

Event publicity design using the Phoenix Brighton logo

This simple guide is to make sure Phoenix Brighton's status is clear, as one of the following:

- the event organiser
- a partner in organising the event
- a supporter of the event organiser

It is mainly for people organising, or helping to organise, events that are created by, supported by or held at Phoenix Brighton.

We have included a checklist of information needed by the potential audience to help them make a decision about coming to the event.

If you have any questions, please contact the Phoenix office:

Telephone 01273 603700

Email info@phoenixbrighton.org

Printed publicity for Phoenix' own events

TOP TIPS

- Place large Phoenix Brighton logo **top left** to make it plain that the event is run by Phoenix
- Include all the information that is needed
- Think about how clear it is to someone not familiar with Phoenix
- **The Phoenix office must check publicity artwork before it is printed**

This is an example layout. You do not have to follow the style but make sure the necessary information is included *and have it checked by the Phoenix office*

The Phoenix logo should be placed top left and go about about 2/3 across the width of the poster or flyer (if portrait format)

Checklist

Make sure publicity includes:

- Phoenix logo
- Type of event
- Title of event
- Description (if needed)
- When
- Where
- Price to attend
- Booking info (if applicable)
- Where to find out more
- Charity number
- Sponsors' logos (if any)



The office has a selection of logos with appropriate straplines and can create others, such as:

PHOENIX brighton
OPEN STUDIOS

PHOENIX brighton
ART COURSE

For essential information use a clear typeface such as:

- Calibri
- Geometric
- Arial
- Helvetica
- Myriad Pro (this is Myriad Pro)

More expressive typefaces can be used where appropriate, but make sure the information is easily seen

This block of the most basic contact information should be included in all Phoenix publicity. It is available from the office as an image for your poster/flyer

Social media such as Facebook may work better with a simplified version of the information. For example:



Full contact details

Address Phoenix Brighton
10-14 Waterloo Place
Brighton BN2 9NB

Telephone 01273 603700

Email info@phoenixbrighton.org

Website www.phoenixbrighton.org
or phoenixbrighton.org

Facebook Phoenix Brighton

Twitter @PhoenixBrighton

Instagram phoenix_brighton

Charity no. 1051551

Logos and the **basic contact information block** are available from the Phoenix Brighton office

Printed publicity for Phoenix partner events

TOP TIPS

- Give Phoenix Brighton logo equal weighting to the partner's logo
- Include all the information that is needed
- Think about how clear it is to someone not familiar with Phoenix
- **The Phoenix office must check publicity artwork before it is printed**

This is an example layout. You do not have to follow the style but make sure the necessary information is included *and have it checked by the Phoenix office*

Phoenix and the partner's logos should be given equal weight at the top or bottom of the poster or flyer (there may be more than two partners)

Checklist

Make sure publicity includes:

- Whose event this is (logos)
- Type of event
- Title of event
- Description (if needed)
- When
- Where
- Price to attend
- Booking info (if applicable)
- Where to find out more
- Phoenix charity number
- Sponsors' logos (if any)



Use a clear typeface for essential information. We suggest ones such as:

- Calibri
- Geometric
- Arial
- Helvetica
- Myriad Pro (this is Myriad Pro)

More expressive typefaces can be used as appropriate, but make sure the information is easily seen

Social media such as Facebook may work better with a simplified version of the information. For example:

PHOENIX brighton Partner logo

Title of event

Short description
Name of venue
Dates / Cost
Where to book or get more information

Full contact details

Address Phoenix Brighton
10-14 Waterloo Place
Brighton BN2 9NB

Telephone 01273 603700

Email info@phoenixbrighton.org

Website www.phoenixbrighton.org
or phoenixbrighton.org

Facebook Phoenix Brighton

Twitter @PhoenixBrighton

Instagram phoenix_brighton

Charity no. 1051551

Logos are available from the Phoenix Brighton office

Printed publicity for **events supported by Phoenix**

TOP TIPS

- The design will usually be done by the event organiser
- Get them to include a small Phoenix Brighton logo with 'HOSTED BY' or 'SUPPORTED BY' as appropriate
- Logo should be positioned at the bottom of the flyer/poster (so as not to be confused with the organiser)
- **The design must be checked by the Phoenix office before printing**

This is an example layout. Make sure the necessary information is included *and have it checked by the Phoenix office*

Checklist

Make sure publicity includes:

- Whose event this is (logo)
- Type of event
- Title of event
- Description (if needed)
- When
- Where
- Price to attend
- Booking info (if applicable)
- Where to find out more
- Phoenix Brighton logo
- Other sponsors' logos (if any)

Event organiser

Type of event

Title of event

Short description

Dates

Times

Name of venue

Address

£10 / £8

Box office: xxxxx xxxxxx

For further information, contact:
xxxxx xxxx xx xxxx

SUPPORTED BY PHOENIX brighton

Social media such as Facebook may work better with a simplified version of the information. For example:

PHOENIX brighton Partner logo

Title of event

Short description

Name of venue

Dates / Cost

Where to book or get more information

Full contact details

Address Phoenix Brighton
10-14 Waterloo Place
Brighton BN2 9NB

Telephone 01273 603700

Email info@phoenixbrighton.org

Website www.phoenixbrighton.org
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Facebook Phoenix Brighton

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Charity no. 1051551

Logos are available from the Phoenix Brighton office