

A photograph of the Park Theatre building at night. The building is a multi-story structure with a brick ground floor and upper floors with large glass windows. The ground floor is lit up with warm orange light, and the upper floors are lit up with a cooler, blueish light. A large, illuminated 'PARK' logo is visible on the right side of the building, oriented vertically. The sky is dark blue.

PARK THEATRE

Brand Guidelines

December 2024
ParkTheatre.co.uk

Logo Usage & Branding Guidelines

Brand Guidance

The guidance on the following pages is indicative of how and where to use Park Theatre branding elements. This is intended as guidance only and does not exclude the Park Theatre sign off process. The Sales & Marketing Director and Marketing Manager reserve the right to sign off and request reasonable amendments on all marketing materials.

Usage

In general, the elements can be used across all print (flyers/posters/outdoor/ tube/ print adverts) and digital (banners/MPUs etc.) plus other items such as pop up banners unless otherwise directed.

You will see from the examples given on the following pages how to use them.

Show Headings & Title Treatments

- **Park200** will now be utilising show title treatments on posters etc, as illustrated on p20-21, in order to give the productions more impact and flexibility.
- **Park90** will use the primary Park Theatre brand font Archivo Bold for show titles as illustrated on p22-23. There is flexibility in font size as set out on the template guides.
- We would advise using either white or black text depending on the colour of your background image.

Writer/Composer & Director Credits

- Creative credits will generally sit above the Ticket/Date Blocks unless otherwise directed, and be consistent in size/style as per the brand templates. Anything outside this styling will need to be discussed and agreed separately, and at the start of the process, with the Park Theatre Sales & Marketing Director.

Cast Credits

- Cast credits will generally appear with the creative credits on poster artwork or on the reverse of the leaflet unless otherwise directed, and be consistent in size/style as per the brand templates.

Park Theatre Logos

Park Theatre Logo

This is the master overarching logo to be used when referring to the Park Theatre as a whole, from the home page of the website through to digital e-shots, letterhead etc.

Master Park Theatre Logo Black

PARK
THEATRE

Master Park Theatre Logo Red

PARK
THEATRE

Master Park Theatre Logo White

PARK
THEATRE

Park Brandmark Logo

This is the 'Park' brandmark element. It can be used in place of the full brandmark without the need to include THEATRE underneath. It should be used at the discretion of the Park Theatre Sales & Marketing Director or Marketing Manager.

Master Park Brandmark Logo Black

PARK

Master Park Brandmark Logo Red

PARK

Master Park Brandmark Logo White

PARK

Park Theatre Sub-Brand Logos

Sub-Brand Logos

We have created a suite of sub-brand logos to complement the overall Park Theatre brand. These are to be used as directed by the Park Theatre Marketing Department. Whenever possible they should be used in the brand colours as indicated here (and as supplied). If that's not possible then please use in black or white.

Park Laughs Purple Logo



Park Under 30 Orange Logo



Park Produced Black Logo



Park West End Black Logo



Park Keepers Slate Logo



Park Pizza Green Logo



Park Engagement Yellow Logo



Park On Tour Black Logo



Park200 Logos

Primary Park200 Logo

We have created a new suite of performance space logos to differentiate between Park200 and Park90. Each space has 2 options: the primary ranged left version is the preferred choice so please use this whenever possible. If it doesn't work with your key art image then please use the ranged right version below. Park200 is available in red, black and white so please choose the colour that best suits the artwork.

Primary Park200 Logo Black



Secondary Park200 Logo

The secondary ranged right version should only be used when the ranged left primary logo is not compatible with your artwork. The secondary Park200 ranged right logo is also available in red, black and white so please choose the colour that best suits the artwork.

Secondary Park200 Logo Black



Primary Park200 Logo Red



Primary Park200 Logo White



Secondary Park200 Logo Red



Secondary Park200 Logo White



Park90 Logos

Primary Park90 Logo

We have created a new suite of performance space logos to differentiate between Park90 and Park200. Each space has 2 options. The primary ranged left version is the preferred choice so please use this whenever possible. If it doesn't work with your key art image then please use the ranged right version below. Park90 is available in teal, black and white so please choose the colour that best suits the artwork.

Primary Park90 Logo Black



Secondary Park90 Logo

The secondary ranged right version should only be used when the ranged left primary logo is not compatible with your artwork. The secondary Park90 ranged right logo is also available in teal, black and white so please choose the colour that best suits the artwork.

Secondary Park90 Logo Black



Primary Park90 Logo Teal



Primary Park90 Logo White



Secondary Park90 Logo Teal



Secondary Park90 Logo White

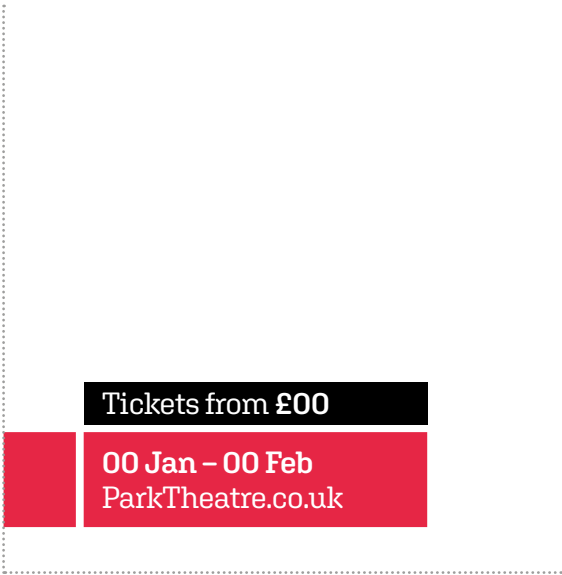


Park Theatre Lockups

Ticket/Date Block Lockup (Primary)

We have created a branded 'Ticket/Date Block' lockup for use on artwork and digital assets. If using the primary ranged left logo then the lockup will sit bottom right, so in the diagonally opposite corner with the short block bleeding off the right edge. If using the secondary ranged right logo then the lockup will sit bottom left with the short block bleeding off the left edge (examples below & on templates on page 14-23). If your background image is darker then the Ticket Info block will swap to white with red text if Park200, or white with teal text if Park90, as illustrated below.

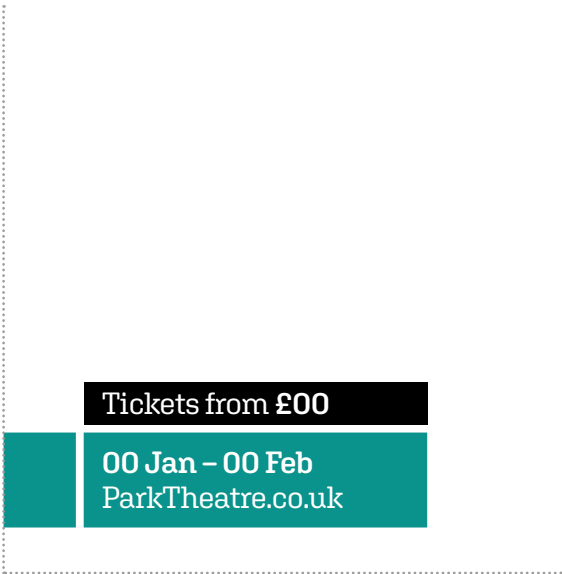
Secondary Park200 Ticket/Date Block Lockup



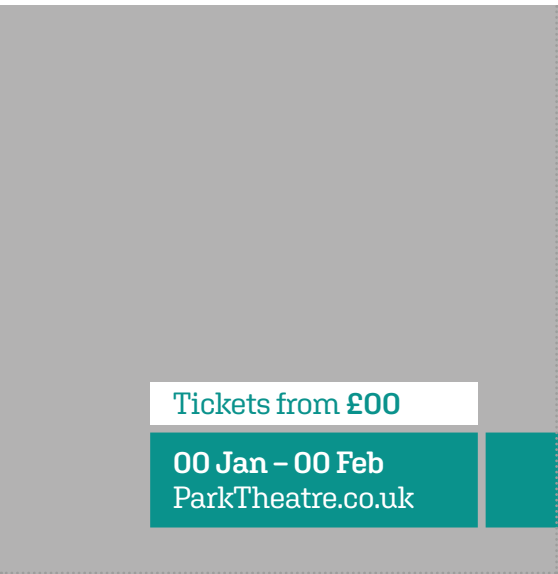
Primary Park200 Ticket/Date Block Lockup



Secondary Park90 Ticket/Date Block Lockup



Primary Park90 Ticket/Date Block Lockup



Park Theatre Brand Fonts

Primary headline font: Archivo Bold

Although there are many weights in the Archivo family, Park Theatre has chosen to utilise Archivo Bold for consistency within the brand.

Show Title

Secondary body copy font: Aglet Slab Regular & SemiBold

Primary weights within the Park Theatre brand:

Aglet Slab Regular/Italic
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890

Aglet Slab Semi Bold/Semi Bold Italic
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890

Aglet Slab Bold/Bold Italic is an additional acceptable weight to be used at the discretion of the Park Theatre Marketing Team for highlighting specific information. Please use sparingly and with consideration.

Aglet Slab Bold/Bold Italic
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890

Comniminctus, nectore ceprat. As debis cuptatur accae et vellum que nienemporiam.
Comniminctus, nectore ceprat. As debis cuptatur accae et vellum que nienemporiam.

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Park Theatre Colour Palette



Park Red
RGB Hex Code #e62645
RGB: 230.38.69
CMYK: 0.94.64.0



Park Teal
RGB Hex Code #16968d
RGB: 22.150.141
CMYK: 81.21.49.2



Park Green
RGB Hex Code #3fa535
RGB: 63.165.53
CMYK: 76.10.100.1



Park Black
RGB Hex Code #000000
RGB: 0.0.0
CMYK: 100k
(4 colour black – 75.68.67.90)



Park Yellow
RGB Hex Code #eebe00
RGB: 238.190.0
CMYK: 8.24.100.0



Park Orange
RGB Hex Code #eb5e1d
RGB: 235.94.29
CMYK: 3.78.100.0



Park Aubergine
RGB Hex Code #7f1959
RGB:127.25.90
CMYK: 48.100.36.20



Park Slate
RGB Hex Code #586e7d
RGB: 88.110.125
CMYK: 70.49.39.12

Designing Your Flyers & Posters

Photoshop and InDesign template files for your posters and flyers are available and should be supplied to your designer.

Posters and flyers for your event must adhere to the template and branding guidelines outlined in this pack, as any variations to house style will be flagged for amendment by the Sales & Marketing Team.

Please refer to the poster and flyer guidelines in this pack to ensure your design meets specifications before submitting to Park Theatre's Sales & Marketing Team for amendments and sign off.

Flyer and poster design costs sit with the producer, but the template files available in this pack will help to keep design costs as reasonable as possible.

House Print Specifications

Print Stock

Our house print stock for A5 flyers is:

- **170gsm paper weight**
- **Uncoated stock**
- **4 colour process**

Important points to note:

- We do not use silk or gloss for flyers, uncoated stock only.
- If your flyer references any show happening at Park Theatre, it must be Park Theatre branded as per the guidelines and printed on house paper stock even if used outside of the building.
- It is not permitted to print on another weight or finish of paper.
- A2/A3 posters to be printed on silk, paper weight for posters is not set.

Park Theatre Print

Upon receipt of a print ready artwork file, Park Theatre will order and pay for 1500 A5 flyers for use in and around the building. We will also pay for 6 x A3 posters and 2 x A2 posters.

Ordering Additional Print

If you wish to add additional print for your own distribution runs or mail outs into Park Theatre's order, please advise us of how many and where to deliver it to and Park Theatre can co-ordinate this and contra the cost back to you in your settlement. This usually makes the overall print cost cheaper for all. We cannot store additional print at the venue.

You are welcome to use a different printer if you wish and order your own print, but it must be to house specs supplied.

Recommended Printers

We regularly use:
The Graphic Design House: tgdh.co.uk
Urban Print: urbanprinting.co.uk

Flyers:

A Guide to Creating your Park200 A5 Flyer [FRONT]

There are fixed and variable elements on the **Park200 A5 Flyer Front** that your designer will need to consider.

Fixed Elements

- The Park200 logo is fixed either top left (this is the preferred position), or top right if the first option doesn't work with your key art. Please use either the red, white or black logo. Templates for all options can be supplied.

- The Ticket Info & Date Blocks are fixed bottom right if using the ranged left Park200 logo, or bottom left if using the ranged right Park200 logo layout, so diagonally opposite. Update price and date info as neccessary.

Flexible Elements

- Park200 shows will now utilise a show title treatment as per your key art and no longer need to be in the house font. The position of this is flexible depending on your image but must not clash with any of the fixed elements.

- Quotes: Size & position is flexible but must be ranged left and align to a column within the grid and balance the rest of the design/layout. Banks of stacked 'large stars' are also allowed and should sit within the same grid parameters. Note: Small stars next to credit MUST remain at a consistent size and appear at the start of the Source credit. Fonts, sizes & style are all listed on the template guides and should be followed as closely as possible.

- Creative/Cast credits should always sit above the ticket block, regardless of whether you are using the left or right option.

A Guide to Creating your Park200 A5 Flyer [BACK]

There are also fixed and variable elements on the **Park200 A5 Flyer Backs**.

Fixed Elements

- The small Park200 ranged left logo (either the red, white or black logo) is fixed top right at the top of the booking info column.

- The producer credits should always sit top left above the show title treatment.

- The Creative & Cast credits should sit below the show title treatment and above the show copy.

- If headshots/show images are being included they should sit at the bottom of the show copy.

- Quotes will sit below these elements and always ranged left. Sizing of quotes is as per the front specs and should be as close in size as possible to the template.

- All sponsor/producer logos should sit across the bottom, ranged left as show on template. If you need to include a PARK PRODUCED/PARK WEST END/PARK ON TOUR logo then this should sit above the sponsor/producer logos

- Design & photography credit should sit below the sponsor/producer logos, ranged left.

- Booking Information column (right hand side):
 - Park Ticket/Phone/Tube lockup sits below the small Park200 logo and above the booking info. This information should not change.
 - Times/Prices/Follow Us sections sit below the Ticket/Phone/Tube lockup. The information here is flexible in that you should delete what is not relevant for your show. For example, if you don't have any Relaxed performances then you should delete that access logo icon and the accompanying copy.

- The Date Block which house the dates/Park url is fixed bottom right. Update date info as neccessary. For Park200 shows this block will be red.

Templates will be provided to cover various layout options and come with the necessary elements provided. Fonts are Adobe based so you will be able to access these via your Adobe Creative Suite.

Please be aware we require 3 days to look at each proof and Park Theatre reserves the right to sign off, so please factor this in to your design time.

A Guide to Creating your Park90 A5 Flyer [FRONT]

There are fixed and variable elements on the **Park90 A5 Flyer Front** that your designer will need to consider.

Fixed Elements

- The Park90 logo is fixed either top left (this is the preferred position), or top right if the first option doesn’t work with your key art. Please use either the teal, white or black logo. Templates for all options can be supplied.
- The Ticket Info & Date Blocks are fixed bottom right if using the ranged left Park90 logo, or bottom left if using the ranged right Park90 logo layout, so diagonally opposite. Update price and date info as neccessary.

Flexible Elements

- Park90 show titles will primarily be typeset rather than a title treatment and set in Archivo Bold upper & lower case. The size and position are flexible depending on artwork, but must not clash with any of the fixed elements.
- Quotes: Size & position is flexible but must be ranged left and align to a column within the grid and balance the rest of the design/layout. Banks of stacked 'large stars' are also allowed and should sit within the same grid parameters. Note: Small stars next to credit MUST remain at a consistent size and appear at the start of the Source credit. Fonts, sizes & style are all listed on the template guides and should be followed as closely as possible.
- Creative/Cast credits should always sit above the ticket block, regardless of whether you are using the left or right option.

A Guide to Creating your Park90 A5 Flyer [BACK]

There are also fixed and variable elements on the **Park90 A5 Flyer Back**.

Fixed Elements

- The small Park90 ranged left logo (either the teal, white or black logo) is fixed top right at the top of the booking info column.
- The producer credits should always sit top left above the show title treatment.
- The Creative & Cast credits should sit below the show title treatment and above the show copy.
- If headshots/show images are being included they should sit at the bottom of the show copy.
- Quotes will sit below these elements and always ranged left. Sizing of quotes is as per the front specs and should be as close in size as possible to the template.
- All sponsor/producer logos should sit across the bottom, ranged left as show on template. If you need to include a PARK PRODUCED/PARK WEST END/PARK ON TOUR logo then this should sit above the sponsor/producer logos.
- Design & photography credit should sit below the sponsor/producer logos, ranged left.
- Booking Information column (right hand side):
 - Park Ticket/Phone/Tube lockup sits below the small Park90 logo and above the booking info. This information should not change.
 - Times/Prices/Follow Us sections sit below the Ticket/Phone/Tube lockup. The information here is flexible in that you should delete what is not relevant for your show. For example, if you don't have any Relaxed performances then you should delete that access logo icon and the accompanying copy.
- The Date Block which house the dates/Park url is fixed bottom right. Update date info as neccessary. For Park90 shows this block will be teal.

Templates will be provided to cover various layout options and come with the necessary elements provided. Fonts are Adobe based so you will be able to access these via your Adobe Creative Suite.

Please be aware we require 3 days to look at each proof and Park Theatre reserves the right to sign off, so please factor this in to your design time.

Posters:

A Guide to Creating your Park200 Posters

There are fixed and variable elements on **Park200 Posters** that your designer will need to consider.

Fixed Elements

- The Park200 logo is fixed either top left (this is the preferred position), or top right if the first option doesn't work with your key art. Please use either the red, white or black logo. Templates for all options can be supplied.
- The Ticket Info & Date Blocks are fixed bottom right if using the ranged left Park200 logo, or bottom left if using the ranged right Park200 logo layout, so diagonally opposite. For Park200 shows the Date Block will be red and the Ticket Block black or white depending on background colour. Update price and date info as neccessary.

Flexible Elements

- Park200 shows will now utilise a show title treatment as per your key art and no longer need to be in the house font. The position of this is flexible depending on your image but must not clash with any of the fixed elements.
- Quotes: Size & position is flexible but must be ranged left and align to a column within the grid and balance the rest of the design/layout. Banks of stacked 'large stars' are also allowed and should sit within the same grid parameters. Note: Small stars next to credit MUST remain at a consistent size and appear at the start of the Source credit. Fonts, sizes & style are all listed on the template guides and should be followed as closely as possible.
- Creative/Cast credits should always sit above the ticket block, regardless of whether you are using the left or right option.
- All sponsor/producer logos should sit across the bottom, ranged left as show on template. If you need to include a PARK PRODUCED/PARK WEST END/PARK ON TOUR logo then this should sit above the sponsor/producer logos.

Templates will be provided to cover various layout options and come with the necessary elements provided. Fonts are Adobe based so you will be able to access these via your Adobe Creative Suite.

A Guide to Creating your Park90 Posters

There are fixed and variable elements on **Park90 Posters** that your designer will need to consider.

Fixed Elements

- The Park90 logo is fixed either top left (this is the preferred position), or top right if the first option doesn't work with your key art. Please use either the teal, white or black logo. Templates for all options can be supplied.
- The Ticket Info & Date Blocks are fixed bottom right if using the ranged left Park90 logo, or bottom left if using the ranged right Park90 logo layout, so diagonally opposite. For Park90 shows the Date Block will be teal and the Ticket Block black or white depending on background colour. Update price and date info as neccessary.

Flexible Elements

- Park90 show titles will primarily be typeset rather than a title treatment and set in Archivo Bold upper & lower case. The size and position are flexible depending on artwork, but must not clash with any of the fixed elements.
- Quotes: Size & position is flexible but must be ranged left and align to a column within the grid and balance the rest of the design/layout. Banks of stacked 'large stars' are also allowed and should sit within the same grid parameters. Note: Small stars next to credit MUST remain at a consistent size and appear at the start of the Source credit. Fonts, sizes & style are all listed on the template guides and should be followed as closely as possible.
- Creative/Cast credits should always sit above the ticket block, regardless of whether you are using the left or right option.
- All sponsor/producer logos should sit across the bottom, ranged left as show on template. If you need to include a PARK PRODUCED/PARK WEST END/PARK ON TOUR logo then this should sit above the sponsor/producer logos.

Templates will be provided to cover various layout options and come with the necessary elements provided. Fonts are Adobe based so you will be able to access these via your Adobe Creative Suite.

All poster & leaflet artwork drafts must be submitted to the Sales & Marketing Director or Marketing Manager for approval.

Park Theatre Design Guides

Park200 A5 Flyer [FRONT 1] – Annotated Guide



Park Theatre Design Guides

Park200 A5 Flyer [FRONT 2] – Annotated Guide



Park Theatre Design Guides

Park200 A5 Flyer [Back] – Annotated Guide

Producer credits sit above show title in 6.5/11pt, -10 tracking Aglet Slab Regular & Semi-bold.

10mm margin all round

Park90 logo & venue details block fixed as below. Logo can be red, black or white.

Theatre Co-Producer in association with Park Theatre presents

Show TT sits top left below producer credit. Match to TT on front and scale down to fit within grid as shown.

HAMLET

Tickets: ParkTheatre.co.uk
Phone: 020 7870 6876*
*Telephone booking fee applies.
Finsbury Park

Creative credits & Times/Prices column sit from same hanging line.

By A.N. Other
Directed by A.N. Other
Designed by A.N. Other

Creative/cast credits should sit below title. Sizes/type style as per front.

Body text: 10/13pt, -10 tracking. Intro in Aglet Slab Semi-bold. Body in Regular.

Aspedisc idelessi voluptibus restrum quiaest accumcoresequi dolut repelit voluptatiam, undae omni blant atem consequam, sed modis exeruptur, aut utat.

Us, quodit, consequ idelissit et pa non ped magnis aut quaimusam ut labori inulpa aut rescimus, que magniam nulparcil id quaecae volluptasi tet, nihicip sapicaes intota niscia volorec tincipsa que nonsed quis aciissincto corest, vit quae conseri tem nonsequi aute solut odis endae enectore qui ati occulla nduntur?

If space allows you may include headshots/photos below body text.

Quotes: Ranged left. Size/spec as per quotes/stars on front.

‘Quote size/position on leaflet flexible’

★★★★★ Source [stars/credit remain at consistent size]

★★★★★ Source [credit remains at consistent size]

Park Produced/Park On Tour/ Park West End logos sit bottom left as shown, at this size. If not applicable to your show, please delete.

Sponsor/producer logos sit across bottom as shown.

TALA WA

00 Jan – 00 Feb
ParkTheatre.co.uk

Photo credit: 5pt, -10 tracking Aglet Slab Regular & Semi-bold.

Date Block fixed here. Dates size/spec as per front.

Times

Evenings	
Mon – Sat	7.30pm
Matinees	
Thu & Sat	3pm
CAP Captioned	
Day XX ???	0pm
BSL	
Day XX ???	0pm
AD Audio Described	
With Touch Tour	
Day XX ???	0pm
R Relaxed	
Day XX ???	0pm
DF Dementia Friendly	
Day XX ???	0pm
P Parent & Baby	
Day XX ???	0pm

Prices

Previews	£??
[?? – ?? Sep]	
Standard	£?? - £??
65+	£?? - £??
Access	£?? - £??
Park Under 30	£10*
[16-30 years]	
[available on Band C seats]	

Follow Us

📍 📺 📺 ParkTheatreLondon
📺 ParkTheatre

Times/Prices/Follow Us column is fixed here. Amend times & prices as neccessary and delete info not relevant for your show, incl. access logos. NB: Park200 shows use red access logos.

Park Theatre Design Guides

Park90 A5 Flyer [FRONT 1] – Annotated Guide

10mm margin all round

The left aligned Park90 primary logo is the preferred logo/ positioning. It can be used in either black, teal or white depending on colour/darkness of background as shown in the templates.

PARK90 PRIMARY LAYOUT.
THIS IS THE PREFERRED LEAFLET FRONT LAYOUT. THE PRIMARY ‘RANGED LEFT’ LOGO POSITIONING/LAYOUT WITH LOGO TOP LEFT AND DATE BLOCK BOTTOM RIGHT SHOULD BE USED WHENEVER POSSIBLE. (TEXT SHOULD BE RANGED LEFT, NEVER CENTRED OR RANGED RIGHT).

16 column grid with a 3mm gutter

Quotes: Size flexible depending on space and length of quote. Quote shown is 14/16ptpt, -30 tracking, and should always be Archivio Bold upper & lowercase. Position flexible but must be ranged left and align to a column within the grid and balance the rest of the design/layout. Note: Small stars next to credit MUST remain at a consistent size (10/12pt, -30 tracking) and appear at the start of the Source credit. Source should be set in Aglet Slab Regular 6/8pt, -10 tracking and remain consistent across artwork.

‘Quote size/position on leaflet flexible’

★★★★★ Source [stars/credit remain at consistent size]

Show Title: Position flexible depending on artwork. On P90 shows the show title will primarily be typeset rather than a title treatment. Use Archivio Bold upper & lowercase, ranged left. Type size is flexible – if short title, size should be approx 70pt, -35 tracking or larger, if longer (as above) then a creative solution making part of the type smaller is acceptable. Leading is flexible but keep it reasonably tight as shown.

The Rise and Fall of Little Voice

Credits: creative or cast credits should sit above the ticket/date blocks in 8/11pt, -10 tracking Aglet Slab Regular & Semi-bold.

Ticket Info and Date Block positions are fixed. Typset in Aglet Slab Regular & Semi-bold 11.5/13pt, -20 tracking as shown.

By A.N. Other
Directed by A.N. Other
Designed by A.N. Other

Tickets from £00

00 Jan – 00 Feb
ParkTheatre.co.uk

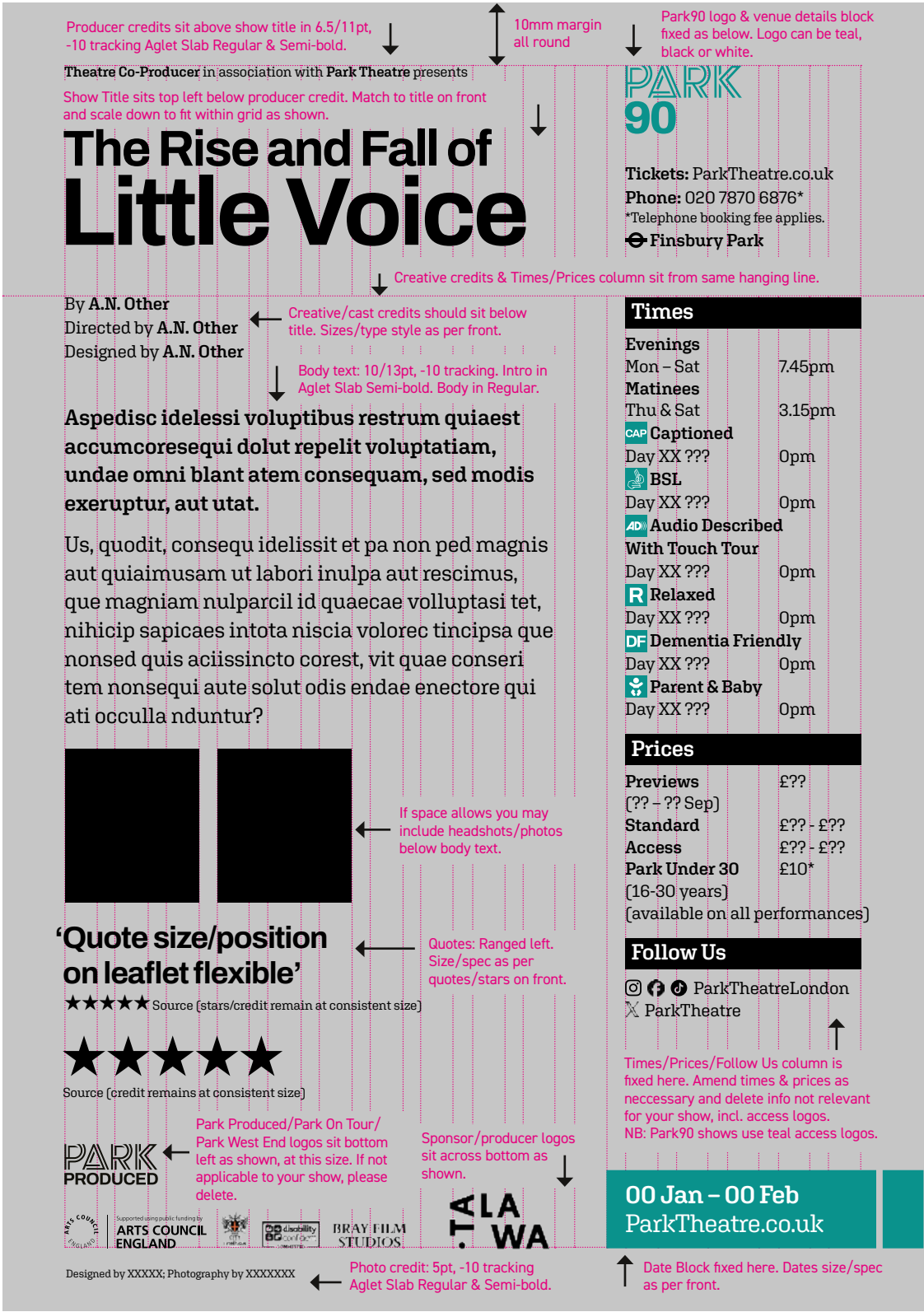
Park Theatre Design Guides

Park90 A5 Flyer [FRONT 2] – Annotated Guide



Park Theatre Design Guides

Park90 A5 Flyer [BACK] – Annotated Guide



Park Theatre Design Guides

Park200 Poster [Op 1] – Annotated Guide



Park Theatre Design Guides

Park200 Poster [Op 2] – Annotated Guide



Park Theatre Design Guides

Park90 Poster [Op 1] – Annotated Guide



Park Theatre Design Guides

Park90 Poster [Op 2] – Annotated Guide



Digital Marketing: Web Banner Examples

Social Banners

Examples are shown here of different social banner styles to follow. There is flexibility in layout but banners should utilise the brand fonts and graphics as appropriate. You may use either full colour imagery or utilise the 'tinted BW image' files supplied as a backdrop to headshots for example. Typographic styling should follow the general rules laid out on the print templates.

Template PSD files are available and can be supplied for any social media banner usage.



Digital Guides

Programmatic Banners

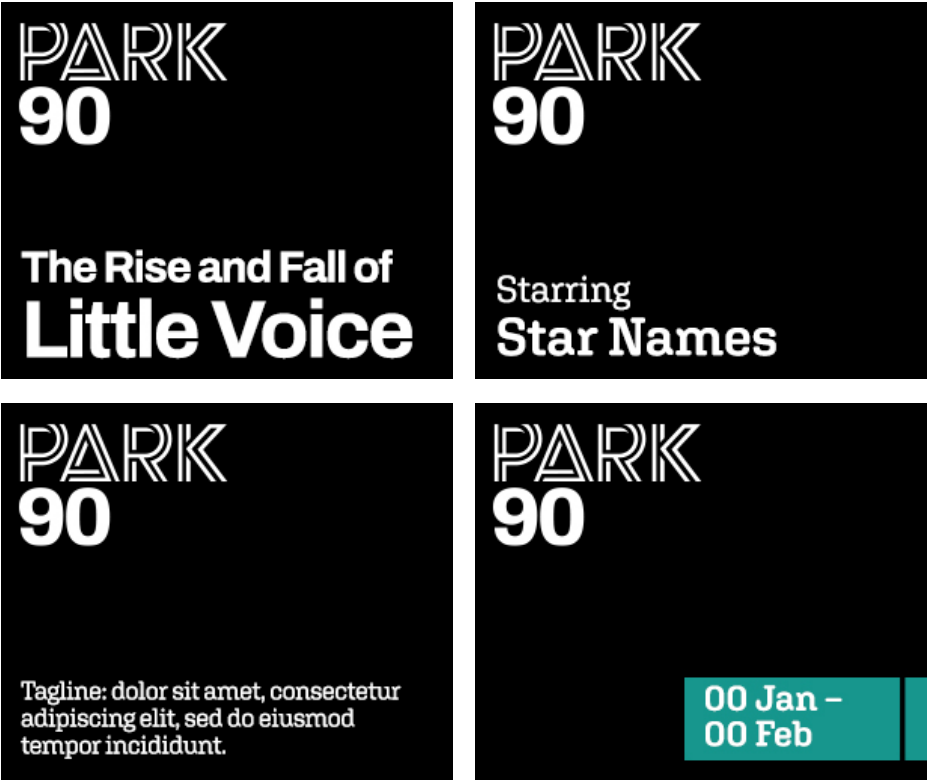
Examples are shown here of several programmatic gif banners to follow for layout. There is flexibility but the banners should utilise the brand fonts, relevant performance space logo/colour and the split block graphic as appropriate, with the information spread across frames as illustrated. You should ideally use either show production imagery or show key art as directed. Typographic styling should follow the general rules laid out on the print templates.

Templates are available in the following sizes:
120x600px / 160x600px / 300x250px / 300x600px / 320x50px / 420x280px / 468x60px / 728x90px / 970x250px

Programmatic 160x600px example



Programmatic 300x250px example



Programmatic 970x250px example

