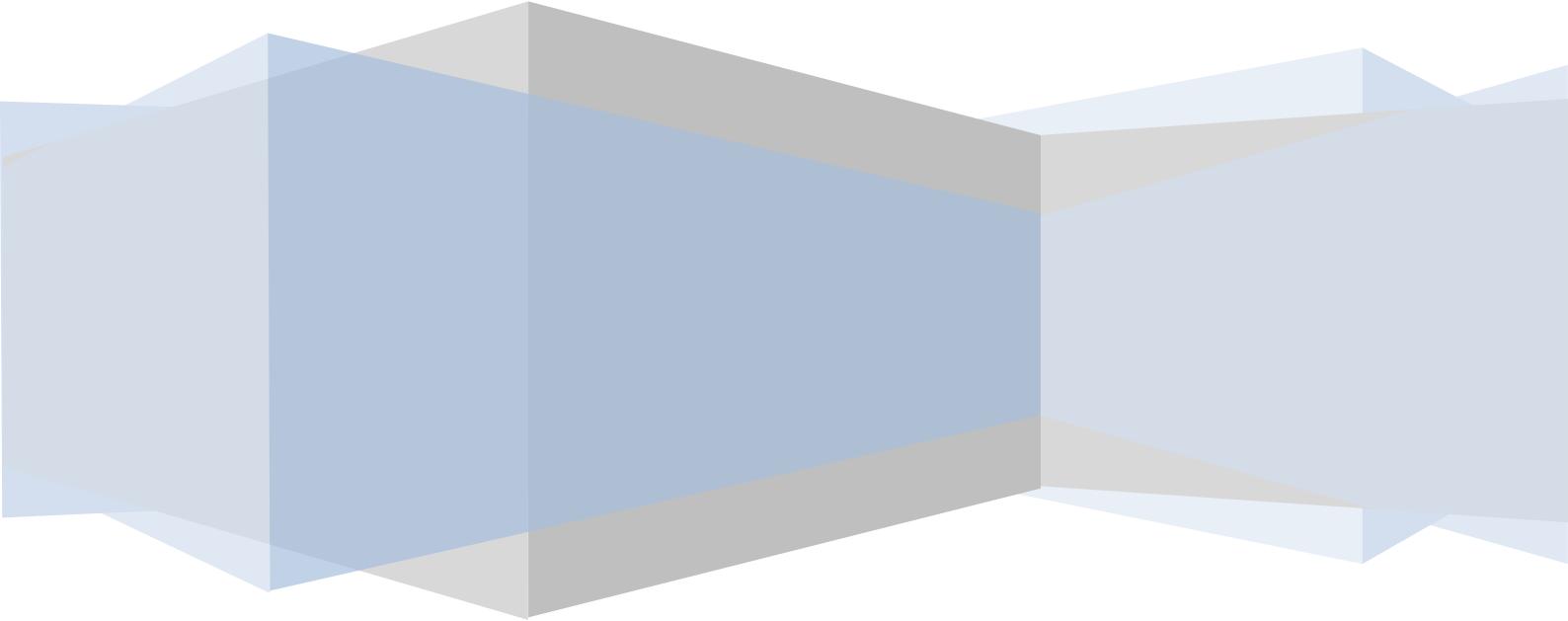


Printing Guide for Plain English Consumer Information

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Printing Guide and ISLHD Identity Checklist

Every time we communicate, we are projecting the ISLHD identity / brand. Letters, pamphlets, facts sheets, websites and promotional material should all support our values and principles.

When you are checking patient information to judge whether it supports the ISLHD identity / brand, ask yourself the following questions:

The basics

- ✓ Is the ISLHD logo, or your local logotype, in the correct position, in its correct colour and at the correct size?
- Does it sit in the right amount of clear space?
- Are the colours chosen from the NSW Ministry of Health / ISLHD colour palette?
- Are the typefaces Times New Roman or Arial?
- Identify funding (if needed, for example for printing) –it may be more cost-effective to arrange for printing of your resource rather than photocopying, and the quality is better.

Getting your Resource Ready for Printing: How to Write a Print Spec

- A print specification is the basis for obtaining an accurate quotation for an item of print. A print specification also ensures that a printer's estimate can be checked accurately and that different printers' quotes can be compared.
- When preparing a print specification, you will need to indicate your preferred method of printing. Generally, printers use sheet-feed presses. For most jobs, this will be the economic option. However, for small print-runs digital print can be cheaper. Web printing presses are better for large print-runs.
- It is useful to include drawings on your specification to help explain unusual folding or finishing techniques.

Specifying your layout and design

- To ensure that your materials support and reflect our core values, ask your printer to apply the following design principles to all documents:
- Use clear, legible print with well-spaced lines; this will make documents easier to read. This is particularly important, as a large number of people using the ISLHD are over the age of 55.
- Always use 14 point font size or larger if your materials are intended for an elderly audience.
- Use Times New Roman or Arial for professionally produced materials.
- For the best print contrast, set dark print against a light background.
- You can use white print reversed out of a dark background for headings, but not for large sections of text.
- Always justify text to the left (unless printing in languages, such as Arabic which require right text justification)
- To reduce print and production costs, use one or two colours only.
- Don't write text over background pictures, images or design features.
- Leave sufficient space between paragraphs and don't crowd a page with text.
- Make sure all headings are clear.
- The recommended size for the ISLHD logo on A5 or DL leaflets is as follows: X = 6mm.

Consistent features

- There are certain design features that must be applied consistently and correctly across all ISLHD materials. These are:

Front cover

- ISLHD logo and your service's ISLHD logotype.
- Booklet or leaflet title – for example: 'Warfarin and Surgery'.
- Department or facility name where appropriate – for example, 'Endoscopy unit, women's health'.

Back cover

- Contact details (phone, email, address, website address, etc).
- PIP website address
- PIP Logo
- Date of publication
- Resource code (Clinical Governance Unit will assign a tracking number to each plain English consumer information resource).
- ISLHD copyright note (will be inserted by the Clinical Governance Unit where appropriate)

Paper

When it comes to selecting paper, keep in mind that:

- The weight of paper should be 130 to 150 grams per square metre (gsm).
- Your paper should be matt to prevent light reflecting off it.

Supplying print-ready material to your printer

If you are responsible for the artwork file that is being sent to your printer, the following tips and information will help to prevent any last-minute errors.

Files and folders

- Make sure your artwork material is well organised and clearly labelled; place the font files in a folder marked 'fonts', and place image files (including diagrams and logos) in a folder marked 'images'.
- You should provide a printout of the contents of your storage device. This will enable your printer to see where you have saved the relevant artwork files. You should also indicate which software programmes and versions you have used to create your artwork.

Colour-check

- Does your job require single, two or four colours?
- Are these colours from the ISLHD colour palette?
- Delete any colours that you aren't using in your document from your colour swatch.

Images, diagrams and logos

- Make sure all images are jpeg files
- Don't cut and paste images, graphics and diagrams directly into your document, as it doesn't guarantee that you have this information in the correct format for output, eg print and PDF
- Are your images, diagrams or logos formatted to suit your colour choices? For example, if you are printing in four-colour process, all images, diagrams and logos must be converted to jpeg
- Are your images, diagrams or logos the right resolution? They should be a minimum of 300 dpi at the size you want them to be printed
- Make sure that any prints, transparencies or negatives are good quality, as your designer or printer will have to scan them into the artwork
- Ask your printer to check through everything you have sent; they should highlight any issues they may have with your artwork before printing begins
- For more information on using images, please contact the Communications department

Final copy

- Deliver your text as a Microsoft Word document or similar electronic file with a corresponding hard-copy;
- Make sure that your text has been approved internally; last minute corrections will incur extra charges.

Imagery: photography and illustrations

Photography and illustrations are powerful and emotive tools that express our values just as strongly as colours and typefaces. Contact [ISLHD Communications](#) for assistance with sourcing and using images.

ISLHD is not only about making people well. It's also about keeping them healthy and helping them to make informed choices about their health. And the images that we use in our communications need to reflect this.

When selecting images for use in ISLHD communications, think about whether they:

- tell people that we value professionalism, equality and accessibility;
- enhance the reputation of the ISLHD and reflect the pride we have in our work;
- adhere to our communications principles.

Using pictures

Images and graphics are widely used in the ISLHD. For example:

- murals on a children's ward;
- photographs in an annual report;
- illustrations on a website;
- diagrams in a patient leaflet.

All of these images communicate in different ways, and all will say something about our identity and our values.

Images in support of our principles

Images and illustrations can enhance our publications if they follow and express our principles. It's difficult to give hard and fast rules about such a varied subject, but the following points and examples give some guidance.

Our core purpose is health

- **Good example:** pictures that support, or don't contradict, our messages about healthy lifestyles.

- **Bad example:** people enjoying smoking, or taking risks that might lead to accidents.

Comment: not every picture actually has to promote health, but avoid those that contradict our core purpose.

We are a people organisation

- **Good example:** pictures of real people – staff, patients, the public.
- **Bad example:** endless pictures of buildings or equipment.

Comment: obviously, not every picture has to be of a person, but if it's a straight choice between a building and a person, choose the person.

We respect people

- **Good example:** pictures that show we care and understand.
- **Bad example:** a 'funny' cartoon of a patient suffering from stress; a drawing of an elderly person that reinforces a stereotype; a modern art mural that might shock or offend.

Comment: this is sometimes a difficult principle to judge. Use your instinct – if it makes you feel uncomfortable, it's probably wrong. Using humour in a healthcare environment can appear disrespectful. Only use humour if you can do so in a way that shows professionalism, respect and care.

We must be straightforward, accessible and clear

- **Good example:** clear diagrams, sharp pictures, well-drawn maps.
- **Bad example:** tiny photos, diagrams that have been photocopied so many times they are unreadable.

Comment: this applies mostly to images that are intended to give information. With drawings, use well-drawn pictures that are easy to understand. They can be modern or stylized so long as they are professional and clear.

We serve a diverse population, in a range of settings

- **Good example:** pictures of young and old, men and women, people from different ethnic backgrounds, in hospitals, homes, ambulances, GP clinics.
- **Bad example:** a photo selection where every face is from the same cultural group and around the same age and the same gender.

Comment: not every image can show every range – but think about the overall message that your picture selection is giving.

We must be effective

- **Good example:** a drawing that shows clearly what a leaflet is about.
- **Bad examples:** a design behind text that makes the print difficult to read.

Comment: think about the purpose of the picture and make sure it does its job well.

These guidelines should help you think about images, but they cannot cover every decision you have to make. You need to use your judgment and discretion. In particular, avoid clipart or any other prefabricated images from the internet. These suggest a lack of effort and imagination, and can risk looking like a crude ‘cut and paste’, rather than careful selection. The quality of such images, like that of other illustrations, can also be hard to control.

Printing Posters

Like other public information materials, posters need to have clarity and impact. If you want to produce posters for public display, keep the following points in mind:

- Keep information short and to the point
- Keep text left-margin aligned; this will make it easier to read.
- If you are using a laser printer, don’t use dark coloured paper.
- Always set dark text against a light background; black on white is usually best.
- Don’t use all upper case text, as this will make your poster more difficult to read.
- Use a sans serif font, such as Arial, for all type on your posters.
- If you are using pictures, avoid ‘clipart’.
- Don’t put text over images, pictures or graphics of any kind.
- Put your poster up on a wall and see if it is clear from the other side of the room. If not, consider how it could be improved.
- Don’t crowd your poster with information, and keep your text away from the edges. This will make your poster easier to read.

Logo Size

- The recommended size of the ISLHD logo on A4 posters is 10mm
- The recommended size of the ISLHD logo on A3 posters is 12.5 mm
- The recommended size of the ISLHD logo on A2 posters is 17 mm

Once your patient resource has been approved the Patient Information Coordinator will attach the ISLHD logo.