



ARTWORK & BRANDING GUIDELINES

Introduction

At The Hope Street Theatre, we have developed a clear, simple, and distinctive branding that reflects our commitment to excellence. To ensure consistency across all promotional materials, we kindly request your adherence to the following branding guidelines as part of your contractual agreement with us.

Posters and Leaflets

1. Design posters in A3 and A4 sizes, with a portrait orientation and full-colour.
2. Leaflets should also be designed in portrait orientation, following the same guidelines as posters.
3. Landscape format posters and incorrect logo or branding will not be approved.

Branding Stripe Requirements

1. The stripe must occupy 15% of the poster/leaflet space.
2. Ensure the stripe is distinct and visible.
3. Choose a stripe colour that complements your poster design.
4. Use Gill Sans font for the text on the stripe.
5. Position the HST logo in the left-hand corner, ensuring it is fully visible.
6. Display the date and time on the first line (FULL CAPS).
7. Include ticket prices on the second line.
8. List box office details on the third line (FULL CAPS).
9. Provide the theatre address on the fourth line (FULL CAPS).
10. Only include pre-approved information in the stripe.
11. For touring productions, our logo must feature on all materials (branding will be discussed case by case).

Templates

.psd templates in A5, A4, and A3 sizes can be found in the "Resources" section of madeonhopestreet.com. Please note that a designer familiar with Photoshop is required to work with these files.

Digital Assets

Please provide digital assets in the following dimensions: 1080x1080, 1080x1920, and 720x422 to ensure optimal display and compatibility across various online platforms.

In-house Design Services

If needed, we offer in-house poster design at an additional cost. Please let us know if you'd like to utilise this service.

Approval Process

Send all promotional materials for approval to signoff@hopestreettheatre.com. If you do not hear from us within 24 hours, your artwork is approved and should be sent to team@ticketquarter.co.uk



An Example Poster/Leaflet

An example poster/leaflet with format of branding strip.

