To effectively promote your event at The Carleton, we need 5 pieces of art:
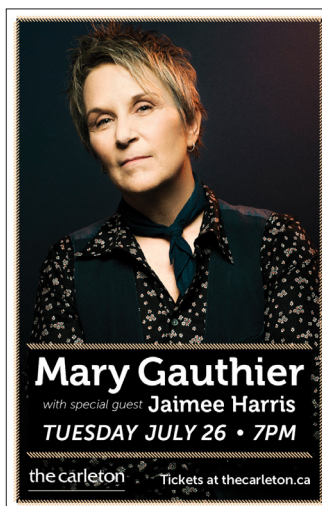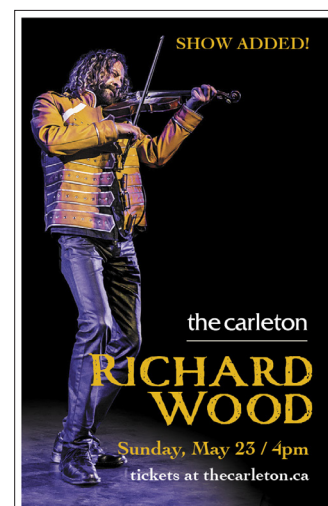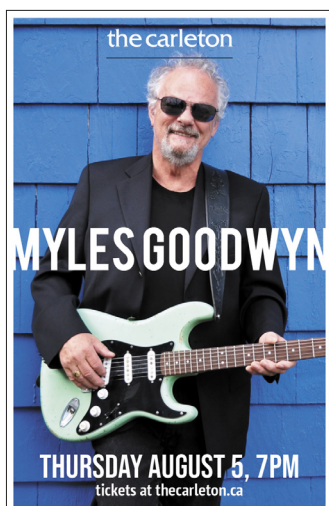
11" x17" vertical poster | Undated vertical poster | Facebook event image | Instagram image | Website listing image

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 dimly lit. The Facebook, Instagam and Listing images also benefit from being easy to read. 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
MYLES GOODWYN
THURSDAY AUGUST 5, 7PM
tickets at thecarleton.ca

NICK MACLELLAN &
YONELIS LEGRA NOA
the carleton
FRIDAY MAY 7, 7PM
tickets at thecarleton.ca

AVERY DAKIN
Video Release Show
SELF PRESERVATION
Special Guests
Tevon Tynes | The Hightides
Thursday June 16, 7:30pm
the carleton

SHOW ADDED!
the carleton
RICHARD WOOD
Sunday, May 23 / 4pm
tickets at thecarleton.ca

the carleton
TEVON TYNES
& THE SUPERSTATICS
SATURDAY MAY 1 • 7PM
Get your tickets at thecarleton.ca

A CELEBRATION OF THE LIFE & MUSIC OF
JAY SMITH
SUPPORTING THE UNISON FUND UNISON
Tim-Jim Baker
Adam Baldwin
Brad Conrad
Morgan Currie
Dennis Ellsworth
Leith Fleming-Smith
Ian MacDougall
Christina Martin
Thomas Matheson
Laura Merrimen
Jarrett Murphy
Dale Murray
Andy Patil
Justin Vallis
Plus
Daniel Baldwin, Scott Brown &
Mike Morrison of Rock Ranger
and Special Guests!
the carleton
SUNDAY APRIL 3
2PM tickets at thecarleton.ca

Mary Gauthier
with special guest Jaimee Harris
TUESDAY JULY 26 • 7PM
the carleton Tickets at thecarleton.ca

the carleton
Còig
LIVE IN CONCERT
SATURDAY MAY. 1 | 1PM
tickets at thecarleton.ca

The Carleton Logo + Elements Downloads

Logos for placement are available at thecarleton.ca/artistassets

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 for the 5 required items:

1.+ 2. 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*

* minimum type size

Optional Information:
Pricing, Performers, Other details

1. Provided as file with dates:
.pdf at 11"x17" @ 300dpi (ideal) or .png at 3300px by 5100px (acceptable)
2. Provided as file without dates:
792px by 1224px: .png (ideal)
.jpg (acceptable)

3. FACEBOOK EVENT +
4. INSTAGRAM IMAGES

Sizing:
Facebook Image Size: 1920px by 1005px
Instagram Image Size: 1080px by 1080px
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. Instagram: 1080px by 1080px
.png (ideal), .jpg (acceptable)

5. CARLETON.CA
LISTING IMAGE

Sizing:
Image Size: 1908px by 660px
Images: Minimum 72dpi as placed

Required Information:
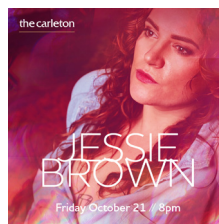Event Name/ActName (s)

Optional Information:
Special Guests, Host

Do not include:
Pricing
Individual Perfomers
Day, Date, Time
The Carleton Logo

Provided as file:
5. 1908px by 660px
.png (ideal), .jpg (acceptable)

**11"x17"
with .25" white
space all sides**

**One poster for
each show date/
time**

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the carleton