

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

- 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
- 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. This space can also be populated with a YouTube video with content from the show
- 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/Program Stuffers
 - Used for: walk-ins, program stuffing
 - Size: 3-up flyers are preferred
 - File type: Printed, supplied by the client
 - Notes: contact the theatre for quantities required
- Advertising copy: a written description of your show