their new piano work' not 'the composer will perform their new piano work').</p> <p>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 descriptions and visual language to draw readers in.</p> <p>'the Southbank Centre' is always three words.</p>
<b>Titles</b>	Titles can be up to 50 characters in length. The design of our website and tickets means that longer titles cannot be accommodated. We can include more information about the event in the first line of copy about the event, which will appear alongside the title.
<b>Credits</b>	Please note that promoter line credits will not be included on the Southbank Centre website.
<b>Biographies</b>	Biographies should be restricted to key highlights and we do not include urls to artist's or promoter's websites.
<b>Press releases</b>	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.

On all marketing print/advertising, please include the following text on transaction fees. Ensure that all ticket prices are listed with an asterisk. This copy must appear on any page or double-page spread on which there are prices. The booking fee details needs to be displayed prominently, the same size as the prices (or larger):

**\*Booking fees apply online (£3.50) and over the phone (£4). There are no booking fees for in-person bookings, Southbank Centre Members and Supporter Circles.**

For more information please contact your event lead.

**IMAGE GUIDELINES**

<b>Image Requirements:</b>	<p>Please supply one or more images 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.</p> <p>On the Southbank Centre website, images make or break the user experience. Images need to quickly communicate something exciting, interesting or informative.</p> <p>Each image may be used in multiple instances on the website so sometimes partial cropping will be necessary</p> <ul style="list-style-type: none"> <li>• Do not supply images which include text, title treatments, logos or composite images. Do not supply animated gifs.</li> <li>• Use images which entice and/or explain what the event/festival is.</li> <li>• Do not use any overarching festival or series brand ID images as an alternative to event images.</li> </ul>
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<p><b>Image format:</b></p>	<p>Please supply landscape or portrait images at the largest size possible. <b>Landscape images</b> used on event pages on the Southbank Centre website must be <b>a minimum of 1360 pixels (w) x 765 pixels (h)</b>. <b>Portrait images</b> must be a minimum width of <b>765 pixels</b>.</p> <p>Please note we cannot use images that include text, logos or composite images. The format should be JPG, PNG or TIFF where possible.</p>
<p><b>Image credits:</b></p>	<p>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.</p>
<p><b>Image file name:</b></p>	<p>Please ensure files are saved using the following naming convention:  <b>Date_event.title_Image.description_image.credit.details</b>  <b>E.g. 250321_Beethoven_&amp;_Mozart_Paul_Lewis_image_credit_kaupo_kikkas</b></p> <p>When supplying more than one image please highlight which image is the lead image eg. Beethoven_&amp;_Mozart_Paul_Lewis_image_credit_mario_testino_Lead_Image</p> <p><b>Things to remember...</b></p> <p><b>Lead Image:</b> Mark an asset as the lead web image for a given event</p> <p><b>Image credit:</b> Ensure the correct name of the photographer, illustrator, or copyright holder is added</p> <p><b>Alt text &amp; Web title text:</b> Please ensure you clearly describe what is happening in the image when you add the image to Bynder. Recommended character limit is 50, including spaces.  <b>Example Alt text:</b> “A Young Boy Taught to Play French Horn at a workshop”  <b>Example Web title:</b> “Southbank Sinfonia Family Concert at Royal Festival Hall”</p>
<p><b>Additional event page files:</b></p>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> <li>• Please note only one image or video file can be used in the hero section of an event page.</li> <li>• Additional image(s) and/or video file can be added in the body section of an event page.</li> </ul> <p>Please note: In providing any image to the Southbank Centre, you warrant that you own the right to that image and you authorise the 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 the Southbank Centre against any claims made by any third party in respect of such use.</p>

For more detail please go to our Promoter Guidelines section of our website to view our branding guidelines: [southbankcentre.co.uk/about/artistic-hire/promoter-guidelines](https://southbankcentre.co.uk/about/artistic-hire/promoter-guidelines)

For more information please contact your event lead.