

# Additional Signage Style Guide

## PRIMARY SIGNAGE:

### Artist Name / Medium

Exhibitors are permitted to include their name and/or medium within the interior of their booth. Please follow these guidelines to ensure signage consistency across the show floor.

#### Signage Requirements Checklist:

- ✓ Text must be written in black or grey only
- ✓ Signage printed on recyclable cardstock or a reusable material is preferred. Vinyl is permitted but strongly discouraged
- ✓ 11 inch maximum sign height, no minimum height or length requirements
- ✓ Your medium can be included (as long as it fits within the 11 inch total sign height)
- ✗ Coloured text is **not** permitted
- ✗ Websites and social media handles are not allowed in your primary sign
- ✗ Exhibition titles and curatorial statements are **not** permitted
- ✗ Signage, including artist name and medium, on exterior facing walls is not permitted



Example 1: Black, 11 inch artist name



Example 2: Black, 11 inch artist name with medium

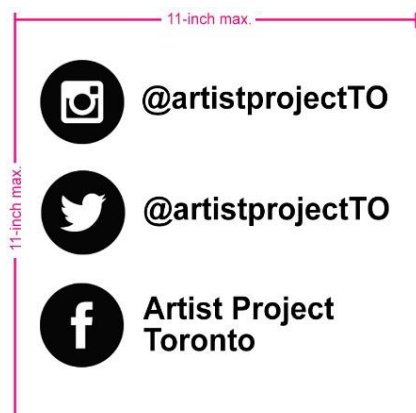
## SECONDARY SIGNAGE:

### Social Media

Including your website and social media handles in your booth is a great way for collectors to connect with you outside of Artist Project. Your secondary social media signage must be installed on a wall adjacent to your primary name signage.

Signage Requirements Checklist:

- ✓ Website and social media signage is separate from your additional name signage
  - ✓ Vinyl material only
  - ✓ Social media signage should be no larger than 11 x 11 inches
  - ✓ Text must be written in black or grey only
  - ✓ Websites are allowed
  - ✓ Logos are allowed
- ✗ Coloured text is **not** permitted
- ✗ Social media handles and websites may **not** be placed on an exterior facing wall



## Artwork Labels

- ✓ Artwork labels are permitted and should be no larger than 4 x 2.0 inches or a standard business card
- ✓ Text must be written in black or grey only
- ✓ Artist name, title, date created, medium, dimensions and price can be included
  
- ✗ Coloured text and/or labels are **not** permitted

Lawren S. Harris  
*Baffin Island Mountains, c. 1931*  
Oil on canvas  
40 x 50 1/16 in  
  
\$ 100.00 + HST

**Example 1:** Artwork label with price

Lawren S. Harris  
*Baffin Island Mountains, c. 1931*  
Oil on canvas  
40 x 50 1/16 in  
  
ago.ca @agotoronto

**Example 2:** Artwork label with website and social media handle

## QR Codes

- ✓ QR codes are permitted and should be no larger than 3.0 x 3.0 inches
- ✓ QR codes must be written in black or grey only
  
- ✗ Coloured QR codes are **not** permitted

## Group Exhibition Guidelines

- Group exhibitions are expected to meet the requirements listed above. If you have any questions or concerns, please email Savannah Morin at [savannah.morin@informa.com](mailto:savannah.morin@informa.com)