The Free Festival logo and information must be used on all show print (flyers and posters) and advertisements according to the guidelines set out below.

Design

Please use this logo if you are performing in the Free Festival. It helps create a uniform professional image for free shows.

Usage

- Please do not make any changes to the logos & only use the colours provided. For print purposes, you'll need the logos to be in CMYK. For digital please use RGB
- Please do not change the size-aspect ratio of the logo to make it fit in your design, please reduce/ enlarged proportionately
- Please ensure there is a minimum space of 3mm around all edges of the logo to ensure it remains uncluttered
- Only use the logo provided in this zip file and not stock / publicly sourced logos

PSD and layered PDF versions use **ARIAL BLACK** font for show time and details. We have specifically chosen a font that works cross-platform on Mac and PC systems.

Please consider the environment when ordering flyers. We recommend A3 posters and A6 flyers. By reducing the flyer size across the entire Free Festival from A5 to A6 flyers we can reduce paper wastage.

We have specifically used a black bar design at the bottom of poster designs so as you can recycle your posters for performances after Edinburgh fringe is over, by simply attaching a piece of paper with new details on it hiding the Fringe show details.

Recommended Artwork Sizes:

- A3 posters: 297 × 420mm (+ 3mm perimeter bleed)
- A5 flyers: 148.5 x 210mm (+ 3mm perimeter bleed)
- A6 flyers: 105 x 148.5mm (+ 3mm perimeter bleed)

The background colour of the FF logo is (#000000).

Other essential information to include on your artwork
- The time of your show
- The dates of your show clearly displaying any days off

How to use:

In your editing package place the group with the FF logo and room details on to a seperate layer over you show image.

Edit your time and date line as appropriate.

You may need to adjust the position of the start time so as it appears in the centre of the date line (see examples).

POSTER IMAGE

10:45AM
2-26 AUGUST

THE GOTHIC ROOM
LAUGHING HORSE@THE FREE SISTERS
139 COWGATE (VENUE 272)

FREE FESTIVAL

EXAMPLE OF POSTER SHOULD LOOK