



**national
arts
festival**

2009 Branding Guidelines for Productions

Please note that these Guidelines form part of the overall agreement between Fringe Productions and the Festival. Registration to participate in the Fringe implies acceptance of these guidelines.

Background

There has been little or no control over the design and placement of advertising and promotional material at the National Arts Festival and, as a result, several problems have arisen.

- Inconsistent and incorrect usage of the Festival logo
- Uncertainty about what is permissible in terms of venue and outdoor signage
- Ambush marketing from competitors of Festival sponsors and supporters

These guidelines attempt to address those problems, and to provide clarity around all marketing and branding issues for Fringe productions and artists.

Festival logo

The official Festival logo has been amended and was launched on 11 February 2009. All references to the logo in this document, therefore, refer specifically to the new logo.

For clarity, both the old logo and the new logo appear below:



This new execution will be supplied to productions as a high-res JPG, an EPS and as a PDF at www.nationalartsfestival.co.za/branding, in the following iterations:

- Full colour execution on a white background
- Full colour execution on a variety of coloured backgrounds
- Black & white execution on a white background

The production can, in each case, select a version that is most appropriate to their creative execution. **Please ensure that you carefully read the Style Guide document to ensure that you are using the logo correctly.**

Please note that for the 2009 Festival **only the new Festival logo may be used**. Any execution carrying the old logo is prohibited, and may result in posters and banners being removed during the course of the Festival.

The logo **is required** on the following executions:

- All production posters
- All outdoor and venue banners and signage
- All print advertising (with the exception of advertising in CUE, see below)

The logo **is not required** (although it is permissible) on the following executions:

- CUE print advertising
- Flyers and leaflets
- Stage backdrops and other performance related material
- Standard advertisement in the Programme

Please note that the Festival logo is a copyrighted trademark and any other usage (ie on clothing, promotional items of any sort) is prohibited except where permission has been obtained. To request permission, please email us prior to production of the items, and include a colour JPG of how the logo will be applied, including an indication of which other logos will appear on the same item. Please also give an indication of how many of the item will be produced, and whether or not they will be sold or given away. As a general rule, permission will be granted for use of the logo where it is being used for purposes of promoting a specific production. Where it is being used for commercial (ie profit generation) purposes, or to create an association between the Festival and a third-party sponsor, permission will usually be declined.

If permission is declined or not obtained for a specific usage of the Festival trademark, and such usage continues, the Festival reserves the right to seek legal remedy for the infringement of its trademark.

“Festival venue” signage

This covers all venues around Grahamstown that are used as official venues for the National Arts Festival and that include either Main or Fringe productions, or hold Exhibitions. Such signage is subject to the following restrictions and guidelines:

- All venues used by the Festival are contracted by the Festival, and therefore all activity in those venues is governed by the Festival office.
- Productions need to be sensitive to the fact that venues are shared by others, and no single production will be allowed to dominate or give the appearance of having exclusive use of the venue.
- Productions may place posters for their productions in and around their venue, provided that all productions are fairly accommodated in the available space.
- Different venues may have restrictions around the use of glue/prestik/nails/drawing pins as well as to what spaces may or may not carry posters. These restrictions need to be observed. The cost of repairing any damage caused to any property as a result of removing posters will be charged to the production.
- No signage, posters or advertising material of any sort is permitted in the performance/audience area of the venue. The obvious exception to this rule is where signage is part of the set design or performance, but all such signage must be removed along with the set prior to the commencement of the next production.
- Productions may place banners and other signage outside their venues and in the audience foyer. The following restrictions need to be observed:
 - If banners are used, such banners may not be larger than 2m in length and 1m in height and there may not be more than one banner per production per venue.
 - Banners may not be erected with the top edge of the banner being higher than four metres off the ground, and should be securely fastened.
 - Signage may only be placed within the perimeter of the venue and not on exterior fences, public walkways or pavements.
 - Signage may not carry any commercial logos or third-party advertising material.

- Signage may not obscure any other signs – whether Festival-related signage or municipal/traffic signage. It should also not block or restrict access to and from the venue.

Exceptions may be made to the restriction on commercial logos, but will only be considered by the Festival if the material is submitted timeously for approval, and where the logos/brands being given exposure do not conflict with existing Festival sponsors and suppliers, many of whom have exclusive arrangements with the Festival. As a rule of thumb, “timeously” means longer than three weeks prior to the start of the Festival.

It is important that you seek approval from the Festival prior to the production of any such material to avoid wasted expenditure – the Festival will not reimburse any production for costs incurred in making signage that may not get used.

Similarly you may not make promises or commitments to sponsors as to the type and extent of their brand exposure without first getting approval from the Festival.

Posters

All posters need to carry the official National Arts Festival logo in a size and manner that is appropriate to the creative execution, while remaining visible. The logo may not be altered at all.

Where a third-party sponsor is secured by a production, that sponsor’s logos and brands may appear on the marketing material. However the Festival reserves the right to restrict the erection of such material in its venues and in the Monument if, in the opinion of the Festival, such branding represents a conflict of interest with the Festival’s own sponsors and partners.

Posters may be erected in the Monument provided that no more than 15 posters may be placed throughout the Monument, of which no more than ten may be placed in the Fountain Foyer area.

Posters may be erected in and around the Festival Box Office, provided that no single production may place more than 10 posters in each Box Office.

Only Prestik may be used in the Monument building – no nails, drawing pins, glue or any other adhesive is permitted.

Posters used in the Fountain Foyer area should not obscure the view of those watching the Sundowner show.

Banners may not be erected in the Monument.

Posters placed in the Monument and Box Office areas may not be larger than standard A1 size.

Posters erected around the City of Grahamstown need to be placed in accordance with the requirements and restrictions of the respective property owners. Any damage caused to private property will be for the account of the Production, and any posters illegally placed will be removed and possible penalties might be imposed.

Text references

Where reference is made to the Festival in text form (press releases, review clips, websites etc) please note that it should be referred to as either “National Arts Festival Grahamstown” or “National Arts Festival” and **not** “Grahamstown Festival”.

Offers to sponsors

We encourage productions to solicit corporate and other sponsorship for their run in Grahamstown. It is important however that false expectations are not created in the mind of the sponsor. For clarity, you may offer the following to a sponsor:

- Their logo can be included on the posters, flyers, banners used to advertise the production (subject to the guidelines above)
- Provided that the sponsoring party does not represent a conflict of interest with existing Festival sponsors, you may offer that:
 - o Their logo be included on the Production page on the Festival website for those productions who have bought the “Internet Advertising” package
 - o A single line “Sponsored by XYZ” can be carried in the Fringe booking kit below the Production Title.

Violation of guidelines

Please note that the above guidelines are taken extremely seriously. Should a production violate any guideline or restriction it may be penalised by the Festival. Such penalty could include the withholding of all or part of the ticket revenue accruing to the production and/or suspension of the Company from future Festivals. **When in doubt – ask!**

-- 1 February 2009