



HOPE STREET

T H E A T R E

THE HOPE STREET THEATRE
PUBLICITY BRANDING GUIDELINES
UPDATED NOVEMBER 2018

Hope Street Theatre – Branding Guidelines

We have worked hard on creating branding for the Hope Street Theatre that we believe is clear, simple and distinctive. It is therefore important that you as part of your contractual agreement with us as a venue follow the following branding guidelines for all publicity material both printed and online.

POSTERS/LEAFLETS

All posters should be designed in both A3 and A4 versions – they must be in portrait and in full colour - we will not sign off publicity material that is designed in the landscape format, or not display our logo and branding in the correct way. Leaflets should also be portrait and follow the same guidelines as the poster.

All posters must carry our logo and branding stripe on all printed material as follows.



- The strip must take up at least 15% of the poster space.
 - The strip for details must be distinct and visible
 - The strip colour can complement your poster design
 - The font used on the strip **MUST** be Gills Sans
- The HST logo must be positioned in the left-hand corner
 - The Logo must be seen in its entirety
 - Date and Time must be the first line (FULL CAPS)
 - Ticket prices and PWYD on second line
 - Box Office details third line (FULL CAPS)
 - Theatre Address fourth line (FULL CAPS)
- No other info should be in the strip unless pre-approved.

- If your production is part of a tour and visiting multiple venues then we will discuss branding etc on a case by case basis – however, our logo must feature on all touring materials.

POSTER AND LEAFLET TEMPLATES

We do have these available and can be sent upon request. The templates are in .psd format for A5, A4 and A3 – due to the nature of these files you will need to use a designer who is aware of how to use photoshop.

IN HOUSE POSTER DESIGN

If you are unable to design the posters yourself, we can design them in house at a cost of just £42 (inc vat) again please let us know if you would like to use this facility.

SOCIAL MEDIA

We understand that space is extremely limited on Social media headers/images, however, all posts and any images that use our branding/logo or mentioning our venue must be approved in advance before making any post live.

POSTER/IMAGE APPROVAL

Must be sent to John@hopestreettheatre.com