

## **ZOO Venues publicity and logo guidelines**

Like all major Fringe venues, we have a few stipulations for how our venues should be referred to in your publicity. But we keep these rules as simple and flexible as possible – we don't want our logos to spoil designs, just for audiences to be able to very clearly see where the show is happening.

### **Logos**

All posters and flyers must feature the logo for your venue. Logos can be found at [www.zoovenues.co.uk/downloads](http://www.zoovenues.co.uk/downloads)

The logo can be in whatever position you like on the design, and only has to be on one side of flyers.

The logo must be in either the white or black design as supplied. No other colours are permitted.

The logo must be in the size of the original file given for the various paper sizes. No size or shape changes are permitted.

Sizes are as follows:

A2	84mm wide
A3	64mm wide
A4	44mm wide
A5 A6 DL	27mm wide

### **Venue requirements**

All poster and flyer design must be emailed to [press@zoovenues.co.uk](mailto:press@zoovenues.co.uk) for approval before printing. We'll get back to you quickly – if you haven't heard from us within 48hrs then please phone. We only insist on changes when absolutely necessary. All poster and flyer designs must feature the venue box office number 0131 662 6892 and programme website [www.zoofestival.co.uk](http://www.zoofestival.co.uk).

### **Venue names**

The venues should be referred to as ZOO, and ZOO Southside respectively, and the overall management company (if required) as ZOO Venues. 'ZOO' should always be in full caps. In listings, use the name of your venue not space so; ZOO or ZOO Southside. Space names such as Aviary, Main House etc should not be used as these are not listed on maps or in programmes so will confuse people trying to find your show.

Venue addresses and numbers for listings are as follows:

ZOO Southside, Venue 82, 117 Nicolson Street, EH8 9ER  
ZOO, Venue 124, 140 Pleasance, EH8 9RR

It's up to you how much of the address you use on your flyer. Often just venue name and number would do. Please contact us in advance if you intend to have anything delivered to the venues in Edinburgh prior to August as slightly different addresses may apply.