



BATS' Branding Guidelines

As a well-known Wellington arts and entertainment brand, it's in your best interest to make sure people know your show is on at BATS. These guidelines are to make your poster instantly recognisable as a BATS show. That way people will know where to go to get their tickets.

With that being said, we still want you to have creative freedom over your design. Your imagery is absolutely up to you. Have a think about how to depict the world or tone of your show, but don't get too caught up in representing an absolutely truthful version of the performance; particularly if that is still being made. That said, if the image for your powerful low-fi family drama looks like a slick rip-snorting comedy, you will be doing your work a disservice. Make sure to use consistent imagery across all formats (print and online) so that your audience is playing 'join the dots' when they see your images in different places.

Don't forget: Our Marketing Manager, Stevie, needs to proof all posters and flyers before they go to print. Please allow enough time to make any requested changes before your print deadline.



LOGO

You can download the BATS logo pack on the BATS website (Putting on a show > Artist Resources). All shows in 2020 are required to use our original logo, the 30th Anniversary logo was only used for shows in 2019.

The logo must sit in the bottom left-hand corner of your poster and must be larger than other logos (e.g. sponsors).

Logo sizing will depend on the size and design of your posters and flyers. As a general guide we ask that the BATS logo is no smaller than 3.5cm wide on posters, and 2.5cm wide on flyers. Including clear, visible BATS branding will help people find more info and book for your show.

Please note the following: - There are both black or white versions of the BATS logo available
- Please don't change the colour of the logo or stretch or distort it



BOOKING INFO

The following wording is required to the right of our logo:

BATS Theatre
1 Kent Tce, Wellington
Book at bats.co.nz

Please note: BATS is an acronym, so it's always written in capital letters. Please *don't* refer to BATS Theatre as "The BATS" or with a possessive apostrophe (BAT'S) or with a small 's' (BATs)

Bookings need to be made online through our website so please *do not include* the Box Office email address on marketing material.



SHOW INFORMATION

Your poster ***must*** include:

Title

Performance dates (**including the year**)

Ticket price is optional.

You are welcome to include straplines, endorsements or quotes that show off just how amazing your show is. We ask, however, that posters are image led rather than text led. Too many quotes or endorsements will lead to crowding and distort your main message. Rather than using every quote your show has received, pick one or two that demonstrates the show's themes and evokes the emotional experience.

Any problems or questions? If in doubt about BATS logo or brand guidelines, just send your concept through to our Marketing Manager, Stevie, stevie@bats.co.nz