



## Branding

Totnes Fringe Festival

**#TotnesFringe**

### Brand Colours

#### Primary

#ff7622



#ff7622



#ffffff

## Secondary -



#c914a8



#ff7622



#ff5757



#def109



#6923fd



#3cdb80



#ff3131



#111111



### Totnes Fringe – Logo Usage Guidelines

The Totnes Fringe logo represents the festival, its values, and its collective work.

To protect its clarity and integrity, please follow these guidelines.

#### Approved Logo Versions

Only use official Totnes Fringe logo files supplied by the festival team.

These include:

- Full colour version
- Black version ( for Print)
- White (reversed) version - when full colour cannot work.

Do not recreate, redraw, or alter the logo for print or digital use.

#### Colour Use

- **Use the full colour logo wherever possible.**
- Use the black logo on light backgrounds (Print)
- Do not recolour, tint, outline, add gradients, or apply effects.

### Clear Space

Always leave clear space around the logo.

- Minimum clear space is the height of the capital “T” in Totnes.
- No text, images, or graphic elements may intrude into this space.

### 4. Size and Legibility

- The logo must always be clear and legible.
- Do not reproduce the logo at a size where text becomes unreadable.
- For digital use, check legibility on mobile devices.

### Backgrounds

- Use the logo on clean backgrounds. It’s fine to overlay the LOGO on an image but try to ensure it's not competing visually.
- Use black or white versions where contrast is needed.

### What Not to Do

The Totnes Fringe logo must not be:

- Stretched, squashed, or distorted
- Rotated or tilted ( animation as part of a social reel is fine)
- Modified with shadows, outlines, or effects
- Recoloured or altered in any way
- Recreated using different fonts

### Co-Branding (By Agreement Only)

The Totnes Fringe logo may only be used alongside other logos with the festival team's prior agreement.

Co-branding is acceptable when used by our **Fringe Artists**

Where co-branding is used

- Logos must appear separate and distinct
- The Totnes Fringe logo must not be smaller or visually subordinate

- Clear space must be maintained
- No shared lock-ups or grouped logo strips unless approved

If agreement has not been given, partner acknowledgement should be text-only.

### Placement

- Use the logo intentionally, not decoratively.
- Place clearly at the top or bottom of layouts.
- Ensure it remains visible and uncropped across formats.

### Approvals

Other than Fringe Artists, or if you are unsure, or if the logo is being used publicly, commercially, or in co-branded materials, seek approval from the Totnes Fringe Marketing team Lead before publishing digitally or in print.

[marketing@totnesfringe.uk](mailto:marketing@totnesfringe.uk)

## Fonts

TREND SANS FIVE - LOGO FONT

Body Copy

Montserrat normal

**Montserrat Bold**

**Montserrat Extra Bold**

**Montserrat Black**

Print /Posters

Roboto

Robato Condensed

Roboto BOLD

# Totnes Fringe – Social 101

(Our Non-Negotiables)

## What every post must do

- Communicate **one clear message only**
- Be understood in **under 2 seconds**
- Drive **one action**

## Key message clarity

- Know what this post is saying before you design it
- If you need to explain it, it's not working
- Don't try to say everything

## Simplicity

- Keep it **clean, bold, and focused**
- Less text, fewer elements
- One idea per asset

## Fonts & colours

- Use **approved fonts only**
- Use **brand colours only**
- No "just this once" variations

## Layout discipline

- One focal point
- Strong hierarchy (headline → detail → CTA)
- No clutter

## Imagery

- One strong image beats five average ones
- Avoid generic / staged / "nice" images

- If the image isn't strong, don't use it

## Copy

- Short and direct
- No paragraphs
- Cut anything non-essential

## CTA discipline

- One CTA per post
- Make it obvious
- Don't dilute it

## Consistency

- If it doesn't look like the Fringe, don't post it
- Repeat formats so people recognise them
- Don't reuse content built for another purpose - build for social

## Examples of TONE OF VOICE

### WANT TO SPONSOR THE TOTNES FRINGE FESTIVAL?

Support local creativity *and* get your name in lights (well, on signs, websites, and grateful hearts).



#### £500 – THE BIG SHOT

*Two opportunities left – act fast!*

Name a stage after yourself or your business. That's right – your name, proudly displayed, immortalised in local fringe lore.

Includes everything below, obviously.



#### £250+ – FRINGE FAVOURITE

- Featured in our Website Hall of Sponsors (complete with a lovely clickable link)
- A shout-out on our social media (Instagram + Facebook, complete with emojis and good vibes)
- Warm fuzzy feelings included, no extra charge.



28 May 2025





Doors 7:00 pm / Show 7:30 pm





Tickets: [bit.ly/TFF-FUNDRAISER](https://bit.ly/TFF-FUNDRAISER)


This is Totnes at its dazzling best: raucous, riotous, and thoughtfully beautiful. An unmissable evening featuring:

 *Mae Karthausser, Holly Ebony, Poppy-Jayne Jones* — three of the finest singers to ever grace this town

 *Edward Tripp* — comedy so sharp you'll laugh into your locally brewed ale

 *Ione Harris, Geoff Petty, Laurie Page* — poetry that'll pin you to the wall (in a good way)

 *Jazzient* — a jazz duo so smooth they probably sleep in minor seventh chords

 *Henry Everett* — stories that might just change your outlook on life (or at least your night)

Support the Fringe. Soak in the brilliance. Have a pint.

#TotnesFringe

#Fringefestival

#SupportTheArts

#TotnesEvents

#Devon