Ready-to-use messages panels

The message panels shown here are available as individual PNG files, for staff to use in Word and PowerPoint.

Additionally, they are available in one Adobe Illustrator file for designers.

1
I cannot walk

but I can lead

2
When you give to older people

they give back

3
We live in an ageing world

don't let it be an ageist world

4
Older people are speaking out

we're listening

5
What's the best way to reach around the world?

Network

6
We were weak

now we are **strong**

7
They mocked us

now they applaud us

8
HelpAge helped me get a pension

now I can eat

9
Teach older people new skills

and they regain their dignity

10
They ignored us

until we saved their lives

11
We helped Ashok get eyecare

now he's independent again

12
With a little support

older people make a big difference

13
We helped Antoinette learn about AIDS

now she teaches others

14
We help older people in over 70 countries

read how...

15
We taught Cecilia about her rights

now she teaches others

16
Older people are going places

we're by their side

Ready-to-use plain panels

The panel shapes shown here are available as individual PNG files, for staff to use in Word and PowerPoint, adding their own messages in white Verdana Bold Italic.

Additionally, the shapes are available in one Adobe Illustrator file for designers to copy and use as a starting point for their own custom message panels.
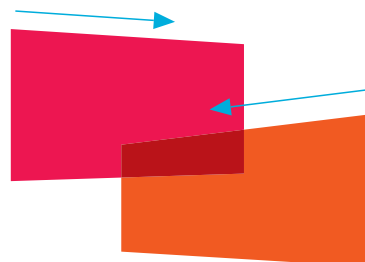
1

2

3

4

5

6

7

8

Basic rules for message panels

Sides are always vertical and tops and bottoms are always at an angle.

The angles are gentle, just enough to be visible and give a bit of dynamism, but not too sharp.

The outer verticals of each box are always taller than the inner edges – in other words, the panels taper in towards each other.

The amount of overlap can vary, but not too much and not too little. The top and bottom edges of the dark red overlap shape should not be parallel.
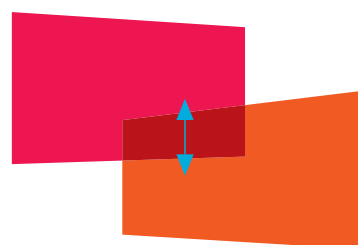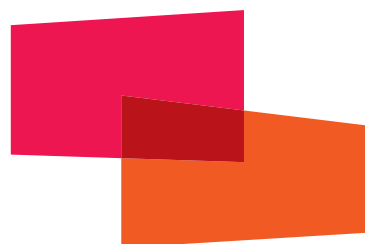
The colour order is always, red top, dark red overlap and orange lower panel.

1. red

2. dark red

3. orange

NO
The sides must be vertical, the angles are only on the top and bottom edges

NO
The panels must taper towards each other, not away

NO
Too much overlap

NO
Wrong colour order
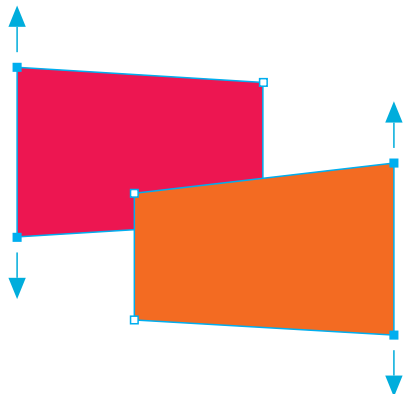
3. orange

2. dark red

1. red

NO
Too little overlap

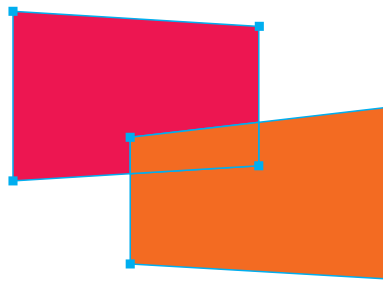# How to draw message panels in Adobe Illustrator

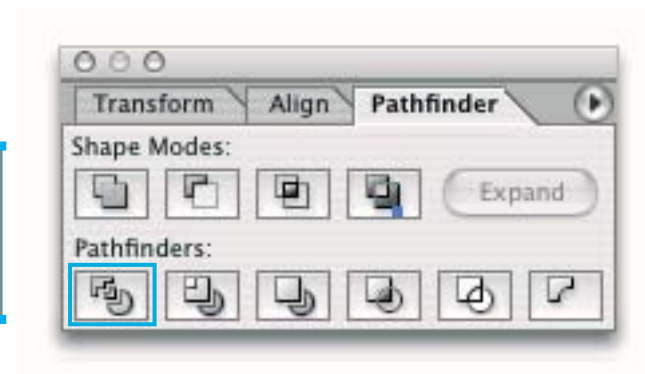1. Draw two rectangles, red and orange.

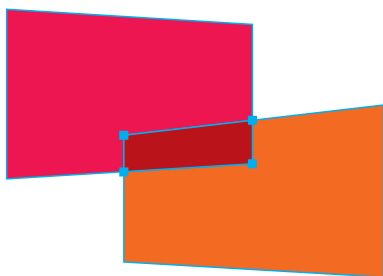2. Move the upper/lower points vertically by 2-5°, to create trapezoids.

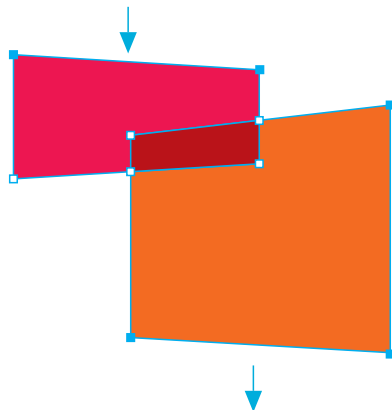3. Select both shapes and Divide in Pathfinder

Pathfinder is in the menu 'Window'. In 'Pathfinders:' click on 'Divide'

4. Colour the inner 'overlap' shape in dark red.

5. Once a panel is divided, you can adjust the size/s by moving the upper and lower points vertically.
Never move these points, left or right.

6. Once grouped, you can scale the panels proportionally, vertically or horizontally to adjust the overall shape, but not too much, or the angles get too steep or too shallow.