GUIDELINES FOR USE:

Poster & Flyer Templates

HOPE MILL THEATRE

Template Types

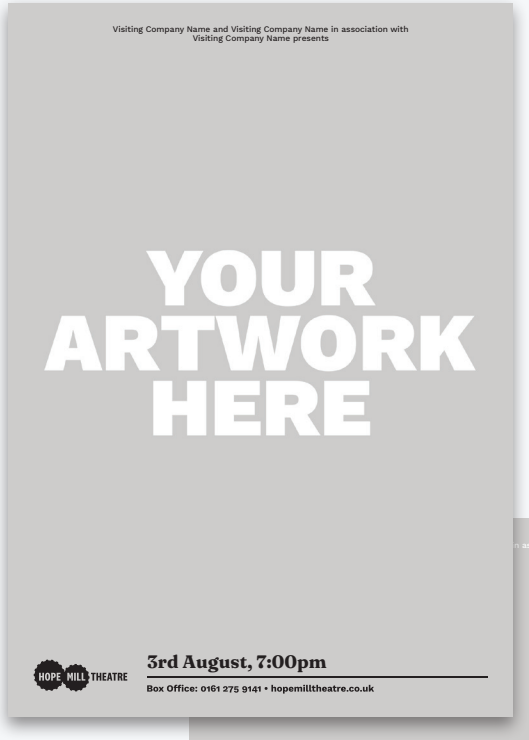
Our templates come in two main types, each of which include two further colour variations:

1) Transparent footer
   a) Dark on light
   b) Light on dark

2) Solid footer
   a) Dark on light
   b) Light on dark

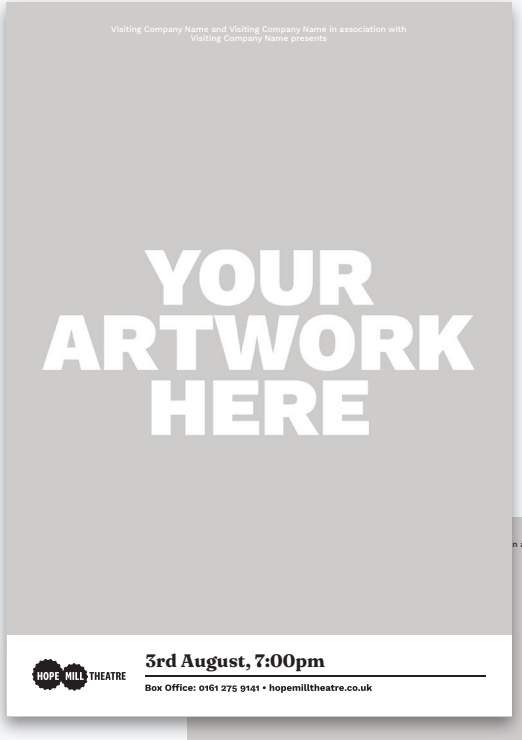
The following pages are a guide on which template to use, and how you should use it.

1a)

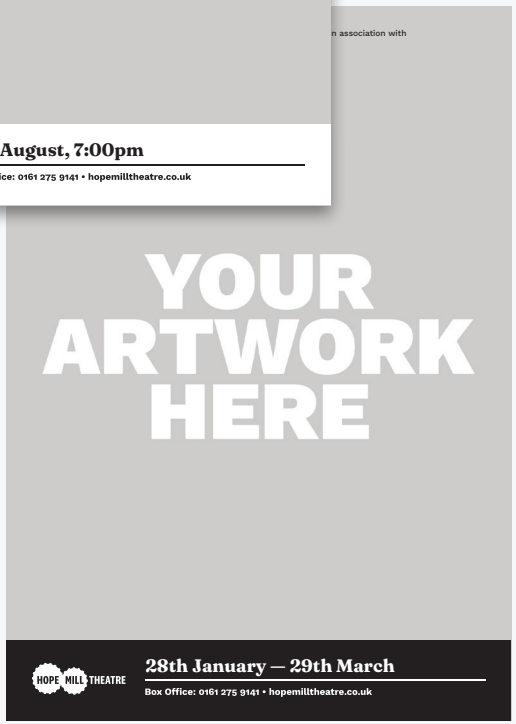


1b)

2a)



2b)



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File Structure

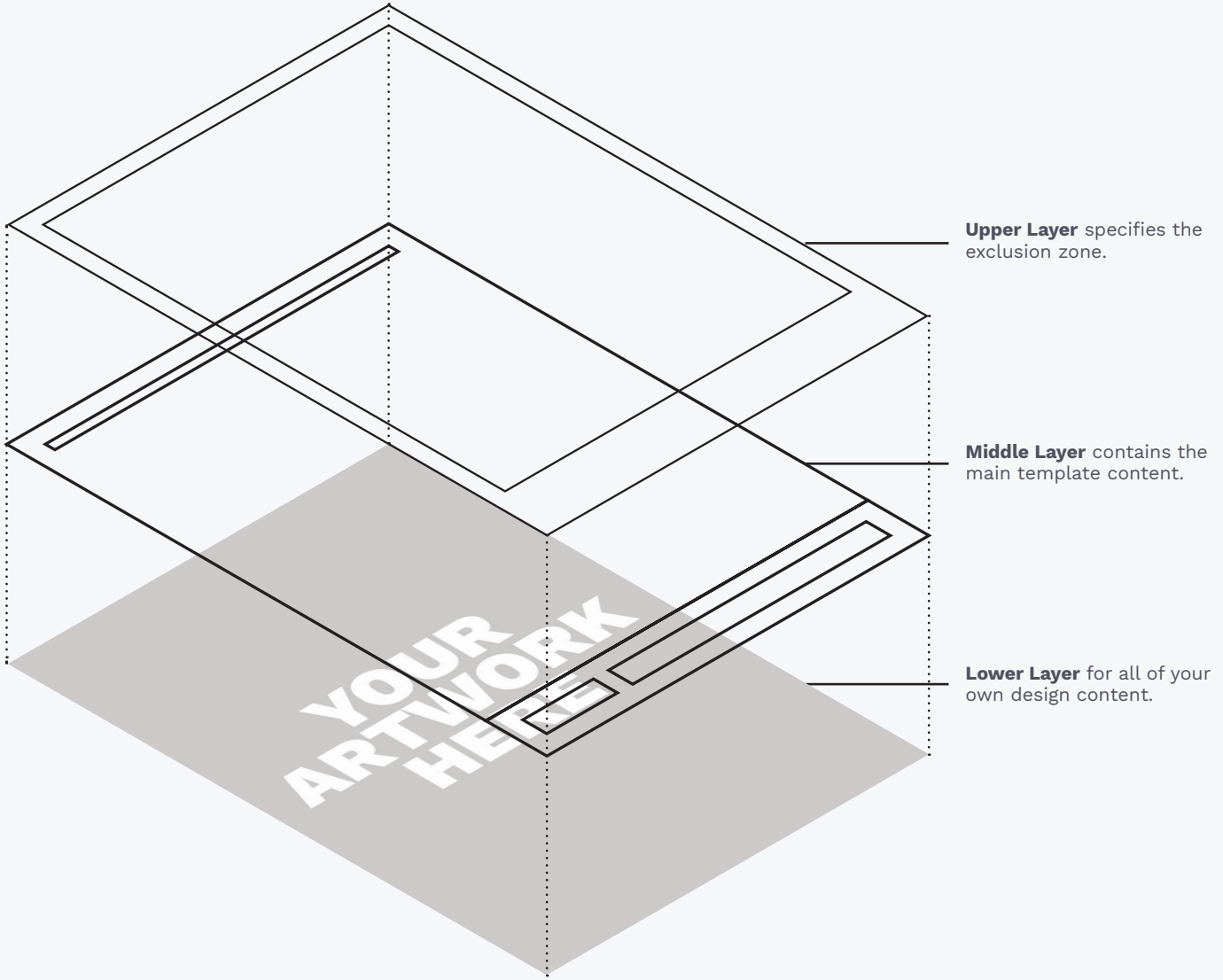
Adobe Illustrator files

All of the Illustrator files consist of three layers: a lower one for your artwork, a middle one that contains all of the template content, and an upper one illustrating the exclusion zone as shown opposite.

PDF files

Due to format constraints, the PDFs do not have discernible layers, so it is up to the designer to separate all of the file elements.

All files include a 3mm bleed as standard.



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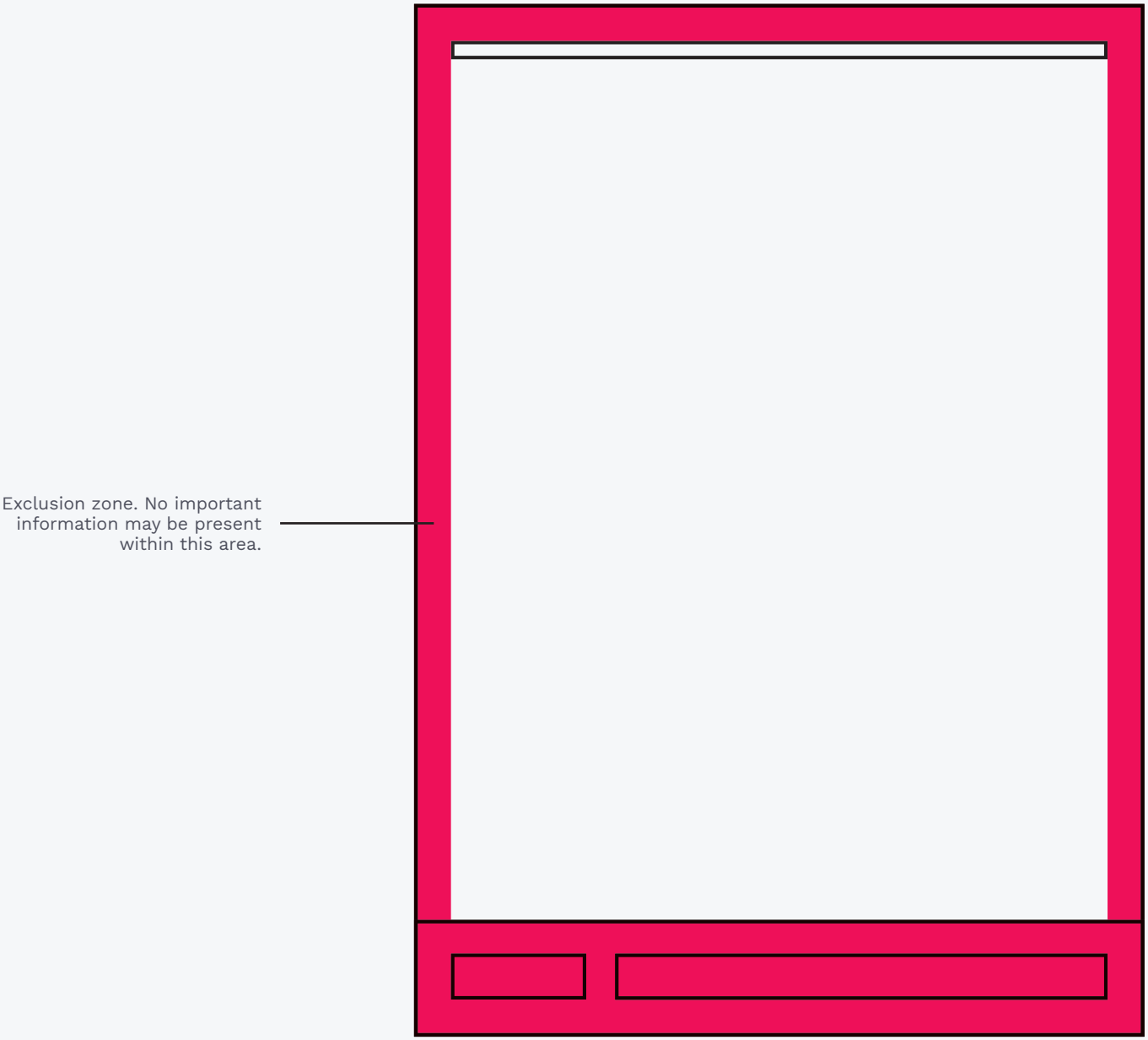
Exclusion Zone

Each template includes an exclusion zone along the top and side edges, in which no important information may be present. The exact size of these areas depends on the size of your poster, according to the list below:

A0: 40mm
A1: 30mm
A2: 20mm
A3: 15mm
A5: 7.5mm

In addition, no other important information (text, logos, etc) may be present inside the footer area.

All template files contain a layer that specifies these exclusion zones. Please make sure that you hide or remove these exclusion zones prior to printing.



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Choosing Your Template

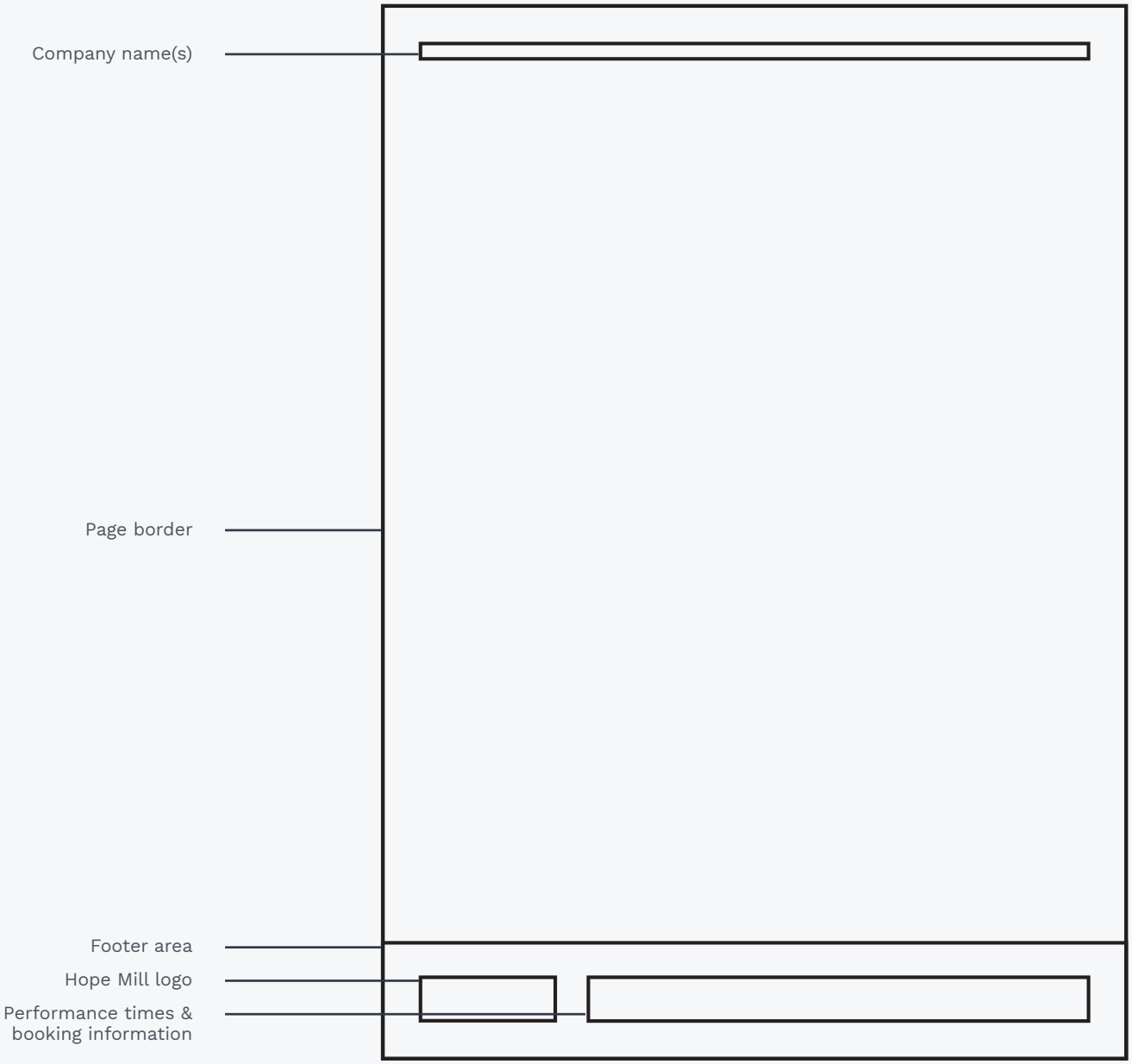
The most important factor, when selecting which template to use, is the artwork or dominant colour that has been chosen to form the background of your poster design.

It is vital that all of the information contained within the footer of the page (Hope Mill logo, performance times, and booking information) is always clearly legible.

If the lower section of your design includes images, patterns or textures that may compromise the legibility of information contained in the footer, you must use a template that uses a solid footer background.

Otherwise, if the lower section is an even colour, with little-to-no variation in tone or texture, you may use either template type — transparent or solid.

If you are unsure whether your background will affect the legibility of the footer content or not, then you should always opt for a solid version in order to prevent any potential issues.



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Images, Patterns and Textured Backgrounds

Images, strong patterns or textures can severely affect the legibility of important information, especially when viewed from a distance.

Never use a template with a transparent footer, if your design contains high-contrast or detailed images, strong patterns, or textures in this area.

DO NOT use a transparent footer if your design uses a patterned background.

DO use a solid footer if your design uses a patterned background.

DO NOT use a transparent footer if your design uses a textured background.

DO use a solid footer if your design uses a textured background.

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Even-Toned Backgrounds

If the lower section of your design is largely even-toned, and you're using a template with a transparent footer, always make sure there is enough colour contrast between the footer content and the background.

If you are unsure whether to use the dark or light version, you may use a template with a solid footer instead.

DO NOT use the transparent footer with light content if your background is also light.

DO use the transparent footer with dark content if your background is light.

DO NOT use the transparent footer with dark content if your background is also dark.

DO use the transparent footer with light content if your background is dark.

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Date and Time Positioning

The date and time text must not be moved from its original position within the template. It must remain flush left with the horizontal line and Box Office contact information.

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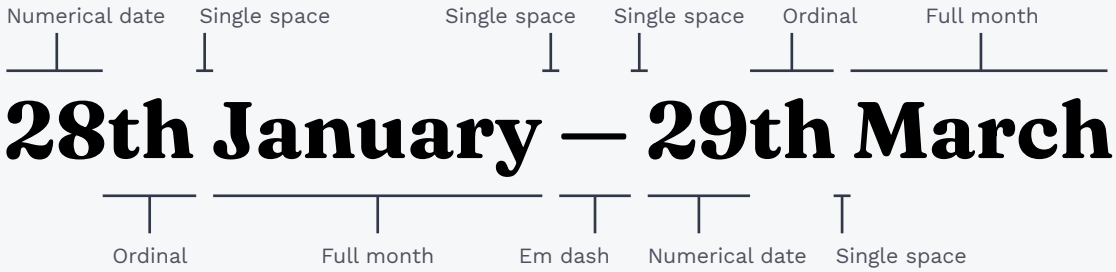
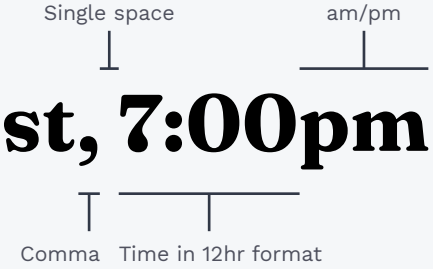
Date and Time Formatting

If your event is taking place over multiple days, you need to include the first and last dates, separated by an em dash (—) in the footer. You do not need to include the performance times. Dates must always be formatted as illustrated opposite.



If your event spans across a new year, you must also include the full year of the final date at the end of the line.

If your event takes place on a single day, you must also include the time(s) of the performances. Times must be in 12 hour format, appended with either “am” or “pm”, and separated by commas, as shown opposite.



3rd August, 11:30am, 7:00pm

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Date and Time Don’ts

Always ensure that the date and time is formatted as described on the previous page. Here are a list of common errors to avoid when formatting this content.

⊗ 28 January — 29 March

DO NOT omit the ordinals (st, nd, rd, th) from the date numbers.

⊗ 28th Jan — 29th Mar

DO NOT shorten or abbreviate the month names.

⊗ 28th January - 29th March

DO NOT use a hyphen (-) instead of an em dash (—) to separate the dates.

⊗ 3rd August, 19:00

DO NOT use the 24 hour time format.

⊗ 3rd August, 7pm

DO NOT shorten the time or omit the minutes.

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Visiting Company Details

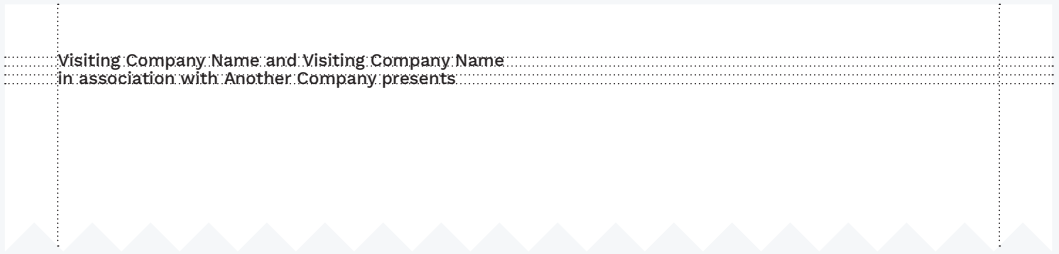
The top of each template contains placeholder text in case you wish to add information regarding any production companies involved.

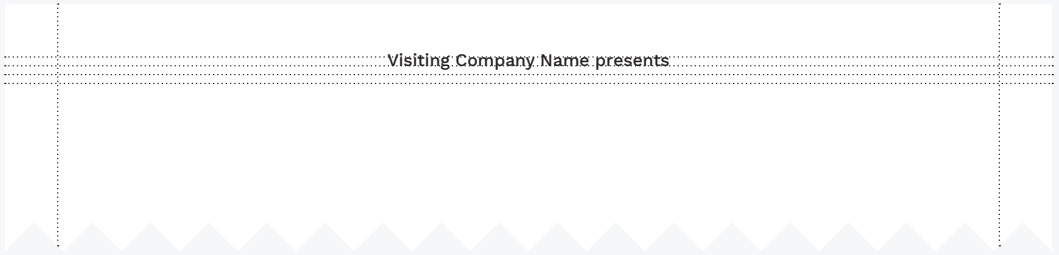
The text may aligned to the left, centre, or right side of the template. It may also flow over one or two lines, as shown in the examples.

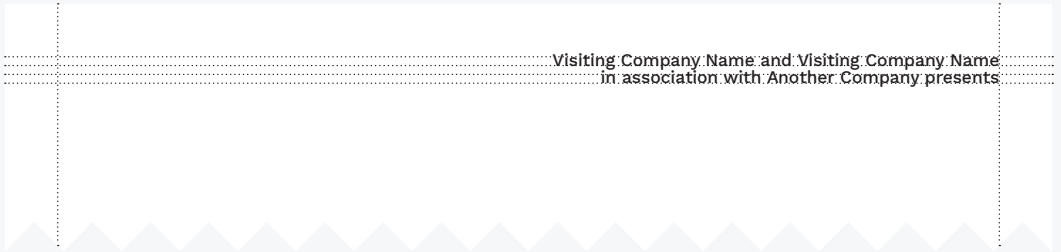
This text must always be a set distance from the edge of the paper. The exact distance depends on the size of the page, according to the list below:

A0: 40mm
A1: 30mm
A2: 20mm
A3: 15mm
A5: 7.5mm

You may set this text in either black or white, regardless of the template style you have choesn.







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Typography

It is important that you install the correct fonts before opening the template files.

Please visit our website in orer to download the files you need.

You must not alter the font settings for any of the content within the template. The text contained in the template must always adhere to the settings illustrated here.

3rd August, 7:00pm

Date & Time Font Settings
Font: Fraunces 9pt bold
Tracking: 0

A0 Paper Settings
Text size: 84pt

A1 Paper Settings
Text size: 60pt

A2 Paper Settings
Text size: 42pt

A3 Paper Settings
Text size: 30pt

A5 Paper Settings
Text size: 15pt

Visiting Company Name and Visiting Company Name
in association with Another Company presents

Visiting Company Font Settings
Font: Work Sans medium
Tracking: 0

A0 Paper Settings
Text size: 40pt
Line-height: 42.4pt

A1 Paper Settings
Text size: 28pt
Line-height: 35.5pt

A2 Paper Settings
Text size: 20pt
Line-height: 21.2pt

A3 Paper Settings
Text size: 14pt
Line-height: 14.13pt

A3 Paper Settings
Text size: 7pt
Line-height: 7.1pt

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Colours

Always ensure that the template colours remain unchanged. The only colours thay may be used are 100% black and 100% white.

White
CMYK: 0%, 0%, 0%, 0%

Black
CMYK: 0%, 0%, 0%, 100%

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