



ATTENBOROUGH  
ARTS CENTRE

## Publicity guidelines for artists, performers and promoters

Our identity was designed to reflect our commitment to inclusive arts practice.

We are a pioneering arts centre that has been designed to accommodate everyone. Being accessible and inclusive means everyone can be involved: audiences, performers and staff alike. Our world is designed for everyone. Whoever you are, you're welcome. It is therefore important that where possible all publicity material for events at or involving Attenborough Arts Centre fit with disability guidelines.

### How to use our logo

Please use our logo (below) on any printed or online material. The minimum size for our logo is 20mm in width and should be used at the top left or bottom left of your flier or poster. If space is restricted please use the following wording 'In association with Attenborough Arts Centre' as an alternative. The logo is available in black, white and with an orange background. Please do not change the colour of the logo.



### Information to add to your poster or flier

We use Stag Sans or Arial typeface (minimum point 12) as it is clear and easy to read. We suggest that you use Arial as a font for your printed material with the following information for audiences to book onto your event:

- Title of event
- Date, time and price (add FREE if there is no charge)
- Venue
- Image
- Short description of event (1 - 2 sentences)
- Information on how to book: Box office number 0116 252 2455 website: [www.attenborougharts.com](http://www.attenborougharts.com) Text Relay: 18001 0116 252 2455
- Our address: Attenborough Arts Centre, University of Leicester, Lancaster Road, Leicester LE1 7HA

### Optional information to add to your poster or flier:

- Find us on Twitter, Instagram, Google+ @attenboroughAC and Facebook /attenborougharts

## See Art / Make Art



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- When possible, please encourage audiences to write reviews about your event at our building. 'Leave a review for us on Facebook, Twitter or TripAdvisor'.
- FREE parking after 6pm weekdays and all day at weekends at the Medical Sciences Building next door. Pay and display all other times on Lancaster Road and Victoria Park. Four blue badge spaces at our building.

### **What we will do to promote your activity:**

#### **Associated groups and Box office split:**

- What's on or Creative Learning guide (published two times a year)
- Website and box office system (including online tickets)
- Text and image for show added to e-flier to 5,000 patrons on our mailing list
- Regular social media activity to promote your event
- Include @attenboroughAC in your tweet (using Twitter) or Instagram status and we will re-tweet information to our online audiences.
- If you create a poster or flier we can include it into our distribution across the university campus and display it in-house. We usually ask for x200 A5, x10 A4 and x1 A3.

#### **Venue hire:**

- Send us your social media profiles and we will share links on Facebook and retweet information when you add @attenboroughAC to your tweet or Instagram status.
- There is an additional fee to have your event added to our guide, website and box office (to sell online tickets). Contact the Venue Officer: [de62@le.ac.uk](mailto:de62@le.ac.uk) 0116 223 1534.

We would be happy to give more advice and to share our print colour palette (it is not essential to use this for your own print). If you would like to use this as a guideline please contact [arts-marketing@le.ac.uk](mailto:arts-marketing@le.ac.uk) or call our box office: 0116 252 2455.

**See Art / Make Art**