What is on the CD?
The CD contains the following items:

01 Read Me PDF
The '01_readme.pdf' is a digital version of this printed document which provides guidelines for using the design templates.

02 Letterhead
This file contains print ready artwork for the Fianna Fáil letterhead to be customised with your details.

03 Canvass Leaflet
This file contains artwork for a 4 page A5 canvass leaflet. The leaflet features one candidate and makes reference to other candidates in the constituency. It should be customised with your name, photo, details and articles of local interest.

04 Canvass Card A
This file contains artwork for a DL canvass featuring one candidate and references to other candidates in the constituency. Again, this document is a template and should be customised with your name, photo, details and content.

05 Canvass Card B
This file contains alternative artwork for a DL canvass card featuring three candidates. This style would be used when a number of candidates produce a single canvass card together.

06 Lapel Badge
This file contains an artwork template for a lapel badge to be customised to your details.

07 Fianna Fáil Logo
This folder contains the full set of Fianna Fáil logos saved in PC and Macintosh formats.

Artwork/Fonts Folders
The artwork folder contains sample photos and graphics used in the template layouts. The font folder contains typesetting files for your printer.

The Fianna Fáil Logo

These guidelines describe how to use the Fianna Fáil logos, typefaces and colours. To achieve a professional and clear appearance it is important to adhere to the guidelines set out in this document. The strength of the Fianna Fáil logos lie in their consistent application. Failure to apply the identity correctly or printing incorrect versions will diminish its impact and recognition.

Detailed technical remarks in this document will be useful for those commissioned to design or reproduce print or screen applications of the logos.

Logotype

The logotype is the most important tool for visual identification. There are two Fianna Fáil logotypes. The portrait version and the landscape version. Both logos consist of the harp symbol and the namestyle. These components should only be reproduced from master artwork supplied on the CD included with this document. Under no circumstances should the logo be modified.

Protected Zone

The protected zone is an area surrounding the logo into which no type or image should intrude. The measurements indicated in the illustrations opposite are shown in ratio to the logotypes, this ratio should be maintained for all usage.

Colour Scheme and Specifications

The logo colours are: Black, the Fianna Fáil Orange - Pantone 151, the Fianna Fáil Green - Pantone 341.

Single Colour Printing (Mono) When printing in one colour use Black or Fianna Fáil Green (Pantone 341).

Two Colour Printing When printing in two colour use Black and Fianna Fáil Green (Pantone 341).

Three Colour Printing Three colour printing is usually only used when printing Fianna Fáil stationery. Use black and the Pantone colours specified above.

Full Colour Printing (CMYK/Process) Full colour printing does not use Pantone colours. Instead it uses a mix of Cyan, Magenta, Yellow and Black to create full colour. The Fianna Fáil colours breakdown as follows:

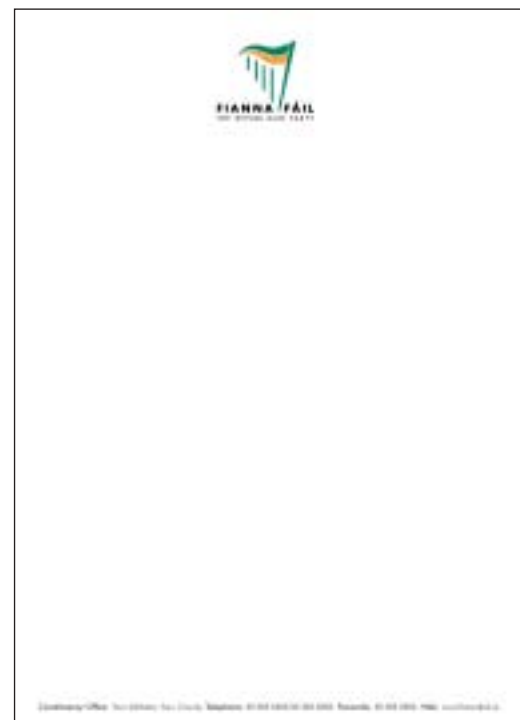|				
Fianna Fáil Orange	0	43	87	0
Fianna Fáil Green	100	0	69	30.5
Black	0	0	0	100

Stationery

Futura, a sans serif type face has been selected for the typesetting of Fianna Fáil stationery. Complimentary typefaces Trade Gothic and Stone Sans may be used for the design of other print literature.
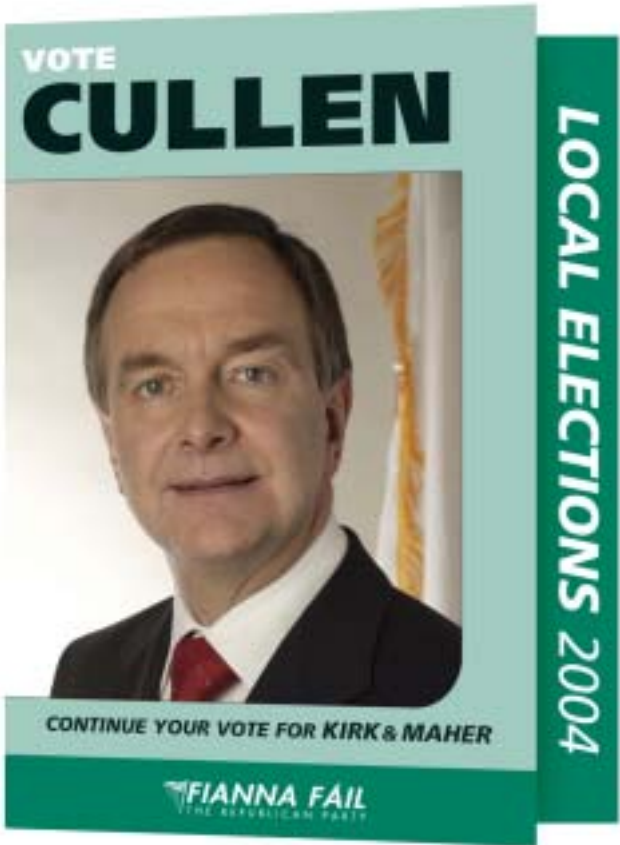

Portrait Logo

Landscape Logo

Letterhead

Template Artwork

On the CD you will find artwork for the leaflet, canvass cards and lapel badge ready to be customised with your information.

Select the photographs and text you wish to use and supply it to your printer with the CD. Your printer/designer will remove the sample text and photos from the template documents and replace them with your content.

To ensure a high quality print job make sure to complete the following steps:

• Ask the printer to provide a proof before he starts printing.

• Check all spelling, punctuation and formatting carefully.

• Ask your printer for a sample of the paper he proposes printing on in advance. We recommend a silk/gloss stock with a minimum paper weight of 170gsm.

LOCAL ELECTIONS 2004

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VOTE FOR THE FIANNA FÁIL TEAM IN ORDER OF YOUR PREFERENCE

FIANNA FÁIL
THE REPUBLICAN PARTY

LOCAL ELECTIONS 2004

this is sample text. This is sample text only, this is sample text. This is sample text only, this is sample text. This is sample text only, this is sample text. This is sample text only, this is sample text.

• This is a sample bullet point.
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VOTE FOR THE FIANNA FÁIL TEAM IN ORDER OF YOUR PREFERENCE

CAMPAIGN CENTRE Insert Campaign Centre Address Here.
Tel (123) 12345678 and (123) 12345678 **Fax** (123) 12345678
PUBLISHED BY MARTIN CULLEN TD, DIRECTOR OF ELECTIONS. PRINTED BY XXX INSERT PRINTER NAME HERE XXX.

FIANNA FÁIL
THE REPUBLICAN PARTY

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