

OTHER SPACE ARTS

A Graphics & Poster Events Promo Guide

BEST PRACTICES:

- ✓ Please design your graphic in 4 x 5 (1080 x 1350px) to be shared on Instagram.
- ✓ Include a **clear title, date and time** of your event.
- ✓ A clear, high-quality **image or graphic** which represents your event and vibe. This should be the **main feature** of your poster to grab people's attention.
- ✓ Make sure to **balance your design** so all text can be read clearly, and elements are not too squished.

BEST TO LEAVE OFF:

- ✗ You don't need to include the full OSA address as people will search directly on google maps. Please just use '**Other Space Arts**' or '**Other Space Arts, Windsor**'.
- ✗ Please **no QR codes** or **long website links** on the design. Ticket links and more info can be put in the caption.
- ✗ Think about if any secondary information can be put in the caption instead. The main event poster should be eye catching with key info, and not too busy!

BRANDING:

If you are adding OSA branding to your poster, please use our **primary logo**:



Please ensure you leave enough space around this so it's not squished against the edge, or other elements in your design.