

Pleasance Logo Guidelines

The following logos and information **must be used** on all show print (flyers and posters) and advertisements according to the guidelines set out below.

Design files can be downloaded from the Pleasance website here:

<https://www.pleasance.co.uk/logos>

Any questions please contact the Marketing team on:

0207 609 1800 // marketing@pleasance.co.uk

Venue Logos

• PLEASANCE COURTYARD LOGO

Please use this logo if you are performing in the Courtyard in one of the following spaces:

Above / Attic / Below / Beneath / Beside / Beyond / Bunker One / Bunker Two / Cabaret Bar / Cellar / Forth / Grand / One / The Green / That / This / Two / Upstairs

If you wish you can also include the address but it is not mandatory: **60 Pleasance, EH8 9TJ.**

• PLEASANCE DOME LOGO

Please use this logo if you are performing in the Dome in one of the following spaces:

10 Dome / Ace Dome / Jack Dome / King Dome / Queen Dome

If you wish you can also include the address but it is not mandatory: **1 Bristo Square, EH8 9AL.**

• PLEASANCE AT EICC LOGO

Please use this logo if you are performing in the Dome in one of the following spaces:

Lennox / Pentland / Lomond / Lammermuir

If you wish you can also include the address but it is not mandatory: **150 Morrison St, EH3 8EE**



Booking Information

The following booking information **must** appear on all show print:

Booking information: www.pleasance.co.uk // 0131 556 6550
Performance information: time, performance dates with days off
Optional information: Ticket prices, venue address

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Usage

- Please do not make any changes to the logos & only use the colours provided. For print purposes, you'll need the logos to be in CMYK. For digital please use RGB
- Please do not change the size-aspect ratio of the logo to make it fit in your design, please reduce/enlarge proportionately
- Please only use either the Courtyard, Dome or EICC venue logos
- Please ensure there is a minimum space of 3mm around all edges of the logo to ensure it remains uncluttered
- Only use the logos provided in the link above and not stock / publically sourced logos

File Types

The download available on the Pleasance website include the following:

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

Colour Options

3 colour options are provided for each logo:

1) Deep Yellow backgrounds

Main Logo: Please use where possible

2) Dark Grey background

Example usage: on light-coloured, predominantly monochromatic artwork

3) Light Grey background

Example usage: on dark-coloured, predominantly monochromatic artwork

Recommended Logo Size (minimum)

- Fringe Guide ¼ Page Advert 13mm
- A6 Flyer 13mm
- A5 Flyer 20mm
- A3 Poster 30mm
- B3 Poster 40mm

Recommended Artwork Sizes:

- B2 posters*: 707 x 500mm (+ 3mm perimeter bleed)
*** This is the maximum allowed size in the venues**
- A2 posters: 420 x 594mm (+ 3mm perimeter bleed)
- A3 posters: 297 x 420mm (+ 3mm perimeter bleed)
- A5 flyers: 148.5 x 210mm (+ 3mm perimeter bleed)
- A6 flyers: 105 x 148.5mm (+ 3mm perimeter bleed)

Other essential information to include on your artwork

- The time of your show
- The dates of your show clearly displaying any days off
- Pleasance booking information:
0131 556 6550 | www.pleasance.co.uk

Other useful information to include (not essential)

- Ticket prices