



# CULTURE DAYS ORGANIZER DESIGN GUIDE

Assets available for download at  
[culturedays.ca/dashboard/resources](https://culturedays.ca/dashboard/resources)

Quick link to our [2023 Campaign Kit here](#).



[culturedays.ca](https://culturedays.ca)



[info@culturedays.ca](mailto:info@culturedays.ca)



## Culture Days 2023 Campaign:



Introducing Culture Days' look for 2023! You can access free promotional campaign materials such as posters, social media assets, fonts, individual shapes, logos and more through [this Marketing Materials Shared Drive](https://culturedays.ca/dashboard/resources), or in your Dashboard: [culturedays.ca/dashboard/resources](https://culturedays.ca/dashboard/resources)



## Example social media post:



These templated designs have transparent backgrounds, layer them over your photos to liven up your social media posts!

(In Canva: click your photo, go to Position > Layers, drag the layer to reorder)



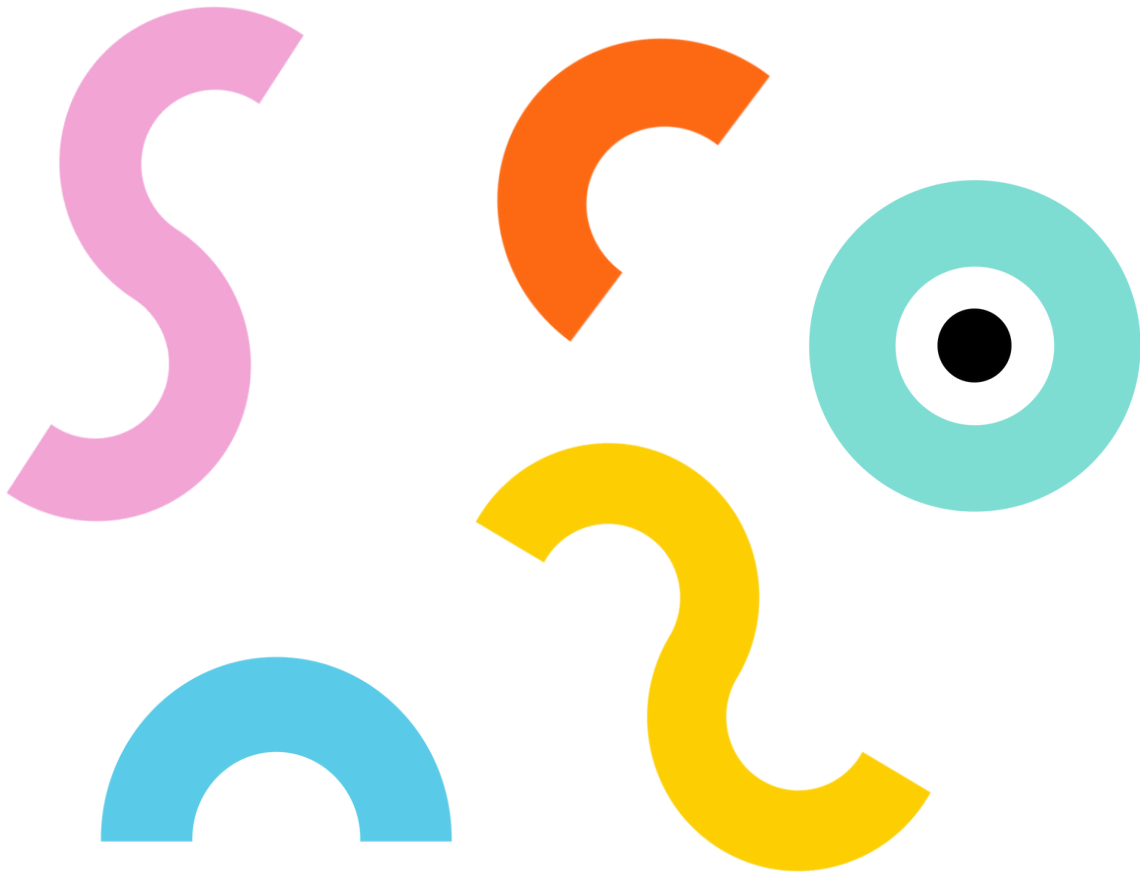
[culturedays.ca](https://culturedays.ca)



[info@culturedays.ca](mailto:info@culturedays.ca)



## 2023 campaign shapes:



Create custom designs using individual campaign shapes!

**Design tip: try keeping all your shapes around the same size. Multiple sized shapes may create an overwhelming look to your graphics.**



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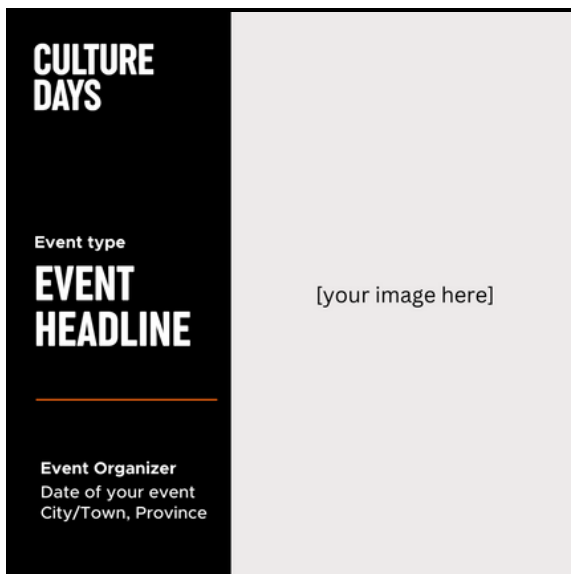


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## Example social media post:



Here are some example posts for promoting your events and sharing key details such as the date and location. We recommend using Canva or Adobe Express (free platforms) to build your own promotional posts using the Culture Days shapes and assets available for download on your dashboard!

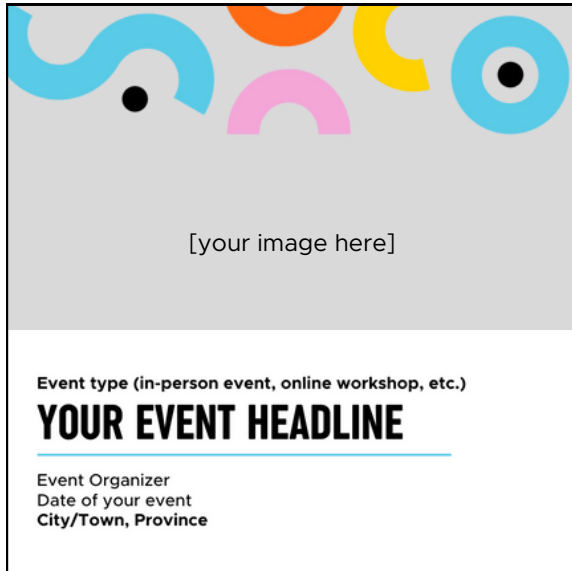


You will be able to upload, edit, and crop your own photos directly in Canva.

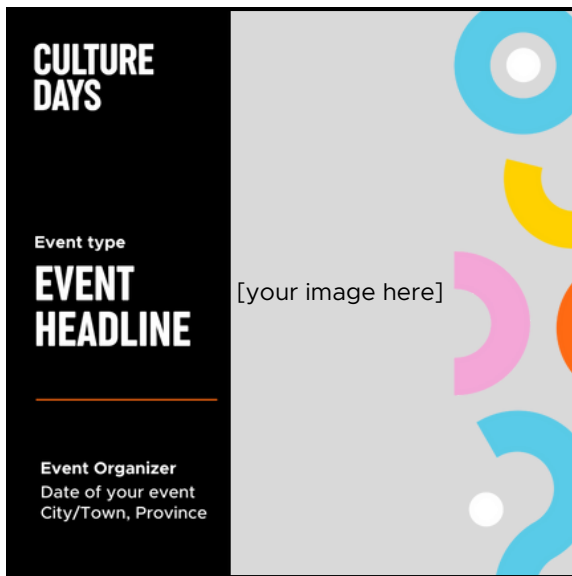
Instagram post size: 1080 x 1080 px



## Example social media post:

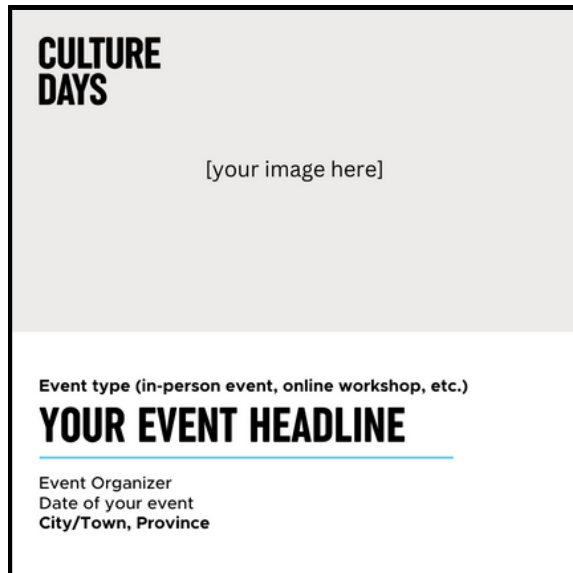


Here are some event post examples using the new campaign materials!

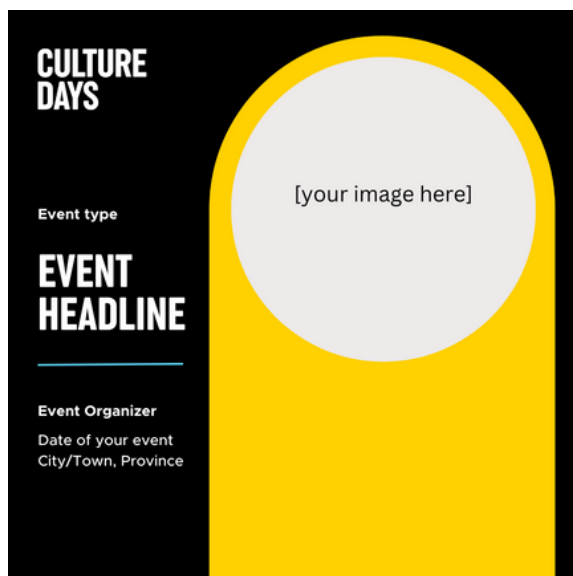




## Example social media post:



We recommend using bright, high-resolution photos to capture participants attention. Fill in your event information so participants can easily find your event.



There are circular image frames available in Canva, just drag and drop your own photos into the frame!



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# HEADLINES

Font: Sugo Pro Classic, used in ALL CAPS.

Spacing: In Canva, change the line spacing to 1.0 for large headlines.

If you don't have access to this font, it can be substituted with Impact.

## SUBHEADINGS

Font: Metropolis Bold

Spacing: In Canva, change the line spacing to 1.0–1.2

If you don't have access to this font, it can be substituted with Arial.

### Body Text

Font: Metropolis Regular

Spacing: In Canva, change the line spacing to 1.2–1.4

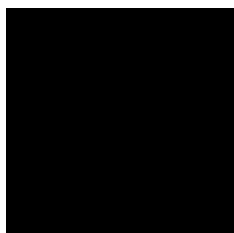
If you don't have access to this font, it can be substituted with Arial.





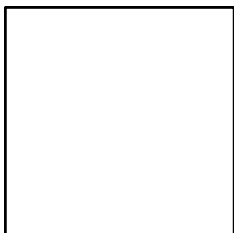


## Culture Days colours:



**PANTONE BLACK 6C**

C60 M40 Y40 K100  
R0 G0 B0  
#000000



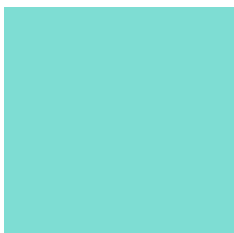
**WHITE**

C0 M0 Y0 K0  
R255 G255 B255  
#FFFFFF



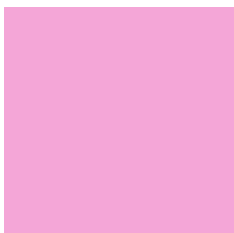
**PANTONE 305C**

C54 M0 Y6 K0  
R89 G203 B232  
#59CBE8



**PANTONE 7471C**

C37 M0 Y17 K0  
R126 G221 B211  
#7EDDD3



**PANTONE 230C**

C1 M41 Y0 K0  
R244 G166 B215  
#F4A6D7



**PANTONE 109C**

C0 M9 Y100 K0  
R255 G209 B0  
#FFD100



**PANTONE 1585C**

C0 M61 Y97 K0  
R255 G106 B19  
#FF6A13

## Accessibility:

When using Culture Days colours, please use black text on top of a coloured background. White text should only be used against a black background.

Culture Days follows the Web Content Accessibility Guidelines (WCAG 2.0) as set out in the Accessibility for Ontarians with Disabilities Act, 2005 (AODA).



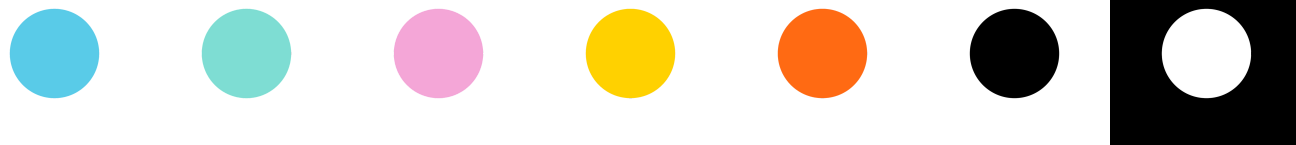
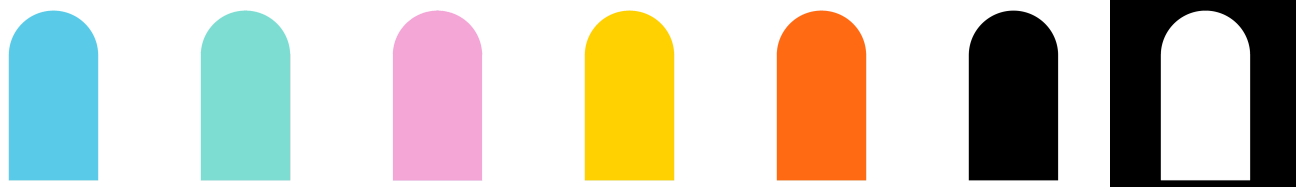
**culturedays.ca**



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## Culture Days classic brand shapes:



[culturedays.ca](http://culturedays.ca)



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**Thank you for reading—we hope this guide helps to equip you with tools to capture your audience's attention and promote your events!**

if you are creating marketing items that have requirements outside of what's available here, you can email us directly at [info@culturedays.ca](mailto:info@culturedays.ca)—we'll be happy to assist you in producing your materials.



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