



## Branding Guidelines

Promotional print media



Assembly Festival provides templates for A3, A5, DL, Foamex 1x1m and 1x2m, 12-sheet, 4-sheet, eighth and quarter page ads, per performing venue. If you wish to create the artwork for a different size, you can re-size the template provided by re-scaling the assembly banner while preserving its proportion.

You can download the templates from our website following this link:

[www.assemblyfestival.com/industry/performingwithus/](http://www.assemblyfestival.com/industry/performingwithus/)

Find below instructions on how to use the brand and banner for the set-up of artworks before you submit them to us for approval. The reason we provide these guidelines is to make sure the main information about the show is presented clearly, is readable and consistent with our branding; which helps ultimately with recognition and positive impact in the audience.

1. There are different packs for each venue. Make sure you download the **venue specific template pack**:
  - Assembly Checkpoint
  - Assembly Roxy (Downstairs, Central, Upstairs)
  - Assembly Hall (Main Hall, Rainy Hall, Baillie Room)
  - Assembly George Square (George Square Studios, Theatre, The Box, Gardens)
2. Templates are provided in .EPS and .AIT formats. We recommend to use **Adobe Illustrator or InDesign** for the creation of the artworks. The use of Adobe Photoshop would require further attention to proportions and print quality; making the process longer.
3. Please **do not change the color of the banner, altered the logo or size of the 'button'** that holds it. For your reference the red that Assembly uses is #ed2228.
4. We recommend to use the Assembly banner on all your artworks, as it presents the information clearly and it makes it easier for audiences to identify the venue as well as where they need to look in order to find the most important details of your show (e.g. dates, time, venue). If you want to use the Assembly button instead, please email [marketing@assemblyfestival.com](mailto:marketing@assemblyfestival.com)



5. Note that only horizontal/landscape template hold social media icons. Please do not add or remove these icons as they are part of the standard format the branding handles.
5. After you download the templates you will need to **change the dates and time**. Please use **the Assembly font** included in the pack, VAG Rounded Std Bold, when you enter the details.
6. For the time please use the **24-hour format and column** instead of dot. For example, have 21:00 instead of 9.00PM or 9:00pm
7. For the **dates** use the format given in the template. For example, have **5 - 30 AUG** not 5<sup>th</sup>-30<sup>th</sup> August
8. If you want to include the dates your show is not on, you can have them in brackets next to the dates. For example: 5 - 30 AUG (not 16, 18)
9. You do not have to include the **sub-venue** unless you want to. If you decide to include it, you can add it on the venue box on the bottom right of the banner following the format below and using the Assembly font provided.

Example below: GEORGE SQUARE - THE BOX (Size A3)



Close-up detail of bottom right button >>

**If you have any questions or you need help with the templates, contact our marketing team by emailing [marketing@assemblyfestival.com](mailto:marketing@assemblyfestival.com).**