

# London Print Guidelines

The following booking information must be included on all show print:

Pleasance Logo

**Website address:** [pleasance.co.uk](http://pleasance.co.uk)

**Telephone number:** 020 7609 1800

**Performance information:** Times / Dates

## ***Optional information:***

*Ticket prices*

***Address:*** North Road, London, N7 9EF

***Nearest tube:*** Caledonian Road

## **Recommended Print Sizes**

The frames in our theatre foyer are A3 (297mm x 420mm). Our flyer racks are A5 (148.5mm x 210mm) or DL (110mm x 220mm).

## **Print Delivery**

We are happy to take delivery of your print, provided it is clearly marked for the attention of the Marketing Department.

Please have any print deliveries sent to:

*Pleasance Theatre, 5 Carpenters Mews, North Road, London, N7 9EF*

We regret that we are not able to store print at the theatre on your behalf.

For our in-house displays we require five posters. The number of flyers needed will depend on the length of your run, so please speak to us before placing your print order.

Please make sure that you proof all designs with us before printing. Please email [marketing@pleasance.co.uk](mailto:marketing@pleasance.co.uk) for sign off.

# London Logo Guidelines

- Please don't make any changes to the logos and only use the colours provided
- You'll need to use CMYK for print and RGB for digital
- Please reduce/enlarge the logos proportionally and don't change the size-aspect ratio
- Please ensure there is a minimum space of 3mm around all edges of the logo
- Only use the logos provided by the venue, not stock or publicly sourced logos

## File Types

The download available from the Pleasance website includes the following:

- 1) .ai and .eps files for vector-based design software
- 2) .png and .tiff transparent image files

## Colours

Yellow background - *Our preferred logo, please use where possible*

Dark background - *Example usage on light-coloured, predominantly monochromatic artwork*

Light background - *Example usage on dark-coloured, predominantly monochromatic artwork*

## Minimum Logo Sizes

DL flyer – 13mm

A5 flyer - 20mm

A3 poster - 30mm