



SOUTHBANK
SINFONIA

BRANDING GUIDELINES



SOUTHBANK SINFONIA BRAND GUIDELINES

These guidelines are designed to help promoters and collaborators use Southbank Sinfonia's logo, branding and imagery in print and online.

All promotional material in which Southbank Sinfonia appears, regardless of planned usage, needs to meet our logo guidelines and be signed off by our communications team. We reserve the right to veto marketing materials that do not meet our logo criteria.

Although we will always strive to provide approval as soon as possible, please allow good time when submitting any proofs of posters, flyers, adverts and programmes. We are regularly away from the office working on projects, so cannot guarantee an immediate response.

Please submit all proofs to Hannah Wisher, Communications Manager, at hannah@southbanksinfonia.co.uk

Thank you in advance.

CONTACT DETAILS

If you need to get in touch about our branding, logo, photography or biographies, please contact:

Hannah Wisher
Communications Manager
hannah@southbanksinfonia.co.uk | 020 4553 0776

If you need to provide contact details on a piece of print or copy, please use the following:

Southbank Sinfonia
southbanksinfonia.co.uk
info@southbanksinfonia.co.uk | 020 4553 0760

USING OUR LOGO

Southbank Sinfonia's logo includes both an icon and typography. The two should always appear side-by-side together, as in the logo lock-ups available to download from our website at southbanksinfonia.co.uk/press

Never try to recreate the logo yourself. Only the original logo files should be used.

Minimum size

To ensure legibility of our logo, there are minimum sizes required for both print and digital uses:



In print minimum height of 8mm



In digital applications minimum height of 40px



Spacing

There should always be sufficient space around our logo to avoid it conflicting with another graphical element or piece of text. The minimum exclusion zone is shown below, and is based upon the width of one of the icon elements:



Proportional minimum exclusion zone

For example:



Positioning

The logo works best when left justified, although we appreciate this might not always be possible or appropriate in designs.



Colour

Our logo should appear in colour (cyan-magenta fade), black or white depending on its context. There should always be sufficient contrast between the entire logo and the background.

If printing in monochrome (black and white), please do not use the colour version. For best legibility, the solid black or solid white logos are best in this context.

When used against a photographic background, the logo must be positioned in a clear area to ensure legibility.



Our brand colours

Should you wish to use our brand colours within your design, the correct hues are:



Cyan

Hex #0ea0c7
RGB 14 / 160 / 199
CMYK 76 / 19 / 13 / 0



Magenta

Hex #ca0080
RGB 172 / 29 / 125
CMYK 19 / 100 / 11 / 0

HOW TO REFER TO SOUTHBANK SINFONIA

When referring to us in text or listings, please note the following:

Our name is **Southbank Sinfonia**.

We do not use the definite article in any context. (i.e. **not** *the* Southbank Sinfonia)

We always use the orchestra name in full, avoiding acronyms.

USING PHOTOGRAPHS OF SOUTHBANK SINFONIA

Southbank Sinfonia's fellowship welcomes 33 musicians each year to form a brand new orchestra. Our orchestral imagery therefore updates annually to represent our current cohort.

Wherever possible, please use current imagery. The most up-to-date selection is available to download in high-resolution from our website at southbanksinfonia.co.uk/press

If you require a specific style of photograph that isn't available as a download, please get in touch and our communications team will try to help.



USING SOUTHBANK SINFONIA'S BIOGRAPHY

Our biography is updated at least annually to include the most relevant information.

Biographies of different lengths are available to download from our website, as required:

Full length (preferred wherever possible)

Short length

The latest editions are available to download from our website at southbanksinfonia.co.uk/press

Please do not edit any of the biographies without permission from our communications team.

Each biography has a sentence at the bottom stating the year in which it can be used. Please always use the biography for the current year.