

Patterns

One of the key components of the HelpAge visual identity is patterns. Using them in combination with photos and message panels helps add cultural personality and diversity.

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There are 2 ways you can obtain patterns:

- Use the HelpAge Image Store for free patterns [page 4](#)
- Buy them from a commercial photo library [page 5](#)

Guidelines for patterns

Whether you choose your patterns from a photo library, or you photograph your own – there are a number of criteria that apply to them:

- patterns can be fabrics, tiles or any other 2-dimensional surface
- patterns must always be flat, not 3-dimensional objects
- fabrics should not have folds or ripples
- photos should not show perspective
- a single pattern should occupy the whole shot – multiple patterns should not appear within a shot, nor should anything else **but** the pattern appear in the shot



Yes



Yes



Yes



Yes



NO – fabric should be flat, without folds or ripples



NO – multiple patterns should not be shown, nor anything else but the pattern



NO – fabric should be shot from directly above, without perspective



NO – the pattern should be flat, it should not be a 3-dimensional object

How to contribute a pattern

HelpAge is developing its own store of patterns, unique to us, and free for the whole network to use. We need your help to create these images, so we invite you to photograph patterns and contribute them to the store.

Each pattern you submit will save HelpAge money, so please send us as many as you can. Each successful submission will be rewarded!

How to photograph patterns

- lay the pattern on a flat surface
- make sure your camera is square onto the pattern, so that it is shot without perspective
- take the shot in natural light, without a flash
- ensure the pattern fills the whole frame
- take your photo at high resolution/quality – a file size of between 5-10MB is ideal
- title the photo with the name of the country the pattern comes from, and when you email it, include in your message any other relevant information you might have about the pattern
- email your photo/s to Mayur Paul at **mpaul@helpage.org**

Or

You can lay your fabric flat on a scanner and scan it at high resolution.

Or

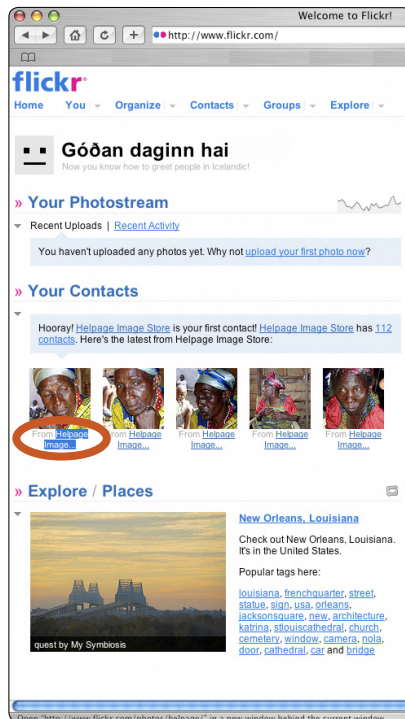
Just bring the pattern to your nearest Communications Officer who will photograph it for you. But remember you will forfeit your reward.

Using the HelpAge Image Store

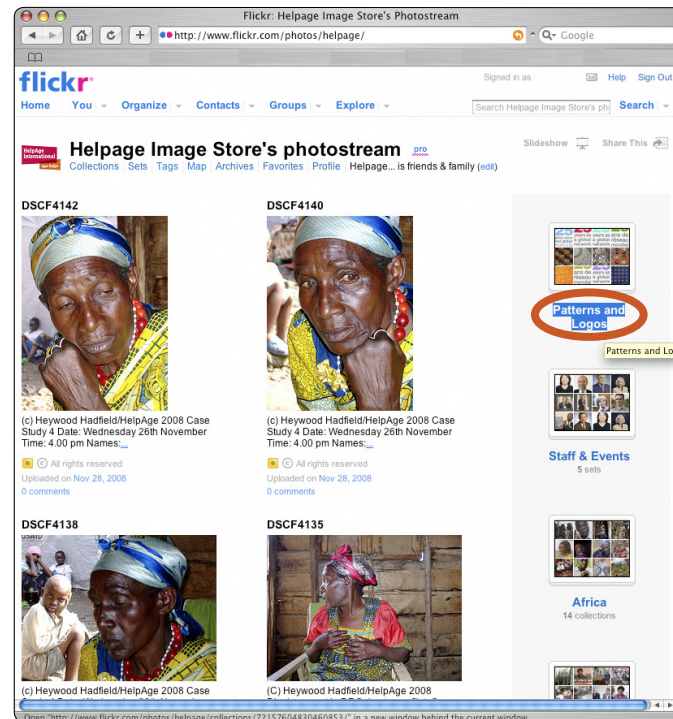
As described on the previous page, we have started to create a collection of HelpAge patterns. These are available for you to use on the HelpAge Image Store.

To view, or download patterns:

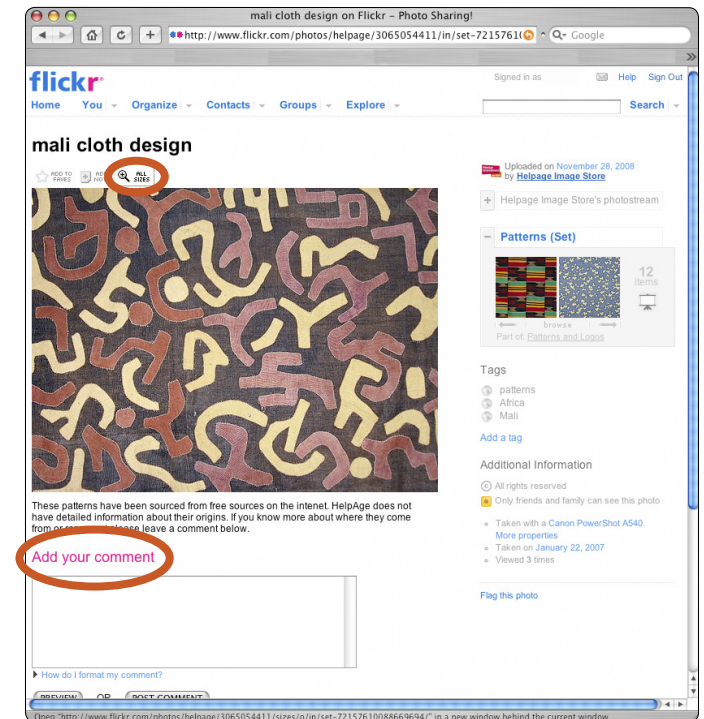
- go to <http://www.flickr.com/signin>
- if you are not already signed in, then sign in with your HelpAge Image Store username and password. If you don't have one or need to learn how to sign in, please contact Mayur Paul at mpaul@helpage.org



- select 'HelpAge Image Store' below one of the 5 HelpAge photos



- on the right hand side of the screen select 'Patterns and Logos'



- select a pattern and leave a comment below stating what you used the pattern for
- to download a pattern, select 'All sizes' and then select 'Original size' and download

Buying patterns from a commercial photo library

You can buy patterns from any commercial photo library.

Sample patterns

As a guide, HelpAge have set up a lightbox of sample patterns on a photo library website. For an invitation to view the lightbox, please contact Mayur Paul at mpaul@helpage.org You can buy the patterns from this lightbox or you can simply use them for inspiration.

When buying patterns from the lightbox, you can download the following sizes:

Small – suitable for online or PDFs

Medium – suitable for most A5 or A4 printed documents

Large – for high resolution or large-format

The patterns on this site are royalty-free – but please read the license agreements and decide which is most appropriate for your use: under the ‘Standard License’, patterns cost between £3-£11, but can only be used by one person in your organisation, for a maximum print run of 500,000.* If your requirements exceed this, you need to buy either an ‘Extended Multi-Seat License’ which costs about £50 or an ‘Unlimited Reproduction License’ which costs about £100.

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