

zoo venues publicity rules

Like all major Edinburgh venues, we have some simple stipulations for how our logo is used and our venues referenced in your press and publicity.

We are naturally very proud of our programme and keen for the venue brand to be strongly associated with it. We also want to maintain consistency of style, especially on our display boards – but we try our utmost to ensure that our logos blend in sympathetically with your designs and do not interfere with them.

So here are some guidelines on how our logos and titles should appear. Please note that our venue display areas will only feature publicity that follows these guidelines.

Posters: Please put the Zoo or Zoo Southside logo in the bottom right-hand corner of your design. We also ask that our box office number (0131 662 6892) and online programme (www.zoofestival.co.uk) are featured.

Flyers: Please ensure that the Zoo or Zoo Southside logo appears on your design, in whatever position and on whichever side suits you best. We also ask that our box office number (0131 662 6892) and online programme (www.zoofestival.co.uk) are featured.

Adverts: Please put the Zoo or Zoo Southside logo in the bottom right hand corner of your design unless you are part of a Zoo-branded advert page in a magazine.

Press releases and other merchandise: We do not insist on logos on press releases or general merchandise, but you are welcome to add them.

Logo appearance: Our logo has a curved top left edge, so should not appear with a white triangle on the top left. **The logo colours CANNOT be changed.**



Venue name: Please refer to the venues as 'The Zoo' and 'Zoo Southside'. 'Zoo Venues' is the management company, not a venue in itself (so, for instance, don't say you are performing at 'The Zoo Venue' or 'Zoo Venues Southside'). The 'Aviary', 'Monkey House', 'Studio', 'Main House' and 'Cabaret Bar' are the individual stages within those venues, rather than separate buildings, so we suggest you do not use these on your posters/flyers/press release to avoid confusion.

Event name: Please use 'Edinburgh Festival Fringe', not 'Edinburgh Fringe Festival'.

Approval: Please email all press release drafts and poster/flyer designs to matt@zoovenues.co.uk for feedback and approval before printing or distribution. We promise to always reply swiftly so we don't delay your plans, and will only insist on changes when absolutely necessary.