

BRAND
GUIDELINES

THE LYRIC

T H E A T R E

GRANITY • WEST COAST • NEW ZEALAND





The Lyric Theatre Branding Guidelines

As a well-established arts and entertainment venue, it's in your best interest to make sure people know your show is on at The Lyric Theatre. These guidelines are to make your poster instantly recognisable as a Lyric Theatre show. That way people know they can expect the high level of service, experience, acoustics and entertainment value associated with this historic venue.

Show information

Your poster must include:

Title

Event date/s (including the year)

Doors open time (30 mins or 1 hour prior) Show start time

Ticket price (pre-sale value) and/or door sales available

"Cash only event"

You are welcome to include straplines, endorsements or quotes that show off just how amazing your event is. We ask, however, that posters are image led rather than text led. Too many quotes or endorsements will lead to crowding and distort your main message. Rather than using every quote your show has received, pick one or two that demonstrates the show's themes and evokes the emotional experience.

Booking information

The following wording is required to the right or underneath our logo:

92 Torea St, Granity

thelyric.nz

Events will be accessible through our website with ticket booking links contained in our event overview. Please refrain from including long form URL's for ticketing links on your poster. QR codes may suffice, provided they are large enough to scan.

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

Logo

You can download The Lyric Theatre logo pack on our website:

<https://thelyric.nz/resources>

All shows are required to include our logo.

The logo must sit in the bottom corner (left or right) of your poster and must be larger than other logos (e.g. sponsors). Logo sizing will depend on the size and design of your posters and flyers. As a general guide we ask that the Lyric logo is no smaller than 3.5cm wide on posters, and 2.5cm wide on flyers. Including clear, visible Lyric branding will help people find more info and book for your show.

Please note: - There are both black or white versions of The Lyric Theatre logo available. You are welcome to change the colour of this logo to complement the colour scheme of your poster but for brand consistency please abide by the logo use rules set out below.

Logo use - dos and don'ts

- 1 Do ensure scale of logo is large enough to be legible and clear
- 2 Do feel free to change the colour of logo (single colour only) to suit poster colour scheme, provided the colour contrasts well with the background
- 3 Do ensure clear space around logo as shown
- 4 Do not stretch, distort or modify the logo
- 5 Do not use gradients or pattern fills
- 6 Do not use over busy background



Any problems or questions? If in doubt about The Lyric Theatre logo or brand guidelines, just send your concept through to our Marketing Manager, Carlos, marketing@thelyric.nz