



Local Elections 2014 Style Manual



Election Posters - Frequently Asked Questions

Q. How many days before an election can election candidates erect posters?

- A.** Posters are only allowed to be erected for a certain specified time period before an election. This time period is either (a) 30 days before the poll date or (b) from the date the polling day order (or equivalent) for the election has been made, whichever provides the shorter period of time.

Q. Can posters be put up on billboards?

- A.** This is commercial advertising, not election/referendum poster as such – any person may buy this advertising space at any time of the year to advertise their product/service. There are planning regulations relevant to this type of advertising space so check with your local authority planning section.

Q. What about people parking vehicles with election slogans printed on the side in free parking spots?

- A.** This is not an offence under the Litter Pollution Acts, however, section 19 of the Litter Pollution Act 1997 does make it an offence to place adverts (e.g. flyers) on mechanically propelled vehicles unless they are secured by mechanical means. This, for example, prohibits the placement of flyers under wiper blades.

Q. How many days after polling day do posters have to be removed?

- A.** All election/referendum posters must be removed within 7 days after polling day.

Q. Can local authorities remove posters?

- A.** Section 20 of the Litter Pollution Act 1997 gives local authorities powers to serve notices on occupiers of property, visible from a public place, to remove advertisements, if it appears to the local authority that it is in the interests of amenity or of the environment of an area to do so.

Q. Does the name and address of the printer and publisher have to be printed on the poster?

- A.** Yes.

Q. Where can posters be erected so they do not cause a disruption to road users?

- A.** The Road Traffic Acts contain requirements in relation to maintaining clear lines of sight for road users which may impact on where posters can be placed, e.g. not at traffic junctions or on roundabouts where they may cause road safety risks. Check with the Roads section of your local authority.

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Photography & Imagery

Guidelines on candidate photography and imagery

It is important to use good imagery of the candidates. The traditional candidate head and shoulders image is the most important, and the same image should be used consistently on all literature. **Please make sure to supply this photo with both shoulders fully visible, in order to allow cropping into multiple situations.**

All candidate photos need to be of high resolution and must look professional. The photos should be CMYK, 300dpi at 100% to give the best result.

All photography of candidates should be 'clipped out' in Photoshop before being placed into the included InDesign templates.

Note: When selecting further images for use in your campaign, for example on your newsletters, please ensure they are of a high quality and resolution, and also that they are relevant to the story or issue you are highlighting.



Visibility of both shoulders allows for more varied use.



Full Colour Candidate Image

All candidate images must be 'clipped' to leave a transparent background, before being inserted into the various templates.



Do not use blurred or low resolution images



Do not over or under expose the image

Artwork Templates

Information on included artwork templates

All layout templates have been provided on an enclosed CD, and can be opened and edited using Adobe InDesign software. Your printer or designer should be able to open this, should you choose not to use the design and print facilities in Fianna Fáil HQ. All the required files, including fonts and logos, are included on the CD.

Please do not amend the artwork or change the colour palette, other than to insert your own name and picture, and if required the names of your running mates.

Samples of the various canvassing literature options are included on the following pages.

Guidelines for Ballot Paper Photographs

IMPORTANT

Information on having your photo placed on the ballot

In order to have your photograph included on the ballot paper, you must provide the following items to the returning officer:

- A digital photograph (passport sized - 35mm x 45mm) on a CD-ROM; - this MUST be taken professionally;
- Two identical printed copies of the same photograph;
- Your nomination paper;
- A certificate of party affiliation.

In the interests of Candidate and Party recognition, we urge you to adhere to the following standards.

The photograph must be:

1. taken by a professional photographer
2. in colour with a light coloured background
3. showing the candidate's full face, head and shoulders only; no head coverings are permissible
4. taken not more than 12 months prior to polling day

Each printed copy of the photograph must have the candidate's name clearly shown on the back of the photograph.

If the above requirements are not complied with, the returning officer may not include your photograph on the ballot paper. In these circumstances, or if no photograph is supplied, the space for the candidate's photograph will be left blank on the ballot paper.

If you would like your ballot photo to be included on www.fiannafail.ie please send an electronic version of it to annie@fiannafail.ie.

The onus to meet these requirements is on the candidate.

Posters

Single candidate - 48" x 32"
Multiple candidate - 48" x 24"
Diamond - 20" x 20"

There are a number of options available to you, displayed on the right. You may choose to use a single candidate, or multiple candidate poster, or a combination of the two. Multi candidate posters should list candidates alphabetically.

Please include the names of your running mates in order to maximise the Party's transfer return in each area.

Please note: You should only edit the candidate photograph, candidate name, and running mates. The background image, green colour gradient, and party logo, must be retained.

You should also add the name and address of your printer to the bottom of your poster, as this is a legal requirement on all election posters.

Note: Candidate surname is **Gotham Black**.
Candidate forename is
Gotham Book.



Do not edit background image, FF logo, or green gradient

Include running mates where applicable

Include name and address of your printing company (legal requirement)



2 Candidate poster - 48" x 24"



3 Candidate poster - 48" x 24"



4 Candidate poster - 48" x 24"

Canvass Cards

DL size - Portrait & Landscape

Canvass cards are DL size (one third A4), double sided, and available in both portrait and landscape format.

On the front is the name, photograph, and electoral area of the candidate, along with, where applicable, the names of the candidate's running mates.

On the reverse are the candidate's contact details, a **short message** from the candidate (100-120 words) and details of the relevant Fianna Fáil European election candidate(s).

It is important that the candidate message be carefully checked and proof read for spelling and grammar, while content should be concise and relevant.



Landscape DL Front



Landscape DL Back



 **FIANNA FÁIL**
THE REPUBLICAN PARTY

VOTE No. 1 CATHERINE
ARDAGH
CRUMLIN KIMMAGE

Please continue your preference for my colleagues
BRIAN DENNEHY & CHARLIE O'CONNOR

Portrait DL Front

CATHERINE ARDAGH

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Contact Catherine

☎ 087 123 4567
✉ name.surname@email.com
🌐 www.namesurname.ie
📍 Address Lane, Address Town, Co. Address.
📺 /NameSurname1
📺 @NameSurname



Your European Candidates 

Cllr. MARY FITZPATRICK

☎ 087 123 4567
✉ name.surname@email.com
🌐 www.namesurname.ie
📍 Address Lane, Address Town, Co. Address.



Portrait DL Front

Newsletters

2 page A4
4 page A4

There are templates for both a 2 page A4, and 4 page A4 newsletter, as shown to the right.

On the front page, the candidate name, image, and LEA should be clear and easy to read.

The front page should focus on the most important story or issue available to the candidate.

The back page should feature candidate details, as well as those of their running mates locally, and of the relevant Fianna Fáil European candidate.

Photos should be included where possible, though candidates should ensure that the images used are clear and relevant. Photos may be added, removed or resized as needed, however candidates should try to retain the feel of the included samples.

Please ensure your text is thoroughly checked for spelling and grammar mistakes.

Text size should be preserved as much as possible as reducing the text size makes it difficult for older voters to read.



CATHERINE ARDAGH

FIANNA FAÏL
THE REPUBLICAN PARTY

CRUMLIN KIMMAGE

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"I will work to ensure our area is a safe and vibrant place to live."

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VOTE NO. 1 CATHERINE ARDAGH

ON 23RD MAY 2014



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Contact Catherine

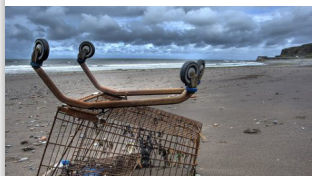
087 123 4567
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@NameSurname

Cllr MARY FITZPATRICK
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mary.fitzpatrick@gmail.com
Address Line, Address Town, Co. Address.



2 page A4 - Front

2 page A4 - Back



LOREM IPSUM DOLOR

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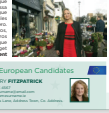
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LOREM SIT AMET, DIPISCING

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Other Stationery

Headed Paper
Business Cards
'Sorry I Missed You' DL
Lapel Stickers

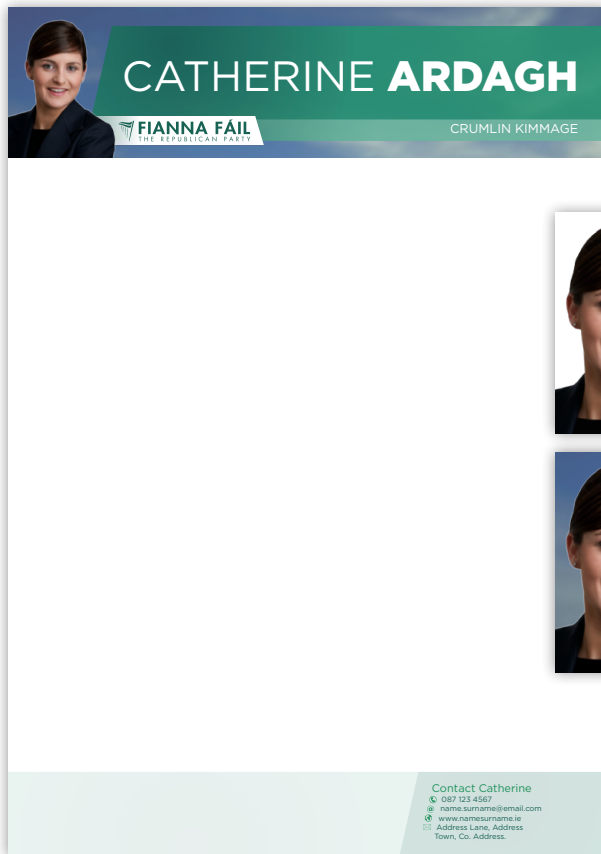
Also available are a number of additional campaign pieces that will aid candidates in promoting their candidacy.

Headed paper, emphasising the candidate's name, should include contact information on the bottom right hand corner.

There are 2 options for business cards. Candidates might consider using the 2 different styles to differentiate them from their local running mate.

The 'Sorry I Missed You' card may include a section for voters to return to you, and can be a useful way of establishing a more meaningful chain of contact.

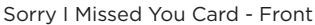
Finally, lapel stickers are a very easy way to have your supporters show their support for you.



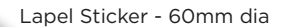
Headed Paper



Business Card



Sorry I Missed You Card - Back (optional)



Literature Suppliers & Guideline Costs

Fianna Fáil Internal Print Facility

65-66 Lower Mount Street,
Dublin 2
Tel: 01 676 1551
Email: printing@fiannafail.ie

Canvass Cards

5,000	€150
10,000	€280
15,000	€390
20,000	€490

Business Cards

500	€20
1000	€30

Sorry i Missed You Cards

5,000	€150
10,000	€280

Letterhead

5,000	€150
10,000	€280
15,000	€390

A4 Newsletter 2pp

5,000	€195
10,000	€375
15,000	€545
20,000	€725

A4 Newsletter 4pp

Price on application

Horizon Graphics

Unit 2A
Phoenix Industrial Estate
Navan Road
Dublin 15.

tony@horizongraphics

Tel: 01 8681257
Contact Tony Gillen

Canvass Cards

5,000	€277
10,000	€332
15,000	€394
20,000	€443

Letterhead

5,000	€351
10,000	€480
15,000	€603

A4 Newsletter 2/4pp

5,000	€584
10,000	€984
15,000	€1353

McGowan's Print Innovations

IDA Industrial Estate
Poppintree
Dublin 11.
Tel: (01) 4106700
Contact Robbie Grace
rgrace@mcgowansprint.com

Canvass Cards

5,000	€319.80
10,000	€553.50
15,000	€639.60
20,000	€713.40

Letterhead

5,000	€608.85
10,000	€854.85
15,000	€1100.85

A4 Newsletter 2pp

5,000	€731.85
10,000	€854.85
15,000	€977.85

A4 Newsletter 4pp

5,000	€854.85
10,000	€1063.95
15,000	€1285.35

KPW

Ballinasloe
Co.Galway
Tel: 090 - 9642297
brendandooley@kpw.ie

Canvass Cards

5,000	€280
10,000	€459
15,000	€577
20,000	€696

Letterhead

5,000	€240
10,000	€461
15,000	€664

A4 Newsletter 2pp

5,000	€204
10,000	€392
15,000	€577

A4 Newsletter 4pp

5,000	€588
10,000	€928
15,000	€1206

Print & Display Ltd

80 Cookstown Industrial Estate
Tallaght
Dublin 24.
Tel: 01 4131400

Canvass Cards

5,000	€888
10,000	€1746
15,000	€2590
20,000	€3460

Letterhead

5,000	€380
10,000	€740
15,000	€1098

A4 Newsletter 2pp

5,000	€724
10,000	€1420
15,000	€2790

Masterphoto Ltd

4 Heytesbury Lane
Ballsbridge
Dublin 4.
Tel: (01) 6185116

Canvass Cards

5,000	€270
10,000	€325
15,000	€365
20,000	€437

Letterhead

5,000	€270
10,000	€406
15,000	€461

A4 Newsletter 2pp

5,000	€332
10,000	€445
15,000	€584
25,000	€855

A4 Newsletter 4pp

5,000	€504
10,000	€818
15,000	€1095
25,000	€1690

Santry Printing

Unit 5 Lilmar Industrial Estate
Santry
Dublin 9.
Tel: (01) 8426444

Canvass Cards

5,000	€300
10,000	€410
15,000	€478
20,000	€550

Letterhead

5,000	€295
10,000	€375
15,000	€440

A4 Newsletter 2pp

5,000	€330
10,000	€470
15,000	€575

A4 Newsletter 4pp

5,000	€499
10,000	€745
15,000	€986

Anglo Printer Ltd

Mell Industrial Estate
Drogheda
Co. Louth
Tel: 041 9835000

Canvass Cards

5,000	€307.50
10,000	€356.70
15,000	€399.75
20,000	€461.25

Letterhead

5,000	€301.35
10,000	€381.30
15,000	€461.25

A4 Newsletter 2pp

5,000	€313.65
10,000	€399.75
15,000	€516.60
20,000	€621.15

A4 Newsletter 4pp

5,000	€430.50
10,000	€651.90
15,000	€867.15
20,000	€1100.85

Waterman Printers Ltd

Little Island Industrial Estate
Cork
Co. Cork.
Ph: 021 4354588

Canvass Cards

5,000	€256
10,000	€316
15,000	€370

20,000 €420

A4 Newsletter 2/4pp

5,000	€490
10,000	€724
15,000	€926

Letterhead

5,000	€295
10,000	€388
15,000	€473

Printsave.ie

8 Burgh Quay
Ground Floor
Dublin 2
Tel: (01) 677-7838

Canvass Cards

5,000	€166.05
10,000	€183.27
15,000	€244.77
20,000	€306.27

Letterhead

5,000	€299
10,000	€499
15,000	€699

A4 Newsletter 2pp

5,000	€367.77
10,000	€404.67
15,000	€539.97

A4 Newsletter 4pp

5,000	€550
10,000	€861
15,000	€1150

Kanturk Printers Ltd.

Percival Street
Kanturk
Co. Cork
Tel: 029-50103
Fax: 029-50255
sales@kanturkprinters.ie

Canvass Cards

5,000	€215
10,000	€355
15,000	€422
20,000	€485

Letterhead

5,000	€193
10,000	€385
15,000	€581
20,000	€699

A4 Newsletter 2pp

5,000	€170
10,000	€332
15,000	€475

A4 Newsletter 4pp

5,000	€503
10,000	€805
15,000	€1110

Poster Costings

The Printed Image

Font House
Fonthill Industrial Park
Dublin 22.
Tel: (01) 4089222
E: sales @tpi.ie

48"x32"

200	€1132
300	€1698
400	€2264

(€5.66 per poster)

20"x20" - Diamond

100	€435
200	€668
500	€1410

Masterphoto Ltd

4 Heytesbury Lane
Ballsbridge
Dublin 4.
Tel: 01 6685203
Contact John Molloy

48"x32"

100	€1060
200	€1935
300	€2895
400	€3940
500	€4820

20"x20" - Diamond

200	€720
400	€1330
600	€1930

1000 €3100

Horizon Graphics

Unit 2A
Phoenix Industrial Estate
Navan Road
Dublin 15.
tony@horizongraphics
Tel: 01 8681257
Contact Tony Gillen

48"x32"

100	€958.17
200	€1824.09
300	€2672.79
400	€3537.48
500	€4404.63

20"x20" - Diamond

200	€723.24
400	€1335.78
600	€1947.09
1000	€3185.70

McGowan's Print Innovations

IDA Industrial Estate
Poppintree
Dublin 11.
Tel: (01) 4106700
Contact Robbie Grace
rgrace@mcgowansprint.com

48"x32"

100	€635
200	€1270
300	€1905
400	€2540
500	€3175

20"x20" - Diamond

200	€442
400	€884
600	€1326
1000	€2210

Santry Printing

Unit 5 Lilmar Industrial Estate
Santry
Dublin 9.
Tel: (01) 8426444

48"x32"

100	€750
200	€1500
300	€2250
400	€3000
500	€3750

20"x20" - Diamond

200	€600
400	€1200
600	€1800
1000	€3000

Print & Display Ltd

80 Cookstown Industrial Estate
Tallaght
Dublin 24.
Tel: 01 4131400

48"x32"

100	€630
200	€1260
300	€1890
400	€2520
500	€3150

20"x20" - Diamond

200	€581
400	€1067
600	€1541
1000	€2488

Printsave.ie

8 Burgh Quay
Ground Floor
Dublin 2
Tel: (01) 677-7838

48"x32"

100	€780
200	€1550
300	€2300
400	€2840
500	€3575

20"x20" - Diamond

200	€594
400	€1200
600	€1700
1000	€2600

Smurfit Kappa

Unit 17, Whitestown Dirve
IDA Business Park
Tallaght
Dublin 24.
Tel: (01) 4524333

48"x32"

100	€1009
200	€1556

20"x20" - Diamond

100	€396
200	€676

Printgraf Ltd

Kilmartin
Mulhuddart
Dublin 15.
printgraf@eircom.net
Tel: (01)8211053
Contact Kevin O' Farrell

48"x32"

100	€750
200	€1450
300	€2175
400	€2800
500	€3500

20"x20" - Diamond

200	€500
400	€1000
600	€1200
1,000	€2000

KPW

Ballinasloe
Co.Galway
Tel: 090 - 9642297
brendandooley@kpw.ie

48"x32"

100	€945
200	€1860
300	€2751
400	€3628
500	€4490

20"x20" - Diamond

200	€764
400	€1476
600	€1944
1,000	€3110

Duprint Ltd

Cores Road
Dundalk
Co. Louth
E: info@duprint.it
Tel: 042 9329144

48"x32"

100	€1250
200	€2000
300	€3000
400	€4000
500	€5000

20"x20" - Diamond

200	€900
400	€1800
1,000	€3000

Other Print Companies**EcoRock**

1-8 Crag Avenue
Clondalkin Industrial Estate
Dublin 22.
Tel: (01) 4570188

DC Kavanagh

Unit E5, Ballymount Industrial
Estate
Walkinstown
Dublin 12.
Ph: (01) 4196700

Hudson Killeen

Unit B14,Ballycoolin Business
Park
Blanchardstown
Dublin 15.
Ph: (01) 8293450

Turner Printer Group Ltd

Earl Street
Longford
Co. Longford
Tel: 043 3346275

Blackthorn Print & Design

6 Blackthorn Close
Stillorgan Industrial Park
Co. Dublin.
Tel: (01) 2973489

Custodian Print Consultancy

33 Lr Leeson Street
Dublin 4.
Ph: 6769299

KPS Colour Print

Knock
Co. Mayo.
Tel: 094 9388231
www.kpscolourprint.com

Print In Time Ltd

Unit D1
South City Business Park
Whitestown Way
Tallaght
Dublin 24
Tel: 01 464 9811
Mobile: 087 6188931
E: ronan@printit.ie
W: www.printit.ie

Typography

How to use the FF typefaces

All Fianna Fáil literature should use the Gotham family of fonts, with the appropriate variation depending on the context.

Gotham Black should be used for candidate surnames and headings.

Gotham Book should be used for candidate forenames, subtitles, and body copy

Colour

How to use the colour system

FF Green is the colour of the box which surrounds the text and FF Harp in the standard Fianna Fáil logo.

The FF Colour Gradient is the gradient used more prominently in this suite of literature.

When using the Fianna Fáil logo, please pay attention to the guidelines adjacent.

Gotham Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

100c
0m
100y
k



86c
40m
67y
28k

80c
22m
67y
5k

Please allow sufficient white space around any placement of the FF logo



You may use either the English or Irish language variations of the FF logo, however, do not alter the logo.



Where FF logo emerges from left hand side of literature, the angular variation may be used.



FF logo must not be altered



FF logo must not be altered

