

Title	Signage Policy
Type of Policy	Operating Policy
Last Reviewed	14 April 2009

Introduction

Scope	
This policy applies to all individuals, organisations or other entities presenting at the Arts Centre when preparing signage material.	
Purpose	
The purpose of this signage policy is to ensure that signage at the Arts Centre meets quality standard of aesthetic appeal and uniformity, while being highly functional in providing the necessary information.	
Related Compliance Requirements	Copyright Act 1968 Trade Practices Act 1974 Master License Agreement
Related Policy or Operating Procedures	Marketing & Signage Opportunities Pack for Presenters Marketing Policy
Key Definitions	N/A

Signage Policy

Background

Signage at the Arts Centre is an integral and effective way of promoting an event.

The purpose of this signage policy is to ensure that signage at the Arts Centre meets quality standard of aesthetic appeal and uniformity, while being highly functional in providing the necessary information.

1. Policy

1.1 Booking & Approval

- 1.1.1. All design artwork must be **approved** by the Arts Centre. Please email your artwork to the Marketing Administrator for approval.
- 1.1.2. All external banner and flag spaces must be booked and confirmed with the Arts Centre's Marketing Administrator.
- 1.1.1 All banner artwork must reach Creative Visuals no later than ten working days prior to the installation date. Failure to do so may result in the Presenter forfeiting the banner space booking.
- 1.1.3. Requests to have material (banners, backlit posters and flags) returned at the conclusion of the performance/season must be made to the Marketing Administrator at the time you send material for approval.
- 1.1.4. Unless notified, signage will be discarded seven days after the conclusion of the performance/season.
- 1.1.5. The Arts Centre reserves the right to reject any signage that does not comply with the technical specifications outlined in the attachment to this policy.

1.2 Suppliers

- 1.2.1 To enable the Arts Centre to maintain a high standard of display excellence and ensure continuity across all signage options, the Arts Centre's nominated suppliers must be used for each aspect of signage on site. Refer to the Specifications attachment for details of these mandatory suppliers Please ensure you have your contact details on all emails and materials sent to these suppliers.

1.3 Backlits

Placement

- 1.3.1 Backlits are placed on display around the Arts Centre in event date order, as opposed to booking positions.
- 1.3.2 Backlits will be positioned at the discretion of the Arts Centre.
- 1.3.3 Due to the popularity of backlits, no single event can have more than 3 backlits up at any one time.

- 1.3.4 If St. Kilda Road positions are full, backlits may be displayed temporarily in the Smorgon Family Plaza Car Park entrance. They will be moved to St. Kilda Road positions chronologically when available.
- 1.3.5 Unless informed otherwise prior to conclusion of event, backlits will be discarded after the event.

Box Office Backlits

- 1.3.6 Behind the Theatres Building Box Office counter, 5 backlit display positions are available. These are allocated to the resident productions in each theatre (State, Playhouse, Fairfax Studio and Arts Centre purposes). Box office backlits should only be produced for long running seasons, as placement is generally restricted to within the season.

1.4 Banners

- 1.4.1 Presenters using banner spaces are required to bear all costs, including installation charges. There are no charges applicable for the rental of the space.
- 1.4.2 Presenter requests for specific display positions will be given every consideration; however, positions will be allocated at the discretion of the Arts Centre.

Theatres Building

- 1.4.3 There are four banners positioned on the external frontage of the Theatres Building facing St Kilda Road, which are dedicated to shows during their time in residence e.g. 'now playing'. Listed below are the events which are eligible to book these sites:
- State Theatre – resident production
 - Playhouse – resident production
 - Fairfax Studio – permanent booking
 - Gallery I – resident exhibition

Sidney Myer Music Bowl

- 1.4.4 There are a number of opportunities for promotional signage at the Sidney Myer Music Bowl (listed below). The only acceptable form of material is heavy-duty vinyl.

Foyer Banners

- 1.4.5 The Playhouse, Fairfax Studio and State Theatre each have a number of sites for banners located in their foyers. They are for the use of the current resident production.

1.5 Flags

- 1.5.1 There are 24 flagpoles around the Arts Centre; Presenters may have their flags flown on these flagpoles by arrangement with the Arts Centre's Marketing Administrator.
- 1.5.2 Priority will be given to presenters in residence and with long running seasons.

1.6 Plasma Screens

- 1.6.1 Presenters can promote their performances and events on the two plasma screens located in the Theatres Building (Smorgon Family Plaza on Level 5 and Level 6, St Kilda Road).
- 1.6.2 All footage supplied needs to be broadcast quality in PAL format and converted to MPEG2. Material will be accepted in digital Betacam, SP Betacam or DVCAM.
- 1.6.3 The use of the plasma screens is dedicated to all events being performed at all Arts Centre venues. They cannot be used for event sponsor promotional purposes.
- 1.6.4 Prior to the material being converted into MPEG2 a VHS of the footage must be forwarded to the Marketing Administrator for approval.
- 1.6.5 The duration of the footage should be no longer than three (3) minutes.
- 1.6.6 It is strongly recommended that, where possible, the name of the event appears on screen as a scrolling super for the duration of the footage and that the footage refers to your event's tenure at the Arts Centre. Where possible a voiceover should be used on the footage. It is also recommended that the footage has an end super, for example:

MOMIX
the Arts Centre, State Theatre
15 – 26 March
Book Now! theartscentre.com.au, 1300 182 183 or the Arts Centre Box Office
- 1.6.7 The Arts Centre has the right to refuse material that is considered to be of poor quality or inappropriate for in-house broadcast quality.

1.7 Free Standing Signage

- 1.7.1 Marketing Services and Visitor Services (FOH) will assess freestanding signage on a case-by-case basis. This enables us to maintain a high standard of signage in our foyers and ensures that the public space is not compromised in any way.

1.8 Smorgon Family Plaza and foyer installations

1.8.1 There are opportunities for resident productions to provide installations in the Smorgon Family Plaza. This is not an allocated site or a set position. All proposals should be submitted to the Marketing Director. Decisions are at the discretion of the Arts Centre.

For signage bookings and enquiries, contact:

Marketing Administrator

Phone: 9281 8308

Fax: 9281 8094

Email: marketing.signage@theartscentre.com.au

Delivery:

Creative Visuals and Evan Evans will install banners & flags and will send backlit posters direct to the Arts Centre's Visitor Services Administrative Officer via Theatres Building Stage Door Sturt Street, Southbank Vic 3006

Supporting Documentation

i) Forms and Records Management

Form	Retention Period	Location
N/A		

ii) Related Material

Name	Document Type	Location
Signage & Marketing Opportunities for presenters at the Arts Centre	Guideline	Marketing & Communications
Marketing Policy	Operational Policy	Marketing & Communications

Governance

i) Responsibility

Policy Owner	Janet Wells – Manager, Marketing & Communications
Approving Body	Heather Walker – Executive, Marketing & Visitor Experience

ii) Version Control and Change History

Version Number	Approval Date	Approved by	Amendment
	March 2009		Inserted new Arts Centre Box Office phone number
	April 2009		Added specs for Creative Visuals
	April 2009	HW	Added Artwork Deadline

Attachment A – Mandatory Suppliers

Mandatory Suppliers

BACKLITS	CREATIVE VISUALS Unit 1 / 1 Rocklea Drive Port Melbourne VIC 3207 CONTACT: Alec Arnot P: (03) 9646 8898 M: 0411 697 335 F: (03) 9646 8879 E: alec@creativevisuals.com.au or sales@creativevisuals.com.au
BANNERS Production and installation	CREATIVE VISUALS (as above)
FLAGS	EVAN EVANS 100 Gibbs Street Collingwood VIC 3066 CONTACT: Rob Evans Phone: 1800 990 989 or (03) 8413 6600 Mobile: 0418 541 651 Email: revans@evanevans.com.au

Sending artwork to Creative Visuals

- To send artwork to Creative Visuals visit their website, www.creativevisuals.com.au click on the FTP link and follow the prompts.
- Send an email to Creative Visuals indicating you are sending artwork via the website.
- Email a low res PDF. This will ensure that the material Creative Visuals are downloading is the correct artwork.

Sending artwork on CD/DVD to Creative Visuals

- Send an email to Creative Visuals indicating you are sending artwork on CD/DVD.
- Please specify if sending by post or courier.
- Provide a hardcopy proof with the CD/DVD to ensure that the artwork on the CD/DVD is identical to the hardcopy.

BACKLITS

Placement

Backlits are placed on display around the Arts Centre in event date order, as opposed to booking positions. Backlits will be positioned at the discretion of the Arts Centre. Due to the popularity of backlits, no single event can have more than 3 backlits up at any one time.

Please note: Unless informed otherwise prior to conclusion of event, backlits will be discarded.

MATERIAL SPECIFICATIONS

Smorgen Family Plaza

Trim Size: 890mm wide x 990mm deep

Visible Image Area: 850mm wide x 950mm deep

Bleed colours to the edge

St Kilda Road/Smorgen Family Plaza car park entrance

Trim Size: 1200mm wide x 1200mm deep

Visible Image Area: 1182mm wide x 1182mm deep

Bleed colours to the edge

If St. Kilda Road positions are full, backlits may be displayed temporarily in the Smorgen Family Plaza Car Park entrance. They will be moved to St. Kilda Road positions chronologically when available.



St Kilda Road Backlits



Smorgen Plaza Backlits

Box Office backlits

Behind the Theatres Building Box Office counter, 5 backlit display positions are available. These are allocated to the resident productions in each theatre (State, Playhouse, Fairfax Studio, Hamer Hall and Arts Centre purposes). Recommendation: Box office backlits should only be produced for long running seasons, as placement is generally restricted to within the season.

Trim Area: 785mm wide x 1110mm deep

Visible Image Area: 765mm wide x 1090mm deep

Bleed colour to the edge



Box Office Backlit

THEATRES BUILDING BANNERS

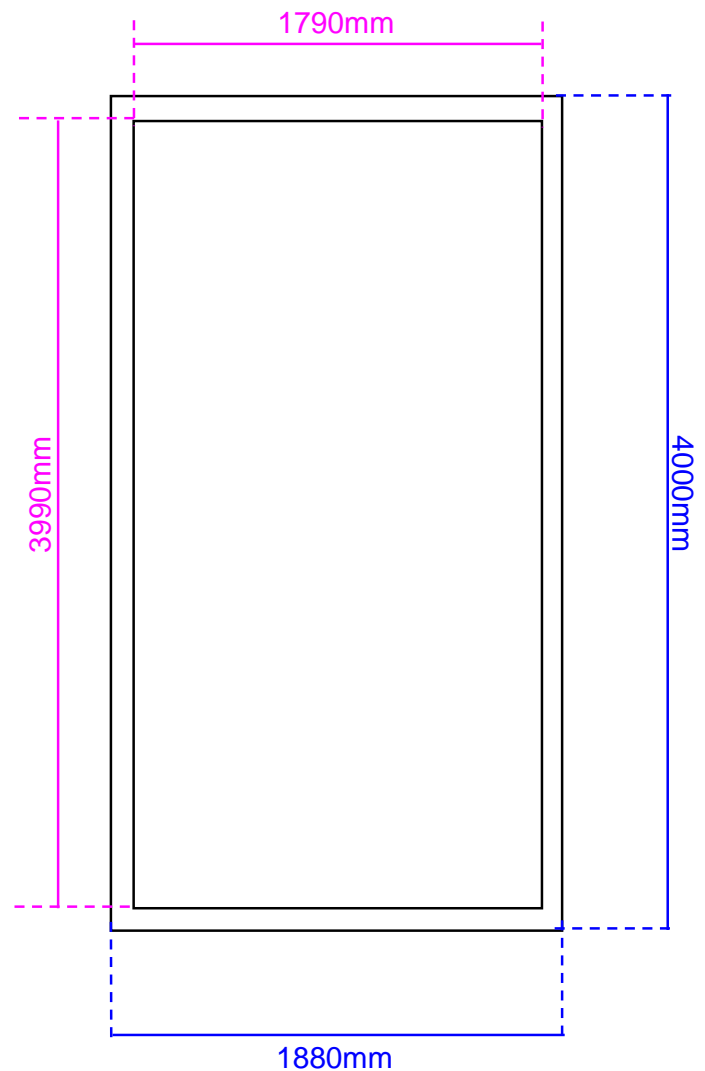
Technical specifications

There are four banners positioned on the external frontage of the Theatres Building facing St Kilda Road, which are dedicated to shows during their time in residence e.g. 'now playing'. Listed below are the events which are eligible to book these sites:

- State Theatre – resident production
- Playhouse – resident production
- Fairfax Studio – permanent booking
- George Adams Gallery exhibitions – resident exhibition

The material specifications for all four banners are:

● Visible creative working space	1790mm wide x 3990mm deep
● Total banner size	1800mm wide x 4000mm deep



HAMER HALL LARGE BANNERS

(Currently unavailable due the redevelopment of Hamer Hall)

Technical specifications

There are five large banners positioned on the external frontage of Hamer Hall facing St Kilda Road and the Yarra River.

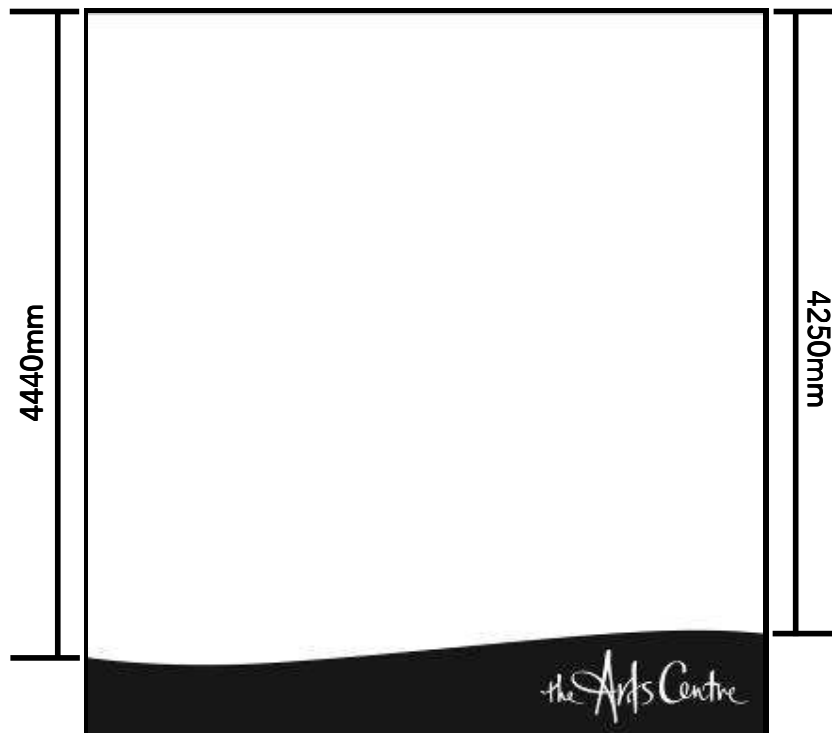
Banner production

The mandatory banner supplier is Creative Visuals (refer to page 14). Presenters using banner spaces are required to bear all costs, including installation charges. There are no charges applicable for the rental of the space.

Presenter requests for specific display positions will be given every consideration; however, positions will be allocated at the discretion of the Arts Centre.

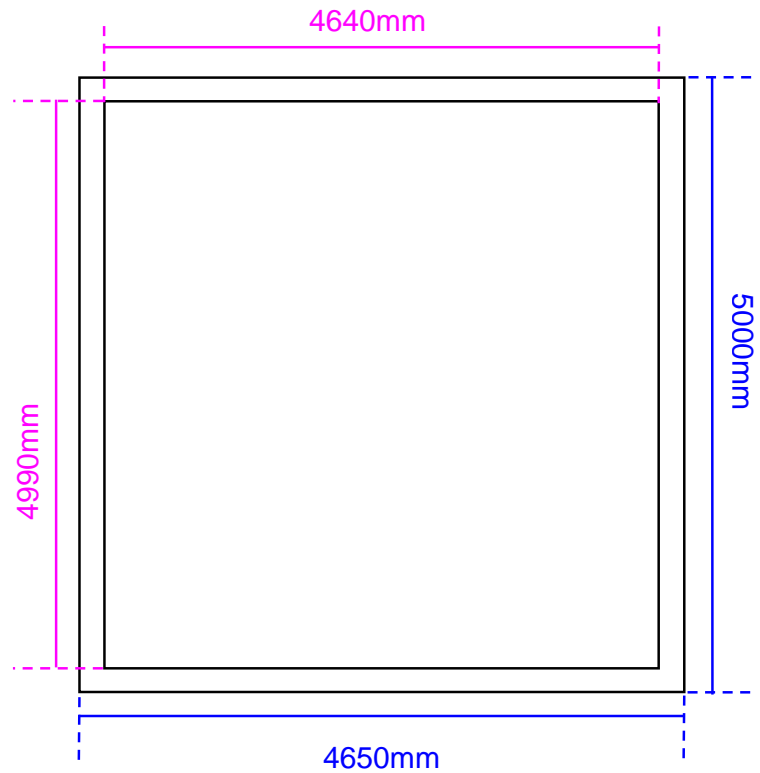
N.B. Due to the popularity of the Hamer Hall sites, bookings are limited to a maximum of four consecutive weeks.

The Arts Centre landmark and key visual identity has been incorporated into the Hamer Hall banner sites.



The material specifications for all four banners are:

● Visible creative working space	4640mm wide x 4990 deep
● Total banner size	4650mm wide x 5000 deep



FLAGS

There are 24 flagpoles around the Arts Centre:

- 10 at the main entrance of the Theatres Building
- 14 along the back of the lawn (currently unavailable until further notice)

Presenters may have their flags flown on these flagpoles by arrangement with the Arts Centre's Marketing Administrator. Priority will be given to presenters in residence.

Display specifications

- The only acceptable form of material is polyester
- Flag dimensions are 1800mm x 4500mm
- Flags should double sided
- The Arts Centre must approve all flag artwork before manufacture
- Flags are to be installed and removed on dates arranged with the Marketing Administrative Assistant.
- Presenters using flagpoles will be required to bear all costs, including Arts Centre staff time and power costs.

Enquiries

Please contact Evan Evans (refer to supplier details on page 14) for detailed technical specifications.



PLASMA SCREENS

Presenters can promote their performances and events on the two plasma screens located in the Theatres Building (Smorgon Family Plaza on Level 5 and Level 6, St Kilda Road).

All footage supplied needs to be broadcast quality in PAL format and converted to MPEG2. Material will be accepted in digital Betacam, SP Betacam or DVCAM. Please contact the Marketing Services Manager if you require material translated to MPEG2, we can recommend a company to facilitate this for you for a fee.

The use of the plasma screens is dedicated to all events being performed at all Arts Centre venues. They cannot be used for event sponsor promotional purposes.

Prior to the material being converted into MPEG2 a VHS of the footage must be forwarded to the Marketing & Communications Administrator for approval.

Recommendation

The duration of the footage should be **no longer than three (3) minutes**.

It is strongly recommended that, where possible, the name of the event appears on screen as a scrolling super for the duration of the footage and that the footage refers to your event's tenure at the Arts Centre. Where possible a voiceover should be used on the footage. It is also recommended that the footage has an end super, for example:

MOMIX
the Arts Centre, State Theatre
15 – 26 March
Book Now! theartscentre.com.au, 1300 182 183 or the Arts Centre Box Office

The Arts Centre has the right to refuse material that is considered to be of poor quality or inappropriate for in-house broadcast quality.

Technical specifications

MPEG-2 encoding of content for playout on the plasma screens:

- The audio track must be MPEG Layer 2 multiplexed with the video.
- Files must be multiplexed as program streams, not transport streams, and the length of the audio and video tracks must be identical.
- The recommended audio bit rate is 384 kbps at 48 kHz
- If there is no audio, a blank audio track must be created.
- The recommended 8 Mbps Constant Bit Rate (CBR) for video gives a superior reproduction on the plasma screens.
- Files must be encoded as YUV 4:2:0, not 4:2:2
- Both fields (odd and even) should be encoded
- The signal must be PAL at a resolution of 720 x 576
- If the original format is 16:9 video this should be encoded as anamorphic 4:3 with the widescreen flag set.
- The standard closed 15 frame GOP for PAL should be used:
IBBPBBPBBPBBPBB
- **The footage should be saved on a cd-rom (not DVD)**

FOYER BANNERS

The Playhouse, Fairfax Studio, State Theatre and Hamer Hall each have a number of sites for banners located in their foyers. They are for the use of the current resident production.

Playhouse	2
Fairfax Studio	2
State Theatre	9

Display specifications

Preferred materials are satin or polyester satin. Other materials, such as paper posters (laminated or otherwise), foam core board and vinyl display material will not be installed.

- Banners must be weighted, preferably with weights sewn into the bottom seam.
- **Please note: the 'Top Sleeve' measurement indicates the circumference of the sleeve.**
- Banners may be smaller than set specifications, but must not exceed the following:

FAIRFAX STUDIO	Hanging off first landing facing foyer.
TOP SLEEVE	100 mm
WIDTH	2300 mm
DROP	1100 mm
FAIRFAX STUDIO	Hanging over stairs as you enter theatre from Smorgon Family Plaza.
TOP SLEEVE	150 mm
WIDTH	2560 mm
DROP	3300 mm (max) 500mm (min)

PLAYHOUSE	Hanging over stairs.
TOP SLEEVE	100 mm
WIDTH	2800 mm
DROP	550 mm
PLAYHOUSE	Hanging in foyer as you enter theatre from Smorgon Family Plaza.
TOP SLEEVE	100 mm
WIDTH	2700 mm
DROP	2560 mm

FOYER BANNERS cont...

STATE THEATRE - Escalator No. 1	Hanging over end of escalator.
TOP SLEEVE	100 mm
WIDTH	1650 mm
DROP	750 mm
STATE THEATRE - Escalator No. 2	Hanging over end escalator.
TOP SLEEVE	100 mm
WIDTH	1900 mm
DROP	850 mm
STATE THEATRE - Facing Bar L3	Hanging over side of stairs opposite bar.
TOP SLEEVE	100 mm
WIDTH	1300 mm
DROP	1050 mm
STATE THEATRE - Facing Bar L3 near Champagne Bar	Hanging over side of stairs opposite bar.
TOP SLEEVE	100 mm
WIDTH	1300 mm
DROP	1050 mm

STATE THEATRE - L3 opposite Champagne Bar	Hanging over side of stairs opposite bar.
TOP SLEEVE	100 mm
WIDTH	1850 mm
DROP	750 mm
STATE THEATRE - Facing Escalator #1 L3	Hanging over side of stairs opposite bar.
TOP SLEEVE	100 mm
WIDTH	1850 mm
DROP	750 mm
STATE THEATRE - Level 5 (3 sites)	Hanging against curved wall under Door 7
TOP SLEEVE	100 mm
WIDTH	2200 mm
DROP	1700 mm

SIDNEY MYER MUSIC BOWL - EXTERNAL BANNERS

There are a number of opportunities for promotional signage at the Sidney Myer Music Bowl (listed below). The only acceptable form of material is heavy-duty vinyl.

Two gate entry banners

Top sleeve	150mm
Bottom sleeve	150mm
Width	1000mm
Drop	2800mm

Main banner centre of the stage (Option 1)

Top sleeve	100mm with eyelets every 1000mm under the sleeve
Width	10 metres
Drop	8.5 metres

Main banner centre of the stage (Option 2)

Top sleeve	100mm with eyelets every 1000mm under sleeve
Bottom sleeve	100mm
Width	10 metres
Drop	4 metres

Two side balcony seating area banners (fascia)

Top	Eyelets every 500m (small)
Bottom	Eyelets each end and centre (small)
Width	6000mm
Drop	600mm