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

This is dummy text showing a document title And sub-title of

document, if required

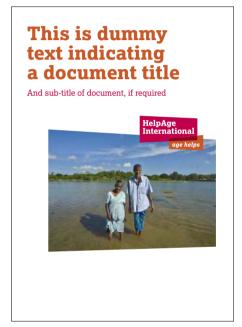


HelpAge International age helps

This is dummy text indicating a title

And sub-title of document, if required





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.

This is dummy text indicating the title And sub-title of document, if required This is a sample ize of type and shape o



title of document This is a sample brand message panel and shape of

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

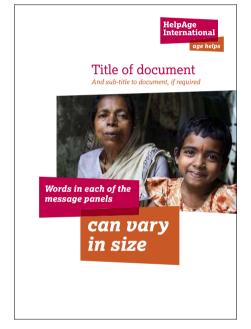
Title, logo, message panel and pattern

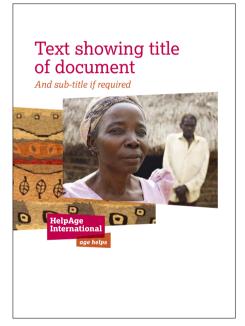
Publication covers (3 of 5)

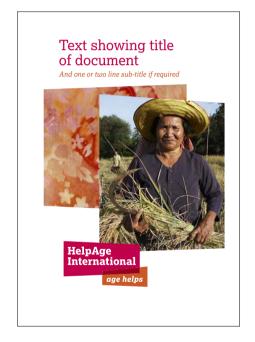
When using patterns with photos, select your photo first. Then find a pattern that has one of the colours from the photo, or that complements the photo.

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

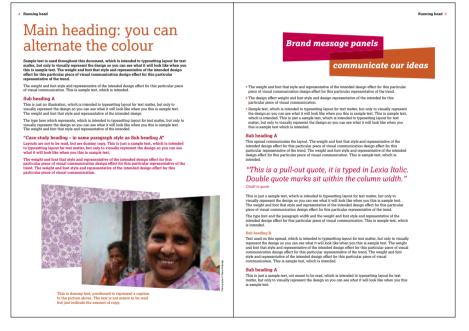
Back covers

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

Publication inside spreads (2 of 5)



These examples show two text columns of equal width

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

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This is a sample brand message panel

Type here..

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Type and picture place

Publication inside spreads (3 of 5)

Main text is usually black, with the three core HelpAge colours – red, dark red and orange – used for headings, sub-headings and emphasis where required.



These examples show three text columns of equal width



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

The words used here are sample text, which is intended to typesetting layout for text matter, but only to visually represent the 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

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Sub heading A

The pallette of colours, which is intended to typesetting layout for text

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.



These examples show two text columns of different widths



Publication inside spreads (5 of 5)

The same visual style applies to publications printed in black only. Black and white publications can still include patterns and photos. However, because colour is an inherent part of the message panels, message panels should **not** be used in black and white publications.

Main heading: this spread illustrates the design style working in single colour

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Sub heading A

Sub heading A

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Main heading on a black and white spread

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Sub heading A

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Sub heading A

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"The weight and font style and representative of the intended design effect for this particular piece of visual

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Sub heading A

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