

Notes for templates. To establish a brand the look must be consistent.

1 **Cropping and images**

- It is more dramatic and enticing to crop an artwork than show the entire work. Use the [rule of thirds](#), have the point of interest at the intersections rather than the center
- Less is more; use a single image for more impact, one good image has more impact than two
- Show artwork not artists.

2 **Layout**

- The **Mangawhai Artists Gallery** is consistently in top left position in black
- The logo is consistently in bottom right position
- Neither of the above elements move or change size, they are to be constant
- Keep the character styles (font, weight, size) as set up
- The date is the only copy in colour and is the same colour as the logo.

3 **Alignment**

Elements ought to align or be definitely out of alignment. A slight position out of alignment looks awkward, a mistake and a mess.

4 **White space**

The large amount of white space is necessary.

5 **Information/content**

- Keep copy consistent in content, format and style
- Keep to the essentials, posters ought to be read at a glance, the images do the talking
- If longer copy is required for a 'story', create an editorial piece for the newsletter
- If the poster is for the duration of the exhibition date from and to with the year
- Keep punctuation to a minimum, keep information succinct. Avoid hyphenating words. Dashes are en or em dashes not hyphens.

6 **Hyphens, en and em dashes**

- - A hyphen is used to combine words.
- - An en dash is longer than a hyphen, it is used to indicate 'through' in dates and numbers, it is the width of a N.
- — An em dash is the width of a M. Em dashes are used in place of a colon or parentheses, they indicate a strong break or pause. Parentheses downplay information whereas em dashes draw attention.
- It is advisable to put a space either side of a dash.

- On a Mac to create an en dash — option hyphen; an em dash — shift option hyphen
- On a PC to create an en dash — Alt key and type 0150 on the numeric keypad; for an en dash 0151.

7 **Generate a format for type**

- Name and surname in title case
- Exhibition title has a cap at the beginning, only use caps on proper nouns, the use of initial caps is old fashioned and interrupts flow
- The copy line under the exhibition title should be all lower case except for proper nouns
- No full points, use a comma if necessary
- Date format with opening — **day/numeral date/month/ time (without minutes if on the hour) and no space**
- Date format with no opening — **numeral/month/ en dash/ numeral/ month/ year 2020.**

8 **Logo and date**

- The logo and date are the same colour, this colour can be selected by the person making the poster. The selected colour should relate to the image. Ensure that the colour is dark enough to be read.
- The logo is shown as transparent on the bleed formats. This transparency can be controlled and moved to solid white if required.

9 **The formats which bleed** are more impactful but only useful for web, on-line newsletters and print which is trimmed. If you wish to use these formats for home printer or copy center printing pull the edges in with the crop tool, being careful to give the logo enough space.

10 **The posters where the logo is a container** cannot be created in Word. I will need to do this or someone within the community with Illustrator or InDesign. It is a very quick and straight forward process and if necessary I can provide simple instructions or a YouTube clip – or email me habershon@xtra.co.nz

11 **Always use large images.**

- Web images ought to be 75dpi and RGB
- Print 300dpi and CMYK

Mangawhai Artists Gallery – Helvetica Bold 20

Name and Surname – Helvetica light 48

Name of exhibition – Helvetica 20

Exhibition opening – Helvetica 16

Date – Helvetica 18

The following pages show how the logo can be applied to promotional material and how a brand can develop. Note the templates are slightly different to the examples shown here.

Showing the artwork is visually more powerful than showing the artist. Keep copy to essentials. To establish a copy style use sentence formatting in titles, use capitals for the first word and proper nouns. This is considered less formal, it has an uninterrupted flow and preserves consistency. Posters ought to be read at a glance.

Mangawhai Artists Gallery

Thursday 2 November 6.30pm



Elena Nikolaeva Jeanette Vickers

The joyful duo

exhibition opening, please join us to view our
works and enjoy complimentary wine and cheese,
the exhibition will run every day until 15 January



Template 13

Mangawhai Artists Gallery

Thursday 14 November 6.30pm



Elena Nikolaeva Jeanette Vickers

The joyful duo

exhibition opening, please join us for wine and cheese



Template 6

Keep information to the essential. Less is more. Images do the talking. Use the white space well. Try and keep to one image only, one good image has more impact than two.

Mangawhai Artists Gallery

Elena Nikolaeva

Curious objects

8 October - 4 November 2020



Template 2

Mangawhai Artists Gallery

7 March - 4 April 2020



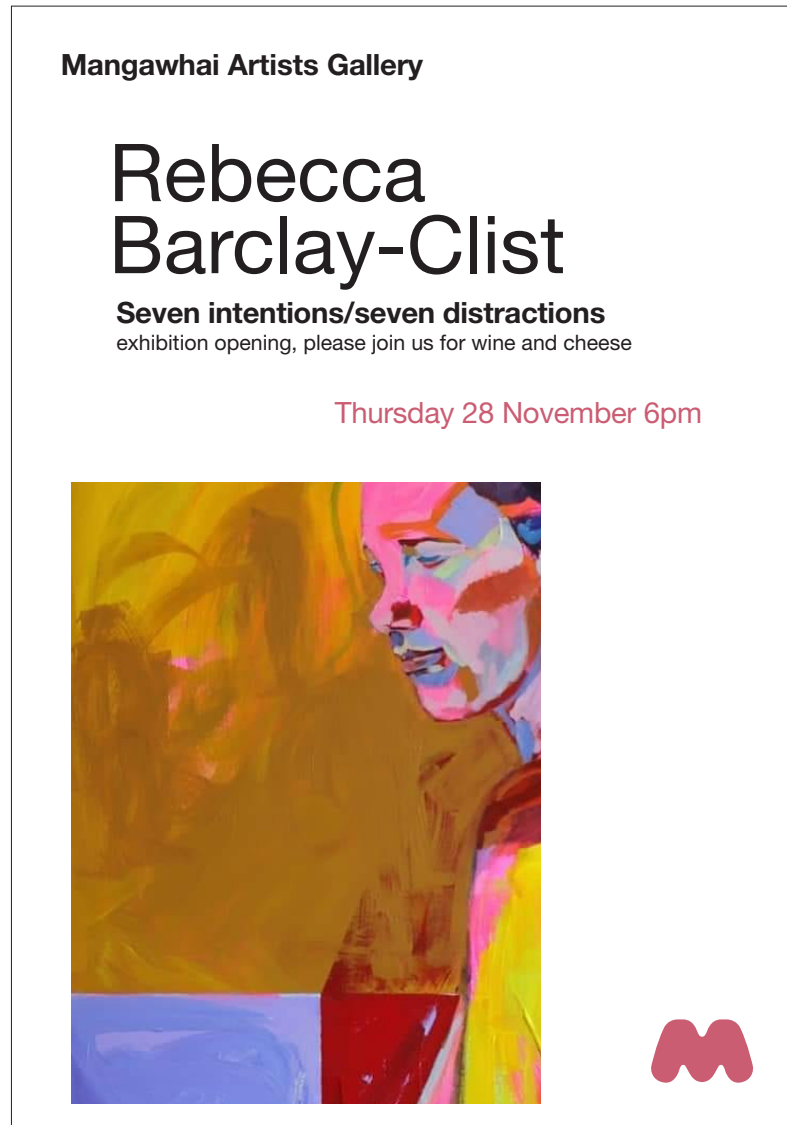
Pauline Gough

Late summer

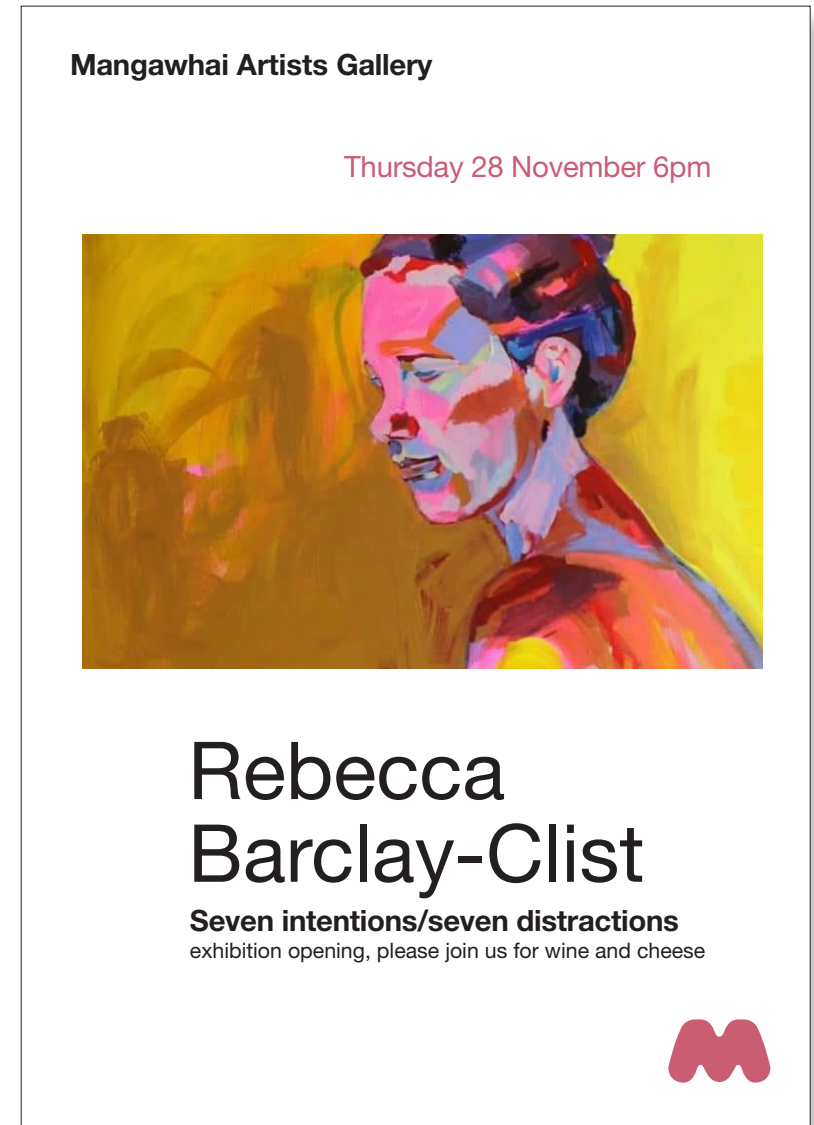


Template 4

The header - Mangawhai Artists Gallery - and the logo are always the same size and in the same position. The header is always black. All copy is black except the date. Everything is in the same typeface and the typeface is consistent. The logo colour can be personalised along with the date, this colour can be taken from the painting but ensure that it is dark enough to be read. The pink in this example was taken from the painting and then the yellow increased to make a slightly 'dirty' pink which works better than the cleaner pink. The image can be cropped to create drama and impact.



Template 2



Template 3

Sometimes there is a requirement for more copy, but keep to the essentials.

Mangawhai Artists Gallery

John Ecuyer

Constructing nature

an exhibition of intricately caved wall pieces inspired by our natural surroundings, each piece has been created through careful observation of the landscape and reflects John's own interpretation of the calm which can be found.

Thursday 28 November 6pm



Template 7A

Mangawhai Artists Gallery

7 March - 4 April 2020



John Ecuyer

Constructing nature

an exhibition of intricately caved wall pieces inspired by our natural surroundings, each piece has been created through careful observation of the landscape and reflects John's own interpretation of the calm which can be found.



Template 7

When there are two artists exhibiting split the image area, keeping the two images within the same format.

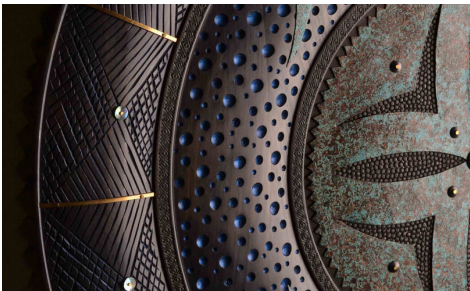
Mangawhai Artists Gallery

Thursday 14 November 6pm

John Ecuyer Jenny Macpherson

Shore lines and landscapes

exhibition opening, please join us for wine and cheese



Template 5

Mangawhai Artists Gallery

Thursday 14 November 6pm



John Ecuyer Jenny Macpherson

Shore lines and landscapes

exhibition opening, please join us for wine and cheese



Template 6

When producing posters or material for the web or print which will be trimmed it is dramatic to take the image to the edge. Use the crop tool to adjust the image. This format has more impact. The logo can be a solid white, black or a transparency depending on the artwork. This will not work on a home printer, in that instance pull the edge in with the crop tool and web.

Mangawhai Artists Gallery

Rebecca Barclay-Clist

Seven intentions/seven distractions

please join us for the exhibition opening gala evening

Thursday 28 November 6pm



Template 1

Mangawhai Artists Gallery

John Ecuyer

Constructing nature

exhibition opening, please join us for wine and cheese

Thursday 28 November 6pm



Template 1

Two artists and a group show using the bleed format.

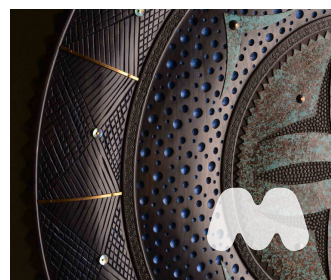
Mangawhai Artists Gallery

Summer Group Show

12 artists for late summer

please join us for the exhibition opening gala evening

Thursday 28 February 6pm



Template 9

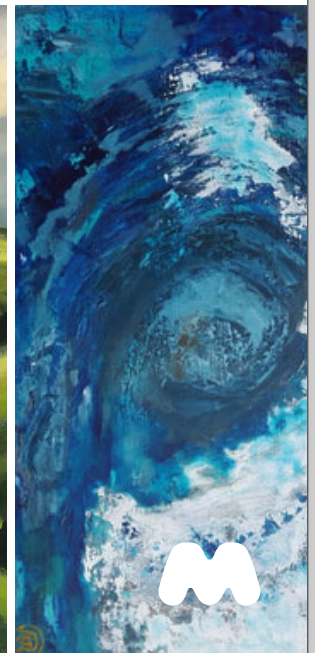
Mangawhai Artists Gallery

Michelle Kenner Lloyd Rayner

To everything, there is a season

please join us for the exhibition opening gala evening

Thursday 16 January 6pm



Template 9A

Two artists and a group show using the bleed format.

Mangawhai Artists Gallery

Summer Group Show

12 artists for late summer

please join us for the exhibition opening gala evening

Thursday 28 February 6pm



Template 10

Mangawhai Artists Gallery

Thursday 16 January 6pm



Michelle Kenner Lloyd Rayner

To everything, there is a season

please join us for the exhibition opening gala evening



Template 13

The logo can be used as a frame, note not all artworks will be suitable. To create an image for this poster/flyer email me (Katherine 0211126566) a high resolution image of the artwork habershon@xtra.co.nz

Michelle Kenner

To everything there is a season

exhibition opening, please join us for wine and cheese

Thursday 28 November 6pm



Template 11 and 12

Mangawhai Artists Gallery

Jenny Macpherson

Shore lines and landscapes

please join us for the exhibition opening gala evening

Thursday 16 January 6pm



Template 11 and 12