



O'Shaughnessy Publicity Guide

If you have any questions regarding the guidelines for creation of marketing materials for shows taking place at The O'Shaughnessy, please contact Ross Willits, Deputy Director at 651-690-6759.

- 1 - Please send all marketing materials for events taking place at The O'Shaughnessy to the Deputy Director *before* they are printed or published. The Deputy Director will ensure that all purchasing, directional, and other pertinent information is correct.
 - a. This encompasses any print and digital marketing collateral, including but not limited to postcards, flyers, posters, hand-outs, and advertisements.
 - b. A minimum of 48 hours (two business days) is needed to review any marketing piece.

- 2 - How The O'Shaughnessy should be represented in marketing materials:
 - a. Always use "The O'Shaughnessy at St. Catherine University" or "The O'Shaughnessy." Please be sure you have spelled "O'Shaughnessy" correctly.
 - b. *NEVER* use "Auditorium" in the venue title.
 - c. Use logos sent by Deputy Director – there are several different file versions. Do not manipulate or alter the sent logos; this includes changing colors and dimension ratio (logo may be sized and resized, but not lengthened or heightened).
 - d. The primary coloring for the logo is purple on a white field, or white reversed in a purple field. When purple is unavailable, substitute black.

- 3 - For purchasing methods:
 - a. Use the term "Ticket Office," *not* "box office."
 - b. It is easiest to write, "Tickets may be purchased at door or by phone from the ticket office at 651-690-6700, Mon-Sat, 12 p.m.-5 p.m., or online at oshag.stkate.edu." ***January & Summer hours may vary.*
 - c. Phone number *and* web address must be included on marketing materials.

- 4 - For Website Presence:
 - a. If you are ticketing through Etix/part of the O'Shaughnessy Presents Season, you will receive a dedicated "Public Event" page on the website, including photo (horizontal, dimensions 700 px x 460 px, min. 100 dpi), description (100-250 words), and relevant detail (title, presenter, time, date). If video media is available (via YouTube or Vimeo), it may also be included. **Optional:** You may also wish to submit a photo for the website's homepage banner (horizontal, dimensions 1120 px x 300 px, min. 100 dpi). Any images for print must be a minimum of 300 dpi.
 - b. If you are NOT ticketing through Etix, you may send a photo (horizontal, dimensions 700 px x 460 px), description, and relevant detail (title, presenter, time, date, purchasing directions)