

Digital ads for World Theatre Day (March 27) and World Theatre Day for Children and Young People (March 20)

A “HOW-TO” GUIDE FOR THEATRE COMPANIES
AND CULTURAL ORGANIZATIONS / PARTNERS



Ten digital ads have been created in both English and French to be published on your social media channels to raise public awareness of the civic impact of theatre in Canadian society. Each ad conveys a specific message and is ready to be used and published on your platforms.



A complementary text should accompany each ad to reinforce the messages, provide additional details, and invite users to visit your website for more information. We recommend including your URL at the end of these complementary texts.

If you are unable to create a dedicated page on your website, we suggest including a URL link to the main organizations' websites in your posts.



A summary table is available, providing an overview of the advertisements, available messages, and suggested complementary texts.

You can also choose to create your own ad using the text-free visuals available in the toolkit. To ensure visual consistency with the rest of the campaign, you should follow the graphic style and use the recommended font.

Please refer to the diagram on the next page.

Components and graphic elements of each ad

1

Background images with an integrated logo



2

Text highlighting the key words of the message
Recommended font to use: CLARENDON (or equivalent)



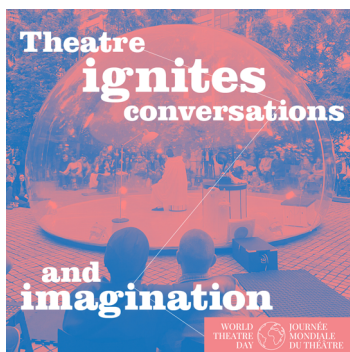
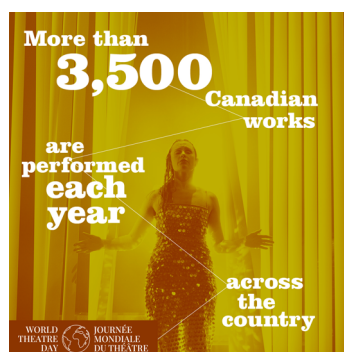
3

Connector lines to help guide the reader's eye through the ad



The provided images are designed exclusively for square-format posts. They must not be modified, stretched, or distorted in an attempt to fit formats for which they were not intended.

Image gallery of available ads



For more information:

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