

FRIDAY AFTERNOONS



Friday Afternoons

Communications Pack

May 2016



Aldeburgh Music



Thank you for showing an interest in Aldeburgh Music’s Friday Afternoons Project, and for wanting to use our logo. Please follow our guidelines, which are below. If you have any questions about your Friday Afternoons project please email htripp@aldeburgh.co.uk or call 01728 687163.

Logos

Alongside this pdf will be a package of logos in a zip file. Please download these for your use. You will see that there are a couple of options of logos. These are:



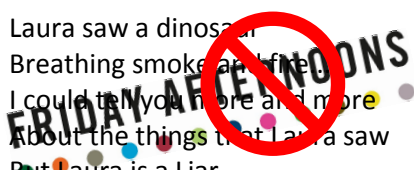

- JPEG files – for use on your website, social media pages, or for very small printed images
- EPS files – for use with hi-resolution printing e.g. flyers, banners, posters, t-shirts

Please only use the logo that looks like this:

FRIDAY AFTERNOONS



You can **rescale** the logo but please use the corners of the area to make sure that it retains its shape. Please follow the below guidelines:

<p>Do not tilt</p> 	<p>Do not recolour/fill with pattern</p> 
<p>Do not put logo behind or on top of text</p> <p>Laura saw a dinosaur Breathing smoke and fire I could tell you more and more About the things that Laura saw But Laura is a Liar.</p> 	<p>Do not stretch or squish</p> 

Project Summary

You can also include the following information about us on your website/print:

The ‘Friday Afternoons’ initiative began in 2013, as part of the celebrations for Benjamin Britten’s centenary (Britten founded the Aldeburgh Festival). We took Britten’s set of Friday Afternoons songs, written for his brother’s school in the 1930s, made them available as free downloads through the website – www.fridayafternoonsmusic.co.uk – and supported the learning of the songs through extensive interactive resources, including those from Charanga Music, also available free of charge.

What was initially just a Suffolk project became regional, then national, then global, and to date there have been close to 80,000 children involved in the project. We are thrilled that composer Jonathan Dove has written new songs for this year, set to specially written lyrics by Alasdair Middleton. Sheet music, backing tracks and other resources are available from our Song Bank, along with all of the songs from past years.