Guidelines for the production of trail maps and lealets

Ideally it is hoped to achieve some corporate unity in the publicity material we produce. Please could those producing leaflets and trails follow as many of the guidelines below as possible.

1. The recommended SEOS typeface is Myriad, the text here is in Myriad. If you do not have a condensed version use another sans serif face such as Verdana or examples in box **E.**
2. Headlines are blue boxes ref : Dark - C100/M50/K50 or Pantone 2955. Light - C60/M30 or Pantone 659. See example **E & F** for recommended box heading style with typeface suggestions.
3. Include the logo and website address, logo artwork available on website download page.
4. Images which can be printed on a desktop printer up to 6cm over longest side at a resolution of 200 dpi can be obtained from Flic Flutter acos@seos-art.org. Tiffs or larger files on request.
5. Do not just repeat information from the guide, a trail should highlight times when all or majority of studios are open. See copy examples **A,B, C & D.**
6. Keep information about each artist simple. See example **D.**
7. Include pubs, restaurants etc where possible, then ask to put trails and guides in these outlets and offer to recommend theie services to your visitors in return.
8. Keep maps simple. Use guide numbers, letters or arrows to mark studio locations. See examples **F,G, H & J.** Beware of copyright issues on map originals.
9. Keep background white or very pale colour tint (saves printer inks).

A

Collect your
FREE June Event Guide
at any of these studios

Other opening days and times vary, see guide and website for details

www.seos-art.org

B

RECOMMENDED VISIT
All studios open on
SATURDAYS 12th & 19th

C

Because all studios have different opening times we suggest the best time to follow this trail is at the weekend.

D

LOUISA CRISPIN
Silversmith

STEPHEN MESSAGE
Watercolour Painting

JOHN COLLIER
Sculpture

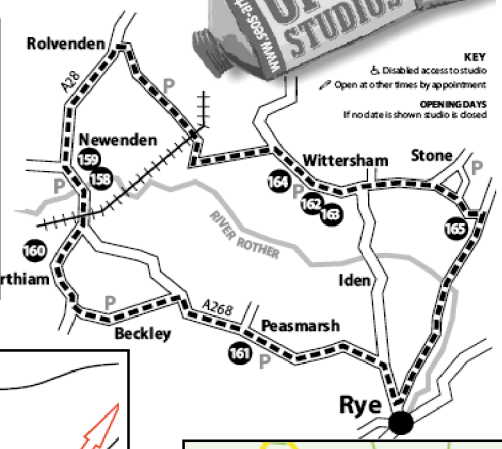
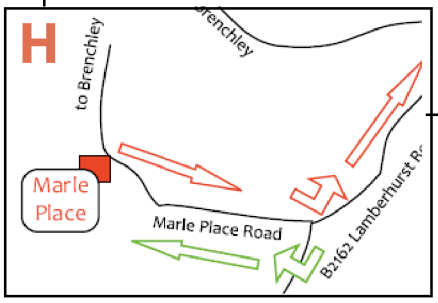
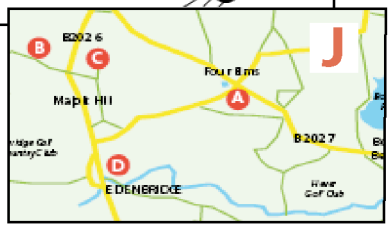
CLARE WINCHESTER
Painting & Printmaking

E

TUNBRIDGE WELLS TRAIL
4th - 20th June 2010

Text above in Optima

TUNBRIDGE WELLS TRAIL - *typeface - News Gothic*
TUNBRIDGE WELLS TRAIL - typeface - Arial Narrow
TUNBRIDGE WELLS TRAIL - typeface - Abadi MT Condensed

F

ROTHER ART TRAIL
5th to 21st June 2009