

Signage & Website Guidelines for Hirers



HIS
MAJESTY'S
THEATRE



ARTS AND
CULTURE TRUST



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THEATRE

Welcome to His Majesty's Theatre

As a valued Hirer of an **Arts and Culture Trust** venue, we are pleased to provide guidance on venue signage and website event information to support the promotion of your event.

We invite you to explore the details in this guide, and we extend our best wishes for a successful season.

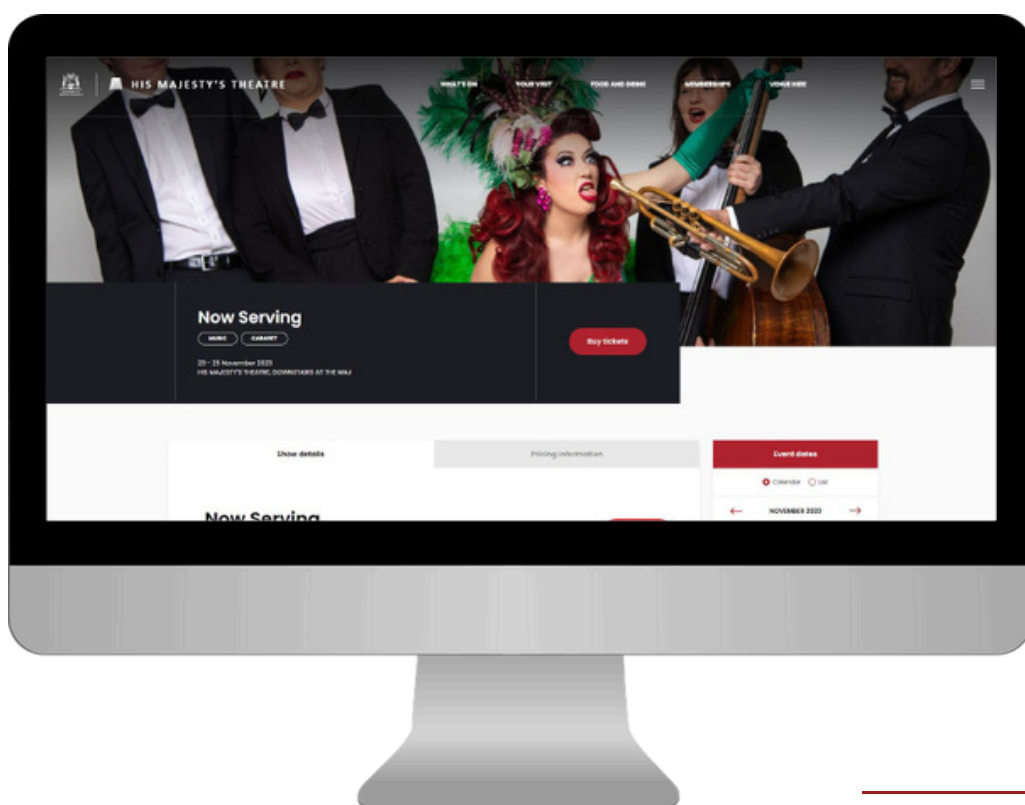
For any queries relating to this document, please contact the Marketing Department at marketing@artsculturetrust.wa.gov.au.



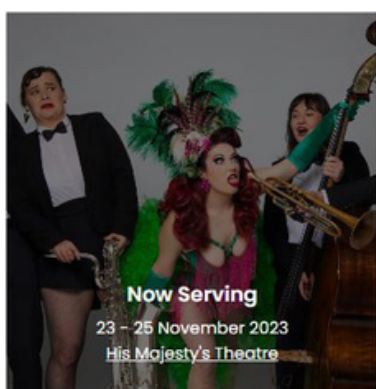
Website Event Page

Your show will receive a dedicated event page on the Arts and Culture Trust website. The Trust's website is high traffic, with over a million sessions per annum, and is a primary source of ticket sales.

What to provide	Note
Show copy	Recommended 100 - 500 words Recommended
Teaser copy	50 - 250 words
Show image 1920 (w) x 1200 (h) pixels	Strictly no text. Observe safe zone. Max 1MB. JPG
Image for cart 300x 300 pixels	JPG
Featured media quotes to highlight	Optional
Image gallery	Optional
Link to YouTube or Vimeo	Optional
Link to digital show program	Optional



Desktop landing page
Observe the safe zones to ensure your image is not cut off.



Event tile
Automatically resized from the master image.

Mobile landing page
Image automatically resizes for mobile view.

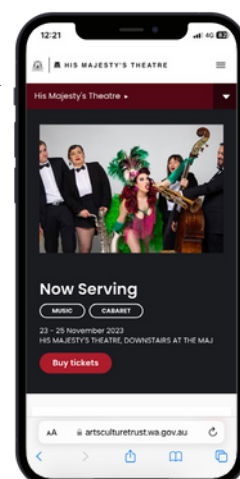
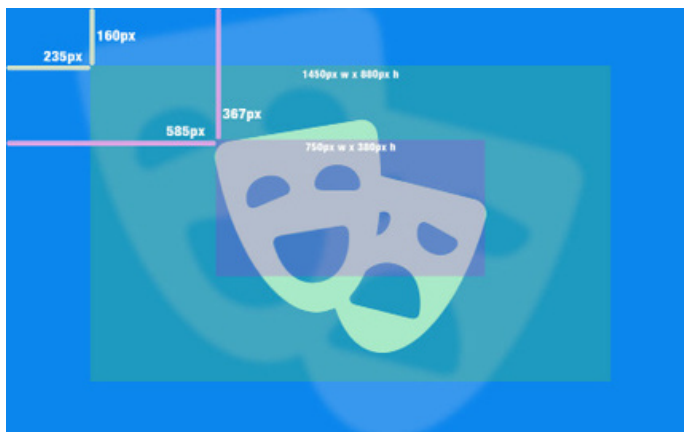


Image Safezones

Our website is responsive to show more or less of the image, adapting to display areas as best fit on different devices.

We have safe zones to help illustrate how you should lay out your image. This means that according to the device being used, your image will appear slightly different. If you resize this browser window on a desktop, you can see how the image adapts to different widths.

To ensure your image sits correctly on the webpage, please ensure you are observing the safezones and that your main image does not use text.



Safe Zone 1 (Pink)

- Safe zone 1 is always visible no matter which device is used.
- Ensure focal point of image (and title treatment if applicable) are within this zone.

Safe Zone 2 (Green)

- Safe zone 2 has more visibility on tablet and mobile devices and reduced visibility of desktop (apart from section where zone 1 and 2 overlap).
- Add other aspects of image to this zone e.g. background.
- Do not place any text within this zone as there is a very high chance it will not display and parts of the text will appear cut off.

Note

- Mobile devices display almost all of the original 1920x1200 px image.
- Generally mobile usage is higher than desktop/tablet usage on our website.

Best practice hints/tips

- Design your image with main focal point in Safe zone 1.
- Have secondary focal point and background in Safe zone 2.
- Carry on background to the rest of the image (this is displayed for those users with large desktop screens).
- Do not have any text on your image.

JPEG Template

Photoshop Template

Tips for Writing Engaging Show Copy for the Web

Identify your audience and write specifically for them!

Think about what would appeal to your target audience about your show and highlight this in your copy.

Keep it accessible.

Avoid the use of jargon or overly complicated language that may alienate potential ticket buyers.

Include a compelling opening line to hook the people in!

The most exciting and important information should be at the top of the page to grab the attention of a ticket buyer.

Refer to your show in the third person.

E.g. "The Theatre Company is delighted to announce the premiere of..."

Keep the paragraphs short and ensure there are lots of line breaks.

When reading in a web environment, people will scan a page of text. Breaking your text up will make it more 'scannable' for web visitors.

Don't include calls to action in the body copy.

This is your chance to sell your show, so concentrate on writing strong copy. Calls to action, including a 'Buy now' button, and additional information will be available to patrons on other parts of the web page.

Please note all web content is subject to the Trust's style guide. The Trust reserves the right to edit show copy to ensure correct grammar and spelling. Under our Venue Hire Agreement, ACT reserves the right to make amendments and corrections. To view a sample webpage written in the Trust's style, please see [here](#).

Digital Signage Display

His Majesty's Theatre offers 30 digital signs throughout the venue that can display your show collateral on rotation free of charge. All signage displayed at Arts and Culture Trust venues must be approved by the Marketing team prior to display. **JPG is the preferred image format, MP4 video files of up to 30 seconds (max 30fps) can also be displayed.**

You are entitled to have your digital signage displayed on rotation while your performance is on sale. During your performance hours, your show's collateral will exclusively display our external digital signs.

What to include

- Name of show
- Date of show
- Venue name (e.g Dress Circle Bar, Downstairs at The Maj)
- A call to action (e.g. "Book now")

What not to include

- External phone numbers
- Ticket price (permissible if the Live Performance Australia's Code of Practise is practised)
- Trust logos unless prior permission has been sought from the Marketing team

Please note: External URLs (including ticketing links) can only be displayed on collateral with prior approval from the marketing team. Where external links are displayed, the ACT URL must have equal or greater prominence.

To discuss any venue or foyer activations outside of the digital signage, please email the Venue Management team at hmt@artsculturetrust.wa.gov.au.

Venue area	Signage available	Specifications
Stalls foyer	4 portrait screens	1080 x 1920 pixels
Stalls pop-up bar area	1 portrait screen	1080 x 1920 pixels
Dress circle foyer	2 portrait screens 1 landscape screen	1080 x 1920 pixels 1920 x 1080 pixels
Dress circle bar	1 landscape screen	1920 x 1080 pixels
External street level	6 portrait screens	1080 x 1920 pixels
External level 1	3 portrait screens	1080 x 1920 pixels
External awning banners	12 awning screens	672 x 168 pixels, 4K

Print Collateral Display

The Trust can display DL, A5 and A4 printed booklets and flyers at all ACT Box Offices.

To discuss the quantity of your print runs, please contact the Marketing Team at marketing@artsculturetrust.wa.gov.au.

The promoter is responsible for delivering collateral to the Box Offices for display.

To have your collateral displayed at our venues, please deliver to:

ATTN: Box Office
His Majesty's Theatre
827-905 Hay St,
Perth WA 6000

ATTN: Box Office
Subiaco Arts Centre 180
Hamersley Rd, Subiaco
WA 6008

ATTN: Box Office
State Theatre Centre of WA
174/176 William St, Perth
WA 6000