

EVENT POSTERS

2026-2027 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://services.txst.edu/TDClient/39/ITAC/Requests/ServiceDet?ID=130>)

The app is available in Schneider Music Library (all computers) and in the Computer Lab (front and back rows of computers).

Do not use free online alternatives to this software as they do not contain all the style and layout features.

Font: Garamond

Note: Do not worry if this font is not available on your computer. We will substitute fonts when you submit your InDesign program 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., 2025-2026 Student Artist/Faculty Artist/Guest Artist/Student Ensemble Series)
- ☐ Title of the performance, if any (e.g., “Winds of Change” or “An Evening of Schubert Lieder”)
- ☐ 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, 2027)

- ☐ Accommodation statement
- ☐ Equal Opportunity statement
- ☐ Starting time (e.g., 10:00 a.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.

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