

## Marketing & Branding Guidelines

Our guidelines and some useful information are given below to assist you in promoting your exhibition. It is essential that you provide RAGM with copies of all your publicity material prior to distribution for approval.

### Important Information

All publicity, including fliers and press releases should include:

- The address of the gallery:  
*Rugby Art Gallery & Museum*  
*Little Elborow Street*  
*Rugby CV21 3BZ*
- The RAGM website address [www.ragm.co.uk](http://www.ragm.co.uk)
- contact details: (01788) 533201 or [ragm@rugby.gov.uk](mailto:ragm@rugby.gov.uk)
- Name of '**Balcony Gallery**' which must be in century gothic font
- Logos - The Rugby Art Gallery and Museum logo and the Rugby Borough Council logo
- Dates of your exhibition

It may also include

- Balcony Gallery opening hours: Mon - Sat 10am-5pm, Bank Holiday 10am-4pm
- Events and talks connected with your exhibition (please discuss with us in advance)

**Opening dates.** The first and last day of your contract are for setting up and taking down your exhibition. The opening hours on your publicity should be the times you are actually open to the public.

**Posters:** Rugby Art Gallery and Museum produce and provide the posters for the RAGM Building following a standard template. We do this to provide a brand consistent poster that is instantly recognisable as the Balcony Gallery.

We need you to provide a high resolution image to insert into the template.

The poster will be shared with you prior to print.

**Website:** Please provide an image, title and approx. 200 words about yourself/the exhibition. The sooner this is provided the sooner it can be on the website.

**Flyers:** Flyers can go in the Balcony Gallery area of the Museum and the Art Gallery. Flyers can be as colourful and as informative as you want, but must conform to the above requirements on logos and titles.

**Email-outs:** We send out a monthly e-newsletter to our email listings which includes details of your exhibition.

## **RAGM Social media**

Information about your exhibition will be included on our digital media. Useful addresses.

[www.ragm.co.uk](http://www.ragm.co.uk) Facebook @artsinrugby Instagram @rugby\_gallery.

Please let us know your social media accounts (if any).

## **In the gallery**

There are 2 A2 poster clip frames in the Balcony Gallery – one for the exhibition poster and one for ‘artist information’. Please provide suitable text.

**Press releases:** These should inform the reader about your exhibition. In the first paragraph include the important facts, dates and the venue. Use the second paragraph to explain what it is you are exhibiting in a clear way so everyone can understand. Try to avoid using long words. You can place any further information about your exhibition, its history and yourself, in further paragraphs. Ensure the exhibition location is mentioned accurately on press releases please i.e. ‘Balcony Gallery, Rugby Art Gallery and Museum’.

We recommend you send your press release out to the media at least two weeks prior to your exhibition’s opening. Always telephone the media a day or two after sending the release, preferably offering them a photo opportunity at your studio or the Balcony Gallery.

Below are contact details for the local press (please note contact details subject to change):

**Rugby Observer:** (01926) 451900

Post to: Rugby Observer, 45 The Parade, Leamington Spa CV32 4BL

E-mail: [editor@rugbyobserver.co.uk](mailto:editor@rugbyobserver.co.uk)

**Rugby Advertiser and Review:** (01788) 539977

Post to: Rugby Advertiser, 2 Albert Street, Rugby, CV21 2RY

E-mail: [editorial@rugbyadvertiser.co.uk](mailto:editorial@rugbyadvertiser.co.uk), [lucie.green@rugbyadvertiser.co.uk](mailto:lucie.green@rugbyadvertiser.co.uk),

**Warwickshire Evening Telegraph:** (024) 7663 3633

Post to: Evening Telegraph, Thomas Yeoman’s House, Canal Basin, St. Nicholas St. Coventry, CV1 4LW

E-mail: [mandy.brain@trinitymirror.com](mailto:mandy.brain@trinitymirror.com)

**107.1 Rugby FM:** (0845) 0949771 (studio) 01926 485600 (office)

Post to: 107.1 Rugby FM, The Ideas Centre, Holly Farm Business Park, Honiley, Nr Kenilworth, CV8 1NP. Add your event to [www.rugbyfm.co.uk](http://www.rugbyfm.co.uk) – Rugby FM do not accept press releases by email.

**BBC Coventry & Warwickshire,** Tel: (024) 7655 1000, email: [coventry.warwickshire@bbc.co.uk](mailto:coventry.warwickshire@bbc.co.uk)

BBC Coventry & Warwickshire, Priory Place, Coventry, CV1 5SQ

**Rugby Hospital Radio at St Cross**

email [studio@rugbyhospitalradio.org.uk](mailto:studio@rugbyhospitalradio.org.uk)

**Please supply your publicity materials for approval to RAGM by post or e-mail on [ragm@rugby.gov.uk](mailto:ragm@rugby.gov.uk).**

For further information, call (01788) 533201. Thank you.