

MUSIC BY
**ELTON
JOHN**

BOOK & LYRICS BY
**LEE
HALL**

ORIGINALLY DIRECTED BY
**STEPHEN
DALDRY**

BILLY ELLIOT

THE MUSICAL

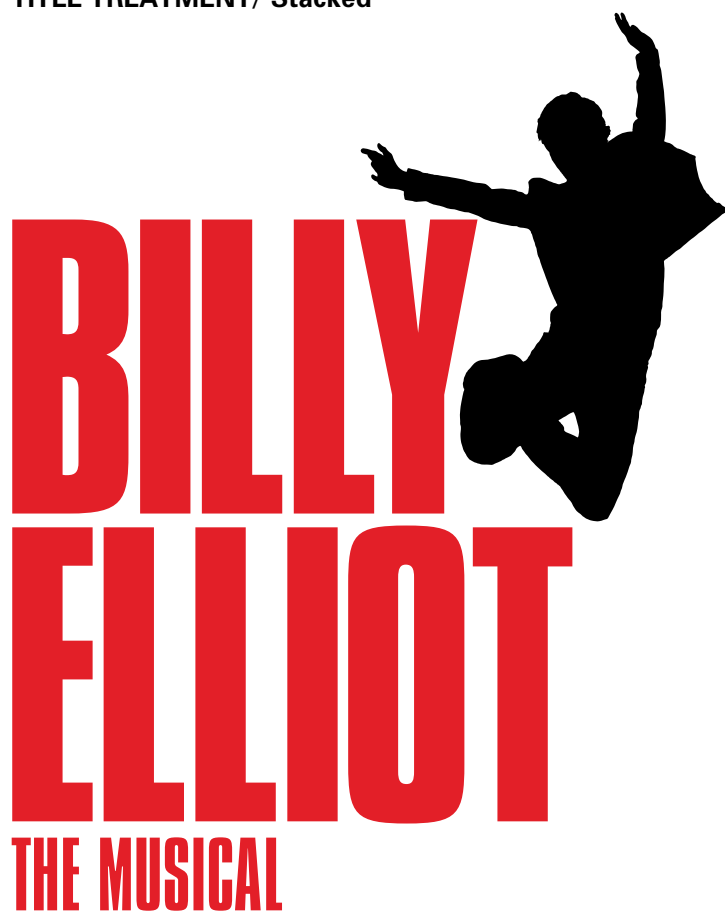


Logos

There are two available versions of the logo. A stacked version for portrait formats and a one line version for landscape formats.

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 silhouette is fixed in both instances and must not be moved.

TITLE TREATMENT/'Stacked'



TITLE TREATMENT/'One line'



Billing

It is not necessary to bill members of the creative team on general artwork used for advertising purposes. However, if any of Elton John, Lee Hall or Stephen Daldry is billed, then all three must be billed together, in that order. Their official credits are:

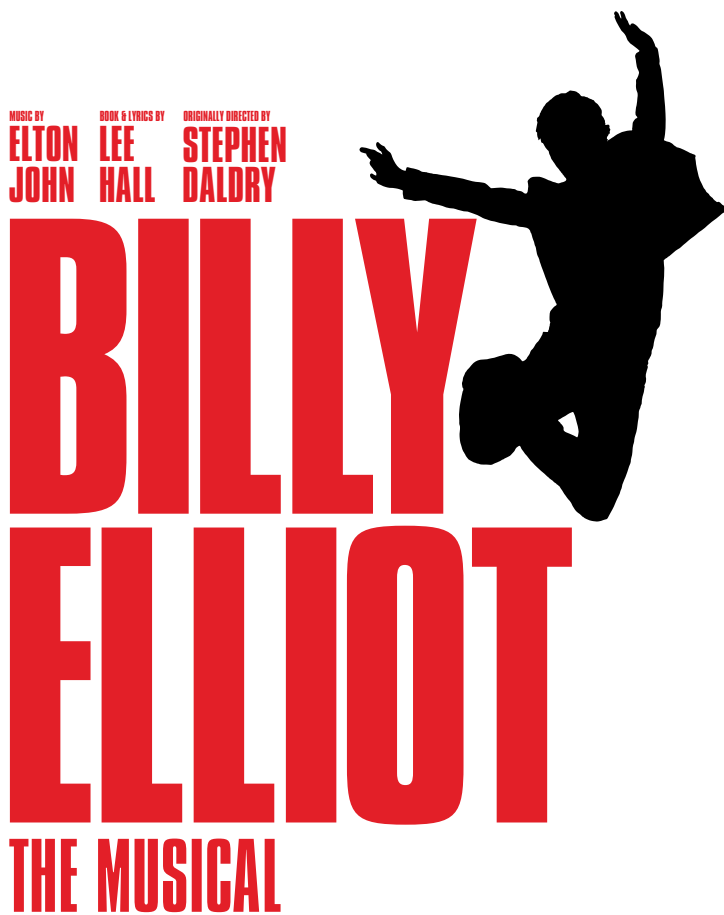
Music by Elton John

Book & Lyrics by Lee Hall

Originally directed by Stephen Daldry

Use of billing with 'stacked' logo

If using the regular version of the title treatment, the billing block should be positioned on top of BILLY and span the letters BIL.



Use of billing with 'one line' logo

If using any horizontal one line version of the title treatment, the billing block must span the letters BIL of BILLY but may be placed above or below BILLY depending on the specific requirements of the artwork.

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Important notes

1. The billing block should only be included where it is clearly legible.
2. For print, if using the stacked version of the title treatment which is less than 8cm high (from the top of the B in Billy to the bottom of E in Elliot), the billing block should not be used as it may not be legible.
3. For print, if using a horizontal one line version of the title treatment which is less than 4cm high from the bottom to the top of the letter B, the billing block should not be included.
4. For digital, for all versions of the title treatment, the billing block must not be used where not clearly legible.

Copyright line

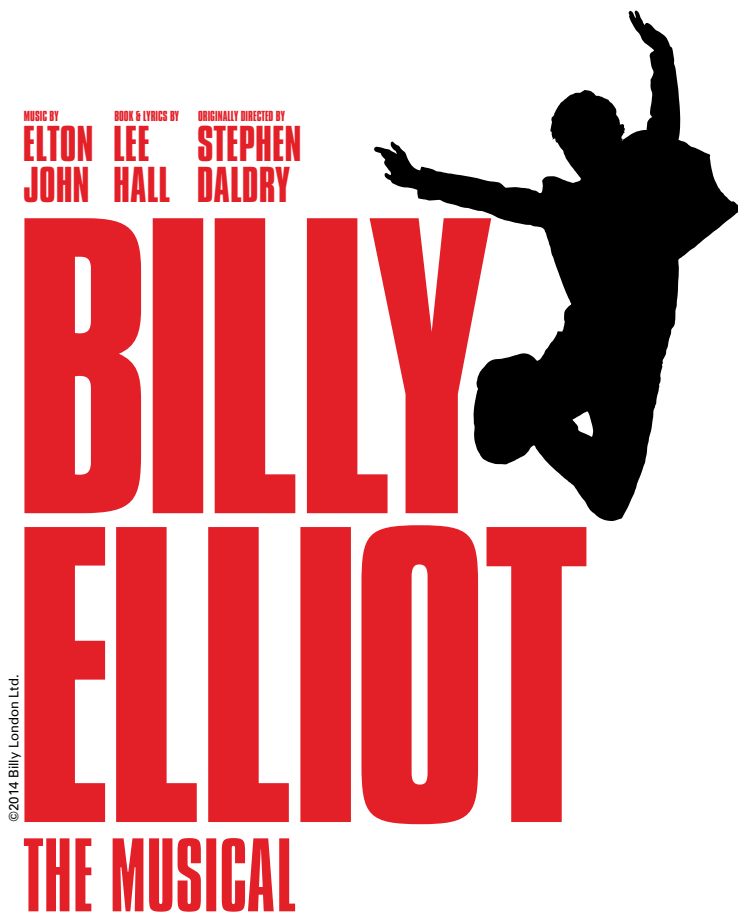
The copyright line ©2014 Billy London Ltd. must be incorporated into artwork in most instances where the Billy Elliot logo is used. In some instances it is permissible to omit the copyright line, for example where the artwork is on a very small scale and there is not enough space to reasonably include it, or if its inclusion will considerably interfere with the presentation of the artwork.

All large scale formats such as outdoor, larger print ads (in particular on-sale and other early print ads), leaflets, flyers, mailers and all other print materials must include the copyright line.

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 does not need to be scaled up proportionately as the key art is enlarged for bigger formats.

Use of copyright line with 'stacked' logo

If using the regular 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.



Use of copyright line with 'one line' logo

If using any horizontal 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.



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

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

XYZ0123456789,./:0!?'

Colours

Palette

The Billy Elliot colour palette features two colours. These should both be used at 100% with 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.