

# SOUTHBANK CENTRE

Updated February 2020

## Event Copy and Image Guidelines - artists/promoters

### COPY GUIDELINES

<b>Usage control:</b>	<p>Please note: In providing copy for your event at Southbank Centre, you warrant that Southbank Centre is able to edit the copy as 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 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 Southbank Centre reserves final edit and usage control of copy.</p>
<b>Deadlines:</b>	<p>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 amends to copy after copy has been supplied to the Editors, and before the event goes live on the website.</p>
<b>Length:</b>	<p>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.</p>
<b>House style:</b>	<p>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 description and visual language to draw readers in.</p> <p>'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.)</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:  
There are no transaction fees for in-person bookings or Southbank Centre Members and Supporters Circles.  
For all other bookings, transaction fees apply: £3.50 online and £4 over the phone. If you wish to receive tickets in the post, a £1 delivery charge applies

***For more information please contact your event lead.***

## **IMAGE GUIDELINES**

<b>Image Requirements:</b>	<p>Please supply one or more landscape 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.</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 for the homepage or event pages.</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>
<b>Image format:</b>	Please supply landscape images at the largest size possible. <b>All images used on event pages on Southbank Centre website must be a minimum of 1600 pixels (w) x 900 pixels (h).</b> In

	<p>some cases, the same images may also be displayed on the site at 1600 (w) x 630 (h).</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>
<b>Image credits:</b>	<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>
<b>Image file name:</b>	<p>Please ensure files are saved using the following naming convention:</p> <p><b>event.start.date(numeric)_event.title_image.credit.details</b></p> <p><b>e.g. 140815_David_Leans_Brief_Encounter_image_credit_mario testino.</b></p> <p>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</p>
<b>Additional event page files:</b>	<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 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.</li> </ul> <p>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.</p> <p>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.</p>

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, for more information please contact your event lead.**