

fabric

Brand & Marketing Guide

Using Our Name



The organisation name
Fabric should always be
written with a capital F and
the rest lower case

- Please always refer to Fabric as a single entity i.e. "**Fabric is**" rather than "**Fabric are**".
- Fabric is the full name, **please do not use** Fabric Birmingham, Fabric Nottingham, Fabric Dance or any other variations.
- Location can be specified when listing key information just not as part of the name. e.g. **Join this workshop hosted by Fabric at Space 2 in Nottingham.**

Using Fabric Marketing Assets

Please use this link to access Fabric logos and colour palette for general marketing use:

[Fabric Logo Pack](#)

Logo Specifics

The logo used must always be **clearly visible** and **legible** and be in clear contrast to the background.



Yellow, blue or white
for dark backgrounds



Red, purple or black
for light backgrounds

The logo must always be either aligned top left or top right (depending on visibility). It can only be placed in the bottom left or right if not visible in top left or top right.

Please send a draft of your material to the marketing team for approval before publishing.

Social Media Accounts

Please be sure to tag our social media accounts and include the hashtag where possible.



[@fabric.dance](https://www.instagram.com/fabricdance)



[@fabricdance](https://www.facebook.com/fabricdance)



[@fabricdance](https://www.linkedin.com/company/fabricdance)



[@fabricdance](https://www.tiktok.com/@fabricdance)

Good Practice & Working With Fabric Social Media

Images

When using an image supplied by us please include the credit when given.

Reciprocal Marketing

When asking us to share posts on our social media channels, please ensure the content is already on your account ready for us to share.

Please then tag our us or send it to us on that channel so we can post/share.

Please follow this process unless you have a separate agreement with us to create content for a campaign.

#ArtsInTheMidlands

Every Friday on Instagram, we share arts opportunities/events happening **across the Midlands**.

If you would like us to include any Instagram stories as part of this, either send it across to us (content must already exist) or join us in using the hashtag.

Any questions? Get in touch.



If you would like to talk through anything in this pack, feel free to get in touch with the marketing and communications team via email: marketing@fabric.dance

This inbox is monitored by the marketing and communications team everyday during office hours (Monday to Friday, 9am – 6pm).

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