

Barbican branding

Promoter's guidelines

Logo

Promoter lock up

Companies visiting the Barbican can use our promoter lock up on their leaflets, programmes, posters etc.

The lock up consists of the Barbican logo with booking information.

It should always appear in either white or black and is available as an eps file.

barbican

Box Office
020 7638 8891
barbican.org.uk

Scale and position

The lock up should be a quarter of the shortest length of the artwork.

It sits in the bottom left corner of the artwork.

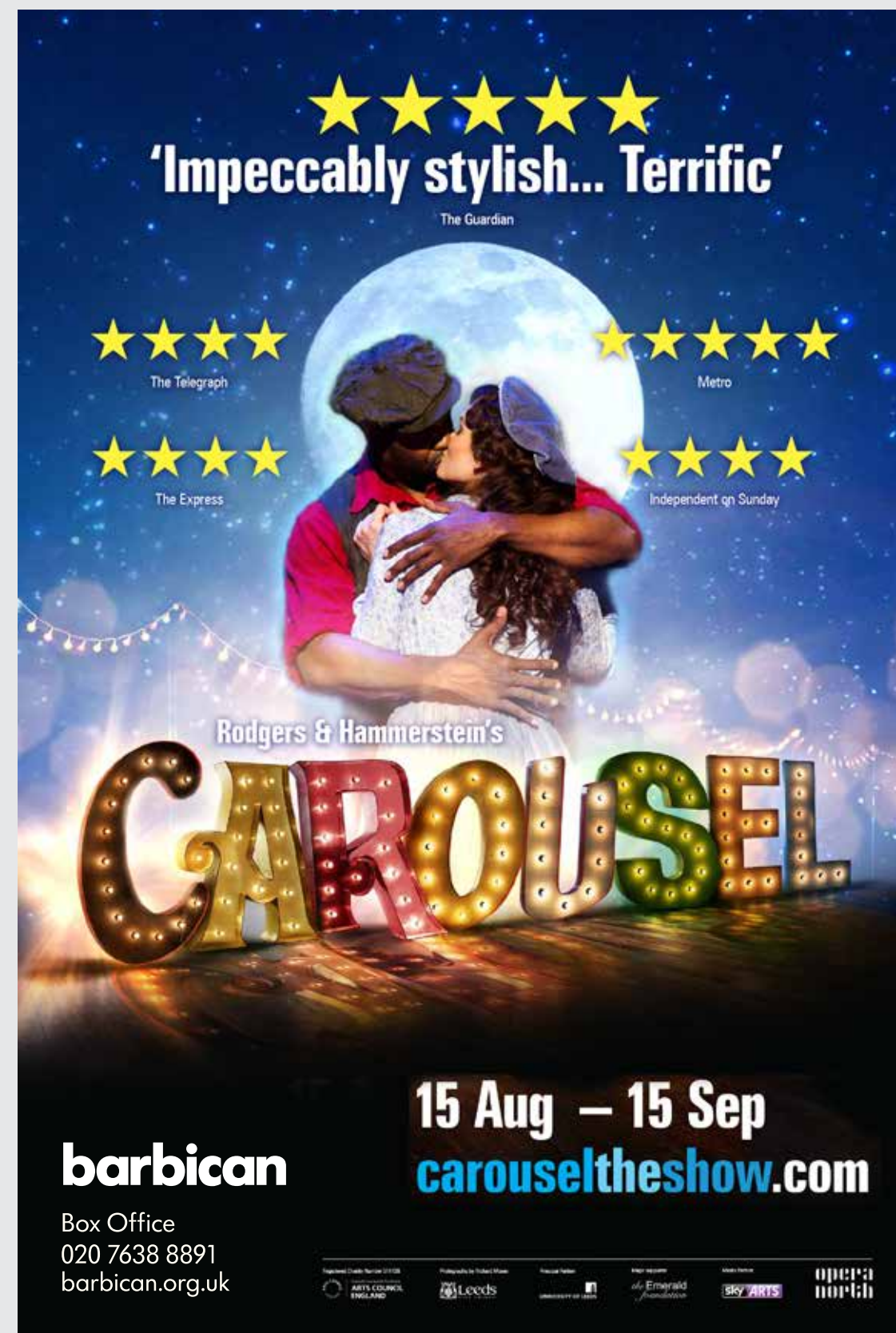
The distance from the edge of the artwork is same as the height of the 'b' in the logo.



Examples

Layout examples

The following pages show layout examples of posters, leaflets and programme covers for reference.



"They shine...
Utter commitment and
beautiful enunciation"
The Independent

CROUCH END
Festival
CHORUS

CARMINA BURANA

Orff
version for voices, two pianos and percussion

17 DAYS

James McCarthy
"remarkably engaging" The Independent
a CEFC commission

Erica Eloff - soprano
Oliver Mercer - tenor
Grant Doyle - baritone

Crouch End Festival Chorus
Peter Jaekel and Paul Ayres - pianos
London Orchestra da Camera Brass & Percussion Ensemble
Coldfall School Choir
Rhodes Avenue School Choir

David Temple - conductor

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Saturday
27 April 2013

7.30pm

tickets £28 - £10

the birds

CROUCH END
Festival
CHORUS

Gibbons The Silver Swan
Vaughan Williams The Lark Ascending
Todd Ode to a Nightingale
Britten Spring Symphony

Naomi Harvey soprano
Jennifer Johnston mezzo-soprano
Ben Johnson tenor
Madeleine Easton violin

Crouch End Festival Chorus
London Orchestra da Camera
Finchley Children's Music Group

David Temple conductor

Sunday
20 January 2013
7.30pm

barbican

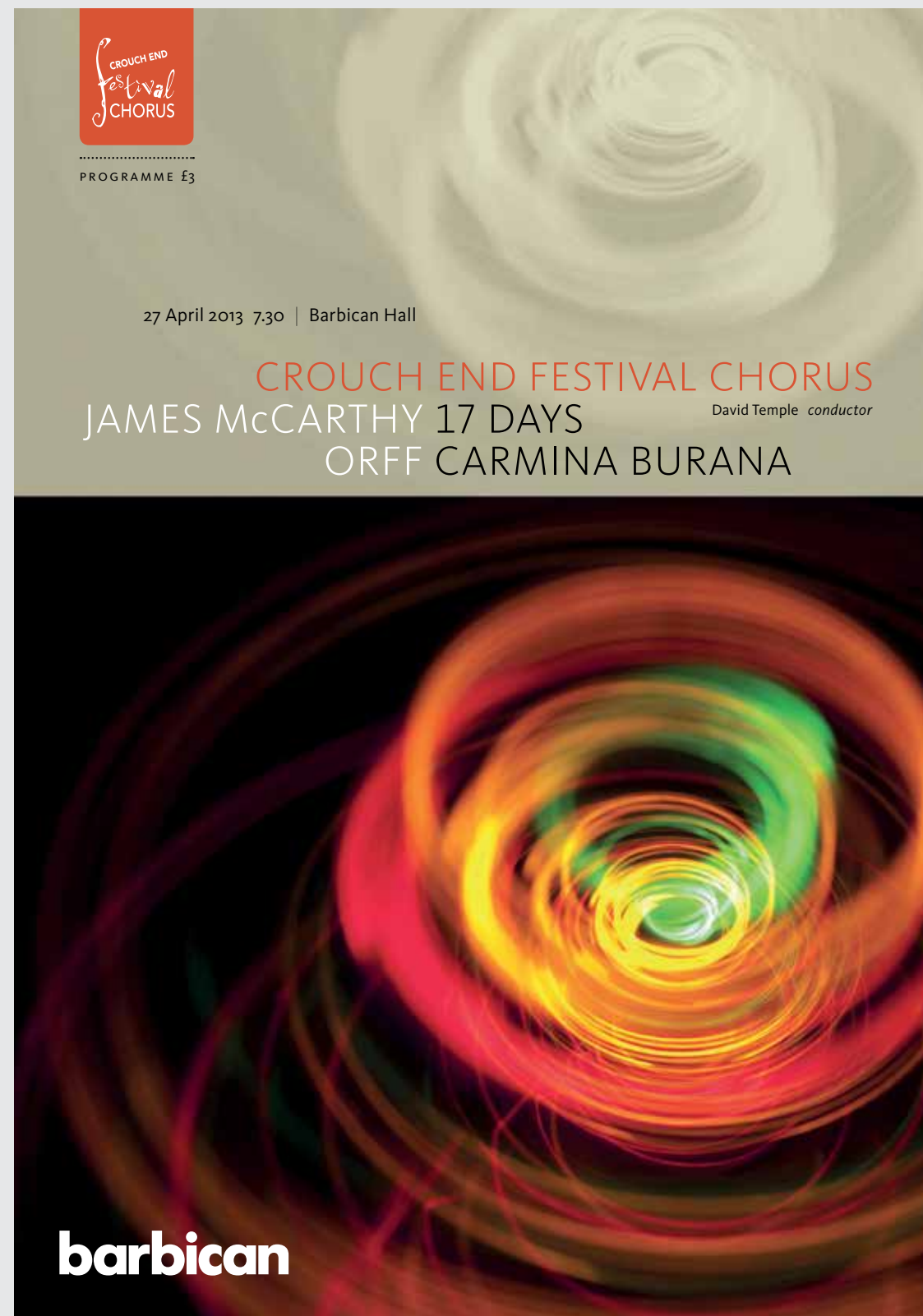
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Examples

Programme cover

On programme covers the booking information is removed and only the logo is used.

The same scale and position rules apply.



Sample programme cover

City of London logo

City of London logo and credit

The City of London logo and credit line should be included on all programmes. They are supplied as a lock up in an eps file.

Positioning

The lock up should appear bottom right on the last page or back cover of programmes.

Size

The size of the lock up will vary depending on the dimensions of your programme.

A rough size guide is that it is 18mm high on an A5 document and 20mm high on an A4 document.

Exclusion zone

There is an exclusion zone around the lock up which is based on the height of the text elements in the logo.

There are four variations of the City of London logo and credit lock up. These are all included in the eps file:

Colour positive



Mono positive



Colour negative



Mono negative



Incorrect



Position – bottom right on the last page or back cover of the programme

Exclusion zone

