

# Posters and flyers for your event at the Gate

Gloucester Contemporary Artists (GCA) wants your event to be noticed. We offer you this design guidance and we hope you find it helpful.

Instagram has moved to a 3:4 (portrait) aspect ratio.

Whilst 4:5 is still supported, 3:4 is the new standard.

The 3:4 (portrait) proportion works well on social media and the GCA website. The same format also looks good printed with a maximum width of 420mm for our A-Board.

You may also want to adapt your design to DL proportions 999 x 210mm) for a printed flyer.

Choose a single strong image that bleeds to the top and sides. The font should be in a size and colour to contrast well with the image. Do not overcrowd the image - less is more.

Only two fonts should be used (Gill Sans and one other). Avoid using all capitals.

The date is in Gill Sans and centred.

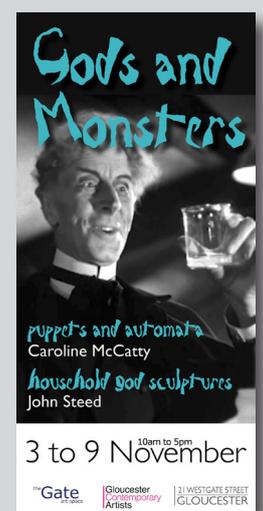
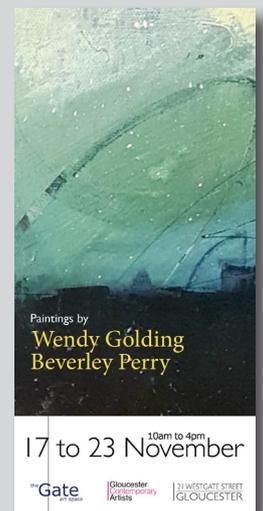
Numbers in date only - no 'th', 'nd' or 'rd'.

The footer remains the same on all posters. Gate logo and address are available as png downloads from the website.

If all the participating artists are GCA members, the GCA logo (typographic format) must be used. If it is a private hire, your group logo can appear in the footer middle, or otherwise left blank.

If the poster is to be taken to a printer - allow a 3mm bleed with cut lines and save as a print quality PDF. Otherwise save as a 300 dpi jpeg.

[contact@gloucestercontemporaryartists.art](mailto:contact@gloucestercontemporaryartists.art)



the Gate  
art space

the Gate art space logo

Gloucester  
Contemporary  
Artists

GCA logo (typographic)

21 WESTGATE STREET  
GLOUCESTER

the Gate art space address