



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. In order to assist you with creating a polished image at the Theatre, we have provided the following slide specifications and recommendations. 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 should be used whenever possible. *Scripts and fine delicate fonts are difficult to read from a distance.*

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.
- Advocating for alcohol or tobacco products is not permissible, as the Hollywood Theatre is all-ages. That which might 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.

Mandatory Copy & Design Policies

- 26 words maximum is permitted. The less text the better!
- No more than two photo elements per slide are permitted.
- 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.
- Slides with visible pixilation on text, photo(s), logo(s) etc., will not be accepted.
- Slides must be setup in horizontal orientation.
- Resolution should be set at 300 DPI at size 10" x 5.63" (square pixels, 1:1 ratio)
- Almost any file type is acceptable: Tiff, GIF, BMP, JPEG, - as long as it is no less than 300 DPI.

Production

- Once you have created your slide and saved it in one of the above-recommended file formats, email it to christen@hollywoodtheatre.org for approval. Once approved, we will add it to our digital slide show.

Questions? Please contact:

Christen Fulk | 503.281.1142
christen@hollywoodtheatre.org