

# CHELTENHAM

## Festivals

# BRAND GUIDELINES

Update: January 2016



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# Introduction

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## Cheltenham Festivals

Cheltenham Festivals produces internationally acclaimed Jazz, Science, Music and Literature Festivals. Through cutting-edge and creative programming, Cheltenham's four inspirational Festivals have been at the forefront of the UK's cultural scene since our inaugural Music Festival in 1945.

Every year we invite more than 2,500 of the world's finest musicians, writers, scientists, performers and thinkers to join with us to entertain and inspire Festival audiences of all ages. From just three concerts at the very first Cheltenham Music Festival, the four Festivals now feature nearly 1,000 events and sell hundreds of thousands of tickets annually.

Cheltenham Festivals is a charitable organisation.

## Our visual brand

Part of the purpose of any visual identity is to convey to customers, stakeholders and supporters the meaning and purpose of an organisation at the current point in its development.

Used consistently, our visual identity can project a strong sense of our personality to both those who know Cheltenham Festivals well and those who are discovering us for the first time.

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Increasingly, we want people to be clear that the four Festivals all spring from the same creative stable, and to know that the values that are important to us – quality, innovation, collaboration and inspiration – are common to all the Festivals and to our wide range of educational and cultural programmes. We want visitors to our Music Festival to try out a concert at the Jazz Festival, and our Literature Festival regulars to sample a talk at the Science Festival.

We aim to further enhance our reputation as curators of a year-round, cutting-edge cultural programme, and for our audiences to depend on us to bring them the very latest and best in music, literature and science.

Our visual identity has undergone a refresh, with changes made to our brand 'banners' and a new look given to our typography. This new graphic language, used consistently across all four festivals, will unify the look of the organisation's communications.

**The following pages outline the rules for usage of this new visual identity.**

**Before reading the guidelines it may be useful to remind yourself:**

### Who are we?

(Our mission)

We are the creative and organisational force behind the UK's most respected (and longest-running) cultural festivals.

### What do we do?

(Our purpose)

We develop and host excellent, innovative cultural events during four unique festivals and through a range of year-round programmes.

### Why do we do it?

(Our vision)

We aim to bring the very best cultural offerings to Cheltenham, to inspire audiences of all ages and backgrounds, and to encourage them to experiment, to learn and to participate.

### How do we do it?

(Our attitude or personality)

We strive to always be welcoming, inclusive and collaborative,... with our audiences, our co-creators and our supporters.

# The Basics

## Our Brand banners

The Cheltenham Festivals mark has evolved from the 'anvil' logo that has been in use since 2008. The refreshed logo introduces a new typeface and the word *Cheltenham* now has greater prominence. The angular 'anvil' shape has been softened and given a turned-up corner that evokes a turning page, an unfurling banner, an arrow to the future...

The Cheltenham Festivals brand banner consists of the word 'Cheltenham' above the 'unfurling banner' device. The brand banner has a **Corporate version** – the livery for the overall Festivals organisation, and **Individual Festival versions** – which are used for the four respective Festivals.

### Corporate brand banner



### Individual Festival brand banner



## The 'corporate' brand banner

### The Corporate brand banner.

The corporate brand banner features the word 'Cheltenham' sitting above, and extending to the full width of, the unfurling banner. The word 'Festivals' appears within the banner. Both words are in Museo Slab Serif (of differing weights) and appear in a fixed relationship to the banner.

The corporate banner should ideally appear in its full colour version (*shown right*), using CF pink and CF dark grey. (See section 1.3 for colour specifications.)

Structurally, the banner should be treated as an image and should never be altered. Always use approved versions of this logo and **never attempt to recreate the mark yourself** with alternative fonts.

Corporate brand banner, full colour version



### When to use the Corporate brand banner

The corporate banner is the mark that signifies the overall Cheltenham Festivals organisation. It should be used on 'corporate' communications such as generic event signage, stationery, internal signage, PowerPoint presentations, etc.

It should also be used on communications that refer to more than one individual Festival. For example, a fund-raising brochure for the Jazz and Music Festivals would carry the Corporate brand banner, rather than the two individual Festival banners. **The Corporate brand banner should be used whenever you are referring to more than two individual Festivals in the same piece.**

## The 'corporate' brand banner

### Corporate brand banner variations

Where reproduction in full colour is impractical, one-colour halftone variations of the corporate banner are available. Reversed options are available for use on darker backgrounds (*shown here, far right*).

Where use of the full-colour, or halftone versions of the corporate banner is impractical, a one-colour, line art version has been created. Use this version only in CF grey, black or white.

One colour halftone versions, CF grey and black



One colour halftone versions, reversed



Corporate banner: One colour line art, grey



One colour line art version, reversed white out



## The Festival Brand Banners

### The Festival brand banners

The Festival banners are similar to the corporate banner, but differ in two ways: the word 'Cheltenham' extends only as far as the point at which the banner begins to curl; and, the wording inside the banner denotes the specific festival.

#### When to use the Festivals brand banners

The Festival brand banners are used to badge the individual Festivals. They should be used on communications relating to those specific events, including on programmes, websites and electronic communications, and signage.

Where your communication message refers to more than one individual Festival, you should revert to the Corporate brand banner.

**Never use more than one Festival brand banner on the same piece of communication or signage.**

CHELtenham

Jazz  
Festival

CHELtenham

Science  
Festival

CHELtenham

Music  
Festival

CHELtenham

Literature  
Festival

## The Festival Brand Banners

Festivals banners should ideally appear in their full colour versions (*examples at right*), using any one of the pairs of colours in the Festivals colour palette. (See *colour section*). Every calendar year, each of the four Festivals adopts a colour pair from the colour palette. During that year, the chosen colour should become that Festival's livery, and its banner should only appear in that colour. (e.g. Jazz Festival, 2016 = Cheltenham Purple).

#### Do not use different colour banners for a Festival during the same calendar year.

Where the Festival banner colour doesn't work well on a chosen background, default to either CF grey, black or white rather than choose a different colour.

Festival banners generally appear in a fixed relationship with their Title and Associate Sponsor logos. Examples are shown here. See 'The Brand and Sponsorship' (page 28) for more information.

Festivals' brand banners, with Sponsor logos



in association with  
Waterstones



in association with  
edfENERGY



in association with  
BBC RADIO 2

## The Festivals' Brand Banners

### The Festival banners variations.

Where reproduction in full colour is impractical, one-colour halftone variations of the Festival banners are available. Use either the Festival year colour, or CF grey, black or white versions.

*One colour half-tone, Black*



*One colour half-tone, reversed white out*



*One colour line art version, Festival colour*



*One colour line art version, black*



As with the corporate banner, where full colour reproduction is impractical, one-colour, line art versions of the Festival banners have been created. Use these versions only in the Festival year colour, CF grey, black or white.

## Sizing

Minimum and maximum sizing of the brand banners.

To ensure optimum legibility the **minimum width** for either the corporate or Festivals' brand banners, should be no less than **25mm**, or **71 pixels**.

There is no **maximum width** for the brand banners.



# CHELTENHAM

# Festivals

## Exclusion Zone

The brand banners are shown to their best effect when a clear area is left around them.

### Exclusion Zone.

Placing complex elements too close to the brand banners diminishes their importance. In order to give them prominence, the exclusion zone should remain clear of graphic elements such as text or complex imagery.

The minimum distance to be kept clear is shown as 'x' in the example at right, where 'x' is equal to the distance between the top of the word 'Cheltenham' and the top edge of the banner.



### Do...

.... leave the required clear area around the brand banner

.... leave the correct distance before text begins



### Don't...

.... use busy imagery that makes for difficulty in reading the Festival brand banner



## Positioning

### Positioning.

A general rule for positioning the brand banners is to place them at the top left of the area you are working with (printed page, web page, banner, sign, etc.)

Here is an example of positioning and banner size on an A5 page. Use this as a guide to positioning and sizing on similarly proportioned items.

Where the brand banners appear in a sponsorship stack, apply the same proportionate distances from the edges.

Where the CF brand banners are used on third-party communications, the preferred positioning is still to the left where possible and always with attention paid to the exclusion zone.



## Don't do this...

Avoid changing the brand badges in any way. Treat them as illustrations to be placed in your document and don't attempt to recreate them. Above all, avoid the following....

- 1 Never recreate the brand banners using different fonts...
- 2 Don't use colours other than those in the Cheltenham colour palette for the brand banners. For Festival brand banners only use one colour pair, never mix different colours from the palette...
- 3 Don't distort the brand banners...
- 4 Always make sure you select the banner version that has the most contrast against its background to ensure maximum legibility.
- 5 Never use the Corporate brand banner one-colour version in anything other than one of the corporate colours: CF Pink, CF Grey, Black or White...

1. *Don't recreate the banner with different fonts*  

2. *Don't mix colours on the Festivals' banners*  

3. *Do not stretch or distort the banners*  

4. *Don't use backgrounds that are too dark or light for your banner*  

5. *Don't use the Corporate banner in any colours but the corporate palette*  

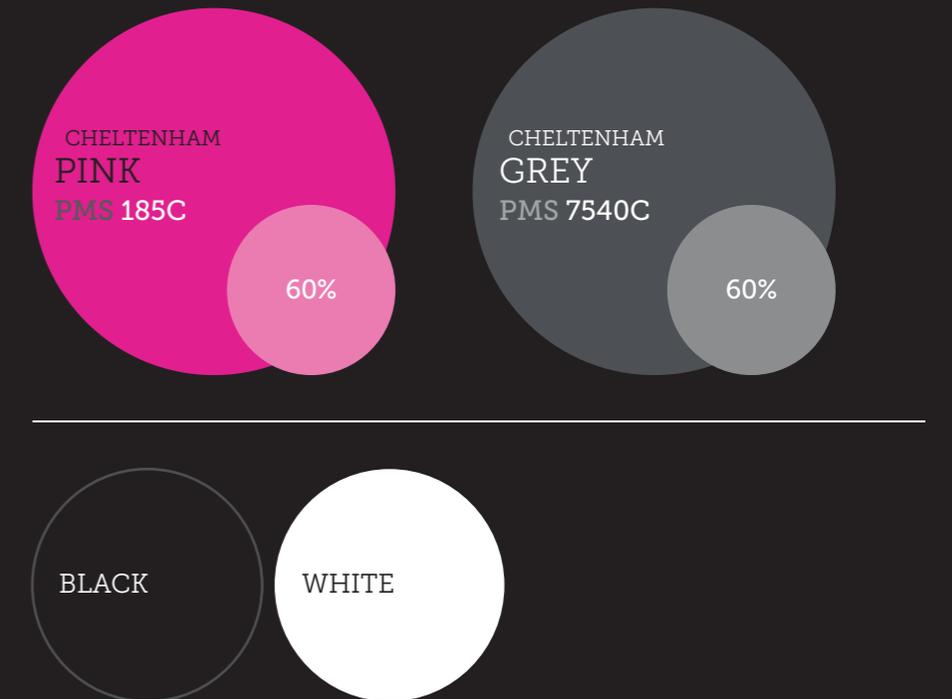

## Colour

Cheltenham Festivals' colour palette is bright and contemporary and includes the fixed colours of the overall organisation's livery, along with a range of colour options for the Festival badges.

### Corporate Colour Palette

The Cheltenham Festivals corporate colour palette consists of two colours: **Cheltenham Pink**, and **Cheltenham Grey**. In the full colour version of the corporate brand banner, the tint of Pink is also used.

Black and white are included in the colour palette, for use in applications limited to one colour printing or for reversing out of darker backgrounds.



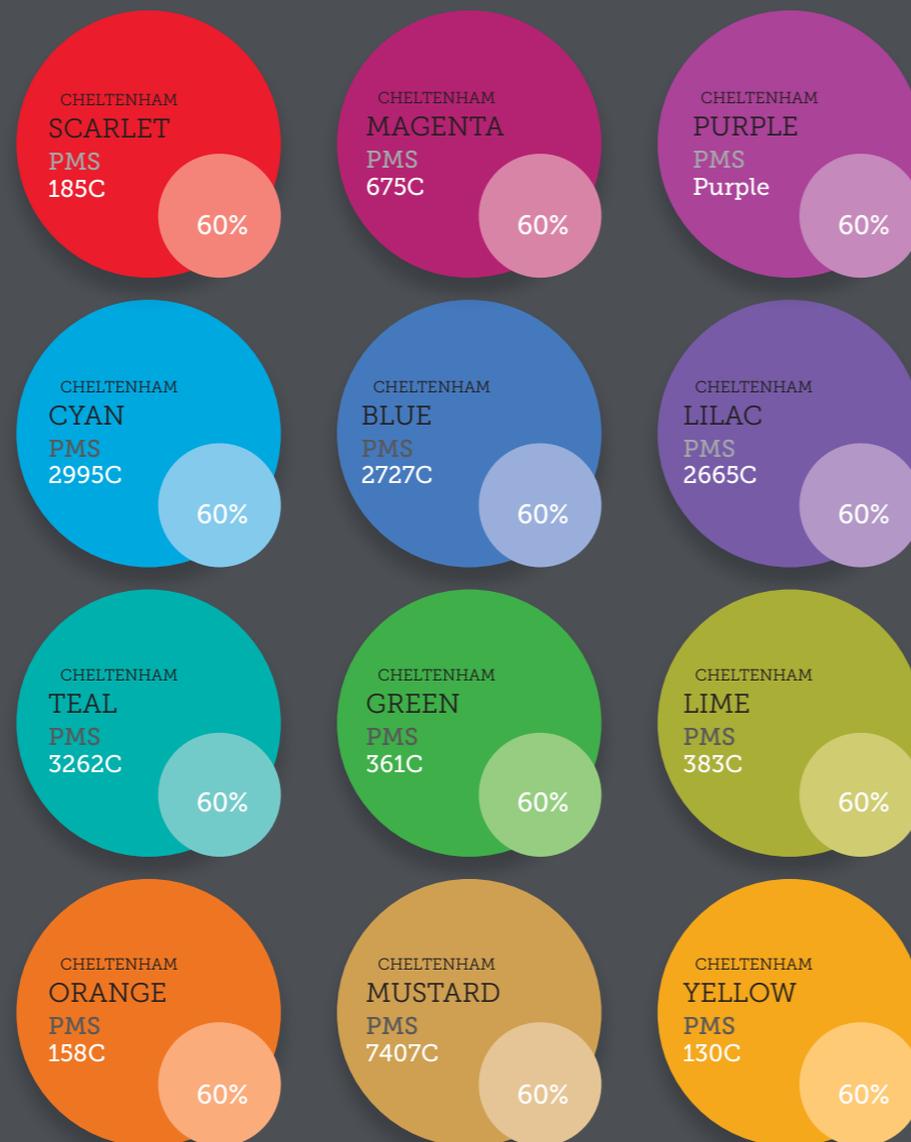
Colour	Pantone Reference	Process colour (CMYK)	RGB Colour	Hexachrome
Pink	Rhodamine Red C	C5.M100.Y0.K0	R231.G0.B149	#E70095
60% Pink	60% of Rhodamine Red	C0.M60.Y0.K0	R242.G135.B183	#F287B7
Grey	7540C	C70.M60.Y52.5.K30	R77.G81.B87	#4D5157
60% Grey	60% of 7540C	C45.M37.5.Y35.K0	R143.G145.B148	#8F9194

# Cheltenham Festivals Colours

## Festival Colour Palette.

The Festivals Palette includes twelve additional colours, each with their corresponding tint (60%).

Festivals brand badges must only appear in one of these colour pairs.



# Colour Specifications

Colour	Pantone Reference	Process colour (CMYK)	RGB Colour	Hexachrome
Scarlet	185C	C0.M100.Y90.K0	R235.G0.B41	#EB0029
Magenta	675C	C30.M100.Y25.K0	R181.G35.B114	#B52372
Purple	Pantone Purple C	C35.M88.Y0.K0	R194.G39.B185	#C227B9
Lilac	2665C	C60.M75.Y0.K0	R127.G86.B197	#7F56C5
Blue	2727C	C75.M50.Y0.K0	R47.G125.B225	#2F7DE1
Cyan	2995C	C80.M12.5.Y0.K0	R0.G168.B225	#00A8E1
Teal	3262C	C90.M0.Y40.K0	R0.G188.B180	#00BCB4
Green	361C	C75.M5.Y100.K0	R63.G174.B142	#3FAE2A
Lime	383C	C40.M20.Y100.K0	R170.G173.B0	#AAAD00
Yellow	130C	C0.M37.5.Y100.K0	R247.G168.B0	#F7A800
Mustard	7407C	C20.M35.Y80.K0	R206.G160.B82	#CEA052
Orange	158C	C0.M65.Y100.K0	R239.G118.B34	#EF7622
60% Scarlet	60% of 185C	C0.M60.Y45.K0	R255.G133.B119	#FF8577
60% Magenta	60% of 675C	C12.5.M60.Y10.K0	R216.G132.B167	#D884A7
60% Purple	60% of Pantone Purple C	C15.M52.Y0.K0	R224.G137.B213	#E089D5
60% Lilac	60% of 2665C	C30.M42.5.Y0.K0	R181.G151.B221	#B597DD
60% Blue	60% of 2727C	C40.M25.Y0.K0	R148.G174.B238	#94AEED
60% Cyan	60% of 2995C	C45.M5.Y0.K0	R131.G202.B237	#83CAED
60% Teal	60% of 3262C	C50.M0.Y25.K0	R103.G216.B209	#67D8D1
60% Green	60% of 361C	C45.M0.Y65.K0	R149.G207.B130	#95CF82
60% Lime	60% of 383C	C20.M10.Y70.K0	R209.G205.B113	#D1CD71
60% Yellow	60% of 130C	C0.M22.5.Y62.5.K0	R255.G202.B116	#FFCA74
60% Mustard	60% of 7407C	C10.M20.Y45.K0	R229.G197.B150	#E5C596
60% Orange	60% of 158C	C0.M40.Y55.K0	R255.G173.B123	#FFAD7B

## The banner as a graphic device

### The 'Unfurling banner' device

While the definitive Cheltenham Corporate and Festival banners should never be distorted, cropped or otherwise altered in any way, the 'unfurling banner' element may be used as a graphic device as part of the overall brand language.

Designed to evoke ideas of turning pages, the discovery of new talent, and the anticipation of exciting cultural experiences, designers are encouraged to use the unfurling banner in creative and imaginative ways. Using the device as a graphic motif should be confined to corporate communications and to online applications.

Feel free to animate the device, to use it at different scales and introduce imagery behind it to support your message.



## Typography

The refreshed Cheltenham Festivals brand introduces a new font family, Museo. Chosen for its 'editorial' style and friendly and informative personality, as well as for its versatility (with its wide range of weights and styles). Museo is a core ingredient of the brand's graphic language.

### A family of characters.

The Museo font family has a wide range of cuts and weights which gives infinite opportunities for creativity when developing communications.

Museo comes in a regular 'Sans' version, a 'Slab Serif' version and a 'Condensed Sans Serif' version. Within each of these cuts there are several weights – from light to ultra bold – along with their italic options.

With such a variety of related but individually different fonts, it's possible to select the typefaces that are most appropriate for the style of your design and the audience you're addressing, while still retaining an overall 'family feel' to the look of Cheltenham Festivals communications.

**Jazz Festival**  
BACH 7-12 June  
Welcome to the *Discounts*  
SPEGELTENT **SIGNED COPIES**  
Should a secular court overrule sincerely held faith when a life is at risk? Religious beliefs and adult responsibility are put on trial as prize winning author **Ian McEwan** discusses the themes of his new novel.  
**Our Friendly Bacteria** *Dinozone*  
WINTON CRUCIBLE **BookIt!**  
2.30pm, £7  
CULLUM **Opening Night Prom**  
For book lovers, The Times and The Sunday Times Cheltenham Literature Festival is the only place to be this autumn.  
*Trout Quintet*  
**FRINGE** £8.50  
**MEMBERSHIP OPTIONS**

## Typography

### The Museo Family

#### Museo Sans

Weights from light to extra bold.

#### Museo Slab Serif

Weights from light to ultra bold.

#### Museo Sans Condensed Sans Serif

Weights from light to extra bold.

100	abcdefghijklmnopqrstuvwxyz1234
300	abcdefghijklmnopqrstuvwxyz1234
500	abcdefghijklmnopqrstuvwxyz1234
700	abcdefghijklmnopqrstuvwxyz1234
900	abcdefghijklmnopqrstuvwxyz1234
.....	
100	abcdefghijklmnopqrstuvwxyz1234
300	abcdefghijklmnopqrstuvwxyz1234
500	abcdefghijklmnopqrstuvwxyz1234
700	abcdefghijklmnopqrstuvwxyz1234
900	abcdefghijklmnopqrstuvwxyz1234
1000	abcdefghijklmnopqrstuvwxyz1234
.....	
100	abcdefghijklmnopqrstuvwxyz1234
300	abcdefghijklmnopqrstuvwxyz1234
500	abcdefghijklmnopqrstuvwxyz1234
700	abcdefghijklmnopqrstuvwxyz1234
900	abcdefghijklmnopqrstuvwxyz1234

## Tone of voice

The language we use in our communications plays an important role in projecting our brand personality.

### Quick copy guidelines

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#### Who is it for?

Try and visualise the person you are talking to. Do not assume they know as much as you do about your event: there will be much that you may think of as 'common knowledge', but most people will not be as close as you are to the topic.

#### What do I say?

Write as you would speak. What words would you use in a conversation with a friend-of-a-friend? Your language should be friendly, informed, enthusiastic and conversational.

#### Where do I start?

Get to the point, and quickly. The most interesting thing about your event should be the first thing you talk about – if your audience is intrigued, they will read on.

#### What are the right words?

Don't agonise over every word. According to Stephen King, the first word that comes to mind is probably the right one. Get your words down fast, worry about the intricacies later: that's what the rewrite is for. A golden rule: 2nd draft = 1st draft, minus 15%.

## Lexicon

Some specifics to remember when writing....

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#### Cheltenham Festivals

The name of the company is Cheltenham Festivals (not *The Cheltenham Festivals*).

#### Festival names

When using the name of a Festival in written copy, be sure to include the entire title: including all title sponsors. In this way, the Festival names become:

**Cheltenham Jazz Festival**

**The Times Cheltenham Science Festival**

**Cheltenham Music Festival**

**The Times and The Sunday Times Cheltenham Literature Festival**

#### Capital F on Festival

When referring to a Festival specifically, the 'F' becomes capitalised: e.g. "this Festival is one of the longest running festivals of its kind".

#### Cheltenham Jazz Festival, not *The Cheltenham Jazz Festival*

When mentioning a Festival in a sentence, there is no '*the*' preceding the title: e.g. "this year, at Cheltenham Jazz Festival...".

#### No italics in Festival names

While you would italicise the name of a publication, such as "the editor of *The Times*...", you should not do this when using the name of the Festival: e.g. "The Times Cheltenham Science Festival".

#### Punctuation

Be sparing with exclamation marks: they don't automatically make something funny! or amazing!!

#### Numbers

Use words for one to ten; numerals after 11.

# Imagery

When people see any images from the Festivals we want them to feel inspired and enthused....

## Imagery guidelines

Our image style is a key part of our brand language, and should play a role in encouraging our audiences to engage with us – (by joining the mailing list, buying tickets, becoming a member, liking us on social media, etc.)

Photography of our events should aim to project the essence of our cultural gatherings – inspiring, welcoming, communal, joyful and celebratory. We want audiences to feel that these are events they want to take part in and don't want to miss. Imagery should engender a sense of belonging to the Festival community with pictures showing like-minded people engaged in Festival events, being inspired and having fun.

Photographs of our educational programme should make viewers proud that young people in our local community have access to such a valuable cultural resource.

Try to ensure that the imagery you use reflects these values. Look for images that are active and fresh, never static or posed – real people actively engaged in a celebration of culture.



# The brand and sponsorship

## Sponsorship

Our sponsors and partners are our lifeblood – their support helps us to continue to bring our year of cultural events to life! Sponsor branding is valuable to both parties, so it's important to have rules about how the brands work together to best effect.

---

### Sponsorship Hierarchy

There are three levels of sponsorship of Cheltenham Festivals:

#### **Title Sponsor**

This is the highest level of sponsorship and earns the sponsor organisation the right to 'name' the Festival that year. For example:

**The Times and The Sunday Times  
Cheltenham Literature Festival**

OR

**The Times Cheltenham Science Festival**

With a title sponsor, the Festival should only ever be referred to with the sponsor name first.

#### **Associate Sponsor**

This is the secondary level of sponsorship. An associate sponsor is represented in the logo of the Festival, but not referenced in the written name of the Festival.

#### **Other levels of sponsorship**

There are many other ways that other levels of Partnership are represented, but these do not affect the appearance of the Festival branding.

## The Sponsorship 'Stack'

### The Sponsorship Stack

The 'stack' has been developed in order to group sponsor branding together in an organised way, and to ensure the Cheltenham Festivals brand retains its prominence.

The **Title Sponsor logo (A)** should be sized so that it does not exceed the *Title Sponsor area* in width or height. **This area is defined as two-thirds the width of the word 'Cheltenham' and the height of the unfurling banner.** In the Sponsorship 'Stack', the 'exclusion' zone area around the Festival banner is adjusted – the distance between the Cheltenham brand and the sponsor logos should be the same as the height of the 'v' (or x-height) in the word 'Festival' (B). The Title Sponsor logo should appear only in Black, CF grey or white reversed out.

The **Associate Sponsor logo (C)** sits below the Festival banner. This logo must always be preceded by the words 'in association with' which are set in *Museo Sans Condensed 300*, and sized so that they extend to the width of the word 'Festival' (D). The logo should be sized so that it does not exceed the *Associate Sponsor area* in width or height. **This area is defined as one-half the width of the word 'Cheltenham' and the height of the unfurling banner.** The logo should appear only in Black, CF grey or white reversed out.

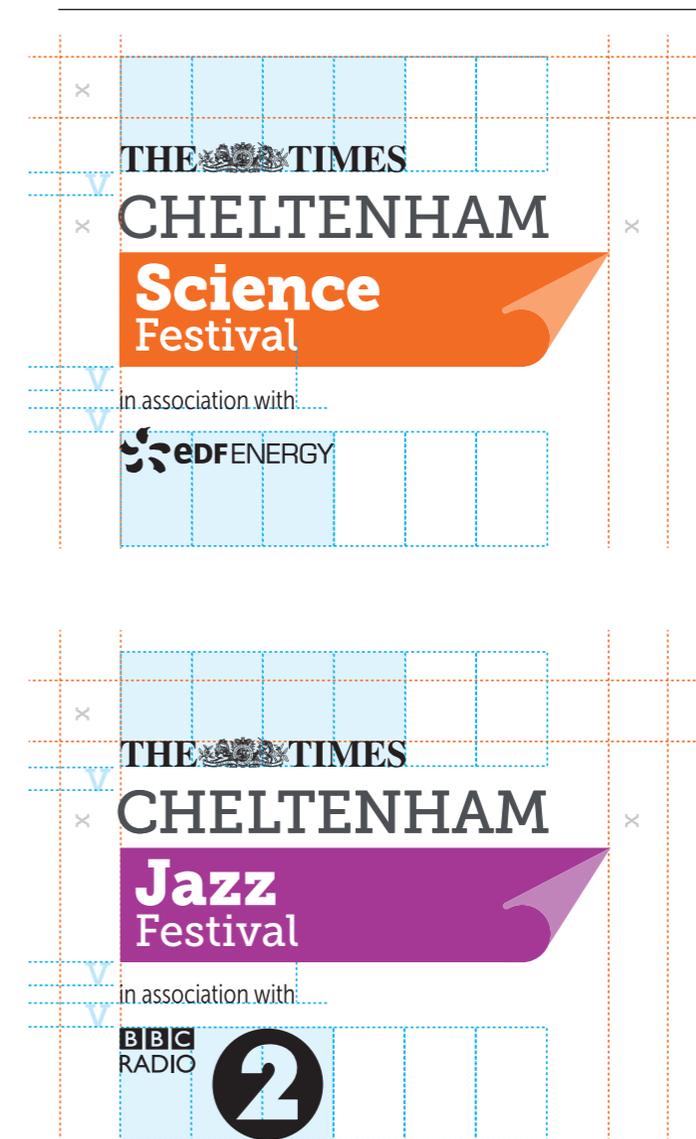
The entire 'stack' should then adhere to the exclusion zone rule (p14) (shown here with orange dotted rule).



## The Sponsorship 'Stack'

Use design judgement when dealing with logos that may be overly complex or bold, to achieve the right balance with the Cheltenham branding.

Where there is no Title Sponsor, and the Festival Banner heads the 'stack', revert back to the exclusion zone rules (with the clear area above equal to 'x', the height of the distance between the top of the word 'Cheltenham') and the top of the unfurling banner.



## The Sponsorship 'Stack'

Top level **Principle Partners** will also need to be represented at times (such as on Festival home-pages and certain printed materials).

With Principle Partners, the Festival banner is separated from the Sponsor logos. The logos should appear in mono (either black or white depending on background colour) at the bottom of the page area, and will be no bigger than the Festival logo.

The logos should be arranged horizontally, alphabetically from left to right.



## The Sponsorship 'Stack'

Where space is at a premium or format dictates, the stack can work in a horizontal arrangement. The Title Sponsor logo must always sit above the Festival Badge, but the Associate Sponsor logo can be set to the right. Only resort to this configuration in exceptional circumstances (such as when space dictates), and ensure the Associate Sponsor logo doesn't exceed an area the height and width of the furling banner.



# Positioning the Sponsorship 'Stack'

## The Stack in print/programme covers

Examples are shown here of the Stack in use on A5 programme covers. Use these examples as a guide for positioning the Sponsor Stack on similar printed items. (Templates are available for various print formats, contact the Marketing Team)



# The brand in print

## Using Museo

The Museo font family has a wide range of cuts and weights that provide endless opportunities to be creative with typography, while still retaining a family feel to communications.

### A few principles to remember...

Choose one of the cuts and weights of Museo shown here that best suits your design, your audience and your message.

As a general rule, it's better not to use too many weights of any of the Museo fonts on a page. Choose fonts that contrast sufficiently so you can give emphasis and structure to your typographic layout.

Museo Sans Condensed is useful for body copy where a lot of text needs to fit within a small area.

Use legibility and ease of navigation as your guiding principles when selecting fonts. Avoid leading (line-spacing) that's too close, and ensure sufficient contrast in sizing between your headlines, sub-heads and body copy fonts.

### Headlines examples

*Discover more...*

**Guest Directors**  
MUSIC FOR SCHOOLS  
**FESTIVAL AT A GLANCE...**

### Sub-heads/introductory text examples

With four world-class Festivals and thousands of inspiring events, Cheltenham Festivals is an organisation like no other.

*A warm welcome to the 2016 Cheltenham Literature Festival!  
I am pleased to introduce you to this year's programme which, over the course of ten days, I hope will inspire, challenge, surprise and entertain you in equal measure.*

### Body copy text examples

This year, why not make the Jazz Festival extra-special with the chance to share an unforgettable evening of fine food and dining – with a very special guest. One of our headline acts will take to the stage at a top Cheltenham eatery to play a one-off performance in an incredibly intimate atmosphere.

All of our exhibitions appear in the foyers of the Parabola Arts Centre and can be viewed during normal opening hours as well as from one hour before any Festival event, and until forty-five minutes after the event finishes.

# Event listings

As part of the drive to bring consistency to Cheltenham Festivals' 'brand language', we have developed typographic guidelines for how event information should be laid out. This way, key information will appear in the same format across all Festivals communications.

## Examples of page layouts for Festival Programmes

While there is latitude for styling in terms of page design, use of imagery and colour, the core event listing information should follow the guidelines opposite.



# Event listings typography

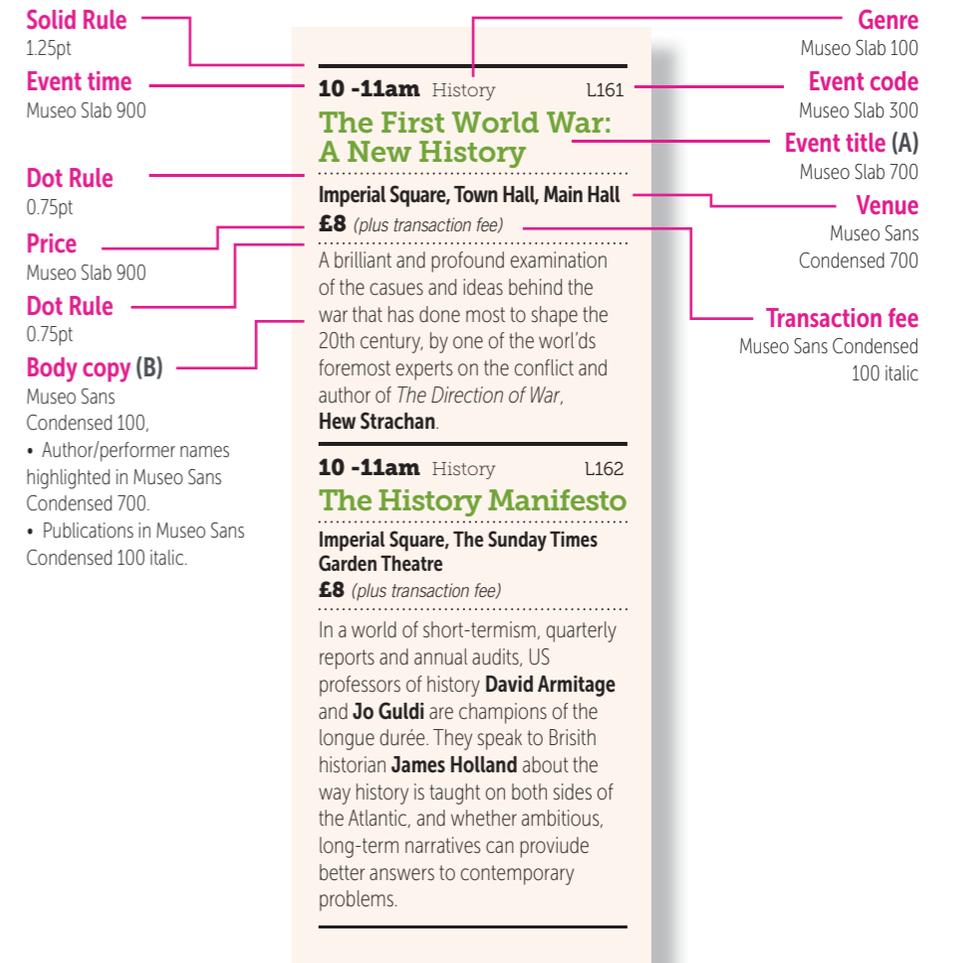
## Event listings use a range of different cuts and weights of the Museo font family.

Here is an **example** of the layout of event listings in an A5 programme (with a three column grid) for the Literature Festival. Use these guidelines to ensure listings appear consistently across all Festival communications. The information should closely follow the formatting shown here using the cuts and weights of Museo.

**The Event title (A)** – The event title must appear in **Museo Slab 700**, however, the colour can be changed to suit your design (see *other examples overleaf*).

**The Body copy text (B)** – Body copy text should be set in **Museo Sans condensed 100**. Author or performer names should be highlighted in **Museo Sans Condensed 700** (bold) and publication names appear in *Museo Sans Condensed 100 italic*.

Avoid using body copy in colour – keep to black or reversed out white, and bear in mind your audience and the legibility of your layout.



## Event listings typography

These examples show listings layout for Jazz, Music and Science events. The key information follows the same formatting as outlined previously, the exceptions being the **Event Title** which can change colour (use colours from the Cheltenham palette only) and font size.

5.30-6.45pm J17

### Wilko Johnson

The Big Top

£26, £24, £20

In this triumphant comeback tour from his battle with cancer, the Dr Feelgood guitarist **Wilko Johnson** is back with a new zest for life. Following his critically acclaimed joint album with The Who's Roger Daltrey, he is sure to duck-walk his way into the Big Top with his own kind of gutsy rhythm & blues and rock & roll.

7.30-9.30pm M05

### An Evening with Nicola Benedetti

Town Hall

£40, £30, £25, £12, £10

*Nicola Benedetti* Violin  
*Alexander Sitkovetsky* Violin  
*Benjamin Gilmore* Viola  
*Leonard Elschenbroich* Cello  
*Alexei Grynyuk* Piano

*Brahms* Piano Quartet No. 1 in G minor, D. 576. 15'  
*Arlene Sierra* Butterflies (UK Premiere). 12'  
*Shostakovich* Piano Sonata No. 28 in A. Op 101. 9'

In September 2013, Nicola Benedetti performed a sell-out concert at the Royal Albert hall. Over 5000 people were moved by her performances this is dummy copy placed here to simulate actual text. Once copy has been written and approved it will be formatted and positioned here.

*"She has a sumptuous tone. An admirable violinist, Benedetti [has] certainly earned the right to be taken seriously."*

6-7pm Life S036

### Whales and Dolphins: Their Social Lives

Parabola Arts Centre

£10 (plus transaction fee)

This is dummy copy placed here to simulate actual text. Once copy has been written and approved it will be formatted and positioned here to simulate actual text. Once copy has been written and approved it will be formatted and positioned here to simulate actual text.

6-7pm Technology S037

### Bitcoin: The Future of Money?

Helix Theatre

£8 (plus transaction fee)

This is dummy copy placed here to simulate actual text. Once copy has been written and approved it will be formatted and positioned here to simulate actual text. Once copy has been written and approved it will be formatted and positioned here to simulate actual text.

## Typographic elements

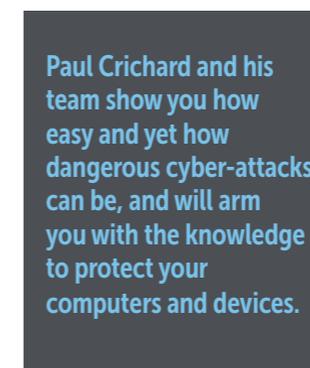
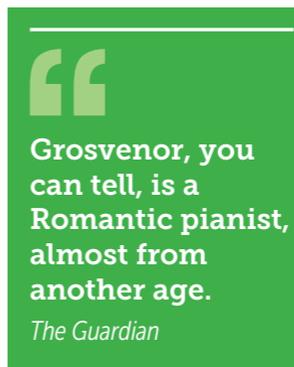
### Review/testimonial highlight boxes

Quotes, reviews and testimonials (that can be attributed to a person or publication) can be given prominence within a coloured highlight box. Use the 'quote marks' device beneath a line rule as shown in the examples at right. For the text, use a cut of Museo that best fits with your design. 'Author' attributions should be in Museo Sans Condensed 300 italic. Use colours from the CF colour palette that best fit with your design.

### Text highlight boxes

Pull-out sections of text can be highlighted in a similar way. Use square, rectangular or circular shapes, with a cut of Museo, and colours from the CF palette, that fit with your design.

Use good design judgement when employing these highlight features in your page layouts. Limit the number per page to no more than three.



# The brand online

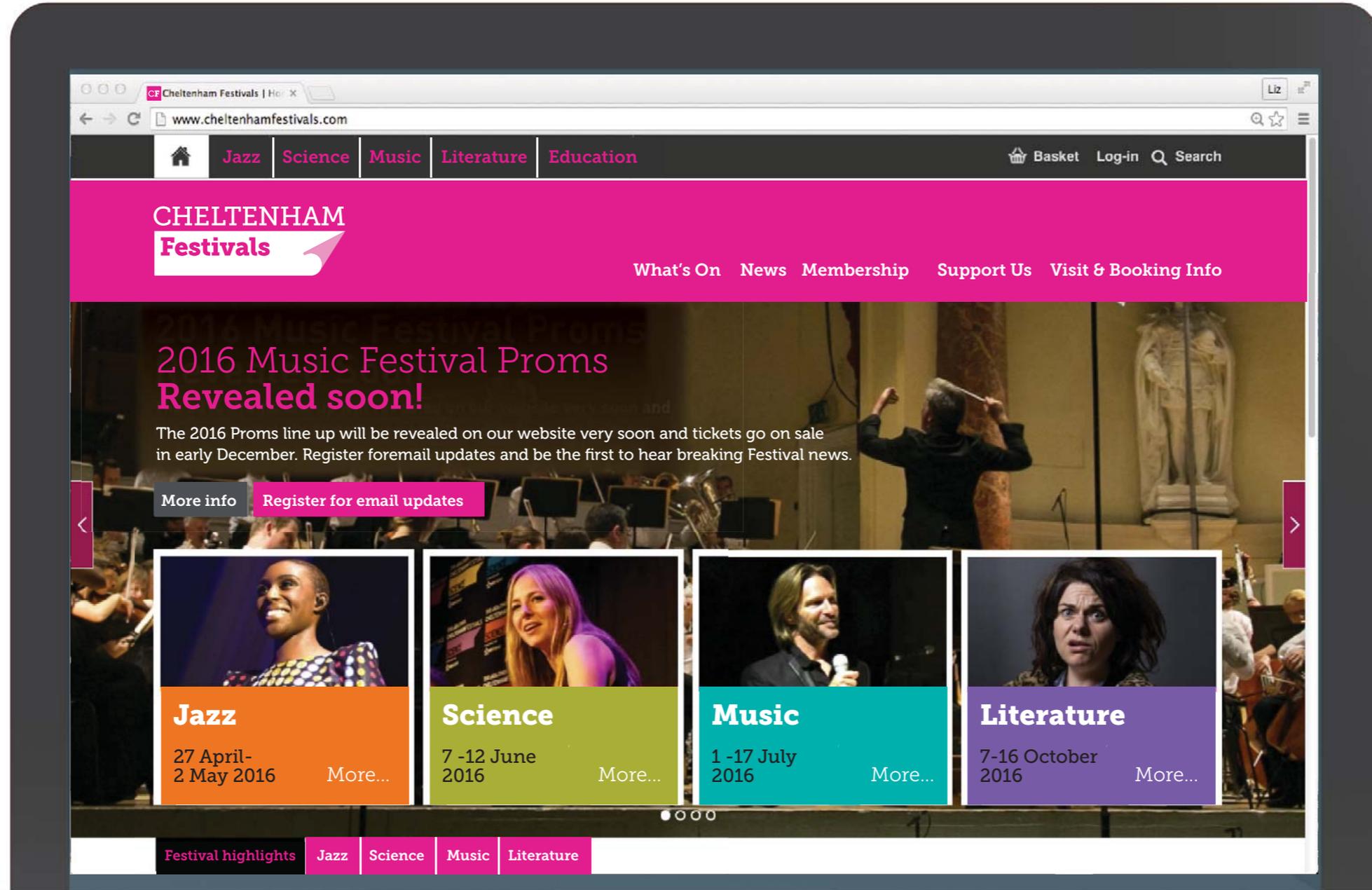
## The brand online

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The Cheltenham Festivals website will be refreshed in 2016 when the new branding will be applied. Guidelines for usage on the website, mobile apps and social media will be documented here concurrent with the website development.

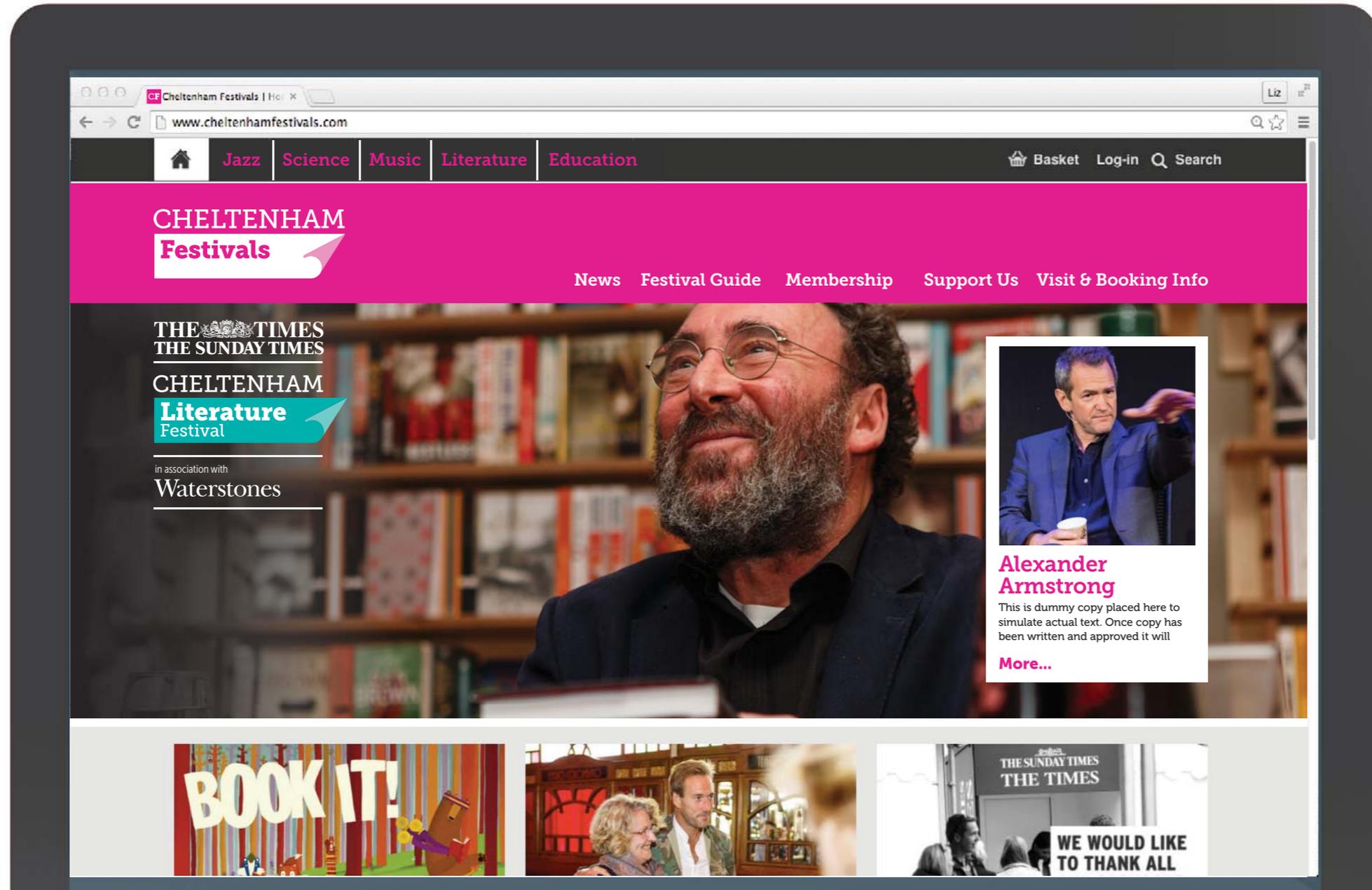
# Cheltenham Festivals website

The Cheltenham Festivals website is due to undergo a redesign during 2016. The new design will adopt the styling and principles of the brand refresh. The images shown here are for placement purposes only.



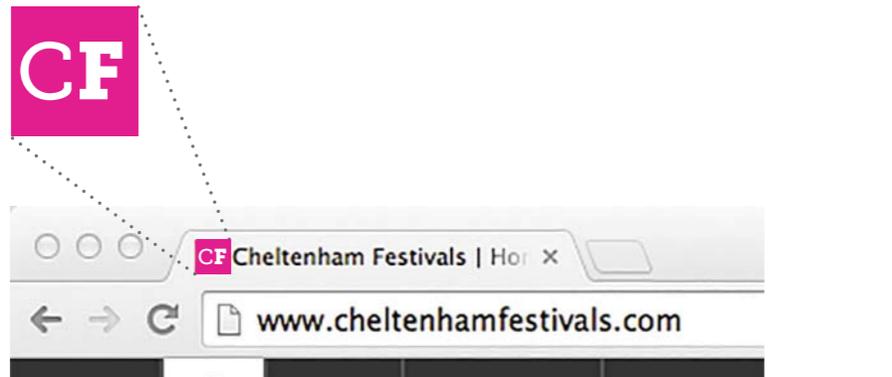
# Individual Festivals' websites

The Cheltenham Festivals website is due to undergo a redesign during 2016. The new design will adopt the styling and principles of the brand refresh. The images shown here are for placement purposes only.



# Social Media icons

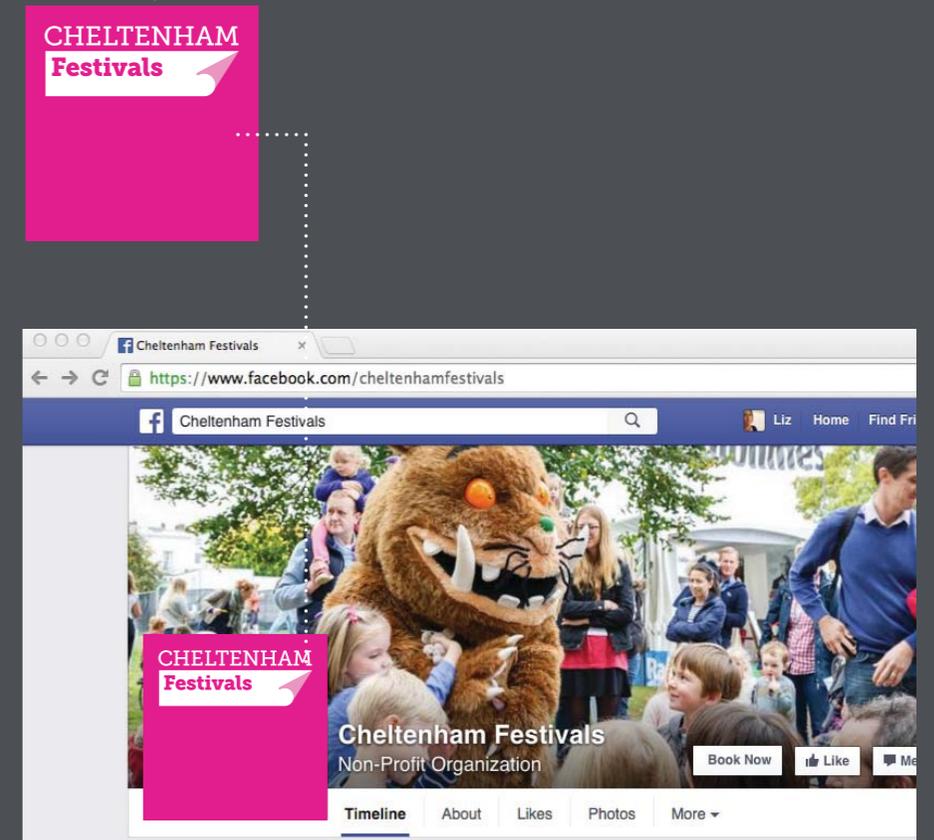
Favicon



Twitter Icon



Facebook



# Festival 'strands' and support departments

## Festival 'Strands'

A number of programmes and special events related to Cheltenham Festivals have been given their own visual identities. Often this is because they are ongoing programmes that run all year, or they are recurring events that sit outside the main Festivals.

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The Festival 'strands' include programmes such as FameLab which was developed as part of Cheltenham Science Festival but has gone on to become a globally successful model for identifying and mentoring young scientists and engineers.

Our Literature Festival Family Events programme (formerly 'BookIt') has its own styling so that events for kids and young adults can be highlighted separately from the main Festival, in specifically targeted communications.

Similarly, the Festival Proms, part of the Music Festival, and the Jazz Festival's 'Jamie's Picks' have their own 'strand' identities.

Any identity that is created must be developed using the Museo font family.

## Festival 'strand' identities

### FameLab

The FameLab logo already in existence has been updated to reflect the refreshed branding. The logo can be used in various colours ways. Contact the Marketing Department for electronic files and for guidelines on usage of the FameLab identity.

*FameLab full colour version, horizontal*



*FameLab full colour version, stacked*



*FameLab Academy full colour versions*



## Festival 'strand' identities

### Family Events

The 'Family Events' logo is used to highlight events specifically aimed at children and young people during the four Cheltenham Festivals. The logotype should ideally appear in colour, but where full colour is impractical, black or reversed white out can be used. The logotype can be used on marketing materials, signage, websites and emails where a selection of events is being highlighted.

*Family Events Full colour version*



A Family Event button has been created to use to highlight individual events within Festival communications. The Family Event roundel should appear in either the relevant Festival's colour for the year, in black or reversed out white. It should be used no smaller than 20mm in diameter.



The Family Events logotype and roundel should be treated as images and never be altered. Always use approved versions.

**Do not recreate these logos yourself** with alternative fonts.

## Festival 'strand' identities

### Festival Proms

The 'Festival Proms' logo is used to highlight events during Cheltenham Music Festival. The logotype should appear in black, or reversed out in white. It should be treated as an image and never be altered. Always use approved versions. **Do not recreate the logotype yourself** with alternative fonts.

Festival Proms roundel



# FESTIVAL Proms

### Festival Proms

The Festival Proms roundel is used to highlight events during within Cheltenham Music Festival communications. The roundel should appear in black or reversed white versions only, and used no smaller than 20mm in diameter.

The roundel should be treated as an image and never be altered. Always use approved versions. **Do not recreate the roundel yourself** with alternative fonts.

The roundel should be positioned ranged left below event listing information.



11.00am-12.30pm MF02

**Michael Morpurgo** presents *Private Peaceful*

Festival Proms in association with  
**Town Hall** **HSBC**  
**£15, £7.50 children** (members 10% off)

Master-storyteller and best-selling author **Michael Morpurgo** is joined by the outstanding English a capella trio **Coope, Boyes & Simpson** for a telling of Morpurgo's moving First World War tale *Private Peaceful*.



## Festival 'strand' identities

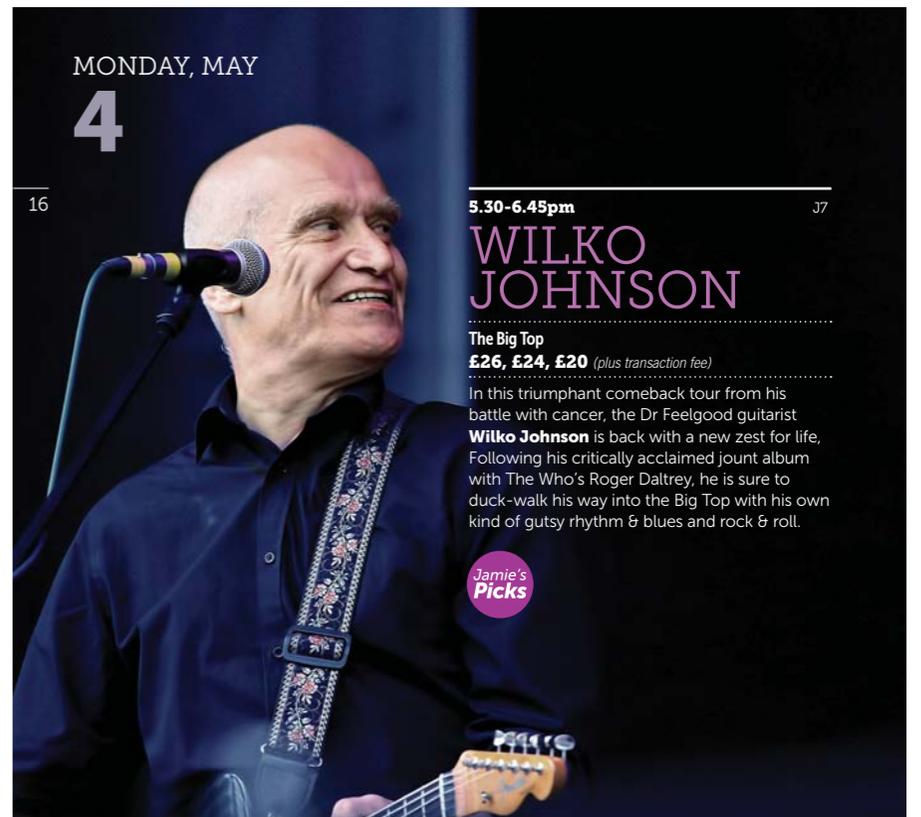
### Jamie's Picks

The 'Jamie's Picks' roundel is used to highlight events (those specially chosen by director Jamie Cullum) during Cheltenham Jazz Festival. The roundel can only appear in the Jazz Festival's colour for the year, in black or reversed out white. It should be used no smaller than 20mm in diameter.

The roundel should be treated as an image and never be altered. Always use approved versions. **Do not recreate the roundel yourself** with alternative fonts.

The roundel should be positioned ranged left below event listing information.

Jamie's Picks Button



## Information highlighting

Beyond the promotion of specific events, there are other pieces of information that you may wish to highlight to help customers navigate through listings. These include age suitability, value offers and member exclusive events. A system of roundels has been developed for these kinds of messages, however, this information can also be simply included in the text of the listing if you prefer. Avoid having an overabundance of roundels on a page such that it might confuse readers. Use discretion when determining if a roundel is required.

### Age indicator buttons

Age indicator buttons highlight events that are aimed at a particular age range, or have age restrictions. Use only in the relevant Festival's colour for the year, in black or reversed out white. Use no smaller than 15mm in diameter.

### Free, Multibuy or Members only

These roundels are used to identify events that are 'free', are part of an offer, or are exclusively for members. Messages such as these should only be used in the corporate colour palette: CF Pink, CF Grey, black or white.

All these roundels should be treated as images and never be altered. Always use approved versions. **Do not recreate the roundels yourself** with alternative fonts, and do not create new roundels without the permission of the Marketing Department.

As a general rule, roundels should be positioned ranged left below event listing information.



# Signage

## 'Corporate' signage

### Corporate Signage

Cheltenham Festivals Corporate signage is used during Festival events alongside Festival-specific signage. Usage includes large scale banners, signage for Festival destinations and venues (such as the Box Office), pop-up banners, bunting and flags.

Cheltenham Festivals Corporate signage should, where possible, use the full colour 'corporate' brand badge on a Cheltenham Grey background.

The exclusion zone rule can be relaxed if it compromises the branding's impact on the format you're working with.



## 'Corporate' signage



## Festival signage

### Directional/informational signage

Generic directional and informational signs adopt the simple one-colour livery of Cheltenham Pink with white text. Use Museo Slab 900 upper and lower case for main headlines and ensure the one-colour Cheltenham Festivals Corporate brand badge appears top left.



## On-site signage

### Temporary signage

Temporary, one-off and site/event specific signs that are generated in-house use similar style principles as the on-site signage, but the base colour is white. Use Museo Slab 900 for messages. Use Cheltenham Grey, with Cheltenham Pink for emphasis on key words. Use arrows and icons where if necessary.



## Festival signage

### Festival Signage

For on-site Festival-specific signage, styling follows that of Corporate on-site signage but uses the Festival-specific colour for that year as the base colour.

Use Museo Slab 900 upper and lower case for your key messages. Use either white or CF grey for type on the Festival colour background.

Examples of on-site Festival specific signage



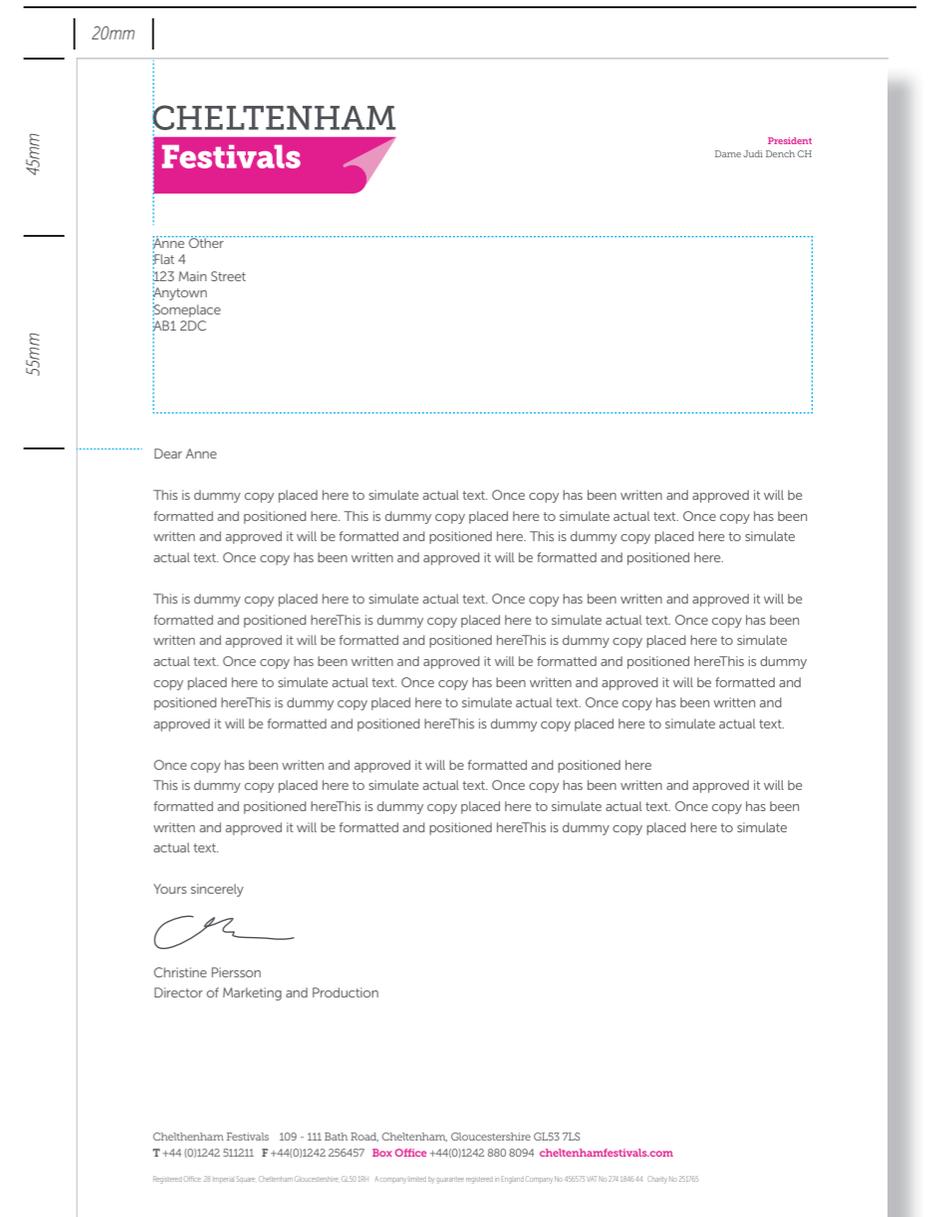
# Behind the scenes

## Stationery

### Stationery

The Cheltenham Festivals letterhead is laid out as shown here, with the 'four Festivals' brand banner at top left.

Follow the typing margins and areas indicated. If your system has Museo font, use Museo Sans 300 (10pt), for your letter text. Where Museo is not available, use Arial regular as a substitute.



# Stationery

## Business Cards

Business cards are two-sided, with the corporate brand banner reversed out of CF pink on one side (with the 'unfurling banner' used as a graphic motif) and individuals' details on the reverse. Cards are printed with backs in the full range of colours from the Cheltenham palette and overprinted with individuals names and details.

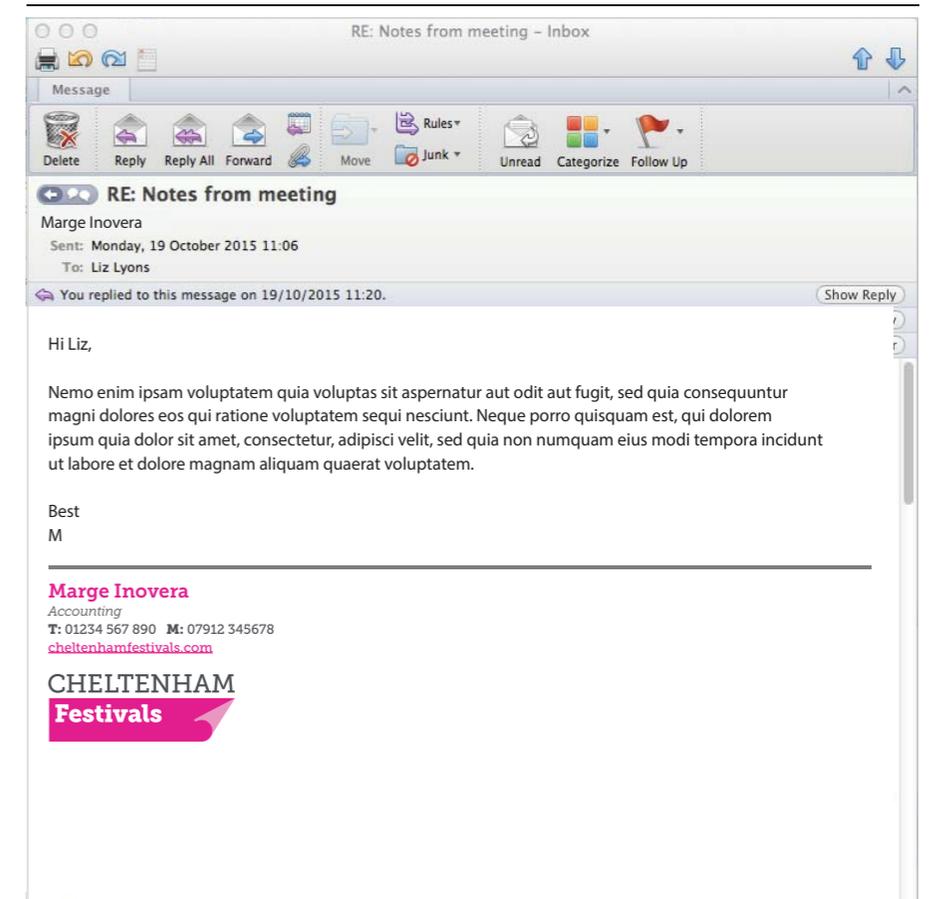
The reverse of the cards show an example of the 'unfurling banner' motif being used as a graphic device. The motif can be used in inventive and imaginative ways in print and on signage, but don't ever distort or crop the Corporate or Festival brand banners.



# Email footer

## Email footer

The Cheltenham Festivals Email footer follows the layout shown with contact details above the Corporate banner. The contact information should be created within Outlook (or your email programme), and the Corporate Banner should be a jpeg image. Always use this approved layout for your Email sign-off and do not create versions of your own.



## Branded shirts

### Branded Tshirt

Cheltenham Festivals tshirts use the Corporate Banner in one of two configurations (shown here); on a CF pink shirt, or a CF grey shirt, with the appropriate version of the banner as indicated.



# CHELTENHAM

# Festivals

## BRAND GUIDELINES

If you have questions regarding usage of the Cheltenham Festivals identity or require electronic files, contact the Marketing Department at Cheltenham Festivals on:  
Tel: 01242 123456  
Email: ???