



The following is intended for use as a 'quick reference' to the proper use and application of the Millennium Forum branding. Included are acceptable colour references (pantone), typefaces employed, logo variations and applications. It is vital that the logotype remains consistent: it must not be altered or redrawn in any way.

For further information on the Millennium Forum branding please contact:

Amanda Hamilton, *Marketing Manager*

Millennium Forum, Newmarket Street, Derry BT48 6EB

T +44 (0)28 7126 4426 F +44 (0)28 7127 2799

E amandah@millenniumforum.co.uk W www.millenniumforum.co.uk

12 Month Variations

January



February



March



April



May



June



July



August



September



October













November



December



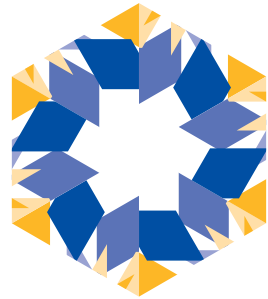
Colour palette

 Pantone 072	 C 100 M 79 Y 0 K 0
 Pantone 3145	 C 100 M 0 Y 18.5 K 18.5
 Pantone 123	 C 0 M 30.5 Y 94 K 0
 Pantone Orange 021	 C 100 M 51 Y 87 K 0
 Black	 Black



Two Colour Options

Two Colour | Pantone 072 + 123



Two Colour | Pantone 3145 + 123

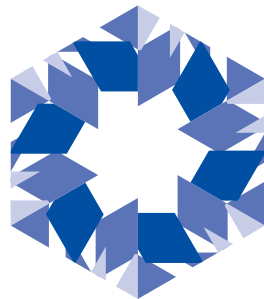


Mono Variations

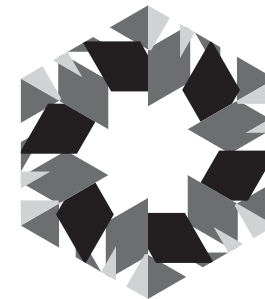
One Colour | Pantone 3145



One Colour | Pantone 072



One Colour | Black



Fonts

Main font family used
for brand support

Meta Plus Normal

Meta Plus Normal *Italic*

Meta Plus Medium

Meta Plus Medium Italic

Meta Plus Black

Meta Plus Black Italic

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890!@f\$%^&*()_+[]{}:”';,~`

Millennium Forum Brand Guidelines

Stationery: Letterhead

Specifications

Size: A4

Paper: 100gsm Character
Brilliant White Wove

Address type:
Meta Plus Normal 10pt
Aligned left
Upper and lower case
16pt Tracking

Colour: Master Brand
logotype, as previously
specified.
Address - Pantone 276



Millennium Forum Brand Guidelines

Typing Layout

It is important that typists and other secretarial staff recognise the significant role they play in the whole process in maintaining the Millennium Forum's visual identity.

Word processing is an important graphic element which should complement the overall visual appearance of the letterhead.



Helen Bowman
Project Co-ordinator
Rodney Miller Associates
21 Ormeau Avenue
Belfast
Northern Ireland
BT2 8HD

9 Nov 2005

Dear Helen

Correspondence typing style

This stationery has been designed as set out in this letter. The left margin is 30mm from the left-hand side and the name/address should start 45mm down from the top of the page. The letter should not be justified on the right. The maximum line length should fit within 150mm. The typeface is Times Roman, 12/14pt.

The paper is international size A4 (210mm x 297mm) folded twice it fits a standard size DL envelope. The first fold is 99mm down from the top.

There should be a line space between paragraphs and no indents. If your letter comes within 50mm of the foot of the paper, use a continuation sheet. Make sure at least three lines, excluding signature are carried over. Type the closure two lines after the end of the body of the letter. Type the name of the signatory and job title six line spaces below the closure.

When required, type 'enc' or 'cc' in lower case, four line spaces below the writer's signature. If 'cc', list the names of the people who are to receive copies of the letter immediately below this in alphabetical order.

Yours sincerely

Helen Bowman

Helen Bowman



Millennium Forum Newmarket Street Derry/Londonderry BT48 6EB
T (Admin) +44 (0)28 7126 4426 F +44 (0)28 7127 2799 T (Box Office) +44 (0)28 7126 4455
E info@millenniumforum.co.uk W www.millenniumforum.co.uk

Millennium Forum Brand Guidelines

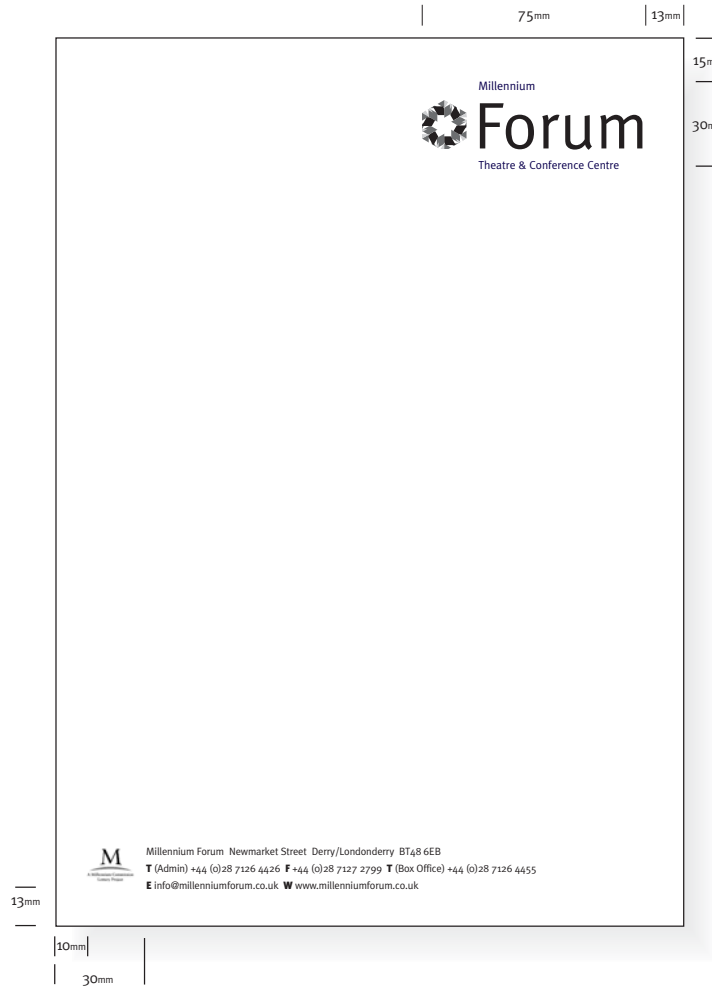
Stationery: Black & White

Specifications

Size: A4

Paper: 100gsm Character
Brilliant White Wove

Colour: Black



Millennium Forum Brand Guidelines

Stationery: Press Release

Specifications

Size: A4

Paper: 100gsm Character
Yellow Stock

Press release type:
Meta Plus Medium 115pt
Aligned left
lower case

Colour: Black



Millennium Forum Brand Guidelines

Stationery: Compliments Slip

65mm

10

Specifications

Size: 1/3 A4
(99mm x 210mm)

Paper: 100gsm Character
Brilliant White Wove

With Compliments type:
Meta Plus Normal 18pt
Aligned left
Upper and lower case

Colour: Master Brand
logotype, as previously
specified.
Compliments type &
Address - Pantone 276

Type:
Address:
9.5pt Meta Plus Normal
Upper and Lower Case
Leading 15pt

6mm



10mm

35mm

10mm

30mm

Millennium Forum Brand Guidelines

Stationery: Business Card

Specifications

Size: 90mm x 50mm
Printed Double-sided

Paper: 300gsm Character
Brilliant White Wove

2 Colour Printing

Background Solid Colour:

Pantone 276

Logo Colour:

Pantone 3145

Name/Address:

Pantone 276

Type:

Name: 10pt Meta Plus

Medium

Upper and Lower Case

Position:

10pt Meta Plus Normal

Upper and Lower Case

Leading 14pt

Address:

7pt Meta Plus Normal

Upper and Lower Case

Leading 9pt



Millennium Forum Brand Guidelines

Photography

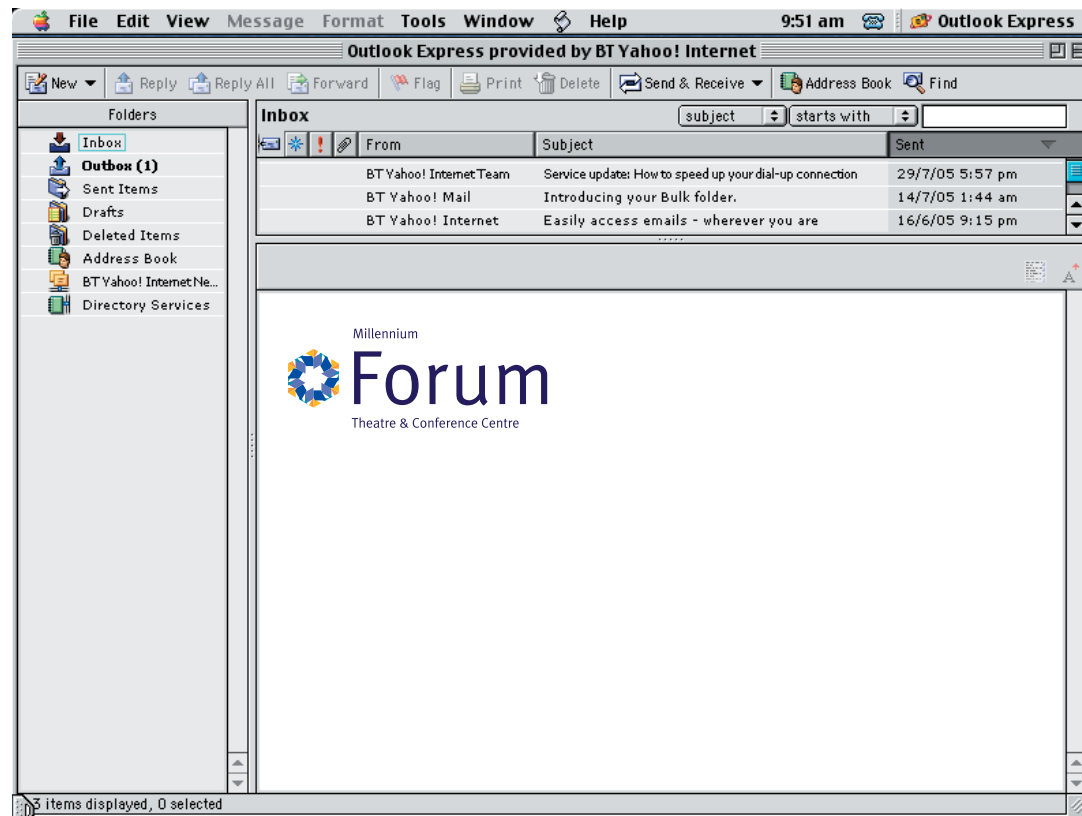
Webnative

Go to www.millenniumforum.co.uk/images to view the Millennium Forum Photolibrary.

Username: derrytheatre
Password: millfor
(All lowercase)



Email Template



External Agencies/Promoters

Logo position on Posters/Literature:

Logo should be placed on a white band if possible along the bottom of the poster in the bottom right corner. The white band should be 1/6 of the poster size, eg. on A4 the white band would be 49.5mm high.

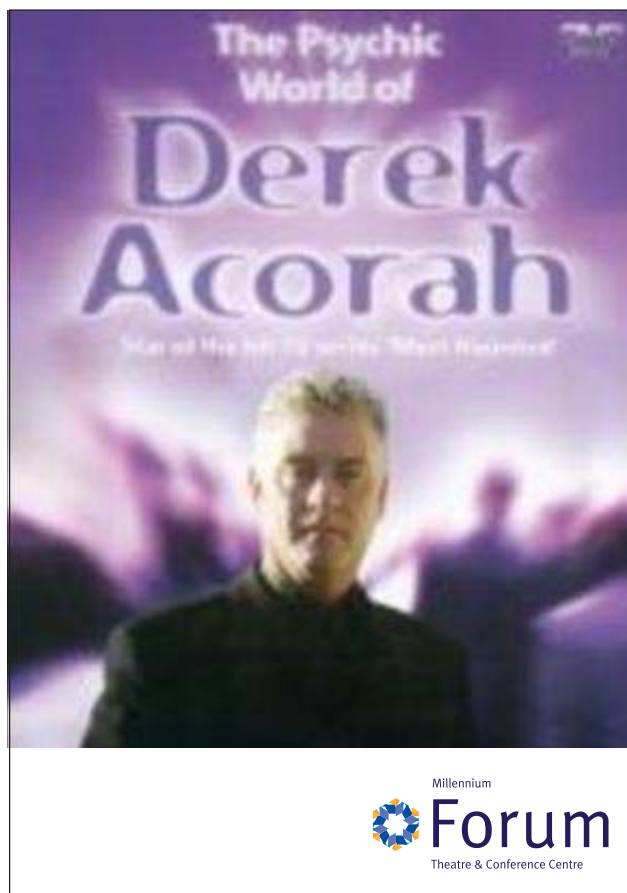
On the International 'A' Paper sizes the logo should appear with space around it as follows:

A4 Posters should have 10mm to the bottom, top and right of logo.

A3 Posters should have 15mm to the bottom, top and right of logo.

A1 Posters should have 30mm to the bottom, top and right of logo.

A0 Posters should have 40mm to the bottom, top and right of logo.



Standard Layout for all the international 'A' Paper sizes.

Press Advertisements: Show

Layout for Recruitment Advertisements

Logo to be centred at the top of ad. Nothing else is to appear in this white background which should be 1/6th of the ad height.

The image should appear within the next 2/3rd of the ad.

Type:
Meta Plus Normal for the Box office and webaddress details in a small typesize and the date of the show/star in a much larger typesize.

5mm

5mm

Millennium
Forum
Theatre & Conference Centre

Snow White
ON ICE

5mm

5mm

5mm

5mm

Tues 17 - Sat 21 Jan
Box Office T (028) 7126 4455
www.millenniumforum.co.uk

Show Sponsor

Press Advertisements: Including Editorial

Layout for Editorial Advertisements

Shown right is an example of how an ad with editorial could be arranged.

An existing ad could be placed within the ad space and the newspaper can run their own editorial down the right hand side but a heavier keyline must be placed around both the ad and editorial to show they are one.

<p>Millennium  Forum Theatre & Conference Centre</p>	<p>ICE SHOW OPENING NIGHT SOLD OUT!!!</p>
	<p>The Millennium Forum is thrilled to announce that tickets for the Opening Night of the spectacular ice show, SNOW WHITE ON ICE, have completely sold out.</p> <p>Commenting on this success, Chief Executive, David McLaughlin said:</p> <p>"It is no surprise that we have sold out our Opening Night for SNOW WHITE ON ICE. Anyone who has seen previous ice shows at the Forum will know that this is a fabulous show boasting the cream of world class skaters, beautiful music and incredible production. The demand for tickets has been phenomenal and I am overwhelmed at the response we have received."</p> <p>Featuring the world-renowned Russian Ice Stars and former National, European, World and Olympic skaters, this spectacular production combines breathtaking figure skating and beautiful classical music to recreate the much-loved and romantic fairytale as a fabulous theatrical show. Promising to be their most lavish production to date, producers, Wild Rose commissioned an original musical score from celebrated Italian composer Maestro Silvio Amato, and using a full orchestra created a magical soundtrack to which the story unfolds.</p> <p>Elegant and exhilarating, SNOW WHITE ON ICE is a must for everyone from three to ninety-three. Get your skates on and don't miss it!</p> <p>Featuring the world-renowned Russian Ice Stars and former National, European, World and Olympic skaters, this spectacular production combines breathtaking figure skating and beautiful classical music to recreate the much-loved and romantic fairytale as a fabulous theatrical show. Promising to be their most lavish production to date, producers, Wild Rose commissioned an original musical score from celebrated Italian composer Maestro Silvio Amato, and using a full orchestra created a magical soundtrack to which the story unfolds.</p> <p>Elegant and exhilarating, SNOW WHITE ON ICE is a must for everyone from three to ninety-three. Get your skates on and don't miss it!</p> <p>SNOW WHITE ON ICE performs at the Millennium Forum from Tuesday 17th to Saturday 21st January. Tickets are now available from the Box Office. Telephone 71 264455 for bookings and enquiries. Proudly sponsored by North West Money Exchange.</p>
<p>Tues 17 - Sat 21 Jan Box Office T (028) 7126 4455 www.millenniumforum.co.uk</p> <p>Show Sponsor</p>	

Recruitment Ads

Layout for Recruitment Advertisements

Logo to be placed at top right hand corner of ad with Derry Theatre Trust logo at top left hand corner. Nothing else is to appear in this white background which should be 1/6th of the ad height. A thin line will divide this area from the rest of the information.

Type: Meta Plus Normal to be used with position to be in capitals a larger point size to the rest of the body copy. Salary strapline is to be in Meta Plus Medium. Details of how to apply should also be in Meta Plus Medium.

Logo to be spaced out evenly and placed along the bottom.

DERRY THEATRE TRUST

Millennium
Forum
Theatre & Conference Centre

The Millennium Forum is a dynamic theatre & conference centre which has been operational since August 2001. Since this time it has attracted capacity audiences as well as international artists and business visitors from across the globe. We are currently seeking applications for the following posts:

SPONSORSHIP & DEVELOPMENT OFFICER
Salary c.£17,000 per annum (Fixed Term Contract until July 2005)
We are seeking to appoint a dynamic individual to help us maximise the Forum's non-trading income. Applications must be self-motivated, have excellent communication skills and a relevant third level qualification with at least two years practical work experience. Experience securing sponsorship in arts environment would be an advantage.

ASSISTANT STAGE TECHNICIAN
Salary c.£12,500 per annum
We are seeking to appoint an enthusiastic, technically minded person who works well as part of a small dedicated team. Applications must have a good standard of education, preferably to Degree level in a related subject and/or have at least 2 years theatre experience in the rigging and operation of both sound and lighting equipment. Applications must be willing to work unsociable hours.

ASSISTANT HOUSE MANAGER
Salary c.£12,000 per annum
We are seeking to appoint a dedicated person to assist with the supervision and co-ordination of the day-to-day operational management of the Forum's Front of House and to act as Duty Manager where required. Applications must have previous experience of staff supervision, training and health and safety legislation. You should be highly organised and be able to work under pressure whilst maintaining enthusiasm, tact and diplomacy at all times. Applications must be willing to work unsociable hours.

To apply for an application pack and further information, please contact Lisa Lynch on 028 7126 4426 or by email: info@millenniumforum.co.uk Closing date for applications is Noon on Thursday, 12th June 2003.

arts council **M**
A Millennium Commission Lottery Project

Department for Social Development