

EVENT SLIDES 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 slides. It is understood that certain major events require more sophisticated designs that will deviate from these generic standards.

Event slides can be created in a variety of readily available apps.

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

SUBMISSION

Email draft event slide to: musicconcerts@txstate.edu

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

WHAT YOU WILL NEED

Software: Microsoft PowerPoint or Canva are recommended.

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 event slide file.

SLIDE TEMPLATE

PowerPoint template available on the School of Music website:

<https://www.music.txst.edu/resources/general/programs-posters-slides.html>

Aspect Ratio: 16:9

CONTENT CHECKLIST

Note: Feel free to create your own event slide design, but it must include the following information.

- TXST School of Music logo
- 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)
- 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)
- 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.