



Fergus Grand Theatre Graphic Standards and Copy Guide

General Principles

- All client marketing materials 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, the venue name Fergus Grand Theatre, final ticket price (fees and taxes included), the box office phone number, 519-787-1981, and the theatre's website – www.fergusgrandtheatre.ca.
- Should **not** contain: any false, misleading, or offensive words or images, material you do not have legal permission to use, the Fergus Grand Theatre or Township of Centre Wellington logo or branding, the Township phone number 519-846-9691, or the township website – www.centrewellington.ca.

When creating hyperlinks for your event, please use the event link sent to you in your confirmation email, rather than the theatre's generic homepage, or your own website.

Specific Requirements

- Digital Poster
 - Used for: TixHub page poster, digital signage, etc.
 - Size: 8 ½" x 11" portrait
 - File type: JPEG, RGB colour profile
 - Consider adding a QR code with the event link
- 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, or a YouTube video trailer
 - Should contain a striking image only – no text is necessary
- Newsletter Image
 - Used for: The Grand Fan, the theatre's patron e-newsletter
 - Size: 400px wide by 400px high
 - File type: JPEG, RGB colour profile

- Should contain a striking image only – no text is necessary
- Brochure Rack Cards
 - Used for: walk-in patron inquiries
 - Size: 3-up flyers are preferred, quarter-page cards are hard to retrieve
 - File type: Printed, supplied by the client
 - Notes: contact the theatre for quantities required
- Advertising copy: a written description of your show, about 100 words or less. This can be used on the TixHub event page, and is kept on the clipboard in the box office to answer questions from walk-in/phone-in patrons

Please remember to cc us on any press releases, major announcements, or other marketing initiatives – if we have your information we'll try to help you out in any way that we can.

Please see our [Marketing Best Practices Guide](#) for more tips, tricks, and best practices around creating content and getting information about your show in front of your target audience.