

Marketing Guidelines

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We are dedicated to making your event at Guiseley Theatre the best that it can be, with a thriving audience, however this is very reliant on the marketing materials you provide us with. A good poster does half the work for you.

In this document you should find all the information you need to successfully promote your event at Guiseley Theatre

Contact

Lucy Phillips - Design and Marketing Lead

lucy@guiseleytheatre.org

Kerry Dougal - Administrative Lead

kerry@guiseleytheatre.org

Jacob Phillips - Managing Director

Jacob@guiseleytheatre.org



Guisseley Theatre CIC
The Green
Guisseley
LS20 9BT

www.guisseleytheatre.org
info@guisseleytheatre.org
07762563689



follow us at @guiseleytheatre

What we need from you

Print Pack

It is the producing organisation's responsibility to provide printed marketing materials delivered to:

Guiseley Theatre CIC
The Green
Guiseley
Leeds
LS20 9BT

We can make use of:

- 200x A5 double sided fliers
- 10 x A4 Posters
- 5 x A3 Posters
- 1 x A1 Poster
- 1x A0 Waterproof Poster (These are displayed outdoors in uncovered frames)

If the appropriate artwork is supplied, these can be ordered on your behalf and charged back to you in the final settlement. A full Print Pack would be charged at £200.

Digital pack

When booking your event, you will be asked to complete the 'Performance Info Grab' form which will ask for all the details we need to successfully put your event on with us. This form has a section that will ask you for either a link to your marketing folder (eg google drive, one drive etc) or to upload documents individually. This is the best way to get your digital marketing materials to us.

We require:

- High resolution Poster image
- 5 x High resolution images
- 1 x High resolution promotional video
- 2 x High resolution social videos (reels, tick tock)
- Marketing assets



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Brand Guidelines

Appropriate Logo Use

The Guiseley Theatre logo consists of the 'Guiseley Theatre Text' and the 'Square Surround'. Below are the recommended logos used by Guiseley Theatre and should be used on promotional material relating to Guiseley Theatre.



Fig 1. Basic logo

**GUISELEY
THEATRE**

Fig 2. Black Text logo without surround



Fig 3. White Logo with white stroke surround



Fig 4. Basic White logo

Fig 5. White Text logo without surround

Fig 6. Black Logo with white stroke surround



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General rules of thumb for logo use:

- The default for any Guiseley Theatre logo is always to be a basic black and white with basic logo (fig 1) being the 1st choice. In some cases, a black logo on a black background is not preferable. This is where the white alternatives (fig 4) are used.
- In some special instances, the logo may be coloured to match the existing poster (fig 7), however this should always be approved by a member of the Guiseley Theatre design team before publishing and the accompanying text should be matched to the logo colour.
- The Guiseley Theatre logo should never be more than 1/8th the height of the material it is used on.
- Text logos (fig 2, 5) should be used as titles rather than logos on content such as videos
- Logos with a stroke (fig 3, 6) are reserved for clothing and cloth embroidery and print.
- In some cases, it is effective to use a logo with negative space (fig 8) however this should always be approved by a member of the Guiseley Theatre design team before publishing
- Guiseley Theatre logos should be placed in the bottom left corner of promotional material



Fig 7. Guiseley theatre logo in a variety of colours



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Fig 8. The Guiseley Theatre logo with negative space

Inappropriate logo use

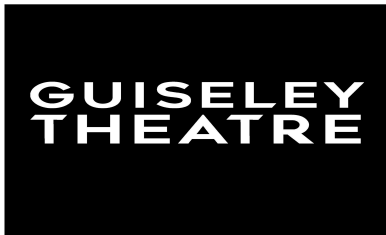


Fig 9. A stretched logo



Fig 10. An angled logo



Fig 11. A shaped logo

Guiseley Theatre logos should not be manipulated in any way. Material with manipulated logos will not be displayed or published by Guiseley Theatre. This includes:

- Resizing without maintaining the original aspect ratio resulting in a stretched or elongated logo (fig 4). The Guiseley Theatre logo should always be a perfect square.
- Logos that are rotated or angled (fig 5) will not be accepted. Guiseley Theatre logos should be horizontal, with the text directly parallel to the top and bottom edges of the material



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- Logos that are framed, shaped or cut. The Guiseley Theatre logos (figs 1,3,4,6,7,8) should be a perfect square.

Poster boxes

Guiseley Theatre can provide you with a poster box to add to your artwork or if provided with a poster image, we can add the poster box to the artwork for you.

A poster box is a self contained strip that includes all the information the public need to book tickets to your event and is designed to be easy to read, recognisable and tie marketing material together across all events at Guiseley Theatre.

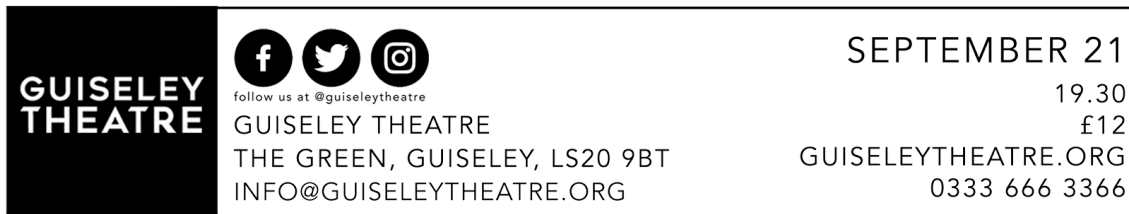


Fig 12, standard poster box

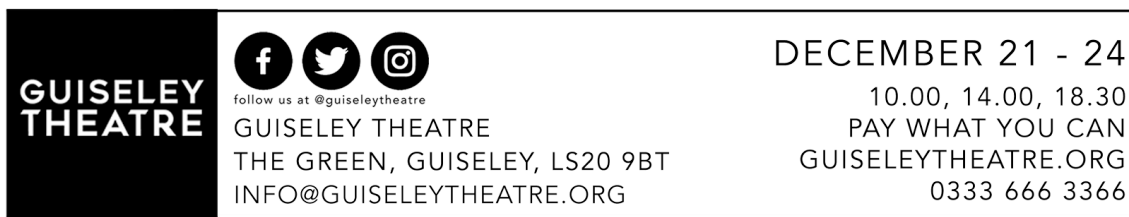


Fig 13, poster box with multiple date and times

Poster boxes should:

- Displayed across the bottom edge of the poster
- Have an equal distance between the left, right and bottom edge of the poster box that is roughly $\frac{1}{4}$ of the edge of the logo
- Follow the 'MONTH DAY-NUMBER' format with no 'st's, nd's rd's or th's' on the top line aligned to the right. Multiple dates should be separated by a '-'
- Have the time in 24 hr format on the second line with a '.' separating the hours and minutes
- Include price details on the 3rd line.



- The fourth and fifth lines should always be the web address and telephone box office number.
- The text should not extend below the bottom of the logo on the left
- Text should be in capital letters in the 'Avenir LT Std' font

Poster boxes must follow the same rule set out for logos in regards to colour and manipulation

Poster boxes may have transparent or faded background for ease of reading

Ideal poster layout

Under ideal circumstances, we would be provided with a poster image that allows for a poster box to be placed in the bottom ¼ th of the image (fig 14). This doesn't need to be a cut in the image, 'empty space' in the image is ideal. Simple, clear posters work best with the title occupying 50% of the image being most effective. Please do not overpopulate the poster image with text.

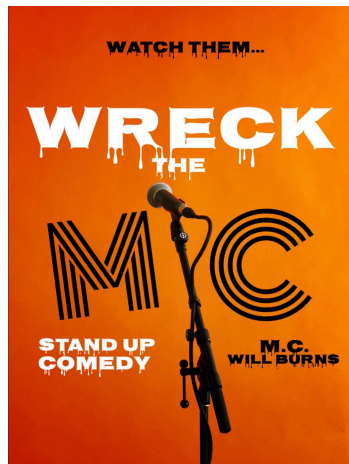


Fig 14. Example of a raw poster image with a clear bottom ¼ th

Once a poster box is applied to the image, this contains all the information needed for the audience to book their ticket and would be considered ready to be published.

Poster Boxes should have an equal distance between the left, right and bottom edge of the poster box that is roughly ¼ of the edge of the logo as seen in fig 15, 16, 17.

Poster boxes may sit above a producer/sponsor logo line (fig 17) but should always sit in the bottom ¼ of the image.



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Fig 15, Wreck the Mic

Fig 16, Priscilla queen of disaster

Fig 17, On Hallowed Ground

Poster boxes may sit above a producer/sponsor logo line (fig 17) but should always sit in the bottom ¼ of the image.

Please note that generic posters with other venue dates or no specific dates, will not be displayed or published by Guiseley Theatre.

Tickets should be advertised as available via the Guiseley Theatre website (guiseleytheatre.org/boxoffice) or 0333 66 33 66. Posters displaying ticket source links or other websites will not be displayed or published.

Info strip

Info strips are used on general materials where a poster box is not needed but general information regarding the Theatre is required. Info Strips also add continuity to print materials.

Info strips should always be at the bottom of the image and are usually found on the rear of fliers or print materials that are not promoting a specific event.



Fig 18, the Info Strip



The info strip should stretch the full width of the page leaving an equal distance between the left, right and bottom edge of the strip that is roughly $\frac{1}{4}$ of the edge of the logo and should only be applied to Portrait Documents.

Fonts, Colours and Sizes

When producing material that carries information or long text, simple clear fonts should be used. We recommend 'Avenir LT Std' which is used on all Guiseley Theatre associated print. This can be downloaded and installed at <https://fontsgEEK.com/avenir-lt-std-font>.

Avenir may be used as a title font in bold. Titles should never be more than double the pt of the text below it. The minimum pt of text should be 8pt.

In most cases, text should be black or white. Coloured text is not advised. If black or white text is tricky to read on the material, it is preferable to darken or lighten the background image to suit.



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Social Media details

Social Media Accounts

X: www.twitter.com/guiseleytheatre @guiseleytheatre

Facebook: www.facebook.com/guiseleytheatre @guiseleytheatre

Instagram: www.instagram.com/guiseleytheatre @guiseleytheatre

Tictoc: @guiseleytheatre

What's on page and Facebook Events

To list your event on our [whats on page](#), please create a facebook event and add Guiseley Theatre as a 'Co-host' to the event. Once added, please email info@guiseleytheatre.org letting us know. Once accepted, the event should appear on our whats on page within 24 hours.



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Press Contacts

Social Media

[‘Guiseley Gazette’](#) - Local Facebook Page

Contact: Claire Whitaker - sales@electricyourway.co.uk

Local Facebook Groups (self posting)

[Events happening in Rawdon, Yeadon and Guiseley](#)

[Guiseley and Yeadon Community Group](#)

[Guiseley Our Community and Surrounding areas](#)

[Our Guiseley](#)

Blogs

[‘Mumbler’](#) - Mums and Families blog

Contact: Sarah Smith - wharfedale@mumbler.co.uk

[Fairy Powered Productions](#) - Theatre Blog

Contact: lindsay@fairypoweredproductions.com

[‘Reluctant explorers’](#) - Family Blog

Contact: Samantha Brown - reluctantexplorers@gmail.com

One Play More - Theatre Blog

Contact: Sophie Joelle - sophie@oneplaymore.co.uk

News Papers and Outlets

Wharfedale Observer, Ilkley Gazette - Local Papers

Contact: Claire Lomax - claire.lomax@nqyne.co.uk

Telegraph and Argus - Local Paper

Contact: Will Kilner - will.kilner@telegraphandargus.co.uk

TV and Radio

BBC Look North - regional tv news



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Contact: Trudy Scanlon - trudy.scanlon@bbc.co.uk

BCB Radio - Local Radio
Contact: hello@bcbradio.co.uk

Schools

Secondary Schools:

[Guiseley High School](#)
[Benton Park](#)
[St Mary's Menston](#)
[Ilkley Grammar School](#)
[Woodhouse Grove](#)
[Bradford Grammar](#)

Primary Schools:

[Guiseley Primary School](#)
[St Oswald's CofE Primary School](#)
[Tranmere Park Primary School](#)
[Hawksworth CE Primary](#)
[SS Peter and Paul Catholic Primary](#)
[Yeadon Westfield School](#)
[Queensway Primary](#)
[Rawdon St Peter's](#)
[Rawdon Littlemoor](#)
[Rufford Park Primary School](#)
[Menston Primary](#)
[St Joseph's Primary, Otley](#)
[Ashfield Primary School, Otley](#)
[The Whartons Primary School, Otley](#)
[Ashlands Primary School, Ilkley](#)
[All Saints CofE Primary School, Ilkley](#)
[Sacred Heart Primary School, Ilkley](#)
[Moorfield School, Ben Rhydding](#)
[Ben Rhydding Primary School, Ben Rhydding](#)



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