



BRIGHTTON FRINGE.



Branding Requirements

LOGOS



BRIGHTON
FRINGE

The logo consists of the words 'BRIGHTON' and 'FRINGE' stacked vertically in a white, hand-drawn, brush-stroke font. There are three splatter marks: one above the 'I' in 'BRIGHTON', one to the right of the 'E' in 'FRINGE', and one below the 'E' in 'FRINGE'.

Stacked white logo on dark colours



BRIGHTON
FRINGE

The logo consists of the words 'BRIGHTON' and 'FRINGE' stacked vertically in a purple, hand-drawn, brush-stroke font. There are three splatter marks: one above the 'I' in 'BRIGHTON', one to the right of the 'E' in 'FRINGE', and one below the 'E' in 'FRINGE'.

Stacked purple logo on light colours

LOGOS



BRIGHTON FRINGE

The logo consists of the words 'BRIGHTON' and 'FRINGE' in a white, hand-drawn, brush-stroke font, separated by a wide space. There are three splatter marks: one above the 'I' in 'BRIGHTON', one to the right of the 'E' in 'FRINGE', and one below the 'E' in 'FRINGE'.

Single line white logo on dark colours



BRIGHTON FRINGE

The logo consists of the words 'BRIGHTON' and 'FRINGE' in a purple, hand-drawn, brush-stroke font, separated by a wide space. There are three splatter marks: one above the 'I' in 'BRIGHTON', one to the right of the 'E' in 'FRINGE', and one below the 'E' in 'FRINGE'.

Single line purple logo on light colours

FF DIN

FF DIN

FF DIN

FF DIN is a realist sans-serif typeface designed in 1995 by Albert-Jan Pool.

COLOURS

FF DIN

Header
(DIN Medium with BF Purple outline)



Brighton Fringe Purple

CMYK: 62 84 0 0
RGB: #7F3F98

FF DIN

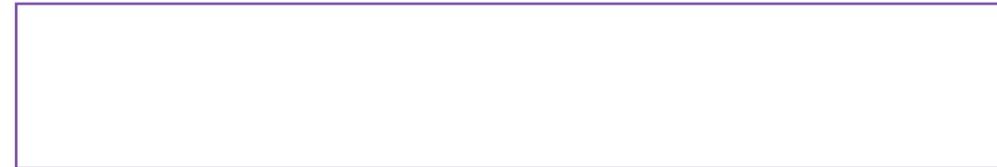
Subheader
(DIN Medium with BF Purple fill, no outline)



BF Purple with 15% Opacity

FF DIN is a realist sans-serif typeface designed in 1995 by Albert-Jan Pool.

Body
(DIN Medium in BF Purple)



White

CMYK: 0 0 0 0
RGB: #FFFFFF F

DOCUMENTS



PH: KAREN DUCKWORTH

EXPERIENTIAL MARKETING

FRINGE CITY

Fringe City is the heart of Brighton Fringe; an extravaganza of outdoor entertainment that takes place every weekend throughout the festival that attracts a footfall in excess of 110,000 each year. Nestled between two stages hosting the best, most vibrant work from Brighton Fringe are food and drink stalls, charity stands and the opportunity to get your brand noticed with a stand-out experiential activation.

BRIGHTON CULTURAL QUARTER

Spanning the whole of Brighton's cultural quarter including Jubilee Square, New Road and Pavilion Gardens, Fringe City takes over the heart of the city centre and has ample space available for unique brand experiences.

PACKAGES

Packages range from Activation Partner (booking a space for your stall, stand or activation) to Headline Sponsor, which includes naming rights and the opportunity for further branding on the Fringe City archway and four performance stages.



SPACES AVAILABLE:

1. NEW ROAD
2. FAMILY PICNIC SITE
3. JUBILEE SQUARE
4. PAVILION GARDENS
5. SPIEGELTENT SITE

SPACES AVAILABLE FROM £2,000 PER DAY

4

Hi-Res colour photo on left side of document

Purple background (BF Purple with 15% Opacity)

Dots for line breaks, if needed

Purple boxes for highlighted information

Photography credit on bottom left hand corner

FLYERS



Where there is space for more information elsewhere in the document the front cover of a flyer or leaflet must be kept simple and uncluttered. Only the most vital information should be placed over the picture.

Brighton Fringe logo placed prominently at the top

Hi-res colour photo filling page

Badge denoting the aspect of Brighton Fringe that the flyer is promoting

Fringe dates, website info, Box Office phone number

ONE PAGE FLYERS

If all of the information needs to be on one side of a flyer copy must still be kept to a minimum. Readers should be directed to the website for more information.



Brighton Fringe logo placed prominently at the top

Call to action

Vital headline information in box

Direct to website for more info

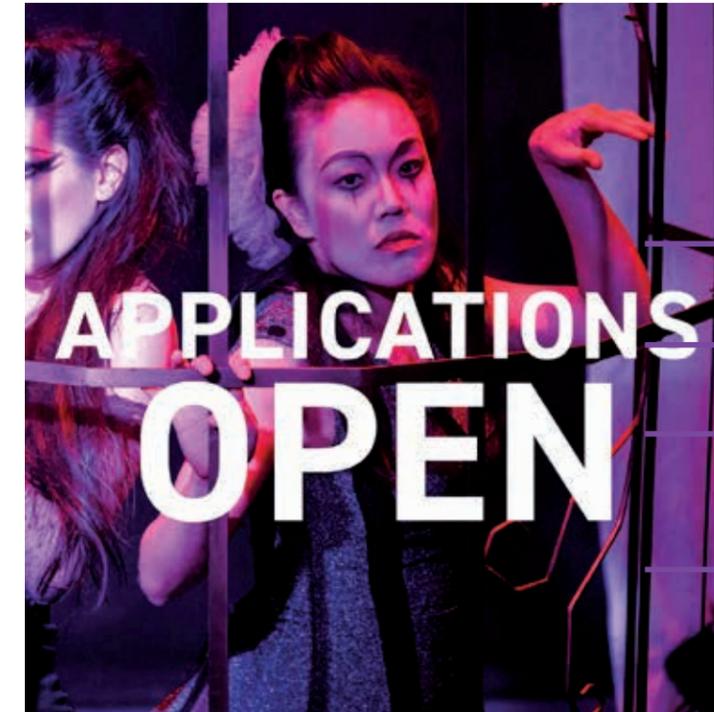
Hi-res photo as background

Badge denoting the aspect of Brighton Fringe that the flyer is promoting

Photography credit on bottom left hand corner

SOCIAL IMAGES

Unfiltered photographs with no more than 5 words of text overlaid. All other information, including photo credit, to be put into the caption.



Din Bold, capital case
approx 80 - 160 pt

Text centered

Leading adjusted to bring lines of text closer together

Different point fonts used for long and short words for visual interest