



THE LOGO

This is the Belvoir logo, it's a horse, but it could also be thought of as a chair with a boot on it. The horse's name (chosen by competition) is Troy.



The logo is used with the company name 'BELVOIR' on the left side. The logo is used with either two contrasting colours, or with transparent text.

Need a copy of our logo for your HSC project? Go to the end of this document for details.

SEASON STYLE

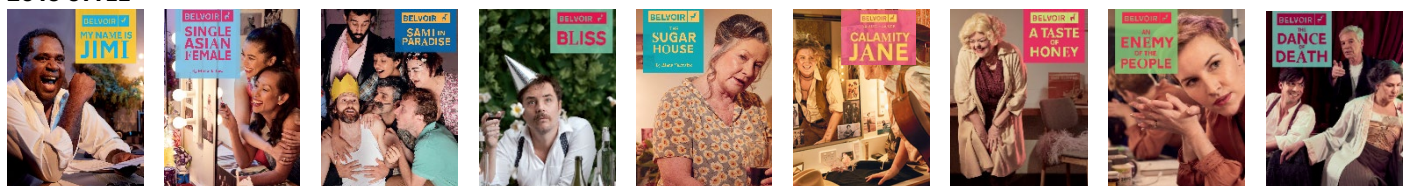
Each season (year of productions) the Belvoir Marketing team work closely with the Artistic & Programming team to find a style which reflects the plays chosen. This style is intended to reflect the branding of Belvoir as well as provide insight into what the show might offer an audience.

This is then distilled into a set of colours, fonts, layouts and images that represent the year of theatre and each production within it.

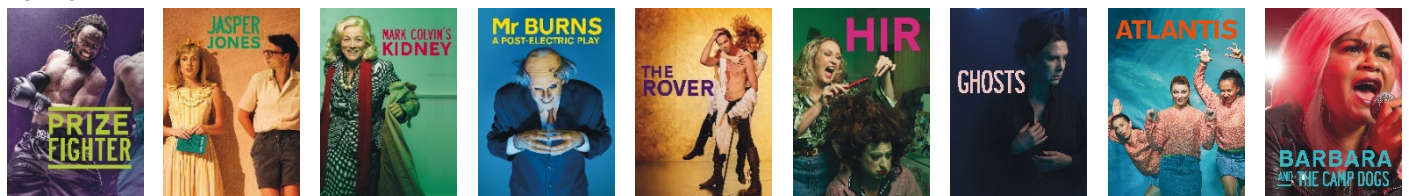
2019 STYLE



2018 STYLE



2017 STYLE



The above years the season book was designed in colour and feature photographs of actors from each of the individual productions. Each uses unique components in the design to create a consistent style across the year. For example in 2018 the photographs were styled and shot in various spaces at the theatre, featuring costumes and props that indicated what the show would be about. In 2017 the use of coloured background and coloured light plays a role in each image.



Let's take a closer look at our 2019 style.

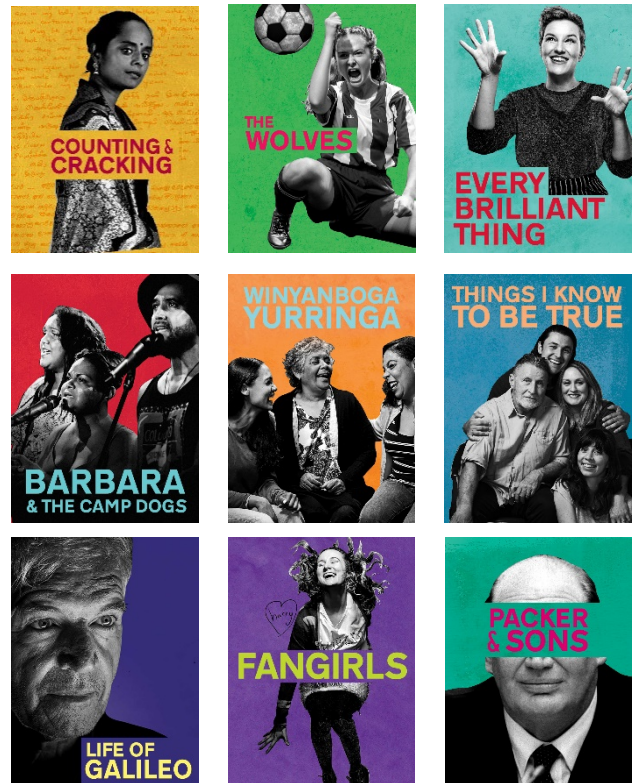
Each piece of marketing material per production uses the same cluster of key marketing images.

The characteristics of the 2019 season included black and white images on coloured backgrounds. Each show was also assigned a specific colour, used for the background, and a specific colour, used for the title.

The titles are capitalised, and words within each title are given status by size. The titles and colours are used throughout all materials produced for that production.

For example *Fangirls* uses the below colours across all marketing materials.

FANGIRLS



Hoarding (large poster) displayed outside theatre, with Yve Blake



Back page promotion in Star Observer, with Aydan

More examples of Belvoir marketing materials are available to download on our website:

<http://belvoir.com.au/resources/marketing-publicity/>



PROMOTIONAL MATERIALS

For each production we produce:

- street posters,
 - press ads (varying sizes in print media),
 - online ads (e.g. Facebook, Google Ads),
 - selection of rehearsal and production photographs used in marketing and publicity,
 - emails to appropriate Belvoir audiences,
 - programs (\$8 or \$15 with script)
 - postcards (distributed to other theatre and performing arts venues, retail stores, cafes).
- trailer video,

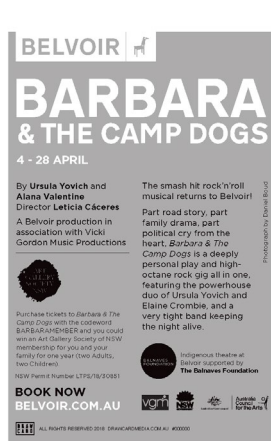
TRAILERS

See <http://www.youtube.com/user/Companybbelvoir>

We hope this is helpful in putting your work together. When you've looked at the materials online, if you need more information, let us know - we may be able to put together some sample programs for you to collect or post if you live outside of Sydney.

POSTERS AND PRESS ADS

A typical layout for our **posters**, **post cards** and **press ads** is using the key image overlaid with the title of the production and other relevant details in the **Gotham font**. This includes: the date range of the show, key creatives, a tagline, and a 'book now' call to action. When a production has previously earned high star ratings or rave reviews, these accolades are often featured on posters.



Belvoir Postcard - front and back for Barbara & the Camp Dogs (2019)



Belvoir Street Poster for Barbara & the Camp Dogs (2019)



PROGRAMS

Programs at Belvoir follow specific styles. It includes a rehearsal photo on the inside front cover and the show billing information on the following page. More rehearsal photographs are included inside the program and there is usually at least one photo of each actor in the production. The cover pages are printed in colour, but the contents are black and white.

Our standard program is the same trim size as our season book. The paper stock used is a recycled, uncoated (not glossy) stock (internals 100gsm Envirocare, cover 250gsm Envirocare), in keeping with the feel of the old paperback novel format, which the idea for this style of program was originally based on. These programs are 36 pages plus cover.



Belvoir Program for Every Brilliant Thing (2019)

- The cover is typically printed in colour and has a design which is spread across the front and back
- The first page, inside the cover, is usually a striking image from the rehearsal period.
- Content in the first few pages typically includes a Writer's note or a biography of the playwright followed by a Director's note. We sometimes also include a note from the designer or another key creative about an interesting aspect of the production.
- The middle of the program contains the Biographies of all the artists involved in the production. The Writer is typically listed first, followed by the director and the remaining creative in alphabetical order by surname.
- The pages towards the back of the program include Belvoir offers, Belvoir staff, Belvoir donors and sponsors and advertisements.

Some of our programs are published in conjunction with Currency Press, and contain the play's script. These programs are a larger trim size, contain a lot more pages (depending on the length of the script) and are printed on a whiter paper stock.

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FONT

BEBAS KAI (headings), **Gotham** (paragraph, body text)

IMAGES

Photos of actors, usually looking at the camera so that the viewer of the image feels as if they are being directly looked at in a particular way. A cluster of images are selected for each show and used across all marketing materials. Within a program, promotional images are used on the cover, usually linked to the season book, rehearsal images are used within the program and printed in black and white.



PRODUCTION CREDITS

When crediting the creatives within a production there are general rules you can follow that identifies which names should be listed where. A list of credits is used online, in the front of the program and on the 'hoarding', which is displayed outside the theatre (e.g. from *Fangirls* on page 2).

1. Writer/s or Adaptor
2. Director
3. Translator
4. Set Designer
5. Costume Designer
6. Lighting Designer
7. Musical Direction
8. Composer
9. Sound Designer
10. Movement Director
11. Dialect Coach
12. Assistant Director/ Associate Director
13. Stage Manager
14. Assistant Stage Manager
15. Cast (listed in alphabetical order by surname)
16. Musicians (listed in alphabetical order by surname)

Other roles may be inserted in the credits, depending on the production. The order will be dependent on their role, seniority, or level of involvement in the production.

Where one person has dual roles, their roles can be grouped together, noting the order of the role hierarchy. For example an artist who has done Set (4) & Costume (5) Design would be listed as Set & Costume Designer, in that order.

WHAT NEXT?

We recommend looking at examples of marketing materials and deciding on your visual style for your poster and promotional material.
All the best with your HSC Individual Project!

USE OF THE BELVOIR LOGO

If you would like to use our logo you need to provide us with a statement that you won't use it for any other purpose but your HSC project, via email, and then we can forward it to you.

Please email education@belvoir.com.au with the following statement:

May I please have a copy of the Belvoir Logo for use in my HSC Individual Project?

I acknowledge that permission to use this logo is limited my HSC project only and should not be used for any other purpose. This includes distributing the files to another third party. Where possible I agree to credit Belvoir for use of their branding for educational purposes.