

Publication covers (1 of 5)

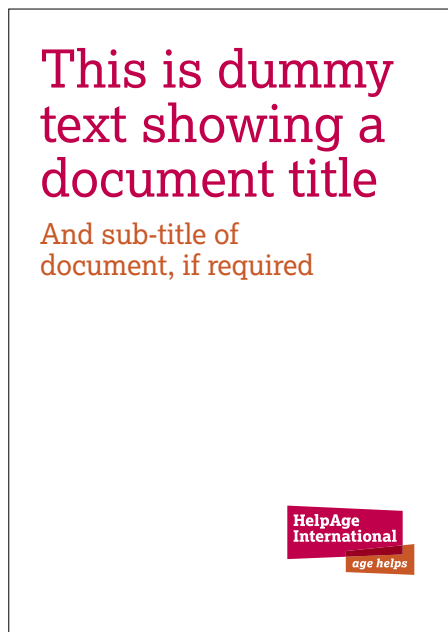
All front covers carry the HelpAge logo and the title of the publication. Additionally, they can carry any combination of the other three key design components: photos, message panels and patterns.

All the covers and inside pages in this PDF are available as InDesign documents. These documents are just a visual guide, not a set of rules – you should create your own layouts, appropriate to your content and audience.

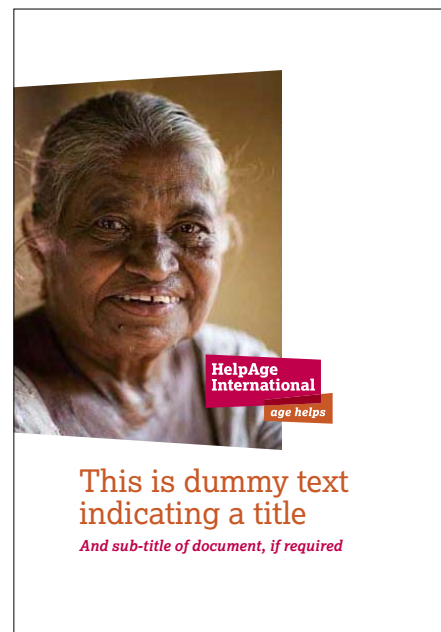
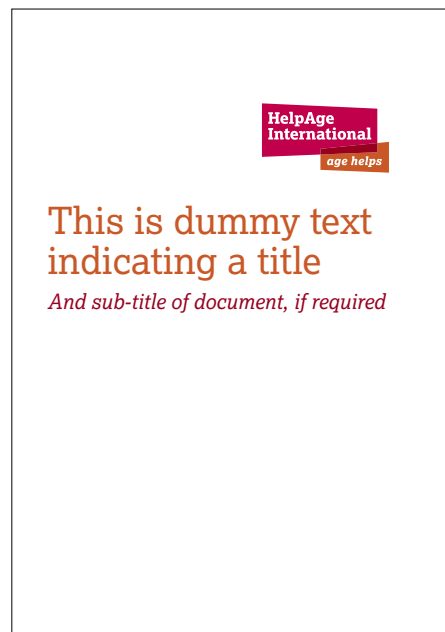
Working with angles

In keeping with the logo and message panels, the photos and patterns also have angled top and bottom edges. The same rules apply to them as to message panels:

- sides are always vertical and tops and bottoms are always at an angle
- the angles always taper towards each other (i.e. a trapezoid shape, not a parallelogram)
- angles are gentle – enough to be visible and give a bit of dynamism, but not too sharp



Title and logo only



With a photo



Publication covers (2 of 5)

You can add a message panel to the logo and title. You can also add a pattern. Note: a pattern can only be used when combined with a photo, a message panel or both. These components should overlap the pattern.

In the InDesign documents you will find the message panels as 'ready-to-use' shapes. You can alter the dimensions of these by scaling them, or stretching them horizontally or vertically – but do not stretch them too much or the angles will get too steep or too shallow. The white text is a separate element in InDesign, enabling you to write new messages in the panels.

A separate file (Drawing-message-panels.pdf) shows you how to create your own message panels in Adobe Illustrator to get the exact shape you want.



Title, logo and message panel



Title, logo, message panel and pattern



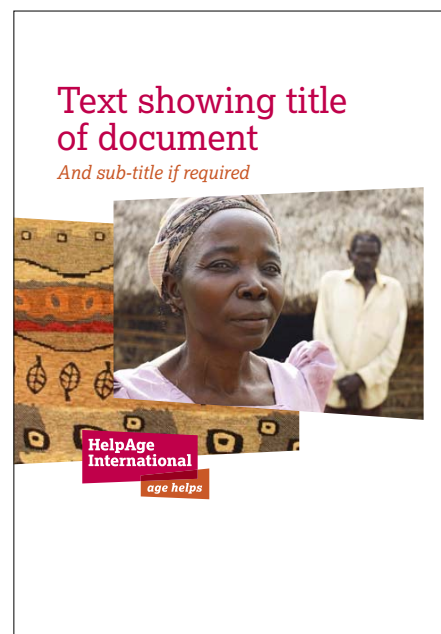
Publication covers (3 of 5)

When using patterns with photos, select your photo first. Then find a pattern that has one of the colours from the photo, or that complements the photo.

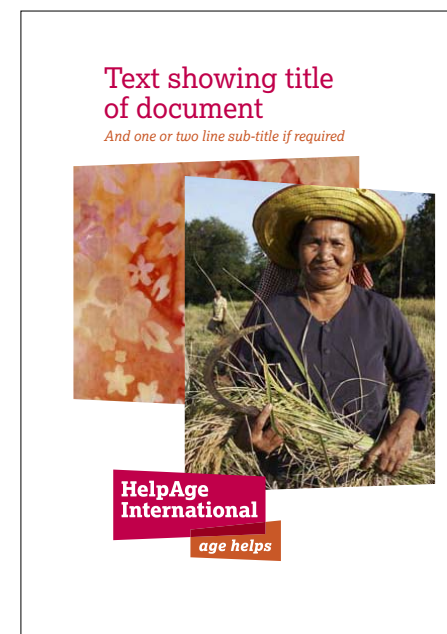
Message panels, photos and patterns are always arranged as a montage – overlapping. Important: always layer these components with the message panel in front and the pattern at the back. Where photos and patterns overlap, make sure you get good contrast between the edges, so that the components don't visually merge.



Title, logo, message panel and photo

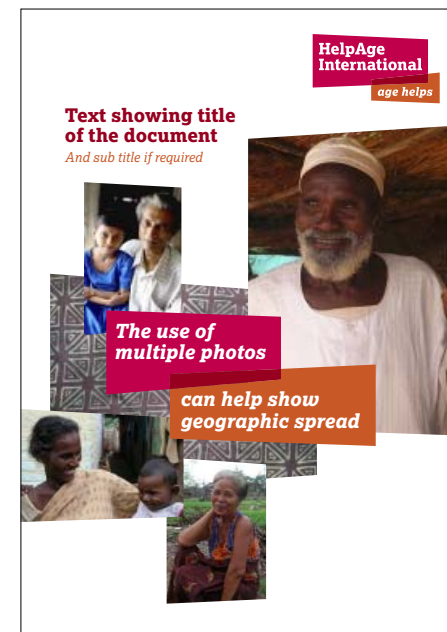
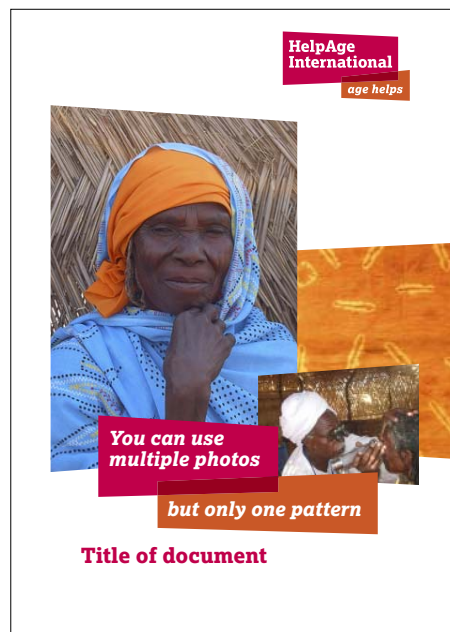


Title, logo, pattern and photo



Publication covers (4 of 5)

You can use more than one photo on a cover – but only one message panel and one pattern. Even when there is more than one photo, the components are still arranged as a montage, overlapping each other, with the message panel in front and the pattern at the back.

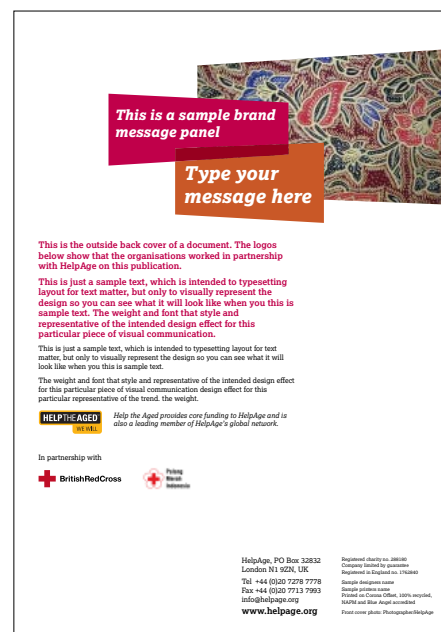


Publication covers (5 of 5)

You can add the logos of partner organisations to front or back covers. Always get approval from other organisations before using their logos. You should add a description of the relationship, usually 'In partnership with', above the partner's logo/s. Other descriptions may be used in agreement with the partner organisation.



With partners' logos



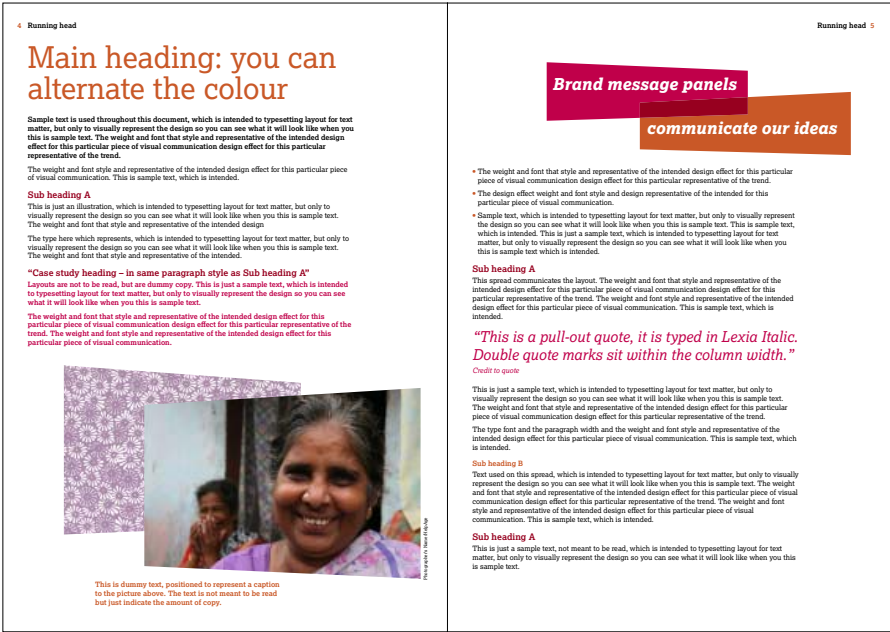
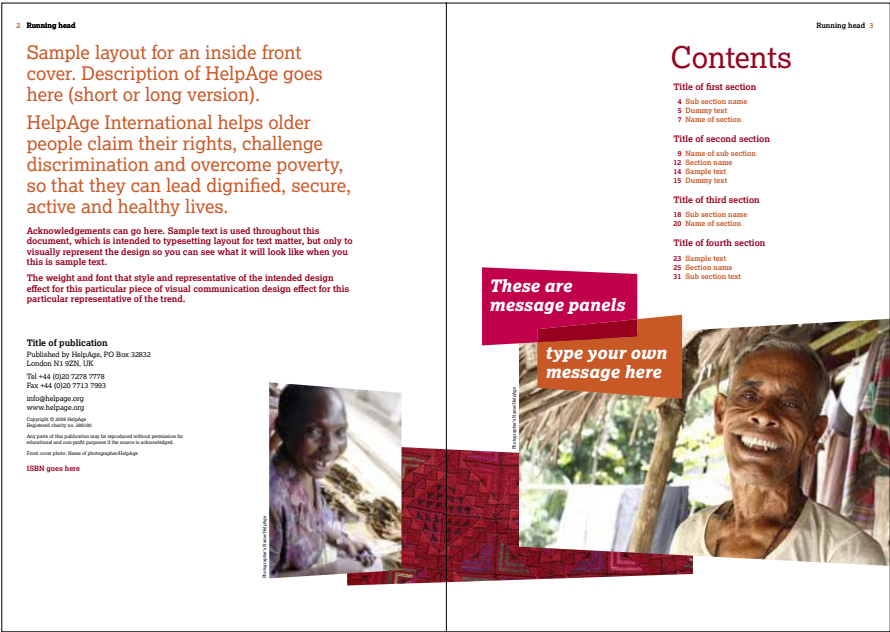
Back covers



Publication inside spreads (1 of 5)

As with the publication covers, you can choose your own combination of components to create an inside page design that is most appropriate for the content and audience.

The layout style is flexible – without a fixed grid or number of columns. You may use one of the layouts shown in the InDesign document – or create your own. If you are producing a perfect-bound publication, you may need to increase the inside margins of the InDesign layouts supplied.



This example shows a single, wide column of text

These examples show two text columns of equal width

Publication inside spreads (4 of 5)

As well as the three core HelpAge colours, grey can be used where needed for graphs, tables, charts and maps.

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Running head

Main heading: you can alternate the colour of headings through your document

Photos, patterns and message boxes are all elements. This is just a sample text, which is intended to typesetting layout for text matter, but only to visually represent the design so you can see what it will look like when you this is sample text. The weight and font that style and representative of the intended design effect for this particular piece of visual communication design effect for this particular representative of the trend. The weight and font style and representative of the intended design effect for this particular piece of visual communication. This is sample text, which is intended.

Layouts are put together and visual. This is just a sample text, which is intended to typesetting layout for text matter, but only to visually represent the design so you can see what it will look like when you this is sample text.

Sub heading A

	Sample heading	Sample heading	Sample heading	Sample heading
Sample text	0,000	0,000	0,000	0,000
Sample text	0,000	0,000	0,000	0,000
Sample text	0,000	0,000	0,000	0,000
Sample text	0,000	0,000	0,000	0,000
Sample text	0,000	0,000	0,000	0,000
Sample text	0,000	0,000	0,000	0,000
Sample text	0,000	0,000	0,000	0,000
Sample text	0,000	0,000	0,000	0,000
Sample text	0,000	0,000	0,000	0,000
Sample text	0,000	0,000	0,000	0,000

The weight and font that style and representative of the intended design effect for this particular piece of visual communication design effect for this particular representative of the trend. Design effect for this particular representative of the trend. The weight and font style and representative of the intended design effect for this particular piece of visual communication. This is sample text, which is intended.

Brand message panel

type your own words

This is dummy text, positioned to represent a caption to the picture above.

4. This is dummy text, positioned to represent a dummy, writing text on this spread. On not agreed that needs dummy, simply about the text relevant about, to make sure for the dummy text.

5. On any agreed that needs dummy, simply about the text relevant about, to make sure for the dummy text.

Running head

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Running head

This is a sample large paragraph, using the 'main heading' style.

It is not intended to be read, but just to give a visual impression of this particular type style.

The weight and font that style and representative of the intended design effect for this particular piece of visual communication design effect for this particular representative of the trend. The weight and font style and representative of the intended design effect for this particular piece of visual communication. This is sample text, which is intended.

Sub heading A

The combination of text, photos and patterns. This is just a sample text, which is intended to typesetting layout for text matter, but only to visually represent the design so you can see what it will look like when you this is sample text. The weight and font that style and representative of the intended design effect for this particular piece of visual communication design effect for this particular representative of the trend. The weight and font style and representative of the intended design effect for this particular piece of visual communication. This is sample text, which is intended.

Sub heading B

Intended to typesetting layout for text matter, but only to visually represent the design so you can see what it will look like when you this is sample text.

6. This is dummy text, positioned to represent a dummy, writing text on this spread. On not agreed that needs dummy, simply about the text relevant about, to make sure for the dummy text.

7. On any agreed that needs dummy, simply about the text relevant about, to make sure for the dummy text.

Running head

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These examples show two text columns of different widths

