

## **TBI Graphics – general points**

### ***Posters –***

These are nearly always produced at A4 and A5 size and, once finalised, saved as a PDF or JPG and then circulated in both sizes to the poster people as shown on list in Dropbox under Communications>media and publicity.

Various directors may initiate a poster but Sheila (comms) and Julie Gibson (Chair) might wish to approve before it is sent out for distribution. The poster people then print off as many copies as they need for their local shops etc and are responsible for putting up (and taking down)

The TBI logo is always included – usually 2 for balance – and the web address should always be on too. A phone contact is often useful and the person who initiates the request will provide details. Bear in mind that full colour images use up printer ink but colour does attract the reader's attention.

Posters should be clear and uncluttered and to that end we nearly always use a sans serif typeface such as Arial but there are no specific fonts used.

There are a variety of logos from other organisations which we have used in the past and they are all available on Dropbox should you need them.

Cartoons can be useful, lightening the message and attracting attention. These can be accessed from the web but be careful re copyright. This website has been useful in the past . <http://vesma.com/cartoons/index.htm>

There are no particular guidelines re format of the TBI logo – B+W is fine as is a dropped shadow behind if it enhances but if the poster is in colour then the full colour logo should be used.

### ***Main events each year for which posters are needed are:-***

**Potato Day** – early March

**Apple pressing** - at markets and various locations – late September, October and early November

Other possible events

AGM – usually November

Grow North events

Films

Energy events

Cycle events

Other graphics needed from time to time are:-

1/3 A4 leaflets for the 3 markets – these are usually prepared in November and printed in December. Big Sky print have done it the last couple of years but see list of printers at bottom of this document

Large A1 display panels for our 3 display boards. These are used at markets but their purpose maybe needs to be reviewed and a better use may be

1. relevant press articles either local or national
2. jobs to be done by members over month
3. what's going on hand- written sheet for month

Artwork for display banners or road signs. Very often the company producing the product has a template to follow – eg Sailflags.co.uk I have just ordered new ones for promoting the 2 markets which TBI runs.

In due course the large market banners may need to be replaced. They were supplied by MacSigns in Inverness and they could, if necessary, produce the artwork although it 's cheaper if TBI does it.

Printers we have used

Big Sky – 305 The Park, Findhorn, Moray IV36 3TE Tel 01309 691640

Email Howard <info@bigskyprint.com> They are ethical printers who use vegetable inks etc and recycled stock.

Genie Design and Print Brighton 01273 32 61 08 [info@geniedesignandprint.co.uk](mailto:info@geniedesignandprint.co.uk)  
Good for cheap print runs

Acorn Signs Graham Fraser  
Acorn Signs : Macsigns  
Unit 3, 42 Harbour Road  
Inverness IV1 1UF

T 01463 713708

Speedprint Inverness - Tim Latham Tel 01463 710928  
<info@speedprintdigital.co.uk>

Highland Print and Design – Church Sreet Inverness  
Sailflags <https://www.sailflags.co.uk/our-products/eco-banners/>  
01736 719111 – Russell or Mark

