

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.

You can download the Bealtaine logo (in a variety of formats) for use in your materials. If you have any queries about how to use the logo please contact our Communications Manager melissa.byrne@ageandopportunity.ie.

Text about the Bealtaine Festival and Age & Opportunity

Official tag-line for the Bealtaine Festival

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

Longer description of the Bealtaine Festival

Bealtaine is Ireland's national festival which celebrates the arts and creativity as we age. The festival is run by Age & Opportunity, the leading national development organisation improving the quality of life of people aged 50 – 100+.

Age & Opportunity Arts provides opportunities for older people to be more creative more often, to create meaningful participation and representation for all older people in cultural and creative life and to demonstrate and celebrate how our creative potential can improve with age.

Age & Opportunity

Age & Opportunity is the national organisation that provides a range of opportunities for older people who want to get more involved in arts and culture, sport and physical activity, civic engagement and personal development. Our aim is to inspire people aged 50+ to live a dynamic life in which they are more active, more visible, more creative and more connected. www.ageandopportunity.ie

Mind you language

At Age & Opportunity we believe that ageist terms and images should be as unacceptable as sexist or racist ones. This guide aims to encourage all of us to use language that is precise, accurate and non-judgemental in private and public conversations with and about older persons.

Do...

Use the term **Older persons**. It is the most appropriate term to use. The 'er' qualifier makes it more acceptable and inclusive than just 'old'. It indicates that age is relative - everyone is older or younger than someone else. It recognises a continuum of ageing, all older persons are not the same age. While older people is also acceptable the word persons highlights that everyone is an individual. Above all, it is the term that older persons prefer. This is reflected in titles such as the United Nations Principles for Older Persons and the International Day of Older Persons.

Don't...

One of the worst – but most pervasive - ways to describe older persons is ‘the elderly’. The word elderly is problematic because of its association with dependency and frailty and when paired with ‘the’ it implies membership of a homogenous group where all the individuals are the same. Also using “the” as a prefix implies we are not part of this group, we are othering the subjects.

Geriatric is a medical term and should only be used in medical contexts, we would never refer to children as paediatrics. Likewise, just as we don't refer to persons under 50 as junior citizens there is no need to refer to persons of any age as senior citizens. Pensioner or OAP implies financial dependency and renders invisible the very many older persons who are in paid or unpaid work.

Person first...

We do change as we get older. Functional abilities change over time. Older persons do become ill, do live with disabilities and many health issues do become more prevalent with age. When dealing with any disability or health issue - at any age - person-first language should always be used. Someone lives with dementia rather than exists as a dementia sufferer. Individuals are users of wheelchairs rather than wheelchair bound and have had strokes rather than are stroke victims.

In the picture...

It's not just our language that we need to watch. Portrayals of older persons can also be stereotypical leading to ageist attitudes and behaviours. Many of the images used to represent older persons, particularly those in care settings during the Covid-19 crisis have been negative stock images of body parts - wrinkly hands, woolly slippers, walking frames. Dehumanising anybody like this means we are less likely to respect their rights and treat them as equals. On the other hand, portrayals (often in advertising) of older persons as happy and affluent, active and leisure oriented can be positive but often exaggerated and unrealistic. These representations do not reflect the diversity of older persons and the experiences of ageing and can be alienating and disheartening for viewers. It is always preferable to include images of local older people that we can all identify with.

Visit Age & Opportunity's website and social media for good examples of positive language and images.

Website: <https://ageandopportunity.ie/>

Facebook: <https://www.facebook.com/AgeandOpportunity>

Twitter: https://twitter.com/Age_Opp

LinkedIn: <https://www.linkedin.com/company/age-and-opportunity/>