



Brand Guidelines 2019



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1 Templates

As detailed in the Marketing Guide, printed advertisement is crucial to promoting your show.

To help you in the creation of these materials, 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.

Each template will have our branding and be correctly sized. They include an editable field to update your show times and dates. Social media handles only appear on the templates for 12 sheets. There is space for you to include your sub venue on your promotional material, as shown in the example below.

This guide details the requirements you must follow before submitting your artwork 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 on the audience.

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

<https://www.assemblyfestival.com/who-we-are/branding>



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Instructions and Guidelines

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.**

1. There are different packs for each venue. Make sure you download the **venue specific template pack:**
 - Assembly Checkpoint
 - Assembly Rooms
 - 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 using 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 colour of the banner, alter the logo or size of the 'button' that holds it. For your reference the red that Assembly uses is #ed2228. Best practice is to create all artwork on a layer behind the layer our branding is on. To avoid mistakes it is advised you 'lock' the layer with the assembly artwork.
4. We recommend using 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).
5. Note that only horizontal/landscape template include social media icons. Please do not add or remove these icons as they are part of the standard format the branding handles.
6. 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. You will need to install the font before opening the template files.
7. 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

8. For the dates use the format given in the template. For example, have 5 - 30 AUG not 5th-30th August. If your show is on across July and August the format is as follows: 28 JUL – 30 AUG.
9. 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)
10. 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:

Font: VAG Rounded Bold
White Fill, No Stroke
Left Aligned to Venue Name and “assembly” logo.
See table below for font size.

Template	Correct Font Size for Sub Venue
1x1 Foamex, 2x1 Foamex, 4 Sheets, Widescreen	21.17mm / 60pt
12 Sheets	35.28 mm / 100pt
A3 Poster	6.35mm / 18pt
A5 Flyer, DL Flyer, Quarter Page	3.53mm / 10pt
Eighth Page	2.47mm / 7pt

3 Exporting Files

Files need to be supplied as Print Ready PDF's to us for approval.

If you have any questions or you need help with the templates, contact our marketing team by emailing marketing@assemblyfestival.com,