

Artwork Best Practices

Posters are placed in two places: above the stage and in the hallway. The posters in the hallway are viewed close up and are well lit. The posters above the stage offer much better advertising, but are viewed from a distance and are dimly lit. Please:

1. Ensure all important information is high contrast.
2. Ensure text is large and bold enough for distance reading.
3. Consider bold colours, they work well.

Sizing and Required Content

By providing The Carleton with properly sized and exported files we reduce rework and change requests.

Logos for placement are available at thecarleton.ca/artistasets

11x17 POSTER



Sizing:

Finish size: 11"x17" no bleeds/crops
Image size: 10.5"x16.5" (.25" white space all around)

Images: Minimum 100dpi, Ideal 200dpi or more as placed

Required Information:

Event Name/Act Name (s)/Special guest (s)
The Carleton Logo (keep proportions + colour)
Tickets at thecarleton.ca (or similar) – 42pt"

Dates: Day, Date and Time – 48pt min. type size

Optional Information:

Pricing, Performers, Other details

Provided as files:

1. 11"x17" .pdf @ 150-300dpi
2. 792px by 1224px .png or .jpg max size 1mb

FACEBOOK EVENT + INSTAGRAM IMAGES

Sizing:

Facebook Image Size: 1920px by 1005px

Instagram Image Size:

1080px by 1080px **OR** 1080px by 1350px

Images: Minimum 72dpi as placed

Required Information:

Event Name/Act Name (s)/Special guest (s)
The Carleton Logo (keep proportions + colour)
Date and Time

Optional Information: Day, Performers

Do not include: Pricing

Provided as file:

3. Facebook: 1920px by 1005px
4. Insta: 1080px by 1080px **OR** 1080px by 1350px .png (ideal), .jpg (acceptable)

CARLETON.CA LISTING IMAGE

Sizing:

Image Size: 1908px by 660px

Images: Minimum 72dpi as placed

Required Information:

Event Name/ActName(s)

Optional Information:

Special Guests, Host

Do not include:

Pricing
Individual Performers
Day, Date, Time
The Carleton Logo

Provided as file:

5. 1908px by 660px .png (ideal), .jpg (acceptable)

