

fabric

Marketing & Content Pack

What and who is this pack for?

For dance companies, artists, producers and marketing/communications teams working with Fabric.

This pack is here to help us tell your story in a way that connects meaningfully with the people you want to reach.

By helping audiences get to know you; the creative voice behind the work, we can deepen their connection to your practice and your time with us at Fabric.

Think of this pack as a starting point for how we'll collaborate on content creation.

There's no single way to do this, ideas evolve, and that's part of the process. We're excited to explore and shape this together.

Content Ideas

Together, we can create content that really speaks to the people you want to reach. Let's think about where your audiences are, how they engage, and the best ways we can connect with them through your work.

Some ideas we've done with other artists you might like to try:

- Sharing a music playlist or reading list connected to your work
- Behind the scenes footage of rehearsals, in-the-studio on stage etc.
- Writing/recording a blog
- A short video from choreographer/performers talking about you, or an element of the work/full work or your experience of it etc.
- Instagram takeover – following you around for a day (on the Fabric IG account)

OR if you have some other ideas, get in touch with the marketing and communications team.

Previous Examples

Here are some previous examples of content that has been used to help audiences connect with artists and their work.

[A short video promoting the artists' work/process](#) – Jean Abreu and Naishi Wang talking about *Deciphers*

[A transcript reflecting on a the artists work and an in conversation event about the work](#) – written by Natifah White

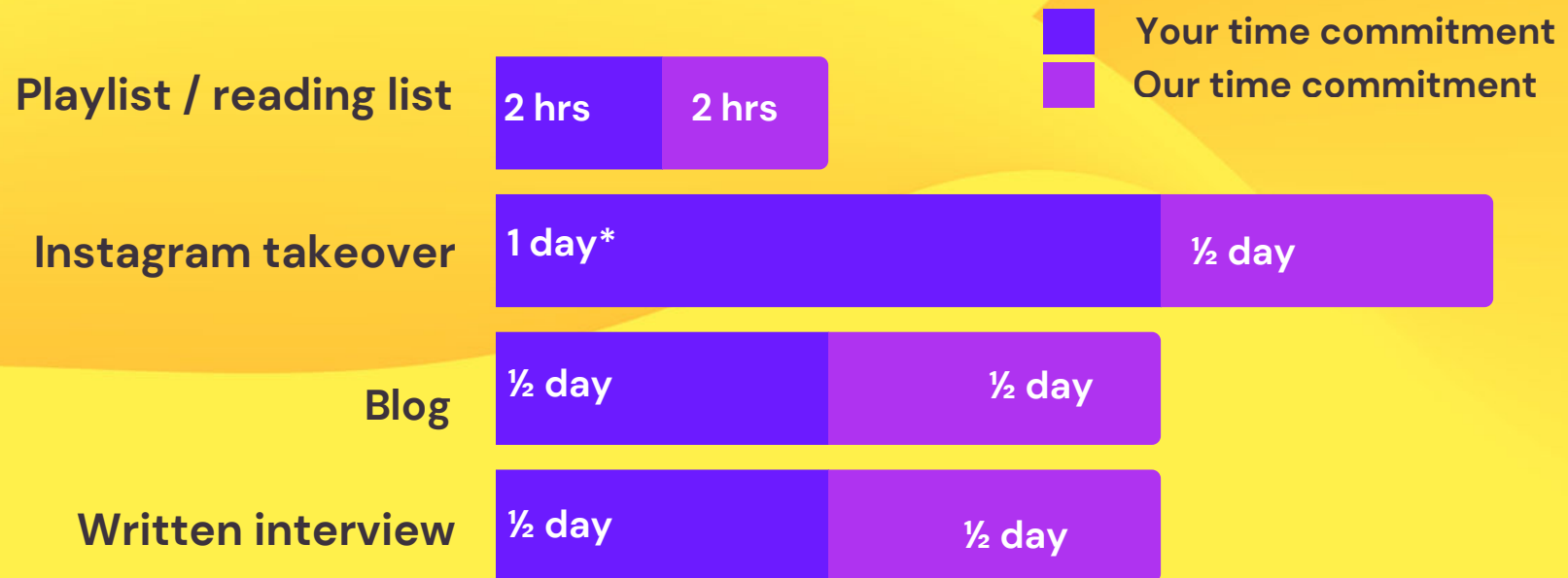
[A video from the artist talking about their work, mixed in with their trailer](#) – Stuart Waters sharing about *A Queer Collision*

Dance Insights were a collection of insights from artists we have worked with. Their insights were shared in various ways, through writing, music and more. Have a look through the examples below.

[Discover Dance Insights here](#)

Timeline Guidance

To give you an idea into how much time content creation will take, we've created some approximate timelines for various content types including your time commitment (e.g. planning / writing / recording session) and our time commitment (e.g. writing a brief / uploading to website / video editing).



*1 day = 7 hours to reflect our working day. Delivery timelines will be agreed based on Fabric's communications team and artist capacities.

Using Fabric Marketing Assets

Logo Guidelines

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

Clearance

It is recommended that the logo should not be reproduced smaller than 25mm width in print, or 80px on screen.

There is no maximum size

Using Fabric Marketing Assets

Positioning

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.

Further Rules

Please don't present the wordmark using colours outside of the palette, don't rotate, skew or affect the width or height independently, and please don't be tempted to apply any visual effect

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

[Fabric Logo Pack](#)

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

Any questions? Get in touch



If you would like to talk through anything in this pack, feel free to start the conversation 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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