

Towson University Department of Theatre Arts Poster Guidelines

All theatre posters will display only the following information and in specific order and placement.

1. Play title
2. Playwright, in letters at least 50% as large as those of the play title
3. The statement: "Towson University Department of Theatre Arts presents (name of play)"
4. Dates (including days of the week if the performance is a short or limited run)
5. Time
6. "Proceeds benefit the TU Foundation"
7. Theatre and location
8. "For tickets, visit www.tuboxoffice.com."
9. TU logo: See university logos available for download at <http://www.towson.edu/designcenter/logos.asp>
10. Any additional requirements that are stated in the rights contract for the play

The name of the director may be printed on the poster. The Department of Theatre Arts Chairperson, prior to printing, must approve all posters. (See Appendix IX for poster example.)