GUIDE FOR COLLABORATORS

Promotional material

Thank you for working with Bar Diamant Rouge. So that your event looks its best on our website, our screens and our social media, here is exactly what we need from you — and the rules that apply to French.

This guide online

Find the interactive version of this guide — with the submission form — at this address:

https://diamantrouge.ca/en/collaborators/promo-kit

On diamantrouge.ca: Collaborators → Promotional material (end of page)

At a glance

- ✓ 2 images: a 1.91:1 poster and a 4:5 social post.
- ✓ Preferred images: a French and an English version for posters, one bilingual version for social media. You can also upload any version (French, English or bilingual) for any of the images.
- ✓ A title and a description in BOTH French and English. Translation tools are available for the title and the description.
- ✓ Date, time, price or free admission, ticket link and social media links.
- ✓ French first and clearly dominant on any bilingual image.

Image formats

Please send both formats: each one is used in a different place, and a cropped image always loses text. PNG or JPG files, under 10 MB. We convert them to WebP for the web automatically — please don't send compressed WebP files.

Format	Size	Where it is used
Poster (1.91:1)	1920 × 1005 px	Home page carousel, event cards, the event page, and the preview shown when the link is shared on Facebook, Messenger and X.
Social (4:5)	1080 × 1350 px	Instagram and Facebook posts.

Keeping it readable

- The 1.91:1 poster is the main image: it is what appears on the home page, on the event page and in shared links.
- Use large type and strong contrast: most people will read it on a phone.
- Don't put essential details (date, venue) only inside the image — send them as text too.

Languages on your images

Which one to choose depends on the format. You can also send all three versions of the same image (French, English and bilingual) and we'll use the right one in each place.

1.91:1 poster — two separate versions (preferred)

One image entirely in French and one entirely in English. The site shows the right one automatically, based on the visitor's language: this reads best for the poster.

4:5 social — one bilingual version (preferred)

A single post reaches both audiences at once, so one bilingual image works better. It must follow the French-predominance rules below.

French first (Quebec law)

Quebec's Charter of the French Language governs commercial advertising aimed at the Quebec public. In practice, for any image we publish:

- French is required. An English-only image cannot be published.
- On a bilingual image, French must be markedly predominant: placed first (top or left), in a larger type size, and taking up clearly more space than the English.
- English text must never be larger, bolder or more prominent than the French text.
- Proper names, stage names and trademarks can stay as they are, but the descriptive text around them must be in French.
- If you send two separate versions, each one can be entirely in its own language: the predominance rule applies to images where both languages appear together.

This guide describes our editorial practice and is not legal advice. If you are unsure about an image, write to us before producing it.

Text to send us

Send this text in BOTH French and English. Without an English translation, the English page falls back to the French text, which hurts search results. Translation tools are available when you submit online: fill in one language and translate it into the other with one click.

Text	Details
Title	The event name, 60 characters or fewer.
Description	One or two paragraphs: what to expect, who is performing, how the night runs.
Practical details	Date, start time, price or "free", ticket link, and your Facebook, Instagram, X or website links.

Our logos

Use these files whenever you mention Bar Diamant Rouge in your own material. Don't change the colours or the proportions, and leave clear space around the logo equal to the height of the diamond. All our logos are made for dark backgrounds — write to us if you need a version for a light background.

Diamant Rouge (SVG)

★ Recommended

Transparent background

Main logo, vector format — best for print and large formats. For dark backgrounds.

Download

Diamant Rouge (PNG)

Transparent background

The same logo as a transparent PNG, for web and artwork. For dark backgrounds.

Download

Diamant Rouge — black background (SVG)

Black background

The same logo, vector format, on solid black, when transparency isn't possible.

Download

Diamant Rouge — black background (PNG)

Black background

The same logo as a PNG on solid black, when transparency isn't possible.

Download

Diamant Rouge Trans (PNG)

Recommended

Transparent background

Trans Wednesday nights and trans programming. Transparent background, for dark backgrounds.

Download

Diamant Rouge Trans — black background (PNG)

Black background

The same trans logo on solid black, when transparency isn't possible.

Download

How to send it

Online

Submit your material directly on our site (sign-in required):

https://diamantrouge.ca/en/collaborators/promo-kit/submit

On diamantrouge.ca: Collaborators → Submit online (button at the end of the page, once signed in)

Scan to submit your material online (sign-in required).

By email

Put the files together in a ZIP archive and send everything to info@diamantrouge.ca, ideally at least two weeks before the event. Put the event name in the subject line and attach full-resolution images (no screenshots, and nothing compressed by a messaging app).