

The National  
Arts Festival



The  
Fringe



Ovation  
Awards <sup>20</sup>/<sub>25</sub>

[Link to assets](#)

# THE FRINGE BRAND

# GUIDELINES

UPDATED  
2025

## HORIZONTAL LOGO

It is imperative that the National Arts Festival logo is prominently featured on all materials created for the National Arts Festival.

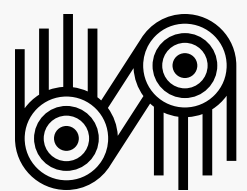
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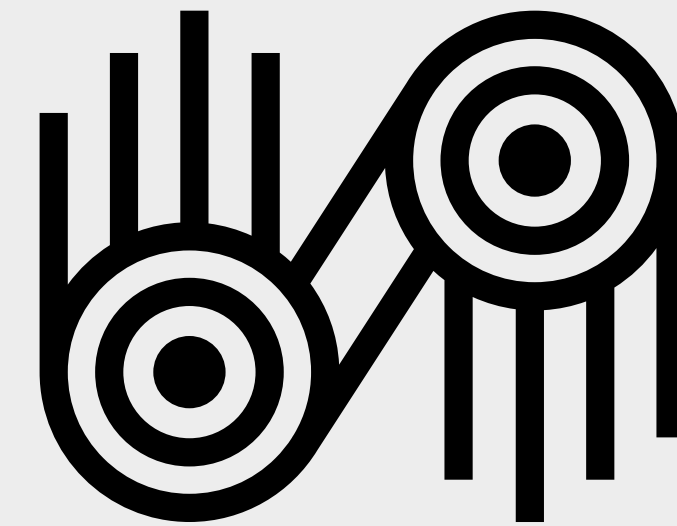


# The National Arts Festival

## VERTICAL LOGO

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# The National Arts Festival



**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](http://www.nationalartsfestival.co.za/branding) and can also be accessed [here](#).**

**It is available as:**

- Black on a white background
- Black on a transparent background
- White on a transparent 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 below.**



**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 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.



**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 your wall – keep your posts varied.
- The Festival is not able to post all posts and materials you tag/share with us. Our priority is to promote the overall Festival and we try to capture the flavour and texture of the Festival as well as trying to cover as many great shows as possible for people to look forward to. We do try and reshare artists content on IG and FB stories as much as possible.



## We look for content that is:

- well designed and well made
- good quality/high resolution/light/not blurry or shaky
- has a clear call to action with dates and how to book

Our hashtags are

#NAF2025 and #WhatArtistsSee



**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



## PROJECT LOGOS

### OVATION AWARDS

National Arts Festival Ovation Awards Recipients are entitled to utilise the official award logo in their publicity material.

Those productions awarded will be sent the logo and terms of use.



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## PROJECT LOGOS

### LOGO DON'TS

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:

1. The year of award may not be edited or obscured
2. The text must be kept intact and the fonts may not be edited or changed
3. The logo must be proportionately resized and may not be stretched in either direction
4. The logo may not be rotated
5. The logo elements may not be rearranged
6. The logo must not be used on a white block over an image



01

~~Ovation Awards 2025~~

02

~~Ovation Awards 2025~~

03

~~Ovation Awards 2025~~

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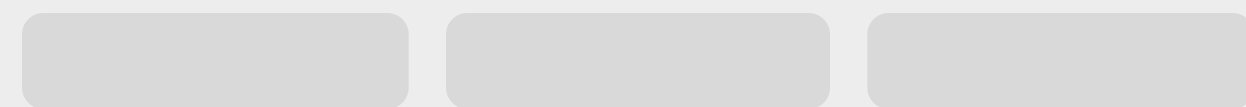
# LOGO PLACEMENT

## TOP LEFT

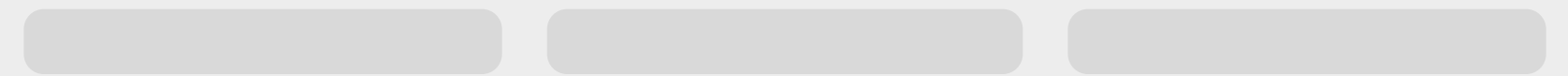
The logo should always be placed at the top left of any advert or banner layout.



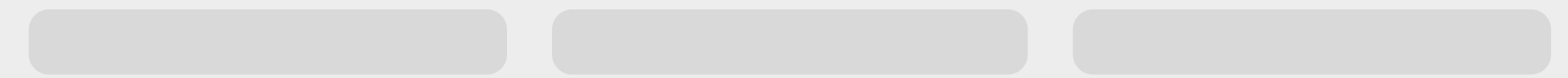
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DOLOR SIT  
AMET



## ASSOCIATION

The 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.

## NAMING

The correct name of the award is: "Ovation Award" or "Silver Ovation Award" or "Gold Ovation Award".

In press releases an acceptable usage is, "XYZ" production won an Ovation Award at the 2025 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.

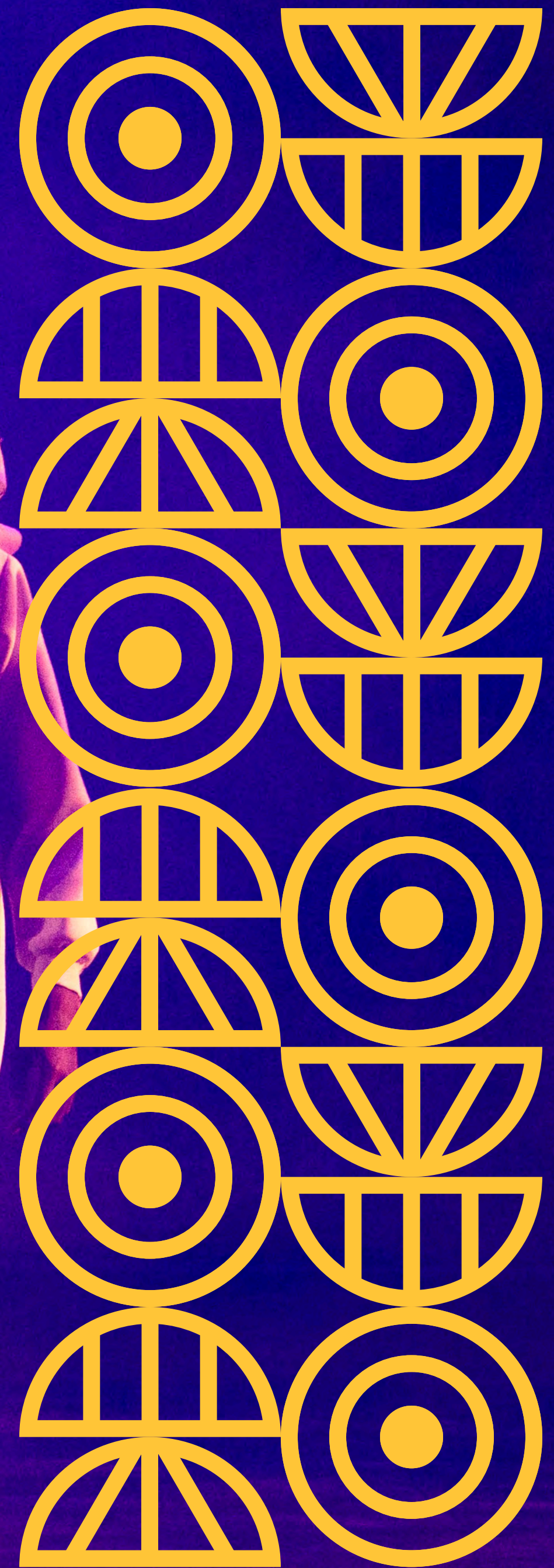
## WORLD FRINGE ALLIANCE

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.



# THANK

# YOU



[fringe@nationalartsfestival.co.za](mailto:fringe@nationalartsfestival.co.za)