



OnScreen Sponsor Recognition Slide Specs & Recommendations

Thank you for your interest in sponsorship opportunities at the historic nonprofit Hollywood Theatre! We appreciate your support and provide OnScreen recognition of our business sponsors. Our staff is here to help, so please let us know if you have any questions.

Design Considerations

- Simplicity is the key to an effective presentation.
- High contrast and intense colors project better than pastels.
- Fonts should be a minimum of 12 points or larger for legibility purposes. When choosing type styles and sizes, consider their legibility from the rear of the auditorium.
- Utilizing color schemes that encompass strong contrasts between font and background colors are recommended. It is best to avoid using red or dark fonts on black backgrounds or vice versa.
- Important design elements (copy, logo, art), should be placed away from the edge of the slide. Focus tends to soften on the outside edge due to various presentation factors.
- Mixed upper and lower case fonts are easier to read than all caps.
- Bold fonts are recommended. Scripts and fine delicate fonts are difficult to read from a distance.

Mandatory Copy & Design Policies

- Slide images must be set in horizontal orientation.
- Resolution should be set at 300 DPI at size 10" x 5.63" (square pixels, 1:1 ratio)
- JPG and PNG image formats are preferred.
- If copy is included on your image, please do not exceed 25 words.
- Background color should be dark. Avoid using white or very light colors as a background as they can appear a bit blinding on the big screen.

Restricted Content

Recognition of sponsors may not suggest endorsement by Hollywood Theatre, nor give the impression of advertising, commercialization or solicitation. Calls to action are prohibited (i.e., "Stop by our showroom to experience..." or "Mention that you saw us at Hollywood Theatre to receive a 10% discount.") Please limit content to items like your business name, description, location, and messages of support for the Theatre.

All content must be acceptable for general audience viewing (Rated G). All copyright and trademark restrictions must be respected. Recruitment, political and religious messaging is not permitted.

Messaging that could be perceived as advocating the use of alcohol or tobacco targeted to minors who may be attending G, PG or PG-17-rated films is prohibited by law.

Production

Email your slide to Cable Wells, Development Coordinator, cable@hollywoodtheatre.org for approval. Once approved, we will add it to our digital slide show. We update the slide show once per week on Thursdays.

Questions? Please contact:

Cable Wells | 503.281.1142
cable@hollywoodtheatre.org