

# ARTS IN AUGUST – PROMOTIONS KIT GUIDE

Follow this how-to guide to use the promotional items for your registered Arts in August event.

Using the promotional kit supplied will ensure that all Arts in August events are easily identified as part of the campaign.

## Arts in August logo for promotions

The easiest way to tag your event as a registered Arts in August event is to add the Arts in August logo to any promotions.

Also, if you already have posters and flyers organised, simply put the logo on it.

### Colour logo

Use the logo on any advertising and promotional material related to a registered Arts in August event.

This logo should be used on a white or single-colour background.



### Monochrome logo

Use on any advertising and promotional material related to a registered Arts in August event.

The monochrome logo should be used on a colourful background.

## Printed media – customisable templates

If you haven't already designed posters and flyers or are looking for a simple way to advertise, use one of the poster or flyer templates. All you need is basic knowledge of computer or mobile image editing software, or a friend that can help out.



### Poster template

Use the poster template to create an Arts in August branded event poster.

Available formats are .pdf that can be edited with software such as Adobe Acrobat or Nitro PDF, or .jpeg that can be edited with any image software on a computer or on a mobile.

Easy to use online design software Canva ([www.canva.com](http://www.canva.com)) is a handy tool to make simple posters.

An example poster made with Canva where the yellow box has been covered by a white box to allow for more space.





### DL Flyer template

Use the DL Flyer template to make a custom Arts in August flyer for your registered event.

Available formats are .pdf that can be edited with software such as Adobe Acrobat or Nitro PDF, or jpeg that can be edited with any image software on a computer or on a mobile.

Easy to use online design software Canva ([www.canva.com](http://www.canva.com)) is a handy tool to make simple posters.

## Social media and web

### Email signature

Use as an email signature to promote Arts in August.







#### Square website and social media tile

Use as an image for a social media post or on your website.

#### Facebook event cover

Use as an event cover image on Facebook.

Dimensions: 1920x1080 px



#### Facebook page cover

Use as a cover on your Facebook page.

Dimensions: 820x340 px



### Social media tile

Use as an image for a social media post.



For questions or problems downloading the resources, contact 1300 242 686 or visit your nearest council customer service centre.