

Fergus Grand Theatre Graphic Standards and Copy Guide

General Principles

Graphic standards and advertising copy for events at The Fergus Grand Theatre:

- Should look and sound polished, professional and contemporary, yet not appear high-brow or elitist
- Should contain clear, specific information, including the show's name, date, location, final ticket price, and box office information
- Must include all fees and taxes in the advertised ticket price
- Must, when being used online, use the event-specific link provided by the theatre, rather than the theatre's generic homepage link, in order to start the buying process with a single mouse click

Please see our [Marketing Best Practices Guide](#) for more additional information

Specific copy and graphics required for all ticketed events

- Lo-res Digital Poster
 - Used for: TixHub page poster, digital signage, other online marketing opportunities as available
 - Size: 8 ½" x 11" portrait
 - File type: JPEG, RGB colour profile, 500KB or less, no spaces in name
- Gallery View image or video
 - Used for: display on the [Gallery View](#) page in Tixhub
 - Size: 320px wide by 200px high
 - File type: JPEG, RGB colour profile, no size limitations. This space can also be populated with a YouTube video with content from the show
- Hi-res Digital Poster
 - Used for: Lobby display poster, Centre Wellington Community Guide
 - Size: 8 ½" x 11" portrait
 - File type: JPEG, CMYK no-colour-black profile
 - Notes: use [2big4email](#) service to send large files

- Banner
 - Used for: Theatre’s homepage
 - Size: 1134px wide by 368px high
 - File type: JPEG, RGB colour profile
 - Notes: avoid text or images on the bottom 5% if possible
- Button
 - Used for: The Grand Fan, the theatre’s bi-monthly patron eNewsletter
 - Size: 193px wide x 131px high
 - File type: JPEG, RGB colour profile
 - Notes: Very small, and no text – a written description will be next to it
- Brochure Rack Cards
 - Used for: handing to patrons who walk in to the box office
 - Size: 3-up flyers are the preferred size – other sizes may not be displayed
 - File type: Printed flyers, supplied by the client
 - Notes: limited numbers required, unless also used as program stuffers
- Program Stuffers
 - Used for: Program stuffing, and populating the brochure rack if applicable
 - Size: Varied – “2-up” and “3-up” flyers are the most common
 - File type: Printed flyers, supplied by the client
 - Notes: Contact the theatre before printing in order to get an idea of how many pieces we are likely to be able to go through before your show
- Advertising copy
 - Used for: eNewsletters, box office sales, on the TixHub page, media interview notes, other miscellaneous marketing opportunities
 - Sizes:
 - A short one-sentence description for use in the eNewsletter
 - A two-three sentence “elevator pitch” about your event for use by box office volunteers to sell the show to walk-in/phone-in patrons
 - A longer, more detailed description, such as a press release or artist bio, for use on the TixHub page (should include a link to the artist/company website, if available)
 - File type: Word doc
 - Notes: Proofread!