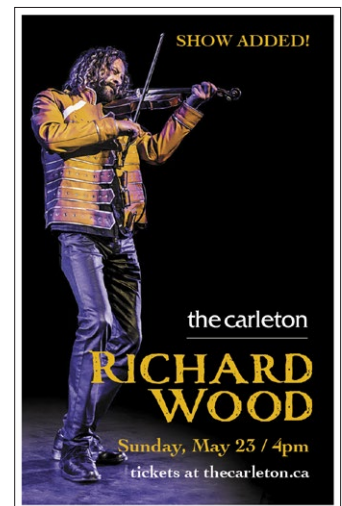
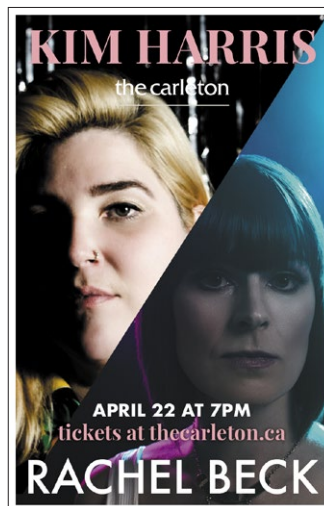
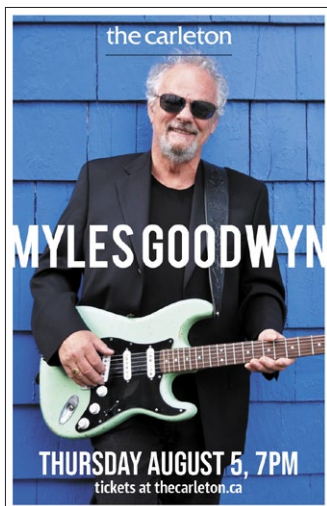


Artwork Best Practices

Posters are placed in two places: above the stage and in the hallway on route to the washrooms. 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 poorly lit. Please:

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

Successful Artwork Examples:



The Carleton Logo + Elements Downloads

Logos for placement are available at thecarleton.ca/artistasstets

the carleton

Sizing and Required Content

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

Our experience has shown that including the content below will ensure ticket sales while assisting The Carleton with graphic consistency, helping us maintain and build our brand.

Thank you for following the guidelines:

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

Date and Time – 48pt*
For multiple shows or shows Thursday-Sunday, the day (unabbreviated) is required.
Day is optional for single shows Monday-Wednesday.

* minimum type size

Optional Information:

Pricing, Performers, Other details

Provided as file with dates:

.pdf at 11"x17" @ 300dpi (ideal) or .png at 3300px by 5100px (acceptable)

Provided as file without dates:

792px by 1224px: .png (ideal)
.jpg (acceptable)

FACEBOOK EVENT IMAGE



Sizing:

Image Size: 1920px by 1005px
Images: Minimum 72dpi as placed

Required Information:

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

Optional Information:

Performers

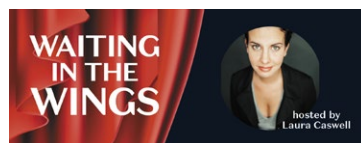
Do not include:

Pricing
Day, Date and Time

Provided as file:

1920px by 1005px:
.png (ideal), .jpg (acceptable)

CARLETON.CA LISTING IMAGE



Sizing:

Image Size: 1656px by 630px
Images: Minimum 72dpi as placed

Required Information:

Event Name/Act Name (s)

Do not include:

Pricing
Special guest (s)
Performers
Day, Date, Time
The Carleton Logo

Provided as file:

1656px by 630px:
.png (ideal), .jpg (acceptable)

The Carleton Logo + Elements Downloads

Logos for placement are available at thecarleton.ca/artistasstets

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