

March 2006

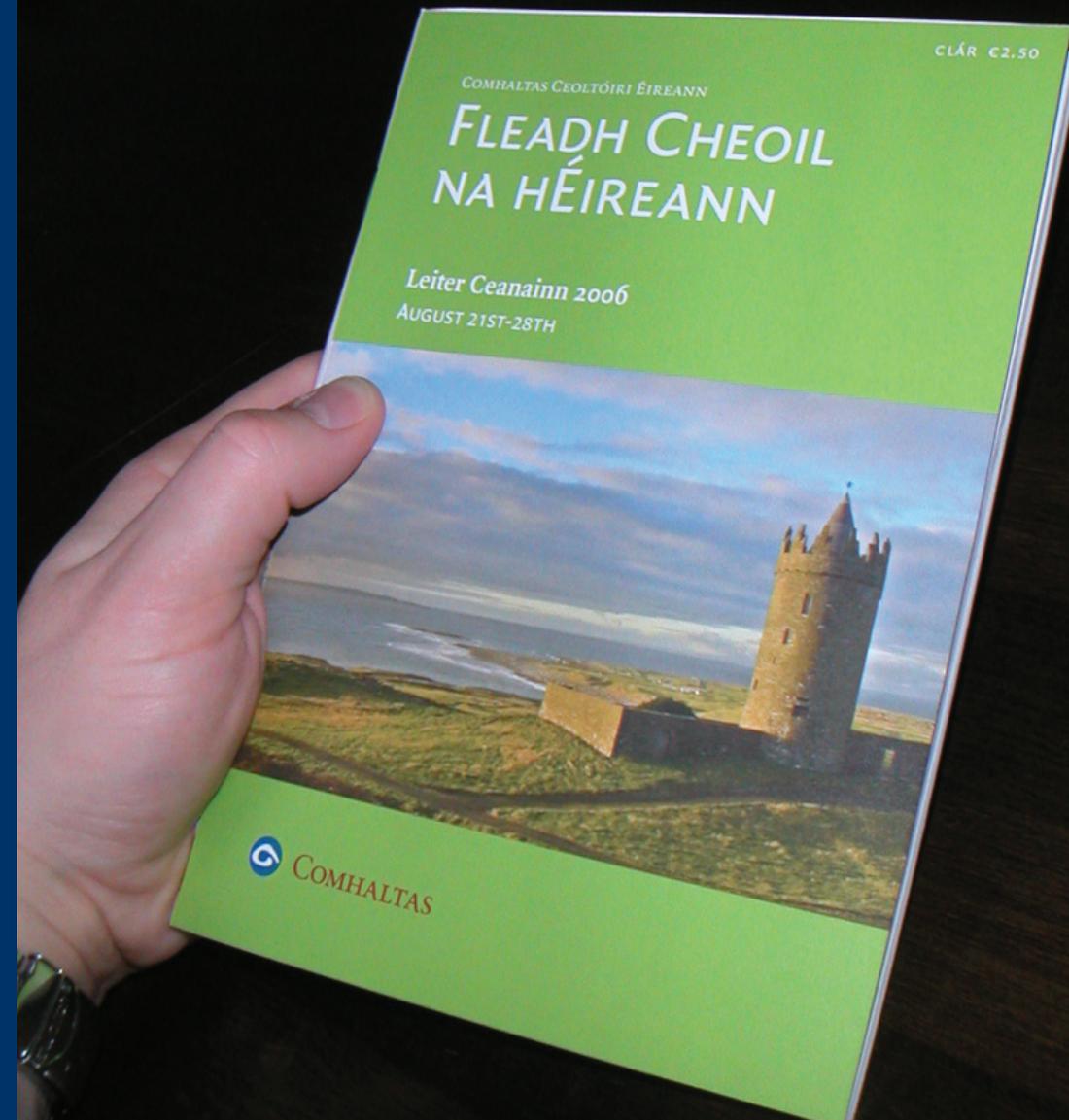


Please ensure a copy of all completed programs is sent to the Public Relations Officer at:

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Produced and Designed by: **Designworks**



**DESIGN GUIDELINES FOR
FLEADH PROGRAMME COVERS**

DESIGN GUIDELINES FOR FLEADH PROGRAMME COVERS.

This document has been created for those involved in the creation of Fleadh programme covers. It should be used as a guide and adhered to for all projects.

The guidelines are a necessary part of our interest in improving the visual image of Comhaltas at all county, provincial and all-Ireland fleadhhs. The guidelines are designed to ensure that Comhaltas literature not only looks well, but also reflects the dynamic and exciting organisation it is today. This will strengthen the identity of Comhaltas.

The guide takes a step-by-step approach with examples presented. It is not intended to stifle or hinder your own creative input just to guide it with help of professional knowledge. Use this as a reference when creating your own covers.



The current varied designs.

These guidelines are based on programmes of a standard A5 size. If creating a larger programme e.g. A4, simply re-apply the guides to the larger format. The guides apply to the front cover only. However the inside should be kept clean and simple, utilising any styles that can be carried over from the cover.

There are two types of layout available to choose from when designing your programme cover.

PORTRAIT LAYOUT.

The Portrait layout (upper right) is for any programme cover that uses a portrait image or photograph, i.e. a vertical view.

LANDSCAPE LAYOUT.

The Landscape layout (lower right) is for any programme cover that uses a landscape image or photograph, i.e. a horizontal view. It is unlike the Portrait layout in that the image will not fill as much of the cover.

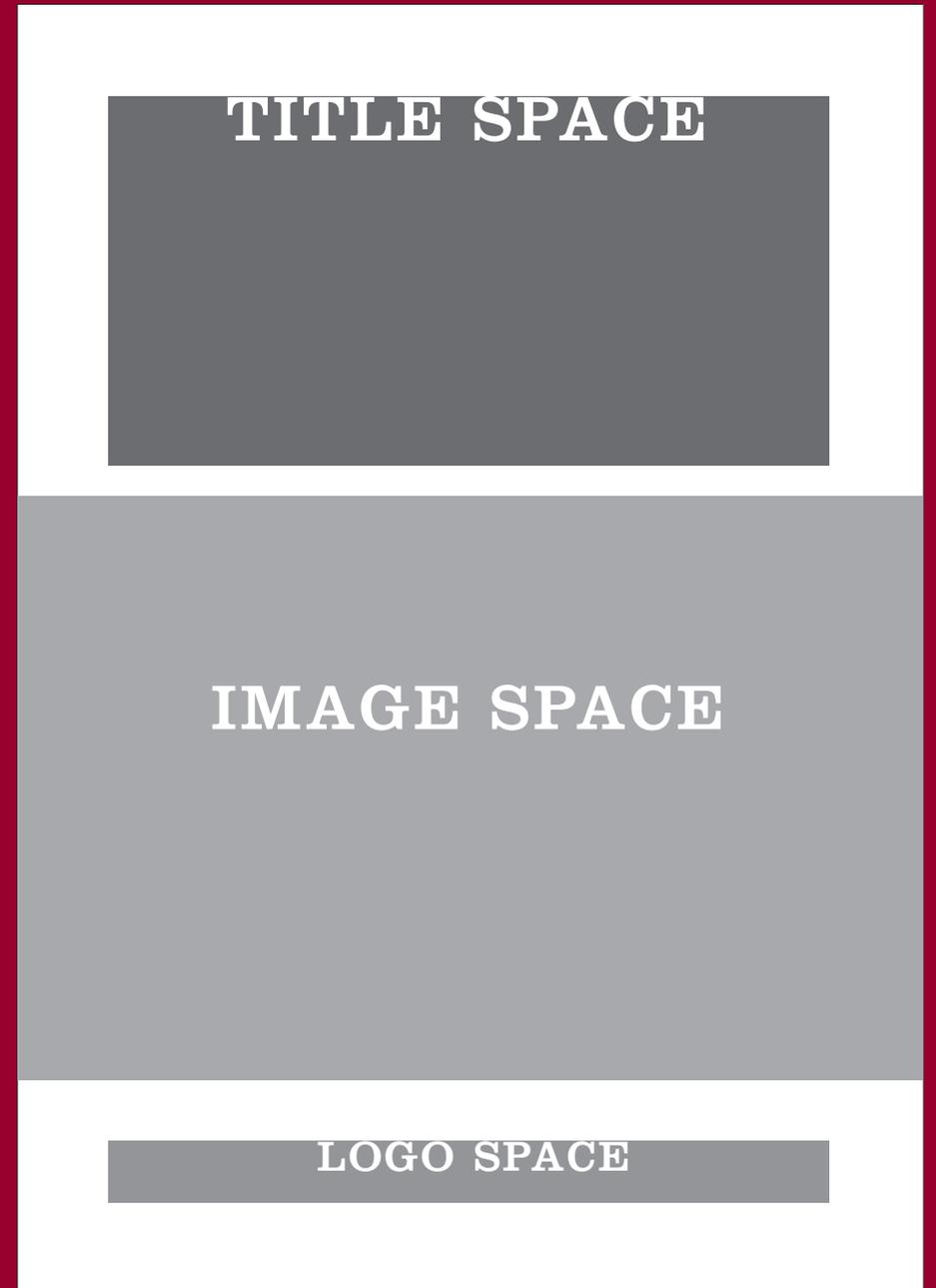


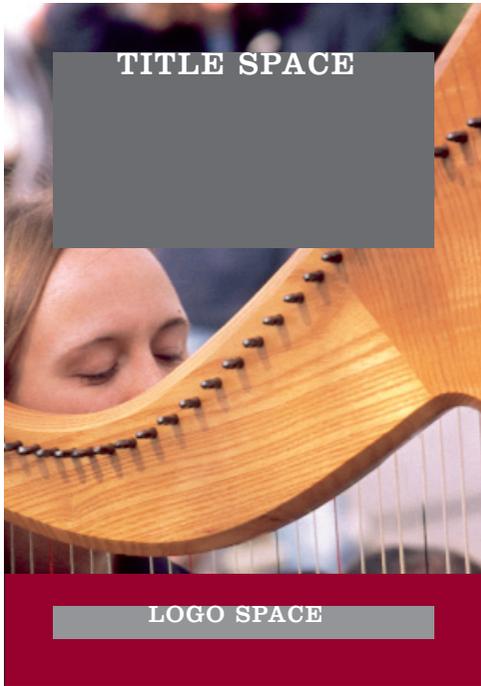
Consistant covers utilising the guidelines.

PORTRAIT LAYOUT

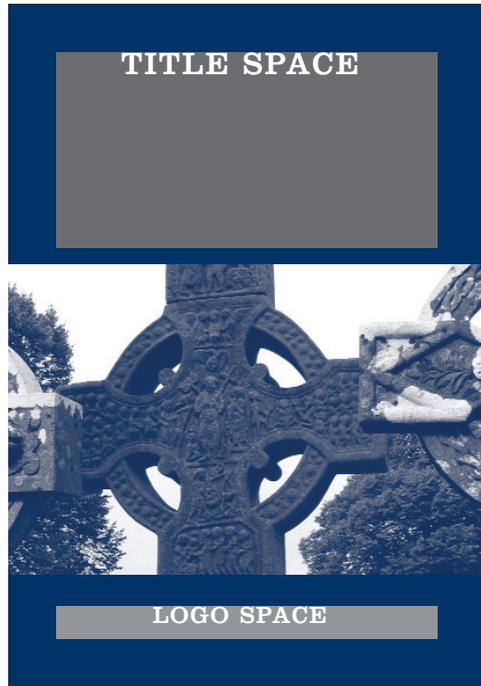


LANDSCAPE LAYOUT





Full-Colour CMYK
Portrait Layout



One-Colour Pantone 648C
Landscape Layout

PLACING YOUR IMAGE.

Whether your picture is of a performers, a monument, a landscape or even an abstract, choose images that are simple and relaxed. Please ensure that images are in focus and the colours are not dark or washed out. This also applies to black and white or single colour images or photos.

The example opposite uses a background colour, it is up to you if you want to use a specific colour. The colour should enhance the image.

Examples of typical images on the two layouts are shown. Examples of alternative images are on pages 12-13.

PORTRAIT LAYOUT

The image almost fills the entire cover, with a 35mm space at the bottom. Avoid stretching your picture, enlarge or reduce it proportionally and use cropping tools in your relevant program.

LANDSCAPE LAYOUT

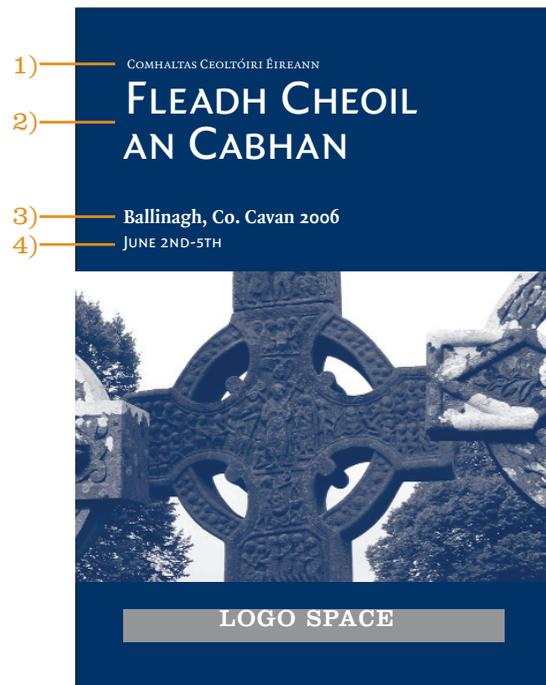
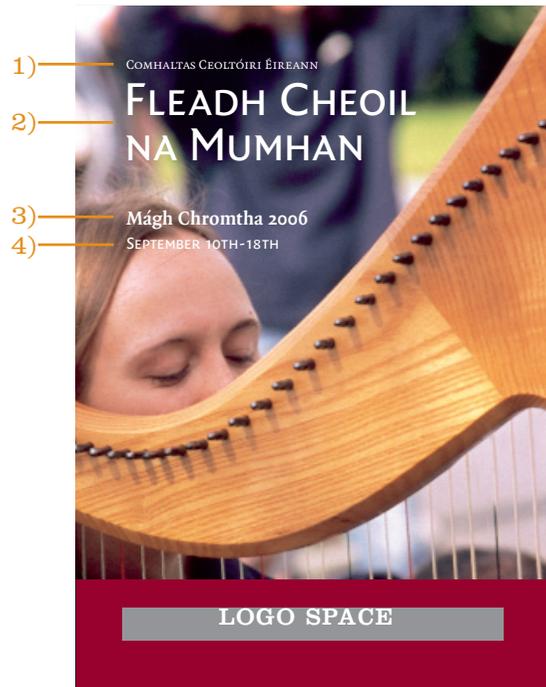
Place the image 35mm from the bottom and 80mm from the top page edge. The image will be 95mm high and running side to side. Use your relevant program to crop it to this space so it avoids the title area.

Title 1 uses FF Quadraat serif Small Caps. If unavailable use a serif uppercase. This is sized smallest of all titles.

For titles 2 and 4 the preference is to use FF Quadraat Sans Small Caps. If unavailable use a Sans Serif lower-case bold. Whilst title 2 should clearly be the largest title, title four should be a little bigger than title 1.

Title 3 use FF Quadraat serif Bold. If unavailable use a lower-case serif bold. It should be slightly bigger than title 4.

Please note the emphasis placed on the size and spacing apart of titles. Your sizing and spacing should appear as near to the example as is possible.



The titles are the most important information in the entire programme and must appear in this order:

- 1) COMHALTAS CEOLTÓIRI ÉIREANN
- 2) FLEADH TITLE
- 3) Location (town name)
- 4) DATE

The information must be easily read in a legible typeface. Fancy script (cursive or hand-written) and old-style celtic fonts are popular when attempting to convey the heritage or mood of the music. However, these are usually illegible and look ill-conceived. It's advised they be avoided for titles.

The colour of titles should not be similar to those in the background image or the letters will disappear. If unsure proof print out a few different colour versions to see. Alternatively, if your image has many colours put a flat colour the same as the border behind the title. A 3mm space should be left between the letters and the colour boxes edges. Examples of this are shown on page 13.

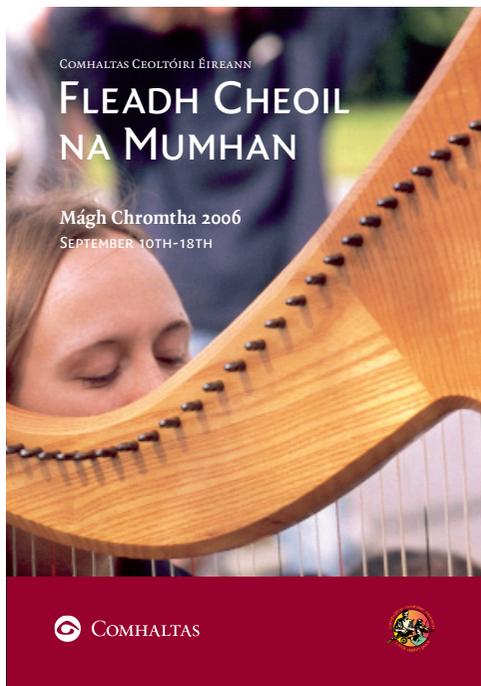
PLACING TITLES ON LANDSCAPE AND PORTRAIT LAYOUT'S.

Set the titles 15mm from the top and either side of the cover. Always have it aligned to the left. i.e. on the left all the words are vertically aligned.

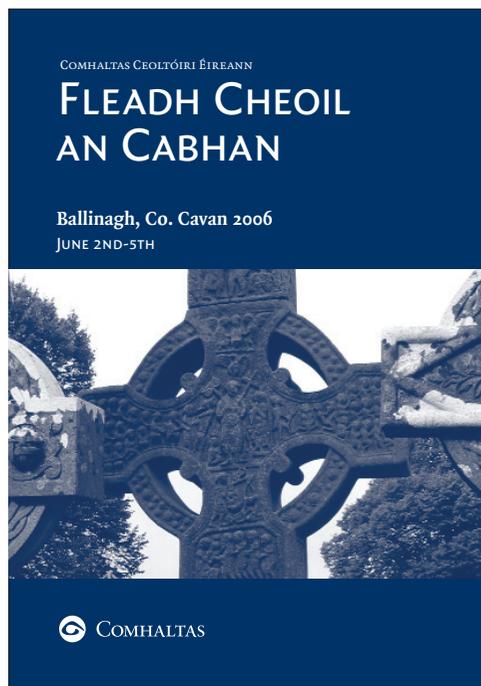
Try to ensure that each piece of information in the title area begins on a new line. Keep any long names or dates to one or two lines by adjusting the size.

The typeface to use in titles is called FF QUADRAAT available in both Serif and Sans Serif versions. They can be purchased for legal use from: www.fontfont.com

If this is not obtainable, use a similar typeface.



Full-Colour CMYK
Portrait Layout



One-Colour Pantone 648C
Landscape Layout

The Logo

2 Colour

1 Colour

Black or white

Clear space

An area equivalent to the diameter of the Celtic 'c' should be left clear around the logotype.

The logo is the identity, the brand, it is extremely important and guidelines should be strictly followed.

The Comhaltas logotype is available for use in three basic forms. Two colour, single colour and black – each in positive and negative versions (see visual left). Any logo should not be distorted or recoloured in any fashion.

The logotype also has a 'clear space' area. As a rule an area equivalent to the diameter of the Celtic 'c' should be left clear around the logotype (see visual left).

PLACING THE COMHALTAS LOGO'S ON THE PORTRAIT AND LANDSCAPE LAYOUTS.

Place the logo's 15mm from each corner. The Comhaltas logo should always be on the left side and 45mm in width. Any sub-brand* logo's like the one shown, should be 20mm across and always smaller than the Comhaltas logo.

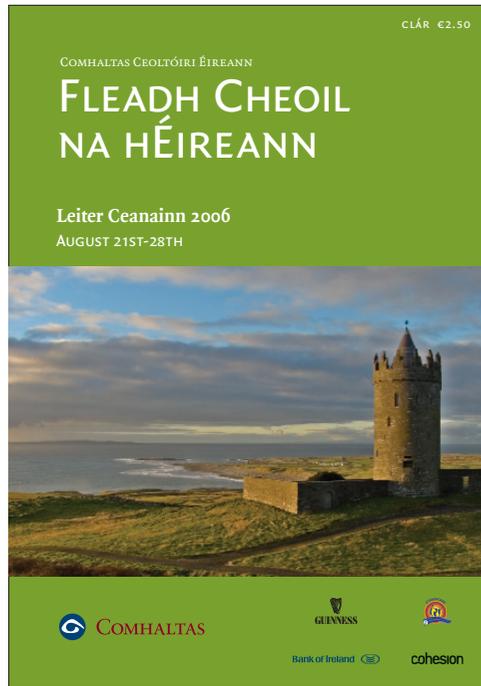
- * Sub-Brand logo's include:
- Comhaltas Session Logo
 - Host Branch Logo
 - Provincial Logo

See over page for guidelines on sponsors logo's.

Decide which colour version makes the logo most legible. If unsure try each version and proof them to see.



Full-Colour CMYK
Portrait Layout

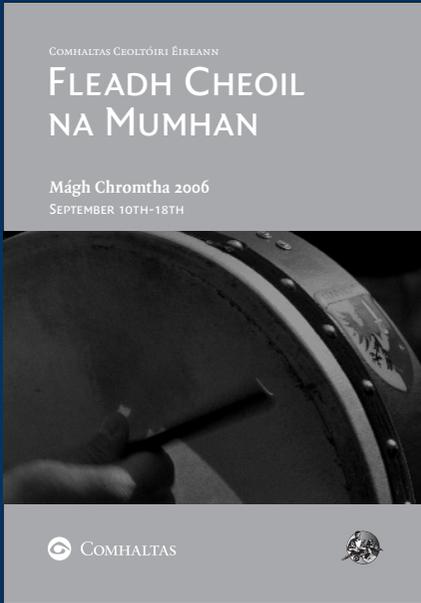


Full-Colour CMYK
Landscape Layout

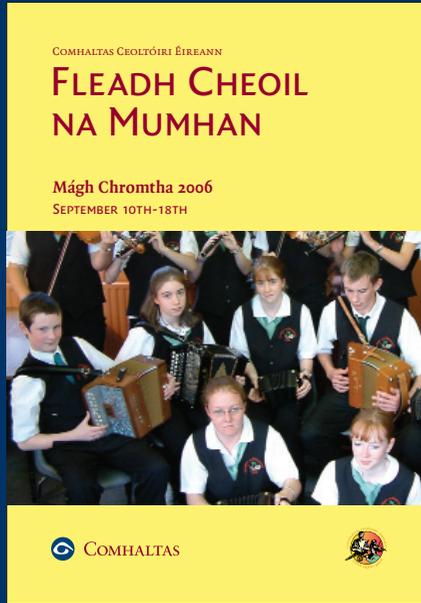
ALL-IRELAND PROGRAMME COVERS AND USING SPONSORS LOGOS.

You should use all previous information on how to create a cover.

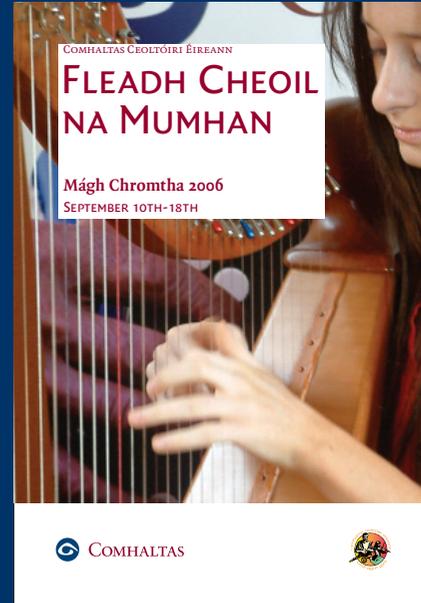
For both layouts place the sponsors logos, distributed evenly, in the sub-brand space. The logo's can utilise the space as required whilst being 5mm from the page and image edge, and observing the Comhaltas logo's clear space guidelines. (see previous page). The logo's must be smaller than the Comhaltas logo. Please ensure that the colours of the logos are not similiar to the background. You may in such a case have to seek alternative versions of the sponsors logo.



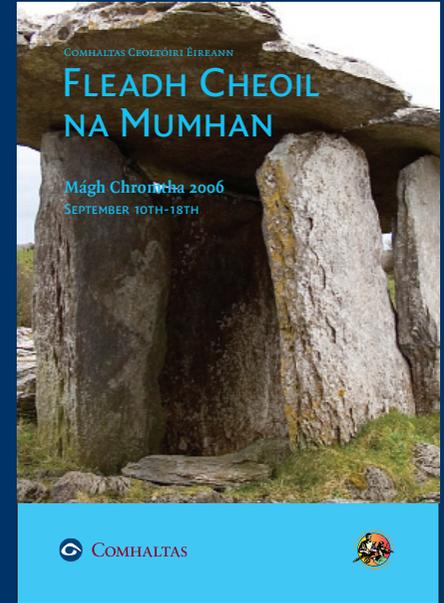
Black and White
Landscape layout



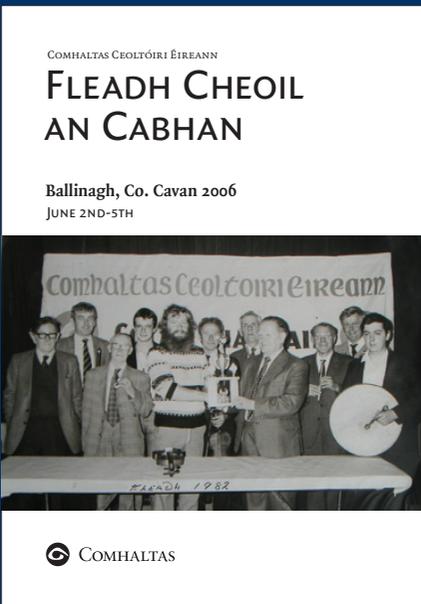
Full Colour CMYK
Landscape layout



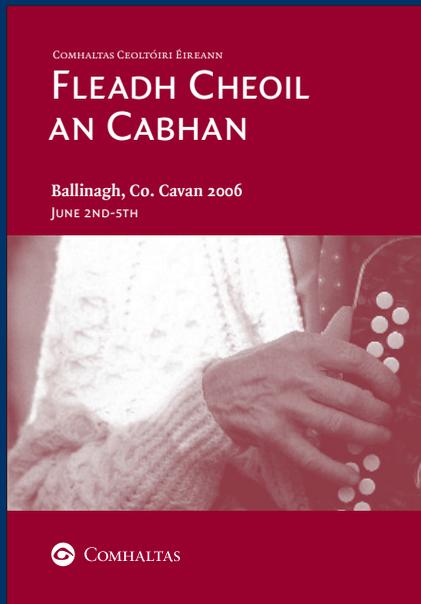
Full Colour CMYK
Portrait layout utilising flat colour
behind titles.



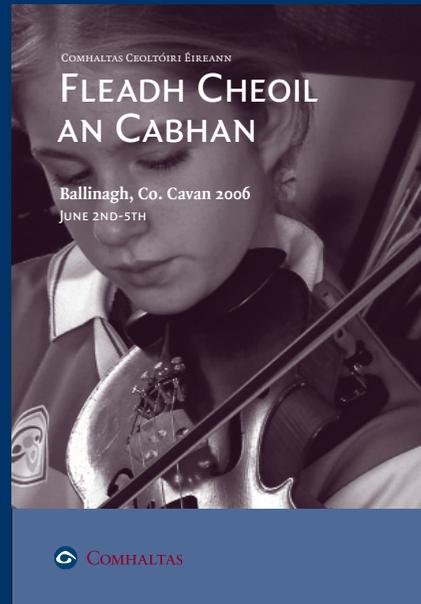
Full Colour CMYK
Portrait layout



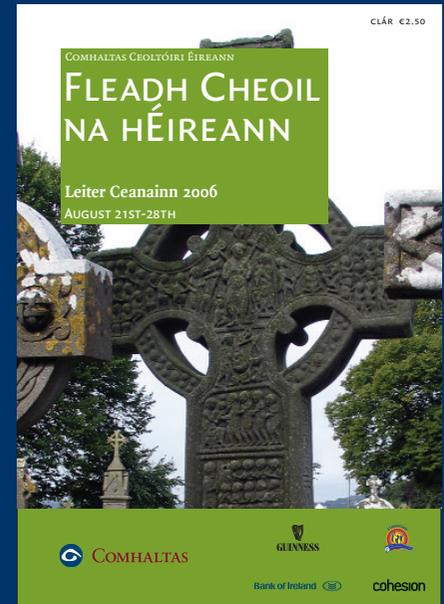
Black and White
Landscape layout



One Colour Pantone 202C
Landscape layout



Two Colour Pantone 202C & 648C
Portrait layout



Full Colour CMYK
All-Ireland Portrait layout utilising flat
colour behind titles.