



2022 MARKETING & BRANDING GUIDELINES FOR PRODUCTIONS

(includes Standard Bank Ovation Award logo guidelines and usage)

Please note that these Guidelines form part of the overall agreement between Fringe Productions and the Festival. Registration to participate in the Fringe implies acceptance of these guidelines.

BACKGROUND

This document seeks to clarify and rectify the following:

- Inconsistent and incorrect usage of the Festival logo
- Uncertainty about what is permissible in terms of venue and outdoor signage
- Ambush marketing from competitors of Festival sponsors and supporters
- Usage of the Standard Bank Ovation Award logo

USE OF THE FESTIVAL'S MARKETING CHANNELS, SUCH AS FACEBOOK AND TWITTER

These guidelines assist in providing clarity around all marketing and branding issues for Fringe productions and artists.

FESTIVAL LOGO

The National Arts Festival logo is supplied to productions as a high-res JPG, an EPS and as a PDF at www.nationalartsfestival.co.za/branding and can also be accessed at https://drive.google.com/drive/folders/1cTe5X0SsBwEJ_CpIB7yIo3XTg5teuigW?usp=sharing

It is available as:

- Full colour on a white background
- Full colour on a variety of coloured backgrounds
- Black & white on a white background

Productions are free to use the one that is the best fit with their own design elements.

Note that the logo may not be altered or amended in any way. Full details of these restrictions are outlined in the style guide available for download from the Festival website.

The National Arts Festival Logo **must appear** on all the following marketing materials:

- All production posters
- All outdoor and venue banners and signage
- All print advertising (with the exception of advertising in CUE, see below)
- Flyers and leaflets

The logo **is not required** (although it is permissible) on the following:

- CUE print advertising
- Stage backdrops and other performance related material
- Standard advertisement in the Programme

Please note that the Festival logo is a copyrighted trademark, and any other usage is prohibited. The logo **may not be used** on clothing, promotional items and the like, unless permission has been obtained.

To request permission please email us prior to producing the items with the following:

- A colour JPG of how the logo will be used
- Indicate which other logos will appear on the item
- Indicate how many items will be produced
- Indicate whether the items will be sold or given away

As a general rule, permission will be granted for use of the logo, for the promotion of a specific production.

It will usually be declined if the items being produced will be sold

If permission is declined or not obtained for a specific usage of the logo, and such usage continues, the Festival reserves the right to seek legal recourse.

Please consult the detailed guidelines regarding the use of the Festival logo which can be found here: <https://s3.af-south-1.amazonaws.com/assets.nationalartsfestival.co.za/2022/05/NAF-Corporate-Identity-2022-1.pdf>

STANDARD BANK OVATION AWARDS

Recipients of the Standard Bank Ovation Award are entitled to utilize the official award logo in their publicity material. The Award looks as follows:



The following are guidelines for usage of the logo:

1. ALTERATIONS

The logo may only be used in its entirety and may not be amended, edited, cropped or changed in any way. The following usages are not acceptable:



(the year of award may not be edited or obscured)



(the sponsor of the award may not be edited or obscured)



(the text must be kept intact and the fonts may not be edited or changed)



(the logo must be proportionately resized and may not be stretched in either direction)

2. COLOURS

The logo comes in three standard colours:

- Blue (for use by regular Standard Bank Ovation Award winners)
- Gold (for Gold winners)
- Silver (for Silver winners)
- It is also available in grey and white for black and white/grayscale usage
- The logo's white background may be made transparent if your design suits such a usage
- No other colours may be used

3. ASSOCIATION

The Standard Bank Ovation Award is awarded to a specific production in a specific year.

The award logo can **ONLY** be used to promote that winning production and may not be used by the Company or Producer to promote other, non-award-winning work.

Using the logo and/or the name of the award to create an impression that a non-award-winning production has won the award is strictly forbidden and may result in the award being withdrawn.

4. NAMING

The correct name of the award is: "Standard Bank Ovation Award" or "Standard Bank Silver Ovation Award" or "Standard Bank Gold Ovation Award". The name of the sponsor is part of the official name of the award and may not be omitted from printed material, press releases, posters, flyers, advertisements or other marketing collateral.

In press releases an acceptable usage is, “XYZ” production won a Standard Bank Ovation Award at the 2021 National Arts Festival in “Makhanda”.

Please do not refer to the event as the Grahamstown Festival in your marketing material.

If you have any questions or queries around the above or any other aspect of the Award, please feel free to contact the Fringe office.

WORLD FRINGE ALLIANCE

Productions which have been invited to perform at international Fringe Festivals who are members of the World Fringe Alliance are entitled to use the World Fringe Alliance logo on promotional material (posters, ads, flyers, banners) on their return from those Fringe Festivals.

“FESTIVAL VENUE” SIGNAGE AND BRANDING

This covers all venues around Makhanda that are used as official venues for the National Arts Festival for Main or Fringe productions, or Exhibitions. Signage is subject to the following restrictions and guidelines:

- All venues used by the Festival are contracted by the Festival, and therefore all activity in those venues is governed by the Festival office.
- Productions need to be sensitive to the fact that venues are shared by others, and no single production will be allowed to dominate or give the appearance of having exclusive use of the venue.
- Productions may place posters for their productions in and around their venue, provided that all productions are fairly accommodated in the available space.
- Different venues may have restrictions around the use of glue/prestik/nails/drawing pins as well as to where posters may be placed. These restrictions need to be observed. The cost of repairing any damage caused to any property as a result of removing posters will be charged to the production.
- No signage, posters or advertising material of any sort is permitted in the performance/audience area of the venue. The obvious exception to this rule is where signage is part of the set design or performance, but all such signage must be removed along with the set prior to the commencement of the next production.
- Productions may place banners and other signage outside their venues and in the audience foyer. The following restrictions need to be observed:
 - o If banners are used, they must not be bigger than 2m long and 1m high, and there may not be more than one banner per production per venue.
 - o Banners may not be erected with the top edge of the banner being higher than four metres off the ground, and should be securely fastened.
 - o Signage may only be placed within the perimeter of the venue and not on exterior fences, public walkways or pavements.
 - o Signage may not carry any commercial logos or third-party advertising material.

- o Signage may not obscure any other signs – whether Festival--related signage or municipal/traffic signage. It should also not block or restrict access to and from the venue.

Exceptions may be made to the restriction on commercial logos, but will only be considered by the Festival if the material is submitted timeously (at least three weeks before) for approval, and where the logos/brands being given exposure do not conflict with existing Festival sponsors and suppliers. Many of the Festival sponsors and suppliers have exclusive arrangements with the Festival.

It is important that you seek permission from the Festival before producing any signage, to avoid wasted expenditure – the Festival will not reimburse any production for costs incurred, in making signage that may not get used.

Similarly, you may not make promises or commitments to sponsors as to the type and extent of their brand exposure without first getting approval from the Festival.

POSTERS

The following guidelines apply to the use of the Festival logo on posters:

- All posters need to carry the official National Arts Festival logo in a size and manner works for the production artwork, while remaining visible.
- The logo may not be altered at all.
- Where a third-party sponsor is secured by a production, that sponsor's logos and brands may appear on the marketing material. However, the Festival reserves the right to restrict the erection of such material in its venues and in the Monument if, in the opinion of the Festival, such branding represents a conflict of interest with the Festival's own sponsors and partners.
- Up to 15 posters may be erected in the Monument, of which no more than ten may be placed in the Fountain Foyer area.
- Posters may be erected in and around the Festival Box Office, provided that no single production may place more than 10 posters in each Box Office.
- Only Prestik may be used in the Monument building – no nails, drawing pins, glue or any other adhesive is permitted.
- Posters used in the Fountain Foyer area should not obscure the view of those watching the Sundowner show.
- Banners may not be erected in the Monument.
- Posters placed in the Monument and Box Office areas may not be larger than standard A1 size.
- Posters erected around Makhandia need to be placed in accordance with the requirements and restrictions of the respective property owners. Any damage caused to private property will be the responsibility of the Production, and any posters placed illegally will be removed and possible penalties might be imposed.

TEXT REFERENCES

Where reference is made to the Festival in text form (press releases, review clips, websites etc) please note that it should be referred to as either “National Arts Festival Makhanda” or “National Arts Festival” and **not** “Grahamstown Festival”.

OFFERS TO SPONSORS

We encourage productions to find corporate and other sponsorship for their run in Makhanda. It is important however that false expectations are not created in the mind of the sponsor. For clarity, you may offer the following to a sponsor:

- Their logo can be included on the posters, flyers and banners used to advertise the production (subject to the guidelines above), provided that the sponsoring party does not represent a conflict of interest with existing Festival sponsors.
- You may offer that their logo be included on the Production page on the Festival Website
- A single line “sponsored by XYZ ‘ can be carried as part of your show description or Artist Information sections but this may take the form of text only.
- No banner advertising of any kind is permitted on the Festival Programme page

SOCIAL MEDIA

The Festival’s social media pages have grown substantially over the past few years and have become vital marketing tools for us to be able to communicate with our audience.

To protect this resource the Festival has broad guidelines and a code of conduct in an attempt to ensure we retain our audience and that our followers get appropriate and relevant information that is linked to the reason they liked or followed us in the first place.

For marketing your Festival production, we suggest regular postings about your shows with interesting videos and photographs on our wall – keep your posts varied.

VIOLATION OF GUIDELINES

Should a production contravene any guideline as laid out above or violate any municipal bylaws, the Festival reserves the right to the following:

- Withhold ticket revenue to offset repair costs in the case of damage to property
- Suspend the production’s participation in the Festival
- Exclude the company’s participation in future Festivals