

**BILLY ELLIOT THE MUSICAL
MARKETING AND BILLING GUIDELINES**



**BILLY
ELLIOT
THE MUSICAL**

©2014 Billy London Ltd.

Logo

GUIDELINES

An authorised *Billy Elliot the Musical* logo has been made available for use by licensees.

Except in the case of amateur productions, licensees may use the authorised logo or create their own original logo provided that any such logo does not resemble artwork used currently or previously by the London, Broadway, touring or any other first class production of *Billy Elliot the Musical* or the film *Billy Elliot*. The font, both in style and colour must be significantly different to those used by first class productions and a photograph or any other image of an actor jumping or dancing may not be included. Any such original logo must include the words 'The Musical' which form part of the title.

Amateur productions are not permitted to create their own original logo and must instead use the authorised logo for the promotion of their show.

Use of the authorised logo is subject to a separate fee.

Licensees may not use a combination of the authorised logo and an original logo to promote a single production; they must use either one or other option.

For an initial period of 12 months from the contract date, all original logos must be reviewed and approved before being used by the licensee, after which time, the process will be assessed and potentially revised.

STYLEGUIDE

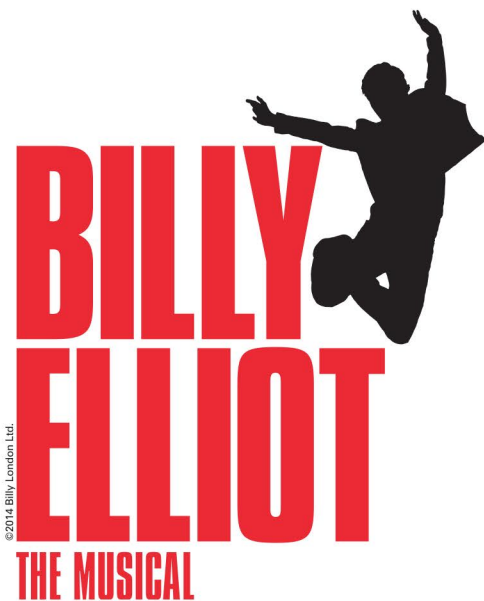
There are two versions of the authorised logo available for licensees to use interchangeably, depending on their specific artwork requirements; a 'stacked' version and a 'one-line' version.

The logo is comprised of the *Billy Elliot the Musical* title treatment together with the image of a jumping boy in silhouette.

The title treatment is an image file and should not be redrawn, the letters should not be replaced, and the colour should not be changed.

The position of the jumping boy image relative to the title treatment is fixed within either logo and must not be altered.

The silhouette may not be substituted for a photograph or other image, or for any other colour option.



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STACKED LOGO



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ONE LINE LOGO

Fonts

PRIMARY FONT: COMPACTA

Regular weight

Tracking ranges from -5 to -15 dependant on scale of end usage (small print ad or large outdoor signage). Adjusted also to suit length of copy and space available.

Compacta BT Roman

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

XYZ0123456789,./:0!?'”

Colours

PALETTE

The *Billy Elliot the Musical* colour palette features two colours. These should both be used at 100% and neither should be tinted or made transparant.

'Billy' Red



CMYK - 5.100.100.0

Black



CMYK - 0.0.0.100

Note

Wherever red or black occurs these breakdowns must be used.

Billing and credits

GUIDELINES

The title *Billy Elliot the Musical* and relevant individual credits must be included on materials as follows:

The **title** and **full billing** must be included on the title page of all Playbills and programmes, as well as all house boards, with due care and attention to the size and placement requirements of the individual credits. All those parties credited in the full billing must also be included in any press release issued by the production. See page 5 of this document for details of full billing.

In all other forms of printed advertising, the **title** and **author billing** must be included. In order to fulfil this obligation there are two options available.

Where only author billing is required, producers who have licensed the authorised version of the logo may choose to include the billing by using a version of the logo that incorporates the billing block as part of the image, subject to the style guide information set out on page 6.

Alternatively, the producer may include the author billing separately to the logo, as set out on page 7, with due care and attention to the size and placement requirements of the individual credits.

Only in instances where an individual printed advertisement or piece of artwork is smaller than 10cm x 8 cm, may the author billing be omitted.

In standard digital advertising banner formats, namely MPU, leader board and skyscraper, the author billing may be omitted due to the restricted size of the formats.

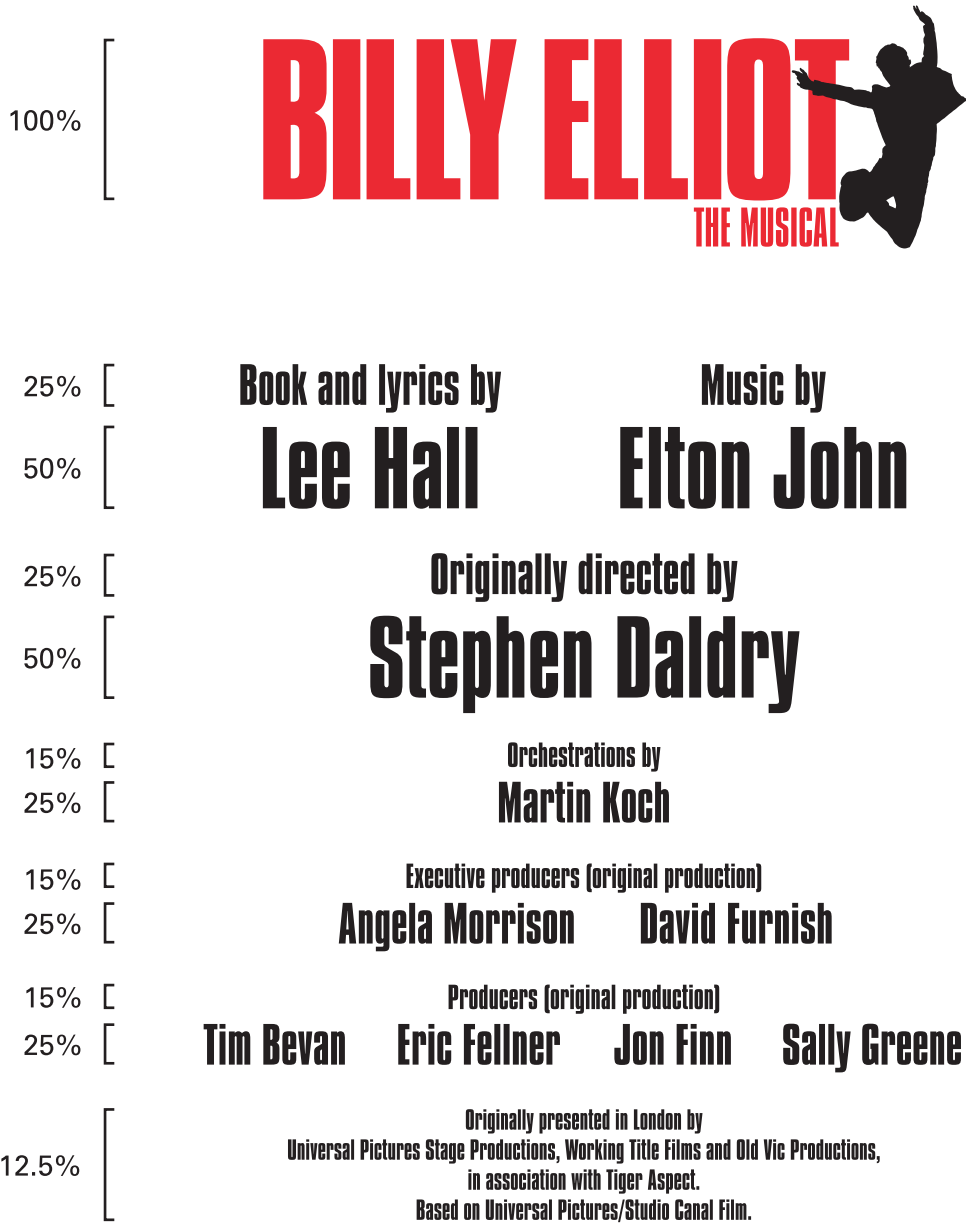
The billing to the licensee must be included in all instances where the title '*Billy Elliot the Musical*' is used **without exception** and must be in the following form:

**The (Name of licensee)
production of
Billy Elliot the Musical**

The name of the licensee and the words 'production of' shall be visually contiguous with the title so that the audience is informed that the licensee is the producer.

The billing to the licensee must be included in all TV and radio advertising so that the audience is informed that the licensee is the producer. In TV advertising, it may be included graphically, for example on an end card, or within the voice-over.

FULL BILLING



LOGO INCORPORATING AUTHOR BILLING

There are two versions of the logo that include the author billing which are available to use interchangeably; a 'stacked' version and a 'one-line' version.

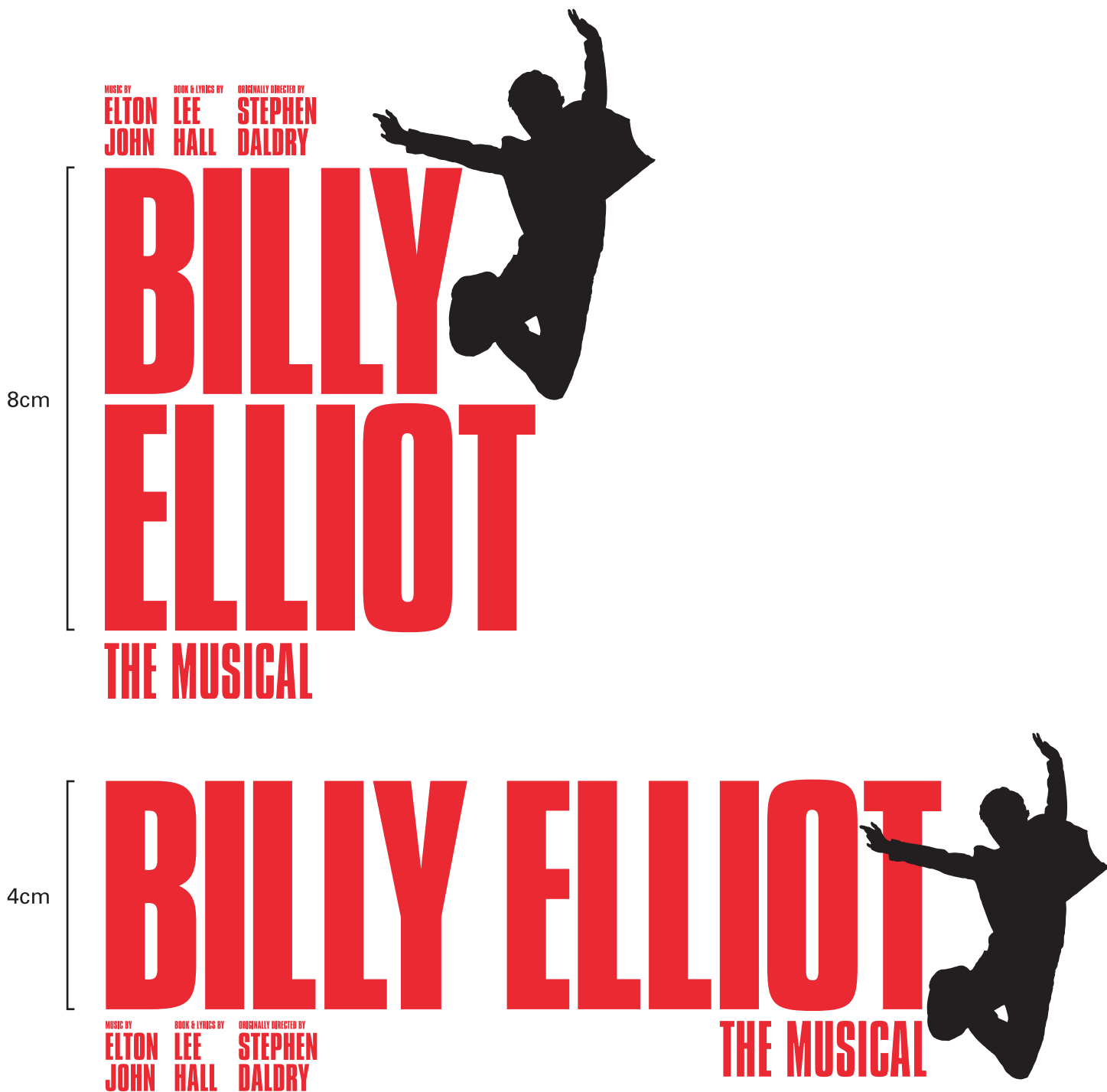
The logo is an image file and should not be redrawn or altered in any way.

The logo should only be used at a size where the billing is **clearly legible**.

For print, if using the stacked version of the logo and the title treatment is less than 8cm high (from the top of the B in Billy to the bottom of the E in Elliot), the billing block should not be used as it may not be legible.

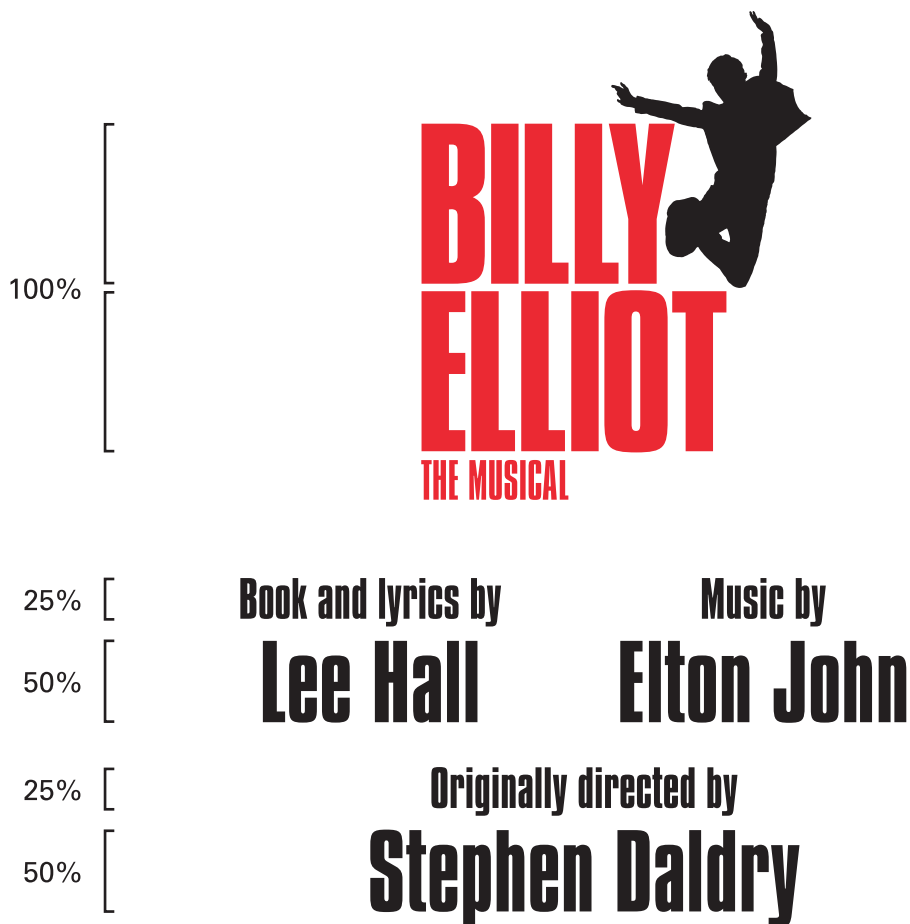
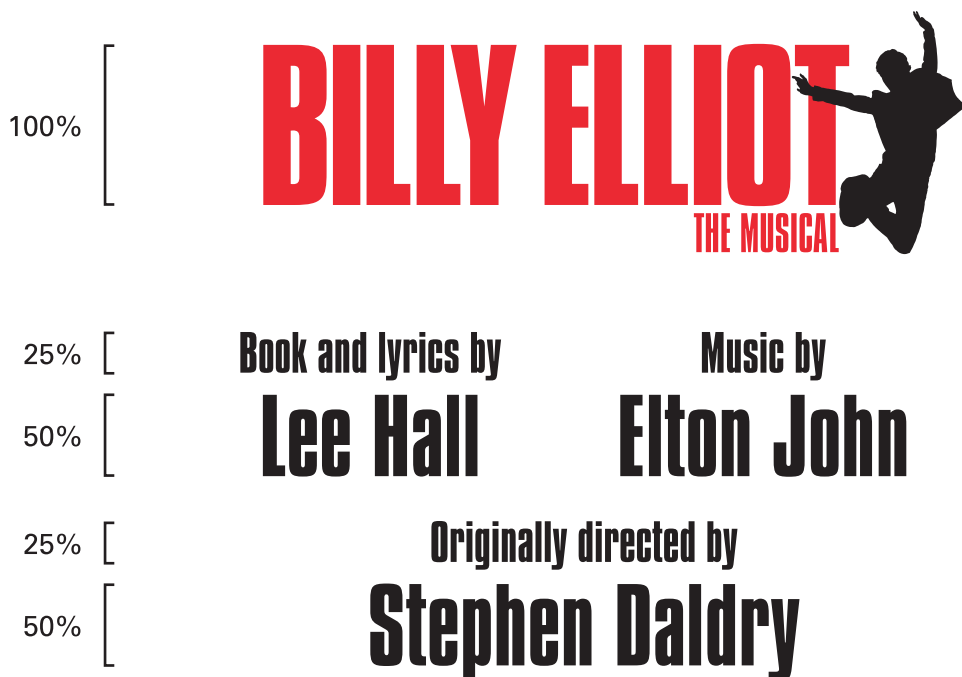
For print, if using the horizontal 'one-line' version of the logo and the title treatment is less than 4cm high from the bottom to the top of the letter B, billing block should not be used as it may not be legible.

For digital, for all versions of the title treatment, the billing block must not be used where not clearly legible.



Where title author billing is required and it is not possible to use a version of the authorised logo that incorporates the billing, or where the licensee is not using the authorised logo, the author billing must be set out as below.

TITLE AND AUTHOR BILLING



Copyright line

GUIDELINES

The copyright line ©2014 Billy London Ltd. must be incorporated into artwork in most instances where the authorised Billy Elliot logo is used.

The copyright line must be included on outdoor advertising, leaflets, flyers, mailers and all other printed promotional or advertising materials.

It is permissible to omit the copyright line, **only** where the artwork is on a very small scale and there is not enough space to reasonably include it. In particular, it is not necessary to include the copyright line on standard digital advertising banner formats, namely MPU, leader board and skyscrapers due the restricted size of these formats.

STYLEGUIDE

If using the 'stacked' version of the title treatment, the copyright line must run vertically up the left side of the logo, registered to the baseline of the E in Elliot.

If using the 'one line' version of the title treatment, the copyright line must run vertically up the left side of the logo registered to the baseline of the B in Billy.

The size of the copyright line is not fixed relative to the size of the title treatment as it will need to vary according to the overall size of the artwork. It must be included at a size where it is **clearly legible** but it does not need to be scaled up proportionately as the key art is enlarged for larger formats.



Audio/Visual

Licensees may use recorded audio visual excerpts of *Billy Elliot the Musical* as performed by their own cast for the purpose of TV or radio advertising provided that no single advertisement contains excerpts totalling longer than 30 seconds and that no more than 60 seconds of recorded audio visual excerpts are used in total across all TV and radio advertisements for any given production.

Licensees are permitted to make up to two short (each to be 120 seconds or less) videos to promote their production of *Billy Elliot the Musical* for use on the internet via their own website and/or own social media channels including but not limited to YouTube and Facebook, provided that no single video contains recorded audio visual excerpts from the show totalling more than 30 seconds and no more than 60 seconds of audio visual excerpts from the show are used in total across all videos, including advertisements. Any such video must be introduced with a title card or graphics clearly indicating the name of the local producer of the show so that the viewer is informed that licensee is the producer, for example:

**The (Name of licensee)
production of
Billy Elliot the Musical
Behind the scenes....**

Licensees may record and use audio-only clips of *Billy Elliot the Musical* of up to 120 seconds as a music bed for such promotional videos where the audio is a recording of their own performers. Licensees may not use the London Cast Recording or any other recording of a first class production of Billy Elliot in order to promote their production.

Audio visual recordings of *Billy Elliot the Musical* may not be used as part of a promotional video created to promote a venue or producer separately to the promotion of *Billy Elliot the Musical*, whether as part of a compilation of show footage or otherwise, except with separate written approval.

MTI must actively police licensees' websites, social media channels, and YouTube for videos that contravene this agreement. Videos produced and distributed by licensees will be monitored and the audio visual guidelines will be subject to alteration accordingly.

Association with the original productions

Licensees may not use any advertising or marketing materials that imply that their production is associated with the original London, Broadway or touring productions of *Billy Elliot the Musical*, including but not limited to artwork, video or audio recordings, photography or critics' quotes referencing these productions, or references to awards won by first class productions.