EVENT POSTERS
2024-2025 Style Sheet and Guide

Purpose: To create standard styles and formats, derived from University marketing standards, that ensure uniform content and visual identity for School of Music event posters. It is understood that certain major events require more sophisticated designs that will deviate from these generic standards.

Event posters are created in Adobe InDesign, a layout and design app.

Styles are updated every year—sometimes only slightly—so make sure to use the current version of the poster template.

SUBMISSION
Email draft event posters to: musicconcerts@txstate.edu

Posters should be submitted at least two weeks prior to the event, to allow adequate production time.

WHAT YOU WILL NEED
Software: Adobe Creative Cloud, which includes InDesign
    (https://doit.txst.edu/services/adobecreativecloud)
    The app is available on all computer in Schneider Music Library.
    Do not use free online alternatives to this software as they do not contain all the style and layout features.
Font: Palatino Linotype
    Note: Do not worry if this font is not available on your computer. We will substitute fonts when you submit your InDesign poster file.

POSTER TEMPLATE
Available on the School of Music website:
    https://www.music.txst.edu/resources/general/programs-posters-slides.html

Paper: 11" x 17" (portrait)
    Can be reduced to fit approximately on 8-1/2" X 11" paper.

CONTENT CHECKLIST
Note: Feel free to create your own event poster design, but it must include the following information.
- ❑ TXST School of Music logo
- ❑ Image—headshot or half-body photo of performer(s); leave enough clear space in the photo so that you can crop the image vertically and horizontally.
- ❑ Concert series or event type (e.g., 2024-2025 Student Artist/Faculty Artist/Guest Artist/Student Ensemble Series)
- ❑ Title
- ❑ Names of ensemble (e.g., TXST Wind Symphony, TXST Chorale, etc.) and main performer(s) with their instrument/voice part in italic (e.g., Bryn Terfel, *bass-baritone*; Dalton Baldwin, *piano*)
- ❑ Complete date with day, month, date, and year (e.g., Thursday, March 1, 2024)
- ❑ Accommodation statement

- ❑ Starting time (e.g., 6:00 p.m., 7:30 p.m.)
- ❑ Performance venue (e.g., Performing Arts Center Recital Hall, Evans Auditorium, Music Building Recital Hall)

APPROVAL AND PRINTING
All event posters, including non-School of Music posters, must be approved before being printed and posted in the building. Approval stamps can be obtained in the Music Office.

Student Posters. The School of Music does not print or pay for Student Artist Series recital posters. Students may print posters at Copy Cats, located on campus in Nueces or any print shop of their choice. Copy Cats accepts major credit cards or cash for their products and services.

Faculty and Guest Artist Posters. The School of Music will print a limited number of Faculty Artist Series and Guest Artist Series posters.