

# **POSTER GUIDELINES**

# WHY TEMPLATE?



In an incredibly visually polluted environment, a lack of continuity across marketing collateral means that there is nothing for the casual observer to latch onto. They have to ask “What is that? Where is it? Is it a gig? A show?...”

By this time they have walked on and the opportunity to reach them has past.

Our poster template responds to this, taking an approach that pools resources across our community of practitioners, growing audiences for everyone over time.

It allows audiences the possibility of instant recognition.



We have 4 templated poster layouts that frame the promoted show within the show image. For every poster we keep this template the same so that it stays distinctively recognisable as Basement Theatre.

DATE

18-26 MON

SEASON

SEASON

XX Company Presents

PRESENTED BY XX

SHOW  
TITLE

SHOW TITLE

IMAGE AREA

INFORMATION LOCKUP



Book online or call iTicket  
on 09 361 1000  
Lorem ipsum dolor sit amet, consectetur adipiscing elit,  
sed diam nonummy nibh euismod tincidunt ut laoreet  
dolor magna aliquam erat volutpat. Ut wisi enim ad  
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susceptit lobortis nisi ut aliquip ex ea.

Basement Theatre  
Lower Greys Ave  
Auckland CBD

BASEMENT

THEATRE

LOGO

**DATE**

Dates are written in capitals and months should always be 3 letters, for example AUG for August, SEP for September, etc.

**PRESENTED BY**

Presented by is always written in upper & lower case and in bold.

**SEASON**

Each season has it's own heading and this should not be altered.

**SEASON**

**18-26 MON**

**XX Company Presents**

**SHOW  
TITLE**

**TITLE**

The show title should always be written in capitals. Font size can be adjusted so that fits proportionately but please refrain from moving the headings to another position. (Use a different template if the title is not in the best position).

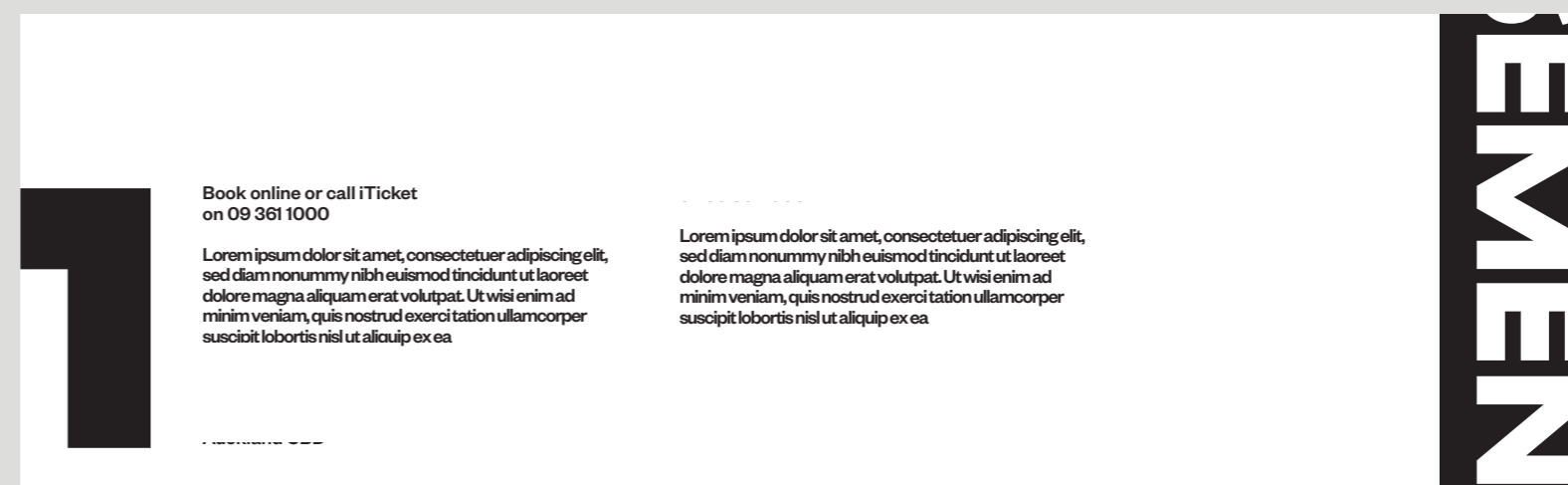


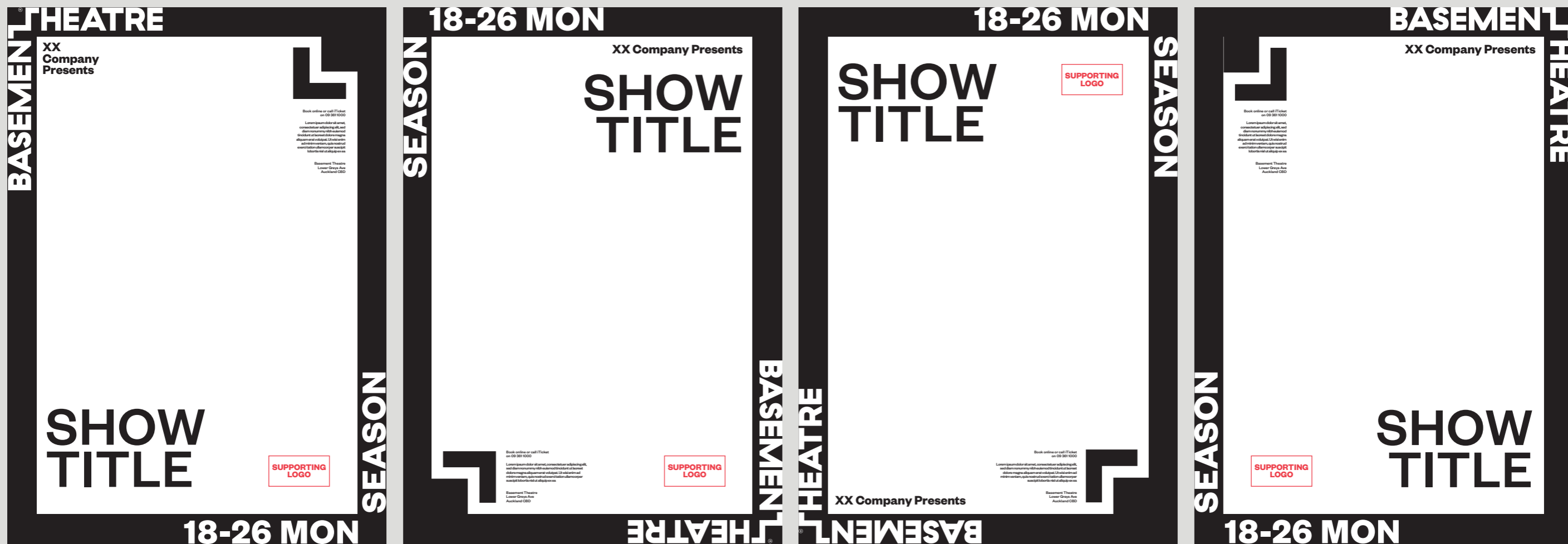
## MAX HEIGHT

Make sure all lockup information fits within the inverted staircase graphic. Font size can be increased if you have less copy, but never reduced. If you have more copy please use 2 columns.



## 2 COLUMN EXAMPLE





**SUPPORTING LOGOS**

Should you need to add supporting logos please place them in the bottom corner of the poster as shown above (with the exception of Template 3).

**FOUNDERS  
GROTESK**

**Medium  
Bold**

FOUNDERS GROTESK  
BOLD — CAPITALS

**DATE**

FOUNDERS GROTESK  
BOLD — UPPER & LOWERCASE

**Presented By**

FOUNDERS GROTESK  
MEDIUM — CAPITALS

**TITLE**

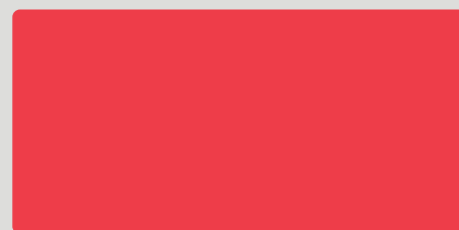
FOUNDERS GROTESK  
MEDIUM — UPPER & LOWERCASE

Apelia dolorup tatemquibus dolut velias doloratis as nectist iumquos aecerum rem. Quaecus sim reperum quissimus ne occupatam qui blat pra vollam exerovidem ad mo vel ium aliquam iusa ipicia plibus simus.

Ipsandiassi ipicipsam, que volupti atestio. Pellaborati dolorporem et quaturi simporepelis endanditem etum sit ut quisimo lupture, se ea des nem reptior isquam fuga. Nemolori to es dolupta sitatis elique iundero cuptat



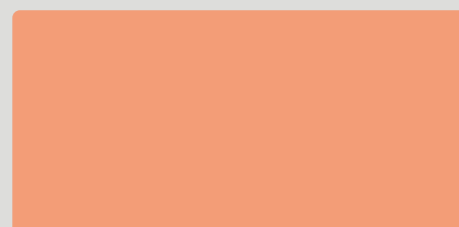
## SUMMER



#E7343F  
C:0 M:90 Y:70 K:0



#ED8050  
C:2 M:60 Y:70 K:0

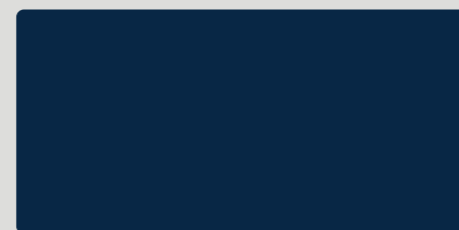


#F1A079  
C:2 M:46 Y:53 K:0

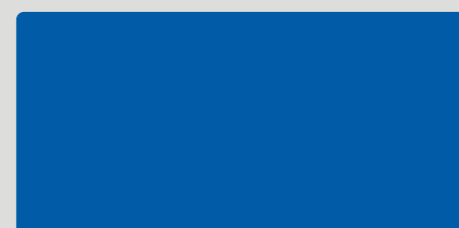


#FFCD00  
C:0 M:20 Y:96 K:0

## (MATARIKI) WINTER



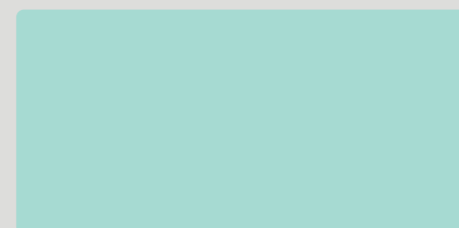
#152944  
C:100 M:82 Y:43 K:48



#00519C  
C:100 M:69 Y:4 K:0



#8EB1C2  
C:49 M:20 Y:10 K:2



#B5DDD6  
C:34 M:0 Y:20 K:0

## SPRING



#007844  
C:90 M:26 Y:88 K:14



#5C9845  
C:69 M:19 Y:89 K:3

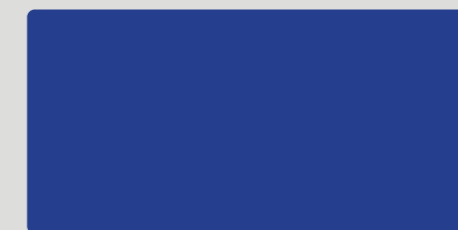


#92B272  
C:50 M:14 Y:66 K:1

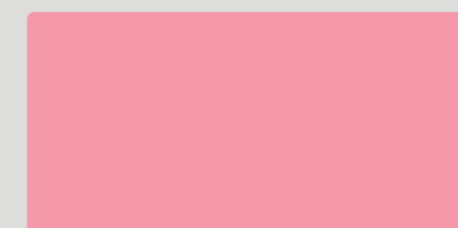


#FFEB00  
C:3 M:0 Y:98 K:0

## (AUTUMN) GENERIC



#283583  
C:100 M:90 Y:10 K:0



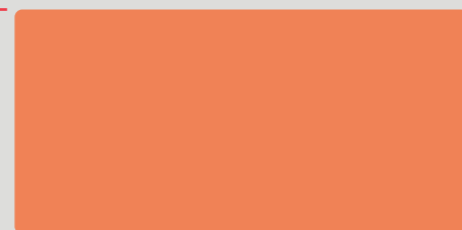
#F39DB1  
C:0 M:50 Y:15 K:0



We have a palette of four colours per season that help identity each season. When selecting colours for your poster please limit this to three. Two for the frame and one for the show title and information.

### THE FRAME

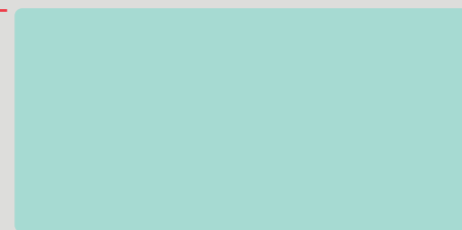
Use two contrasting seasonal colours.



#ED8050  
C:2 M:60 Y:70 K:0



#FFCD00  
C:0 M:20 Y:96 K:0



#B5DDD6  
C:34 M:0 Y:20 K:0

### TYPE ON IMAGE

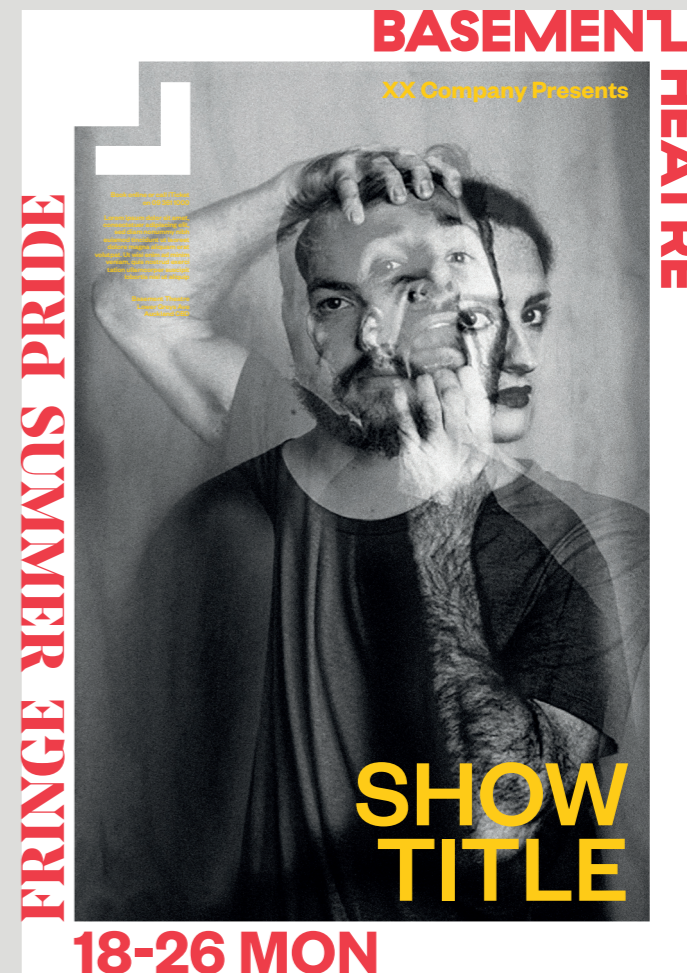
Use any one colour from the Basement colour palette that best contrasts with the image.



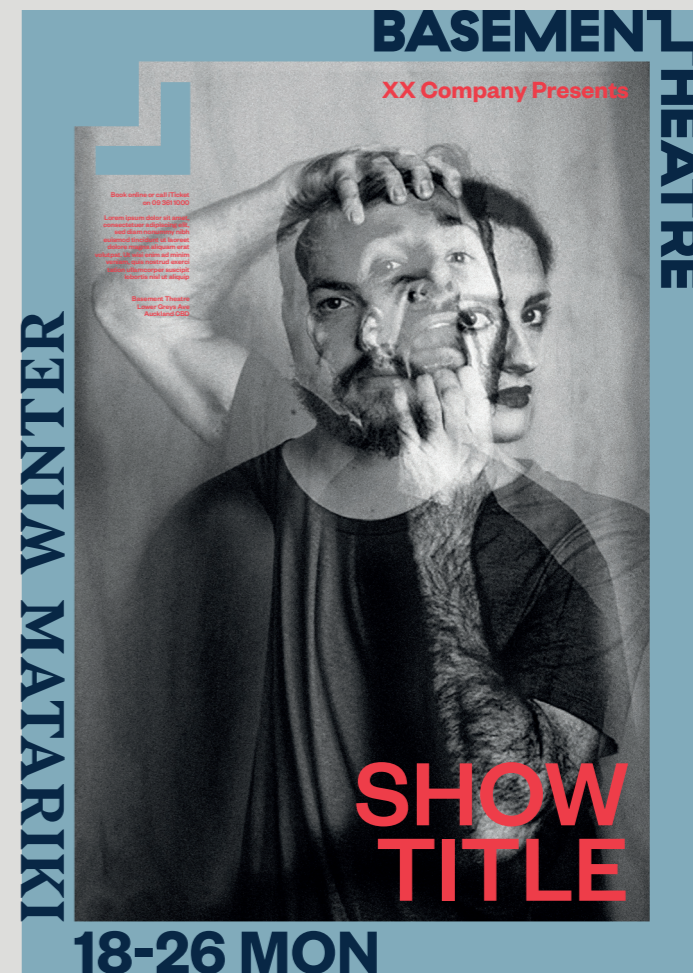
For the frame, use 2 colours that contrast with each other so that the type has maximum legibility.

For the show title and information, pick a colour that contrasts the most with your image. This can be any of the Basement colours and not limited to the season. Only use 1 colour for both title and show information.







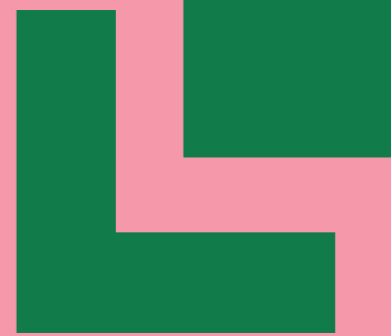












**THANKS!**