



BATS' Branding Guidelines

BATS has been around since 1989, so is a well-known Wellington arts and entertainment brand. It's in your best interests to make sure that people know your show is on at BATS by including readable venue information on your marketing material.

We want you to have creative freedom over your publicity design so our requirements aren't too extreme (we don't require use of banners, borders or other templates). Even though promo material for our shows is very diverse it's important that BATS is represented clearly and consistently; so we need to check all posters and flyers before they go to print.

Along with the BATS logo, please include this info on all marketing material:

BATS Theatre 1 Kent Tce

Book online at bats.co.nz or call (04) 802 4175

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.

You aren't required to include the specific space you're performing in, but you're welcome to if you'd like to! If you do choose to include the name of your space (The Random Stage, The Heyday Dome, or The Studio) please include this *before* the name of the theatre. For example:

The Random Stage at BATS Theatre 1 Kent Tce

Book online at bats.co.nz or call (04) 802 4175

Don't forget: we need to proof all posters and flyers before they go to print. Please allow enough time to make any requested changes before your print deadline.



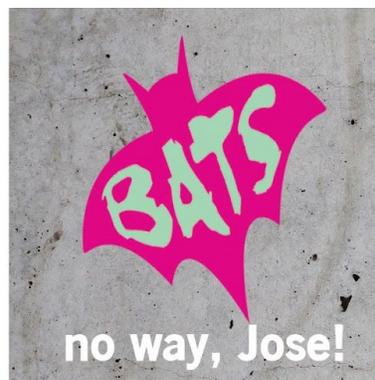
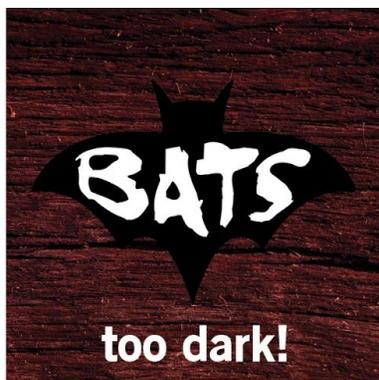
BATS logo

You can download the BATS logo pack on the BATS website (Putting on a show > Artist Resources)

Logo sizing will depend on the size and design of your posters and flyers so is essentially up to your designer's discretion. As a general guide we ask that the BATS logo is no smaller than 3cm wide on posters, and 2cm wide on flyers. Remember that including clear BATS branding will help people find more info and book for your show.

- There are both black and white versions of the BATS logo available
- Please don't change the colour of the logo or stretch or distort it
- A *slight* jaunty angle, or cut out lettering is acceptable if necessary

Here are some example logos to give you an idea:



Any problems or questions?

If in doubt about BATS logo or brand guidelines, just send your concept through to our Marketing Manager. We're open to bold new ideas for marketing material so if what you've got planned means that including BATS info is problematic, just get in touch!