

DESIGN & PRINT GUIDELINES

These Design and Print guidelines are intended as a guide for organisers who are planning to produce material to promote their Bealtaine event.

Design Tips

If you are preparing brochures or flyers for the Bealtaine festival or other events and activities targeting older people please follow these guidelines for legibility.

- Use a font that is clear and easy to read. The lower case height should be at least 2mm. Use normal or bold text but not light. Avoid italics, underlining or block capitals.
- Make sure your text makes a good contrast with your background colour. If you're reversing out text, increase the weight of your text.
- Keep your text left-aligned with ragged right. Keep pictures to the right of your text so that they don't break the line of left-aligned text.
- Set your text horizontally.
- Leading should be 1.5 to 2 times the space between words (remember, that's not the same as 1.5 or double spacing).
- Make sure the numbers you use are clear and easy to distinguish from each other.
- If you're using columns, keep a good gap between them.
- Avoid writing text over images if it's going to make text difficult to read.
- Use matt or uncoated paper. Glossy finishes can create a glare that makes print hard to see.
- Be careful about how the information is presented so that the important details like dates, times, venues, costs are easy to read.

Print Requirements

The following logos and information are recommended for your print materials. If you do not print materials but use online design only these logos and descriptions still apply and we recommend you use them.

Using the Bealtaine logo

You may wish to use the general Bealtaine logo on your publicity materials. The logo, and the guidelines for using it can be downloaded from the festival website: www.bealtaine.com

Using the Age and Opportunity logo

You may wish to use the general Age & Opportunity logo on your publicity materials. The logo, and the guidelines for using it can be downloaded from the festival website: www.bealtaine.com

Text about the Bealtaine Festival and Age & Opportunity

Official tag-line for the Bealtaine Festival

Age and Opportunity's Bealtaine Festival - celebrating the arts and creativity as we age

Longer description of the Bealtaine Festival

'Bealtaine is the national arts festival celebrating the arts and creativity as we age. It takes place throughout the month of May nationwide and involves thousands of participants in events in every art form. Taking its name from the ancient Celtic festival celebrating springtime, Bealtaine celebrates renewal, creativity and growth in ageing. Bealtaine is coordinated by Age & Opportunity – the national organisation working to promote greater participation by older people in society'.

Age & Opportunity

Age & Opportunity is the national organisation that inspires everyone to reach their full potential as they age. Our goal is to turn the period from age 50 onwards into one of the most satisfying times in people's lives, by facilitating opportunities in arts and culture; sport and physical activity; learning and active citizenship. www.ageandopportunity.ie

Older People

At Age & Opportunity when we need to use a general term, we use the term 'older people'. This is partly informed by a Europe-wide survey (1993) in which people over 60 were asked what they wanted to be called. The two most popular terms were 'older people' and 'senior citizen'. 'What is an older person?' is a question Age & Opportunity is frequently asked. Unfortunately, there is no satisfactory definition.

Please see Age and Opportunity's Bealtaine Festival Brand and Communications Guidelines for Age & Opportunity official requirements in relation to Bealtaine events funded and curated by Age & Opportunity as well as recommendations for all Bealtaine events.