How to:
design effectively

Friends of the Earth

Pull-out section

Getting a campaign message across successfully depends largely on its design. The job of a leaflet, newsletter or poster is to be so attractive that it stands out from the crowd of messages bombarding the public, or entices someone to pick it up. Text and pictures should guide the reader effortlessly through the publication. FOE's new visual identity has been designed to be as easy to use and read as possible. Here are some suggestions for getting the best out of it.

Establish the brief

Whether you are designing your own materials or commissioning a designer it is important to establish what the aims of the publication are. This is known as a brief. To do this for a poster, for example, work out the following:

- **The purpose of the poster** Is it promotional or is it going to communicate a hard-hitting message? Does it have to provoke an action?

- **Who the poster is aimed at** You need to know whether it is being designed for a particular group or age range.

- **Where the poster will be displayed** You may need to produce a more striking design for a poster which will be displayed in a window than one which people will read on a community notice board.

- **How the poster will be reproduced (photocopying or printing)** How many colours can you use? Are there any photographs or images that must be included?

- **How people will know who is talking to them** What details, phone numbers and web addresses will be included?

Ways to tempt people to read text

Below are a few ways to encourage people to read your campaign messages:

- **Main headline** This will be the largest piece of text and the first to be read. Keep it short and to the point. You should be able to do this in fewer than seven words.

- **Standfirst** This is the second piece of information people will read and is used to explain the main headline. It can be longer than the headline – up to four lines – and introduces the reader to the subject. Use a smaller point size than for main headlines, but bigger than for subheads.

- **Subheads and crossheads** These are useful to break up blocks of text by introducing new sections. They make the page appear less intimidating and offputting to a potential reader.

- **Body copy** This is the text containing the main bulk of information.

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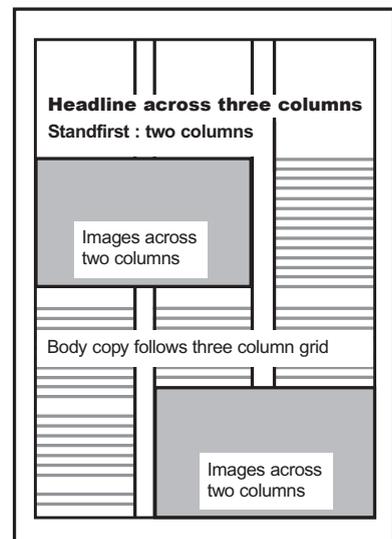
Other details to consider

1 **Logos** You need to decide how you want to use the logo. Do you want it to stand out or do you want to use it as a stamp to remind people who has created the poster, placard or publication?

2 **Images** From your selection of images decide whether you have one that will work well on the leaflet's cover or poster by grabbing the reader's or passer-by's attention effectively.

Keep the information tidy

Using a basic grid is a very helpful way of organising your information. It helps you place text and images along baselines, margins and columns. Grids are especially useful in keeping the layout consistent on publications of more then one page or on publications which are produced on a regular basis. Many desktop publishing packages have model grids which can be used or adapted.

The grid on the right shows a basic three-column format. The headline spans all three columns, the standfirst and images two.

Headline across three columns
Standfirst : two columns

Images across two columns

Body copy follows three column grid

Images across two columns

Make the text inviting

Arial and Times New Roman are the FOE typefaces, they are easy on the eye – attractive but not distracting. Use different sizes and the **bold** facility for variety. Also:

○ **Avoid using CAPITAL letters for complete words** to highlight important text – it actually makes it more difficult to read. If you want your text stand to out increase the point size or put it in **bold**.

○ **Make the text easier and more inviting to read** by not crowding it with other design features. Headlines stand out more if there is sufficient white space around them.

○ **Avoid using large blocks of text in italic** as this can be difficult to read. A paragraph of italic is more than long enough.

○ **Keep the text as big as possible.** The body copy in this magazine is 10 point. This is as small as you would want to go; anything smaller is very hard to read.

Variations in Times New Roman point size and font weight

Roman:	Abc 10pt	Abc 12pt	Abc 14pt
Italic:	*Abc 10pt*	*Abc 12pt*	*Abc 14pt*
Bold:	**Abc 10pt**	**Abc 12pt**	**Abc 14pt**
Bold italic:	***Abc 10pt***	***Abc 12pt***	***Abc 14pt***

Variations in Arial point size and font weight

Arial:	Abc 10pt	Abc 12pt	Abc 14pt
Italic:	*Abc 10pt*	*Abc 12pt*	*Abc 14pt*
Bold:	**Abc 10pt**	**Abc 12pt**	**Abc 14pt**
Bold italic:	***Abc 10pt***	***Abc 12pt***	***Abc14pt***
Black:	**Abc 10pt**	**Abc 12pt**	**Abc 14pt**

Dealing with colour

When choosing shades of colours, try to think how all the different elements in your design will work together. Text is always best in a dark colour. It is also not advisable to reverse large blocks of text out of a dark colour as it can be very hard to read. If you have a background colour make sure that all images and text will be readable on top of it.

Selecting the best image

Select an image (photo, transparency, cartoon, illustration) that best communicates your message and has a good, focused composition. You may have two similar photos of children in front of a factory. In one photo the children may be further away and not looking at the camera. In the other they may be closer up and looking straight out of the picture which creates a different, more challenging mood. Decide which of these you feel will communicate your message best. Also try to:

"**Use captions** for your images. people usually look at captions before reading a block of text."

Consistency

Consistency will help strengthen people's awareness of both your group and your campaign. Here are some ways you can be consistent.

○ **Make sure you use the logo** in the same way on all publications.

○ **Using Arial and Times New Roman** as the only two fonts helps consistency enormously – use them throughout all your publications.

○ **Devise a style** in which to present your contact details and use the same style every time.
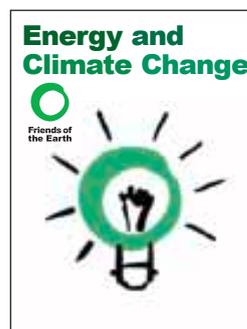
Logo

The new FOE logo works best on a white background either as all green, all black or green with black text.

Using colour effectively

When choosing shades of green and black/white, try to think how all the different elements in your design will work together. Text is always best in a dark colour. It is also not advisable to reverse large blocks of text out of a dark colour as it can be very hard to read. If you have a background colour make sure that all images and text will be readable on top of the chosen background colour.

Use people to push your message home

Real food: Time to choose

Be a friend of the Earth

Energy and Climate Change

Waste and recycling

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Printing your publications

To get a quote for a print job you will have to telephone the printer with details about:

- how many copies you want, and by when

- what kind of paper you want to use; at Friends of the Earth's London offices we specify 100 per cent post-consumer waste recycled paper

- the size of the publication

- how you would like it folded (an A4-sized piece of paper can be folded in half once to make an A5 leaflet, or in thirds, twice, to make a traditional leaflet – printers sometimes call this size DL or A4 folded to a third A4)

- how you plan to supply your design; will it be a print out (hard copy) or will it be on a computer disk?

- how many images need to be scanned; all but the smallest images will probably have to be scanned by the printer

- how many colours you want; the job can either be one colour, two colour or four colour. Black is a colour, but the white of the paper does not count as a colour.

Top tips for using FOE's new look:

1 black used with the new FOE green looks very striking

2 don't forget to tell any external printers and designers that the colour of FOE's new green is Pantone 354

3 use a lot of white space – it will be more inviting to the eye than a page crammed full of text! Keeping white space around the new logo will help it stand out – meaning more recognition for your work

4 the new identity uses Arial and Times New Roman typefaces. For headings and placards Arial is visually very strong and will help to shout your message. Times New Roman is good for body text, as it is very readable in small sizes.