C venues style guide

C venues host and promote a curated programme, we have processes that require your publicity material is submitted to us for approval. We reserve the right to editorial control of publicity material for all the productions and events within our programme.

Why approvals and house style?

- It is important to bear in mind that Edinburgh is a very competitive market. Other shows may have stronger designs, and your marketing material will form a small portion of the collage of posters, flyers, t-shirts and adverts that cover the city in August. It is in everyone's interests for your publicity to be as effective as possible. Even minor changes can make significant improvements.
- There are over 2,000 productions on the Fringe. As well as conforming to house style requirements, publicity material needs to be different from show to show for every production at C venues, in order that they each stand out.
- In order to uphold and support the branding of C venues as a place that has a programme of high quality theatre, dance, music, comedy, cabaret and musicals, events and exhibitions. Your publicity not only reflects on your show, but also on C venues as a whole and the other shows we promote. We are both fond and proud of our branding, which is well known across Edinburgh. When our flags fly at our C venues across the city, Edinburgh knows that the Festival is just around the corner!
- The colourful mix of productions at C venues dictates that we have companies who, while all hand-picked, are each at different stages in their growth. For some it may be production number 1, while for others it may be number 101. This can mean that the quality of publicity material is different from show to show. The approval process is designed to level the playing field and maintain the standard of publicity at C venues.
- In order to maintain some uniformity of publicity material so that C venues publicity material looks good when seen alongside other C venues publicity material, and so that a C venues show is instantly recognisable.
- But most of all, the purpose behind any of the changes and amendments we may request or require you to make to your material is to make sure that your show has the best chance possible to cut through the noise, and make an impact in Edinburgh.

Approval process and timescales

Material for approval should be submitted to publicity@cvenues.com. We can receive incoming emails up to 10MB. Above this size please use a service like www.yousendit.com

- Images for approval (e.g. production shots) should be submitted in the final resolution (300dpi CMYK for print images, 72dpi RGB for web images) and in the final form requested and without crop marks, printer’s marks or text. They should be saved as TIFF (.tiff) or high quality JPEG (.jpg) files.
- Artwork for approval (e.g. posters, flyers, adverts) can be submitted in any of the following formats: pdf, eps, .tiff, high quality .jpg. Resolution should be 300 dpi, CMY format. Where possible, bleeds and crop marks should be shown (your graphic designers should be able to do this when outputting the image file). This allows us to see where the artwork sits on the page. Fonts should be embedded, converted to outlines or rendered so we can see exactly what your artwork will look like (we may asks for layered versions with editable text if we wish to demonstrate a change to you). We need to be sure that the design we are seeing will be the final design printed, for this reason we cannot give approval for your design until we have seen it in a suitable format.
- We are happy to give advice on designs in other formats, however many other formats will change the design depending on the program being used to view the image. We do not accept Microsoft Publisher or Quark Xpress files.
- Copy for approval should be submitted in the body of an email where possible, or if attached, in text (.txt), RTF (.rtf) or Word (.doc) formats. Please note that we do not accept .wps or .docx formats.

You should allow at least 7-14 working days for each approval and expect to re-submit work where we require amendments.

You must receive final approval in the form of an official approval code from us before you go to press, produce or distribute material.

If you have printed or produced material without an approval code, or if we deem you have breached house style or editorial control, or if the quality of your material is not acceptable to us, we reserve various rights, including the reprinting or reproduction of the corrected material at your cost.
Exceptions to the rules

We are here to encourage creativity and individuality, not to limit it. Our house style and publicity material requirements are not intended to interfere with your freedom to create and design – if you have an artistic reason for doing something differently to guidelines, please propose it to us. We may, and do, make exceptions to our house style standards, if you can convince us that you have a valid reason for deviation: please discuss your ideas well in advance of any deadlines if this is the case.

If this is the case please submit your draft artwork early on, or email us with your proposals, as it may take a little longer for your artwork to go through the approval process.

Style guide for Fringe Programme and Website copy

Please bear the following points in mind when writing your copy:

• The show title and company name are displayed above the blurb so should not be repeated at the start of the copy.
• Repeating the show title and company name in the 40-word copy is a waste of words.
• If there is a quote from the show this should be towards the start of your copy and in single quotation marks.
• Mention the author if it will help sell you tickets. Mention performers or creatives only if it will really help sell you tickets.
• If the punctuation at the end of a quote is a full stop, omit it (there will be a full stop after the attribution).
• Attributions to quotes should be in brackets, with a full stop after the brackets before the next quote starts.
• The only text after the last attributions should be short information such as ‘Fringe sell-out’, ‘Book early’ or your website.
• Do not use quotation marks except round a quotation from the piece, an attributed quotation about the piece, or the title of a show, film, song or book.
• Do not use all capitals, bold, italic, underline or any other emphasis – the Fringe Office do not permit these in the programme. They will italicise publications automatically but you do not need to do this when submitting your copy.
• The Fringe database cannot accept with typographer’s characters (e.g. auto-corrected single character ellipses (...), long dashes (–), superscript characters) so please do not use them in your Fringe Programme and Website copy. For an ellipsis type three dots (…), followed by a space. For a dash, type a space, a hyphen and a space (- -). Please turn off ‘smart quotes’ features before entering your Fringe Programme and Website copy. This applies to the Fringe Programme and Website only: for other copy submitted to us we prefer you to use typographers’ ellipses, dashes, quotation marks and other characters.
• Hyphenated words do not count as one word. Stick to the word count and do not exceed it – or words will need to be cut.
• Please also take note of the general style guide for copy (below).

Please bear the following points in mind when writing your copy:

• Put the most interesting thing first.
• Avoid long or complicated sentences.
• Use the active rather than passive voice. For example: ‘The company is producing a brand new show’ is active, but ‘A brand new show is being produced by the company’ is passive.
• Don’t start consecutive paragraphs with the same words such as the show title.
• Avoid over-used words or phrases such as ‘hilarious’ ‘tour de force’ ‘high octane’. These appear many times and the public will tune these out.
• Do not capitalise words mid-sentence unnecessarily, unless they are proper names or capitalised in a direct quote.
• Avoid unnecessary use of ‘The’ and ‘A’ at the start of sentences when the word count is short: this loses you a word.
• Generally, write out ‘and’ instead of using an ampersand (&), unless using a proper name containing & (which may apply to some theatre companies. However, pairs of creatives, writers, composers who work together often can be joined with an ampersand, for example the composers ‘Pasek & Paul’.
• Avoid multiple punctuation marks next to each other or in quick succession or excessive use of punctuation, e.g. multiple exclamation marks or ellipses (…)
Type a single space after full stops, commas, colons, semi-colons, exclamation marks, question marks, ellipses. Type a single space either side of a dash and outside parentheses (). Type no space either side of a slash.

Decades in text should be written in the style 1970s or 70s, without any apostrophes.

Use the 24 hour clock for timings, with a leading zero, in the format 09:30, 13:00. Use a colon to separate hours and minutes. Durations should be written in the format 1hr, 1hr30.

Do not use ordinal suffixes (st, nd, rd, th) in dates. The day should precede the month, e.g. 1 August or Wednesday 1 August.

Quote marks and apostrophes should be always be typographer’s (‘curly’) quotes (‘ ’) not straight quotes (‘ ’). If the application you are using does not have a ‘smart quotes’ mode to set typographer’s quotes automatically, then you will need to force the typographer’s marks: To force them use the following key combinations:

Mac – opening mark: option- ]; closing mark: option-shift-] (option key may be marked alt).
PC – opening mark: alt-0145 (on number pad); closing mark: alt-0146 (on number pad)

Where a word starts with an apostrophe, such as ‘tis as a contraction of ‘t is or ‘n’ as a contraction of and please ensure that you use an apostrophe (’) and not an open single quote (‘). Many applications use a ‘smart quotes’ feature, which will automatically set quote marks as open and close depending on whether they are at the start or end of a word, which can be helpful in normal use, but will assume that any use of the quote key at the start if the word is an open quote and not an apostrophe. You may therefore need to force the apostrophe manually in this case.

For all copy except the Fringe Programme and Website, as a general rule it is best to use the standard convention of italics when mentioning show titles, films, books and publications. Use bold for general emphasis, such as mention of your own company name, but use it sparingly. Do not use underlining. When mentioning the title of your own show in, for example, a press release, it is often an idea to use a stronger form of emphasis such as bold or bold italic.

Do not use quotation marks except for quotations (and, in the Fringe Programme and Website copy, for the titles of shows, films, books, etc). Do not use quotation marks for the names of companies, bands or groups or for emphasis.

When using quotations, please follow these guidelines:

- Use single rather than double quotation marks for quotations.
- Quotes about the show must be attributed and should be from reputable publications and websites or established authorities or professionals only – do not include quotes from edfringe.com or audience members.
- Start each new quote with a capital letter as a fresh sentence. Omit the final full stop of a quote. Then, in body copy, put a full stop after the attribution to separate the quotes from each other. This full stop is not needed in display text.
- If you are cutting bits of the quote, use an ellipsis (...). The ellipsis should be followed by a space. If the word following the ellipsis is from an new sentence in the original quote, it should start with a capital letter, if not, it should be in lower case.
- Star ratings should come after the quote, outside the quote marks, e.g. ***** for 5-stars. In display typesetting a real star as is found in the fonts Zapf Dingbats or Wingdings (e.g. ★) should be used but in copy an asterisk (*) should be used.
- Half stars should be indicated by a star (or asterisk) in brackets: ★★★(★) or *****(★).
- Attributions should come after any star rating.
- Do not put a dash between the quote and the attribution. Except from in Fringe Programme and Website copy, do not put brackets round the attribution.
- Remove ‘The’ from publication titles in attributions.
- Attributions which are websites should include the .com, .co.uk etc in the attribution. Omit the www. Websites should be put into title case so that the first letter of the website is capitalised and also the first letter of any new words in the website name are capitalised., e.g. Chortle.co.uk and BroadwayBaby.com.
- Generally the reviewer’s name does not need to be included unless it there is a reason to do so (like it being a major reviewer). Attributions from large organisations such as the BBC should include the programme or person’s name.
- An example use of correctly formatted and attributed quotation is: ‘Amazing! Brilliant... a great show’ Scotsman.

When writing the venue name:

- There is a single space between the C and the rest of the venue name (or the ‘venues’ of C venues).
- The C is always written in capitals, and the rest of the venue name (or the ‘venues’ of C venues) is always written in lowercase.
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- Do not put the C of the venue name in a different font to the surrounding text unless it is our standard font for the C, New Baskerville Bold.
- Do not put the rest of the venue name (or the ‘venues’ of ‘C venues’) into a different font to the surrounding text, unless it is our standard font for the rest of the venue name, which is Frutiger 95 UltraBlack.
- Do not let the line break between the C and the ‘venues’ or venue name. This can be achieved by using a non-breaking space.
- There is usually need to use the theatre or performance space name (e.g. ‘+3’, ‘studio 4’, ‘main theatre’) unless you have a reason to talk about the space – the venue name is sufficient.
- The Edinburgh Festival Fringe can be abbreviated to the Edinburgh Fringe or the Fringe (in the Fringe Programme it can be abbreviated only to the Fringe and not to the Edinburgh Fringe), but it is not the Edinburgh fringe Festival and should not be abbreviated to the Fringe Festival. Fringe and Edinburgh Festival should be capitalised. (except in Fringe Programme where it is festival), but festivals should not be.
- Acronyms should be written without spaces or full stops. Proper name acronyms should be capitalised, others should not. For example, RADA, LAMDA, asap, tbc.
- Initials of a person’s name should be in capital letters with spaces but without full stops. For example, E E Nesbitt, C S Lewis.
- Mr, Mrs, St and other contractions where the last letter of the original word is retained should not terminate in a full stop.
- Latin abbreviations such as e.g. and i.e. should be in lower case with full stops and no spaces. Et cetera should be written etc without a full stop.
- Some standardisations for anglicised words, compound words, hyphenated words and capitalisation: award-winning, award winner, café, one-man, one-act, premiere, rock’n’roll. rollercoaster, sell-out, ThreeWeeks (the publication).
- Use British English rather than American: examples are programme for our programme, program for computer programs, theatre rather than theater, use of s rather than z for is(e) (or ize), e.g. capitalise not capitalize.

Layout tips – for press release and press packs in your own company or show formats

If you are just planning to use our standard format release, you can skip this section. If you choose to use your own company or show format for the main show releases you are sending out, we’ll still create a release in our standard format for our use. Please remember the first release in your own company format may take longer to approve as we will be approving the style as well as the content.

- Use a clear font – the release should be readable at a glance.
- Have only one or two extra styles (e.g. bold, italic, different typeface) to use for show titles/emphasis. Be consistent as to how you emphasise show titles, company and performer names. Keep different fonts, styles, sizes and alignment to a minimum.
- Do not put whole sentences in capital letters.
- Leave white space around your information on the paper, and use expanded line spacing to increase the gaps between lines. This makes the release easier to read, and gives the press room to make notes.
- Flyers and photos sent out with a press release and pages of a press pack or multi-page release may become detached and get lost. Label all press pack sheets or attachments with the name of the company, show, venue and contact details.
- A clear listings information section is essential. If you are just supplying copy for our uniform format release you don’t need to worry about listings information as we insert this, but if you are using your own format press release, your listings must be placed after the main body of the release and before the contact details in the following format:

  Listings information
  Venue: C too, venue 4, Edinburgh Festival Fringe
  Dates: 4 to 29 August 2011
  Time: 15:00 (1hr15)
  Ticket prices: £7.50–£9.50 / concs £6.50–£8.50 / children £5.50–£7.50
  Venue box office: 0845 260 1234 / www.CtheFestival.com
  Fringe box office: 0131 226 0000 / www.edfringe.com

- We recommend you include both the Fringe logo and the logo for the C venue you are performing at.
- At the end of each sheet you should put contact details for your press contact and our press office. We recommend you use a mobile number or one that will not change for August if possible, and we recommend you use an email address that you will have access to when you
are in Edinburgh. You must also include our press office contact number and our press office email address. Here is a sample further information section we have prepared:

Further information and photos available from
Greyfriars Bobby at Big Productions on 07123 456789 / email bobby@bigprod.com
or the C venues press office on 0845 260 1060 / email press@cvenues.com

Please note that the press@cvenues.com email and our press office telephone number 0845 260 1060 are provided only for the use of the press – if you want to contact our press and marketing department, please use publicity@cvenues.com at all times.

• Please note the information in the style guide for copy regarding inclusion of and typesetting of the venue name (the correct capitalisation and fonts – ‘C’ in New Baskerville Bold in capitals, and ‘venues’ or the venue name in Frutiger 95 UltraBlack all in lowercase – and a single space between the C and the next word).

Non-standard and custom print

You are not limited to a single version of print in a standard size. However we would usually ask that you produce standard format flyers and posters in addition to any custom material. Successful custom formats have included a series of versions of print with a common factor and differences between each version. Beer mats, bookmarks, business cards, A7 cards have all been used to good effect. Die-cut flyers can make your design stand out.

Techniques such as multiple versions of print, teaser print and die-cut printing can be very effective, but are not necessarily appropriate for all productions. We would be happy to discuss such techniques further with you if this is something you want to pursue.

You may choose to produce beer mats, badges, t-shirts or plastic beer mugs – but remember they are all subject to approval.

Print specifications

• We will provide you with a banner containing the box office and listings information for your show which must be printed in your print design. More details on this below.
• You must print A3 posters, preferably portrait. You can, if you wish, also print A2, large format or other format posters in addition to A3, but we may not be able to display these at the venues.
• Your flyers must be A6 (postcard), A5, or DL (one-third A4). We recommend A6, as it is a popular size for street-flying, and the best value for money. Using A6 or A5 means you can use the same artwork for poster and flyer front at a different size.
• We strongly recommend your posters and flyers are portrait (vertical). If your posters are not portrait A3 this will limit where they can be displayed in the venue and elsewhere in Edinburgh.
• Posters and flyers must be printed on gloss, silk (velvet), or matt art paper with a minimum weight of 130gsm. A6 size flyers must be printed on card with a minimum weight of 250gsm. Photocopied or laser printed print is not permitted.
• Flyers must be printed on both sides. The front of your flyer should primarily be an image and the back of your flyer should contain copy to sell your show. We recommend that you use a secondary image and colour on your flyer back, so it does not just contain plain text. The flyer back should not be a repetition of your Fringe Programme blurb: there is more space, and the copy should be different as audiences will often compare the two. The title of the show should be at the top of your flyer on both sides so that it is visible above the level of a leaflet rack.

Print quantities

• If you are doing a one-week to half-Festival run, you should print 5,000 flyers and 150 – 250 posters per show.
• If you are doing a two-week to full Festival run, you should print 10,000 flyers and 300 – 500 posters per show.
• If you are doing a one-off event, contact us for guidance on print quantities.

More than one show on the same piece of print

If you have more than one show and you wish to combined or share posters and flyers, please discuss your proposals with us before making concrete plans. Our standard print quantities are per show and we reserve the right to require you to print separate posters and flyers for each show, and to carry listings or teaser information for your other shows on all of your print material.

• If we have agreed that it is appropriate for you to combine two shows on one flyer, you have a choice of back to back or a combined front showing two shows and a combined back showing two shows.
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- If you have agreed that it is appropriate for you to combine two shows on one poster, or two shows on one flyer with combined fronts and combined backs, you may need a special version of the banner and you may need to display date and/or time information on the poster in addition to the banner.

- If we have agreed that it is appropriate for two shows to share a combined flyer, with one show on each side, then the design of each side must convey both the information that would normally be on the front and the information that would normally be on the back of a single show flyer, i.e. it should have an image and enough text content to sell the show effectively.

- If we have agreed that it is appropriate for two shows to share a combined flyer and/or a combined poster, and that is your only flyer and/or poster for those shows, you will need to print double quantities.

- If you are doing three or more shows you may wish to consider doing a joint folded leaflet in addition to your other flyers. This can be a very valuable marketing tool to promote and enhance your company presence but should not be considered a substitute for doing flyers for each show.

- Special requirements apply to venue logos, banners and listings information on print that details more than one show.

**The venue print banner and venue and fringe logos**

We will supply you with a venue print banner, which includes the venue logo, fringe logo, your show listings (dates/times) and box office information.

- The banner should be used on all print for your show: on all posters, on the front and back of all flyers, and on both outside covers of all folded leaflets. It should also be used on any advertising.

- The banner must be placed on the bottom of your poster and advertising, and at the bottom on both sides of your flyer. The banner must be at the very bottom of the page, and there should be no other text or logos below the banner.

- The banner should extend entirely across the bottom of your print. The crop marks at either side and below the banner should line up with the edge of the page. The crop marks above the banner should be used to determine the lowest permissible point of any text, logos or other foreground objects positioned above the banner on the page.

- The banner should be scaled to fit full width on portrait print material in standard sizes, e.g. A3 and A2 posters and A6, DL or A5 flyers, so that the crop marks on the banners line up with the edge of the page. If you are proposing to use print material that is landscape format or a non standard size then let us know, and we will supply you with guidance or a special format banner.

- If you are designing your print without access to the banner, allow the following height of the banner on your print for the banner, from the bottom of the page to the lowest permissible foreground object (text or logos): A2 102mm, A3 72mm, A4 51mm, A5 36mm, A6 26mm, DL 24mm, A7 18mm.

If you are planning to use custom format print to promote your show, you will still need to use appropriate C venues branding: please contact us and we will send you an appropriate special banner or logo.

The information and logos contained on the banner must also be used any websites you appear on. On websites you do not have to use the banner in the form supplied but can set the listings information as text. However you do need to use one of our web banners, which include the Fringe and venue logos and box office information.

We can supply a separate standard banner for branded clothing and promotional merchandising where you wish to mention the venue, but a full listing is not required.

The following rules apply to any use of any of our banners or venue or fringe logos:

- All text and objects in the foreground of the banner or logos should be all the same colour, although this does not need to be a plain colour and could be a texture or blend.

- The banner and logos can be printed in any colour on any background, and the background does not need to be plain. For example, the banner foreground can sit on top of your main poster image or a textured background. However the foreground should stand out sufficiently from the background.

- The banner and logos are supplied in pdf format as scalable electronic artwork. You should be able to re-scale and re-colour the banner using any standard professional design package such as Adobe InDesign, Illustrator, Photoshop, Gimp or Quark Xpress. By arrangement, they can be supplied in other formats such as eps, bmp, tiff and jpeg.

- When you scale (re-size) the banner or logos to fit different sized media (e.g. for posters and flyers), you must maintain the ratio between width and height, and must not distort the proportions of the artwork. You must not apply effects which distort proportions or shape to the banner or to any Fringe or C venues logos.
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- Please do not attempt to recreate the banner or logos or banner by typesetting.
- Should you have any questions or experience any difficulties in using the banner, please don’t hesitate to contact us.

If the proportions, weight, or font of the lettering of any part of the banner or logos is different from the artwork supplied, we will require you to reproduce acceptable artwork, destroy the original print and reprint any offending publicity material at your cost.

**Your print design**

Your posters, flyers and other print material will be clearly branded with C venues logos and branding, your print collateral will not only reflect on the C venues brand, but also on the other shows hosted at C venues.

We reserve the right of editorial control over the design and content of your print material in the interests of best selling your show in Edinburgh. Therefore, as well as needing to adhere to our print specifications and including the venue listings banner and our logos, your print is subject to our approval. This includes the content, text, images, and overall design.

One of the best investments you can make in your marketing campaign is to employ a professional graphic designer to create your poster and flyer design. Details of our recommended printers and designers are further on in this handbook.

**Style guide for print, advertising, and display copy**

Please read the style guide for copy (above) and the guidelines for use of the venue print banner and venue logos.

In addition, we’ve compiled a style guide specifically for print, advertising and other use of display copy, and some helpful tips!

- Use high quality photography – photos that are pixelated or badly photoshopped will be rejected. The best images feature people, especially the cast of the show in costume. Stock photography should be avoided but can be a better solution if you are unable to get high-quality photography. If in doubt, get in touch us and we can help.
- Be aware of colour, contrast and usability. If you are unsure if your poster has enough contrast to be easy to read – convert it into greyscale and see if it is still easy to read. Colour also conveys mood and meaning, so make sure you use the right colours for the meaning you want to convey.
- Make sure that elements in your design are aligned or intentionally scattered so that they complement each other.
- Please pay attention to fonts – fonts that are difficult to read or are obviously not suitable for your design will need to be changed (e.g. 80s fonts on a Shakespearian period piece, Old-style fonts on a futuristic piece). Please avoid widely used ‘standard’ fonts such as Comic Sans, Courier or Times New Roman). Don’t use too many different styles (e.g. *italic*, weights (e.g. **bold**, light)) or widths of font in the same document. If you use more than one font family (rather than different weights or faces of the same font) then please ensure they work well together. There are many websites that offer free fonts for commercial use: dafont.com, fontfreak.com etc.
- Avoid using all-caps unless it is an integral part of your design – it’s generally harder to read. If using all capitals, then look at kerning (the spacing between each letter) carefully. Often if you space the letters out slightly they are easier to read.
- If you use styles like all capitals, all lower case, or punctuation after taglines, apply them consistently through your design.
- Avoid distorting the width or height of letters unless you are doing this for specific design reasons. Avoid scaling the width or height to fit the available space. Fonts are designed to work in a given proportion.
- Use typographers’ punctuation marks (ellipses, dashes, quotation marks) where possible.
- Use features like optical kerning, out-hung quote marks and punctuation where available.
- Be aware of the difference between hyphens and dashes, hyphens should be used when joining two words to create one words (e.g. Hills-Smith), dashes should be used when joining two separate words or sentences. We prefer the en-dash, used with spaces either side (—) when joining two phrases (e.g. ‘crazy – come see it!’), rather than the longer em-dash (—) but which works for you will depend on your overall design.
- Use typographic quote marks (curly quote marks) instead of straight marks, unless the straight ones are a key part of your design. All fonts should come with both versions. If your design application does not set these automatically, see general copy style guide for details of how to force them,
- We prefer single quote marks unless your design calls for double ones.

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- Stars should be real stars (★) and not asterisks (*). We use Monotype Sorts or Zapf Dingbats (Shift + H). Stars should be outside of quote marks, between the quote and the attribution.
- The quote should be bigger and/or bolder and/or more present than the attribution. A good way to achieve this is to put the quote in bold or the attribution into a smaller size so the height of the capital letters is the same as the lower case letters in the quote (typically setting the attribution at 70% of the point size of the quote will achieve this).
- If the attribution is all in capitals and the quote is not, the attribution should be set so its capital letters are no larger than the lower case letters in the quote.
- There should be no brackets, dashes or punctuation around the attribution, and generally it is cleaner not to have a full stop on the end of a quote before the close quote mark and attribution.
- The front of your poster and flyer should have the following elements:
  - Company Name and/or logo
  - Show Title
  - Main image or design that relates to your performance
  - C venues banner
- The back of your flyer should have the following elements:
  - Company Name and/or logo
  - Show Title
  - Show copy (approx 150-200 words)
  - Often a secondary image (underneath or alongside text)
  - C venues banner
- Optional elements for either or both sides include:
  - Author (if relevant)
  - Key creatives (e.g. director) or lead performers (only if really relevant)
  - Key quote(s) (if relevant)
  - Taglines (if relevant)
- If you have to include things such as sponsor logos and contractual credits like acknowledgements to rights holders for musicals, keep them at a size and prominence which does not interfere with your design, unless their presence will enhance your ticket sales. Avoid using coloured sponsor logos when this conflicts with your design: black and white or greyscale versions of the logos can be coloured to match your design. Avoid using white backgrounds round sponsor logos – use a transparent background.
- Try not to mention ‘C venues’ or your venue or theatre space in the body of your copy, the banner at the bottom will take care of this. If you do, then please note the information in the style guide for copy regarding inclusion of and typesetting of the venue name (the correct capitalisation and fonts – ‘C’ in New Baskerville Bold in capitals, and ‘venues’ or the venue name in Frutiger 95 UltraBlack all in lowercase – and a single space between the C and the next word).
- Please make sure all designs have at least 3 or 4mm bleed (i.e. that the printed background extends off the page by 3 or 4mm), and enough space around your design so that elements will not be accidentally cut off when the printers cut the paper.
- Remember that your printer will probably need all placed your artwork to be in CMYK colour format, not RGB. This means checking all placed artwork and logos and converting them to CMYK if necessary.

This list is not designed to be a checklist, but it does highlight the most common issues we see during the approval process. If you have any questions or concerns please let us know, and make sure to get designs to us early so that if there are any changes to be made you will have plenty of time to get them completed before your print deadlines.

Style guide for websites and e-marketing

While we don’t want this part of the approvals process to be too onerous or prevent the spontaneity that is a key feature of e-marketing, please note the following:

- Any copy or images used in e-marketing that are not broadly in line with those already approved for the Fringe Programme, your press campaign or print should be run by us for approval before being use.
- Our style guides for copy also apply to online copy.
- You should bear in mind relevant parts of our guides for print design when thinking of your web and email presence.
- You should include a ‘book tickets’ link on your website and in marketing emails, which should link though to a site we determine. Please contact the press and marketing department for the most up to date link to use.
- We can supply with C venues web logos and banners, which should be used on all websites and promotional emails where possible. These logos should link through to www.CtheFestival.com
All references to C venues, the venue name and listings information must follow house style as contained in the print specifications. In particular you must ensure that you do not distort or recreate our banners or logos or the Fringe logo, but use them in the proportions provided.