

Stag Theatre Events Brochure & Website Image and Standards Guide



The Stag Theatre's events brochure is delivered throughout Sevenoaks and the surrounding area direct to nearly 20,000 homes as well as being available free at the Theatre.

It represents how our customers see and define the Stag so we want to let you know of some required standards we will apply to entries and adverts to be used in the guide. Our aim is to produce a high quality publication with a consistent quality of imagery throughout which best represents the Stag as a brand. This also assists in selling each individual show.

We require you to supply high quality, high resolution, photographic images to represent your show or event. We will no longer accept graphics, or images/graphics with text and other information overprinted.

We are aware that some hirers and partners may find this easier to comply with than others, and we may be able to assist if images supplied don't meet the new standards.

As a guide, here are some useful pointers...

- High quality production photographs or pictures of artists/cast members performing are always the best option.
- Where high quality production photographs are not available, photographs from past productions may be a strong alternative if they are still relevant (for instance, for dance schools, music events etc.). Alternatively a 'mock up' of a live performance with artists in costume, or shot 'on location' might work
- A photographic image that represents the style of production, such as a close up picture of musical instruments or musical score, of dancing shoes, of a microphone etc. will still have a strong impact with readers.
- In some circumstances, a high quality graphic design (without text) may be considered, but will be accepted at the absolute discretion of the Stag Management.
- Small images and images of low resolution will not be accepted as the quality of the images will become blurred and pixelated when used for print.
- Images should be at least 300dpi. Please check when emailing images that your email settings don't shrink or reduce the size/resolution of pictures. This can cause confusion as it might make the images we receive apparently unusable.
- If you have a number of strong images, please feel free to send a selection.

Where the photographs supplied do not meet the guidelines, we will ask you for an alternative but ultimately instruct our brochure designers to source an image.

The new design of our brochure also allows for expanded show descriptions, so hirers can now send 150 words of brochure copy. Press Reviews and feedback quotes always resonate well with customers and can be included, so please send them if they are available.