



Think Style...

Afghan Hound Association Style Guides |
January 2011 | Confidential



What is the AHA ?

The Afghan Hound Association is the oldest Afghan Hound Association and Community in the United Kingdom.

This is an interactive style guide for the Afghan Hound Association. Just click as you would a website.

- What is the AHA ?
- Brand Position
- Colour
- Typography
- Logotype
- The Sitting Afghan Hound
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- Presentation Powerpoint
- Magazine
- Advert Submission
- Digital
- Advertising
- Membership Forms and Standing Order
- Magazine Delivery and Membership
- Membership Cards
- Judge Application Forms
- Rule Book
- Certificates
- Awards and Rosettes
- Show Signage
- Directional Signage
- Merchandise
- Overview
- 2011 Member Renewal
- Magazine Covers Colour Timeline

The Elements

Brand Position

Heritage and Geographics

This the brand equity behind the AHA. It is the oldest and the only national body in the UK.

It is an association and not just a club which denotes it is a more serious body which could be seen as ‘just’ a collective of people enjoying themselves and not so organised.

The AHA is serious, the others, no matter how good or bad that they are, just by the very nature of their name could be seen as amateur.

This brand positioning will strengthen the association as the national premier in the UK.

All others are clubs and are regional.

A Desire to be the optimum so that when people think Afghan Hounds in the UK then they “Think Afghan” and then think of the AHA.

Think Afghan is the name of the magazine and has been for many years. This can be used as the positioning statement and the basis for a consistent tone of voice.

Association → Club

Authority
Serious
Achievement
Premier
National

Frame of mind

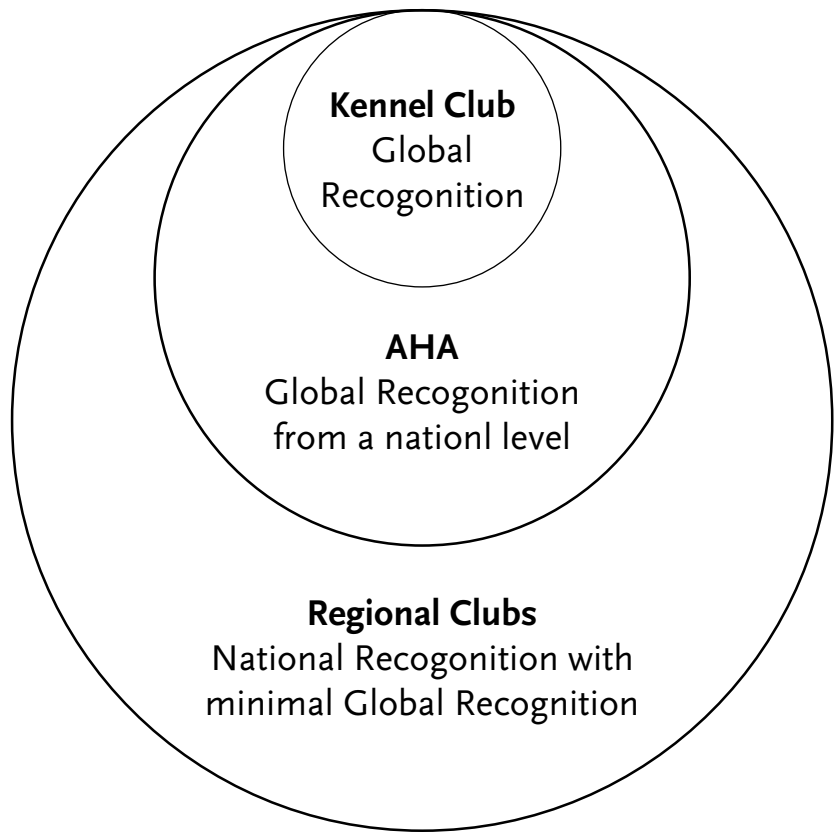
A win at the AHA is an achievement to be proud of and harder.

Joviality
Fun
Easy
Secondary
Regional

Frame of mind

A win at a club is something anyone can do and is easier.

Hierachy in the UK



When people think of the Afghan Hound in the United Kingdom

Think Afghan..Think AHA...

thinkafghan.org.uk

The Elements

Colour



PANTONE® standards are shown in the current editions of the Pantone Colour Publications.

The colours shown here are not intended to match the PANTONE colour standards and are an indication only. Pantone is a registered trademark of Pantone, Inc..

We have selected one principal colour for the AHA.

This will be supported by a complementary tonal colour palette.

White is an integral part of the new brand expression and should be considered part of the colour palette.

Always insist on accurate colour matching and never substitute the colour palette with alternative colours.

When printing using the 4 colour processor displaying the corporate colours on screen, use the values indicated below.

Use of a black logotype is permitted for fax, memos and newsprint e.g. newspaper advertising and single colour publications.

	AHA Blue	AHA Rich Black	AHA Grey	AHA Silver	AHA White
4 Colour Process					
Cyan	100	15	16	Special Usage	o
Magenta	o	15	11		o
Yellow	o	15	11		o
Black	o	100	29		o
Pantone					
	Cyan	Black	422	877	N/A
RGB					
Red	o	30	162	NA	255
Green	159	30	164	NA	255
Blue	218	30	163	NA	255
Hex					
	#009FDA	#1E1E1E	#A2A4A3	NA	#FFF

Colour accuracy and consistency is very important. Wherever possible print using the special colours as this ensures true colour reproduction.

The Elements

Typography

The chosen typefaces for the AHA.

AD Scala and Sans for headlines with AD Scala for Body Copy for all printed material.

Arial for all digital communications to ensure cross platform compatibility for internet, powerpoint and so forth.

Printed Communication

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

AD Scala Romein

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

AD Scala Bold

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

AD Scala Extra Bold

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

AD Scala Sans Romein

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

AD Scala Sans Bold

Digital Communication

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

Arial Regular

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

Arial Bold



The logotype has a fixed relationship of three elements.

Marque (The Sitting Afghan Hound), the Words and the Strapline (Est. 1927). The established date underlines the history as the oldest and original Afghan Hound Association in the United Kingdom.

Master in full black with a single variant using the cyan as a full colour background. The Sitting Afghan Hound and Typework is always to appear in black.

Always use the authentic logo. Master artwork should not be modified. There is a fixed relationship between the 'marque' and the typography which is not to be modified.

In addition, the 'marque' cannot be used independently from the typography. The only exception for this is when the 'marque' is being used as an independent graphic device for front covers or award cards for example.

The Logotype always appears in Black.

The Elements

Logotype Usage



Exact percentage sizing can be calculated very easily.

The safe area for the logo = the height of the 'marque'.

Always use the authentic logo. Master artwork should not be modified. There is a fixed relationship between the 'marque' and the typography which is not to be modified.

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Minimum size

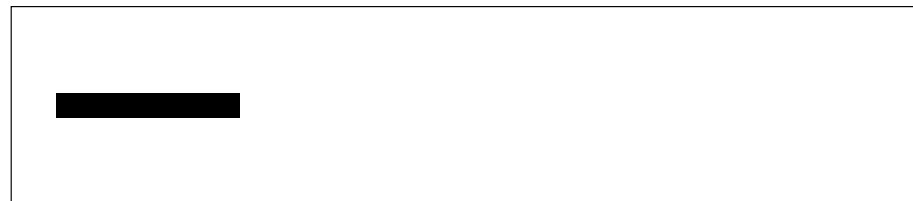
The logotype never appears smaller than 50 mm.

The Elements

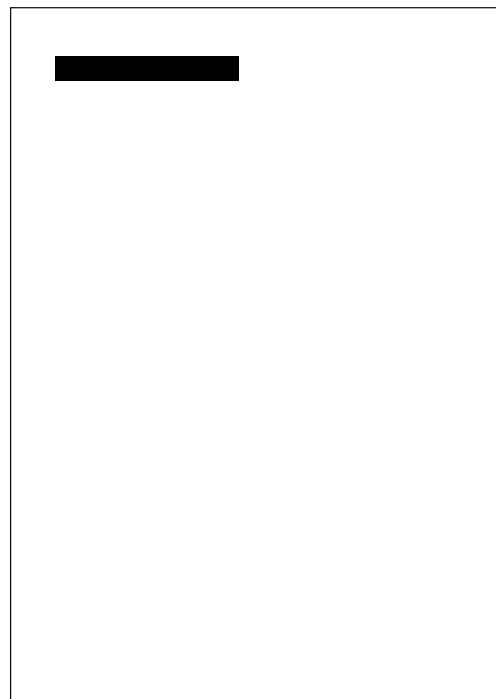
Logotype Placement

These are the only places that the Full logotype can appear on different communication whether digital or print.

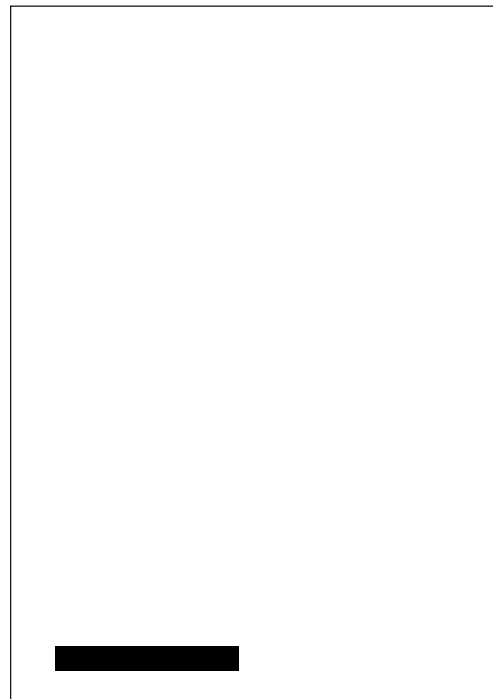
Misc Communication when Afghan Only



Letterhead Placement



Form Placement



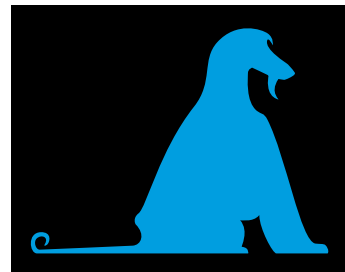
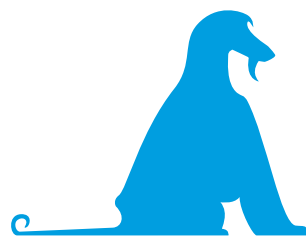
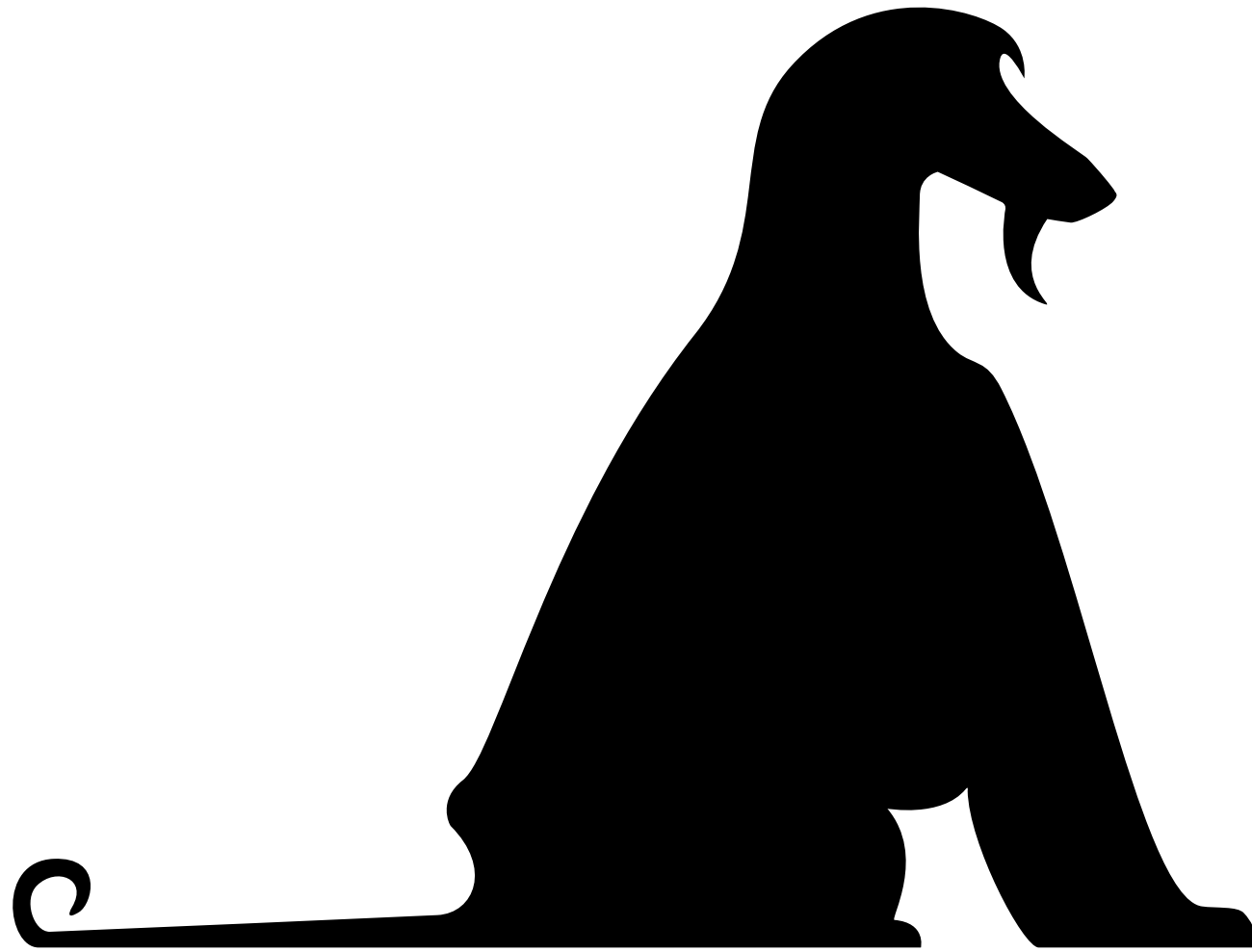
Powerpoint



The Sitting Afghan Hound

The Sitting Afghan Hound can be used as a graphic device.

See the examples but the head must always be clear and wrapped around the magazine cover or award card.





Application

Application Stationery – External

Always use the templates supplied to ensure a consistent look.

The stationery has been created as Black for ease of printing. Letterheads with continuation can be printed direct form the supplied Word Templates.

Letters when emailed should be sent as PDF. A signature should be added from a digital file.

Compliment slips are generated 3up on an A4 sheet so they can be printed when needed.

Letterhead with Continuation



Afghan Hound Association
Established 1927

Confidential

Mr John Smith
Creative Misunderstandings
Sample Street 1
Sampletown
Any County
AB12 3CD

From

Mr Ian Fisher
Hon Sec
Afghan Hound Association
Sample Street
Sampletown
Any County
AB12 3CD

Dear Sir

Your letterhead body copy is set in 10 point Arial with one full line spacing. Paragraphs are separated by a full line space using full punctuation with no abbreviations of words. Full written English is employed without the use of slang or jargon. This is a reflection of the tone of voice of the company.

Your letterhead body copy is set in 10 point Arial with one full line spacing. Paragraphs are separated by a full line space using full punctuation with no abbreviations of words. Full written English is employed without the use of slang or jargon. This is a reflection of the tone of voice of the company.

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Your letter is finished with full greetings and 3 line spaces for the signature.

Yours sincerely.

Your name

Your job title.

Compliment Slip



Afghan Hound Association
Established 1927



Afghan Hound Association
Established 1927

Window Envelope



Afghan Hound Association
Established 1927

Confidential

Mr John Smith
Creative Misunderstandings
Sample Street 1
Sampletown
Any County
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From

Mr Ian Fisher
Hon Sec
Afghan Hound Association
Sample Street
Sampletown
Any County
AB12 3CD

Dear Sir



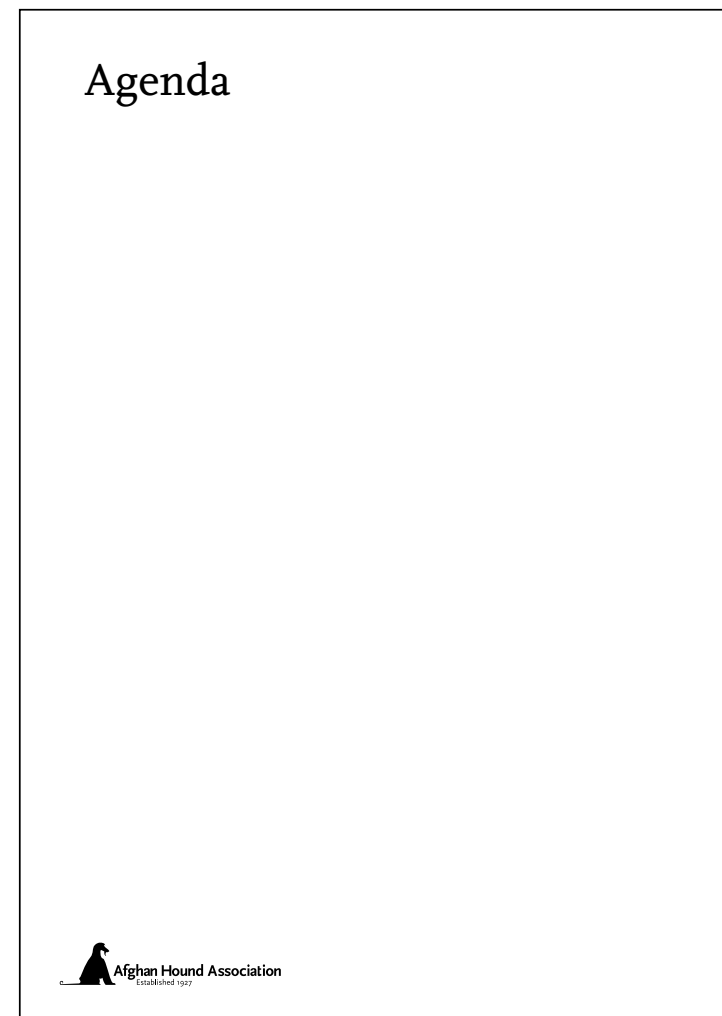
Afghan Hound Association
Established 1927

Application

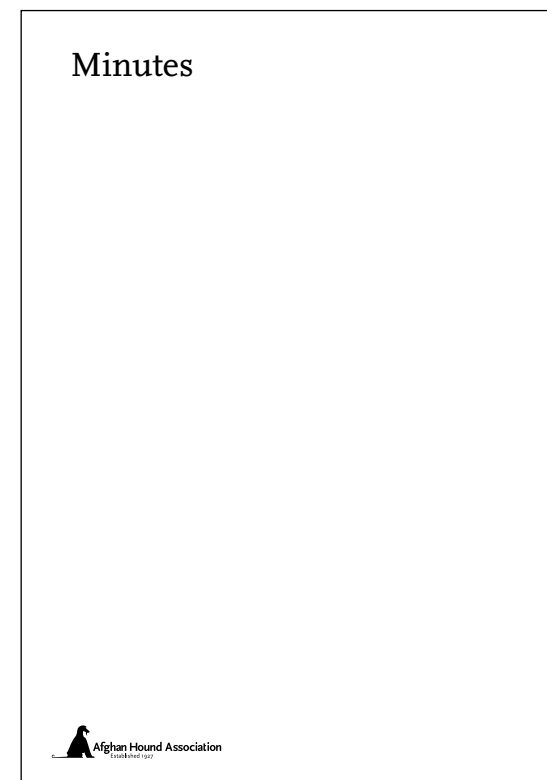
Stationery – Internal

Always use the templates supplied to ensure a consistent look.

The stationery has been created as Black for ease of printing.
Letterheads with continuation can be printed direct from the
supplied Word Templates.



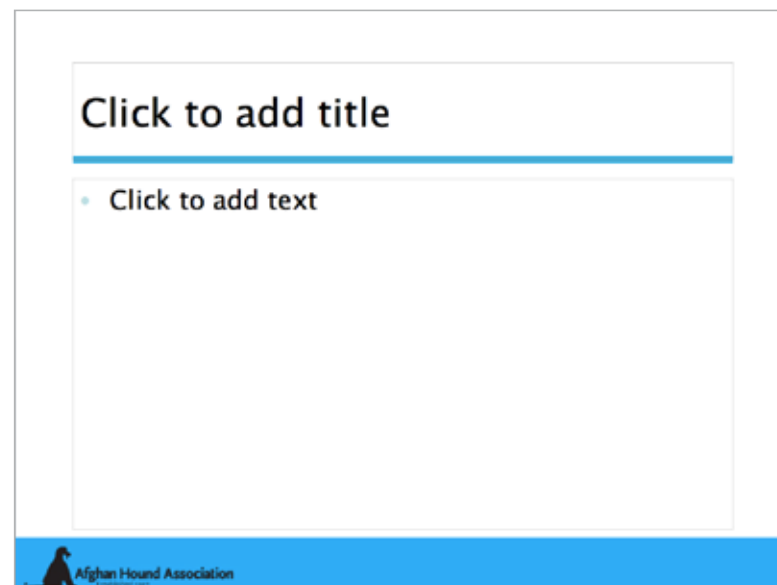
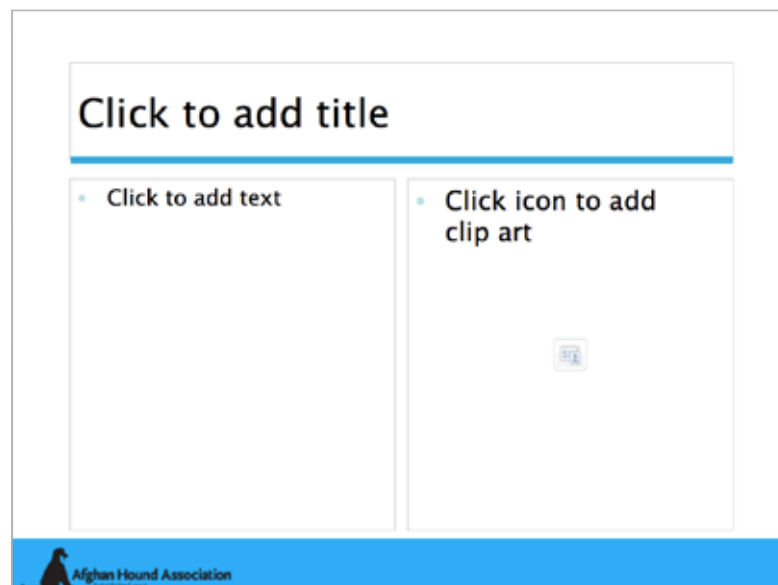
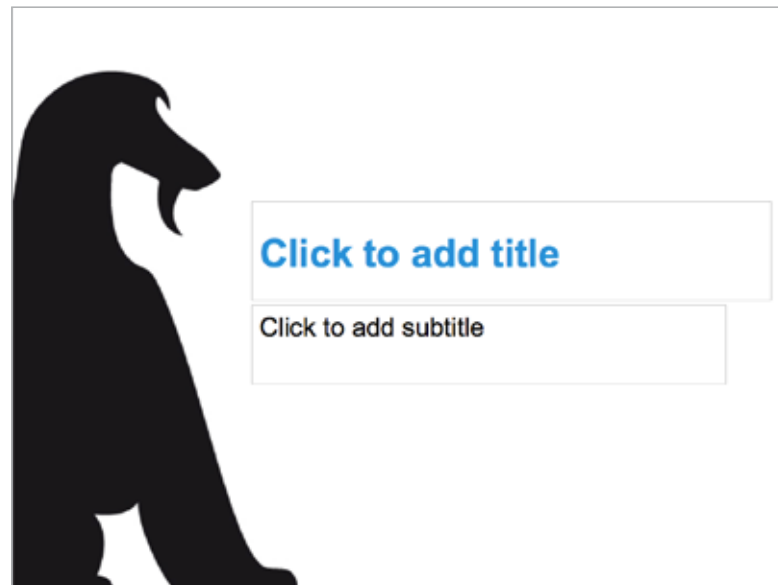
Agenda



Minutes

Application Presentation Powerpoint

Do NOT alter master artwork files. Use the supplied templates.



Application Magazine



Think Afghan.... the magazine of the AHA using the Sitting Afghan Hound as a wrap around graphic.



This is a dual purpose publication. It is a Yearly Report / Magazine as well as the Show Catalogue.

A newspaper reportage style showing the past year highlighting the different sectors such as racing, exhibiting and committee reporting.

Paper stock is important for this, luckily this is perfect bound meaning the pages are glued and it has a spine. Therefore the publication pages can remain in the glossy stock but the catalogue pages should be on an uncoated paper so it can be easily written on with any pen.

There are many factors to be taken in to consideration such as full copyright protection not only for photographs but to protect the AHA from any expressions, views or opinions written in any submitted articles.



Application

Magazine Grids

Created in InDesign with master pages which allow easy editing.
Do NOT alter master artwork files. Use the supplied templates
which have all style sheets included.

Section Title is on top left of spread.

All images are by column width and line height.

When bled off then use the 5mm bleed but image is still two column width. All images have a 0.5pt cyan keyline.

- 6 Column grid with stories being a minimum of 2 column width.

— Stories are divided by a cyan keyline.

Advert Submission

Created in InDesign with master pages which allow easy editing.
Do NOT alter master artwork files. Use the supplied templates
which have all style sheets included.

2011 Advert Submission

Advertising deadline is **Saturday 19th March 2011.**

Please complete the form below and send to the Editor including payment.

Liz Milward, Editor. 2 Rothbury Close, Sothall, Sheffield S20 2QG.

The Afghan Hound Association is producing the 2011 Magazine which will be available from the championship show in May.

There is an opportunity for you to place a full colour A4 size advert for £40 per page in this Magazine.

If you would like to reserve a page, please send a rough sketch of how you would like your advert to look and your photograph.

Alternatively please email your details and a high resolution photograph to Liz Millward at emillward@sky.com

Magazines will be distributed to all members of the AHA and can be ordered on request for non-members. For more

information or if you have any questions, please do not hesitate to contact Liz Millward on 0114 2472056

Design and artwork for your ad is included in the price. But if you are thinking of supplying your own, or a digital photograph for an advertisement, PLEASE CONTACT US FIRST. We can only accept artwork as either a High Resolution PDF with fonts embedded or a 300DPI Jpeg – both supplied to the correct size (210 x 297mm) and including 3mm bleed if necessary. Digital photographs must be high resolution - 300DPI at the size that they need to be output and if they are in colour they need to be CMYK – save as a JPEG and email or send on CD or DVD.

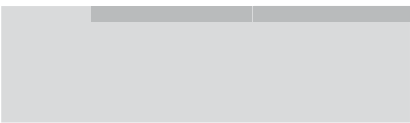
[illegible]

In accordance with the UK Data Protection Act (1998): Members should be aware that Club Records are held on computer files. Please note that details are not passed to third parties with the exception of the Kennel Club and the UK Afghan Hound Breed Council. * Delete as Applicable



Advert for Think Afghan Advertising.

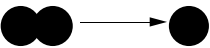
patterns



modules



movement



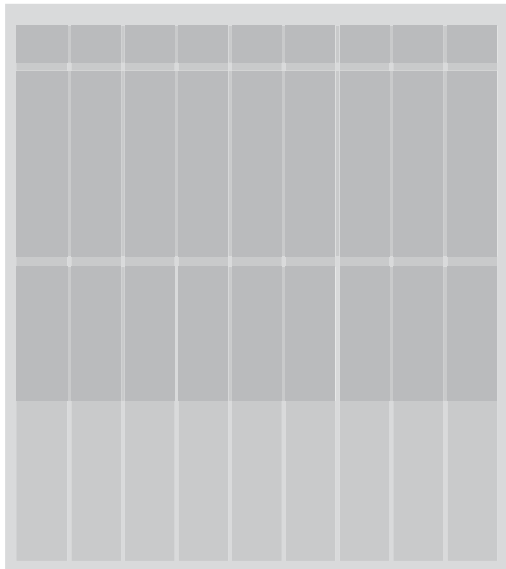
graphic elements



content

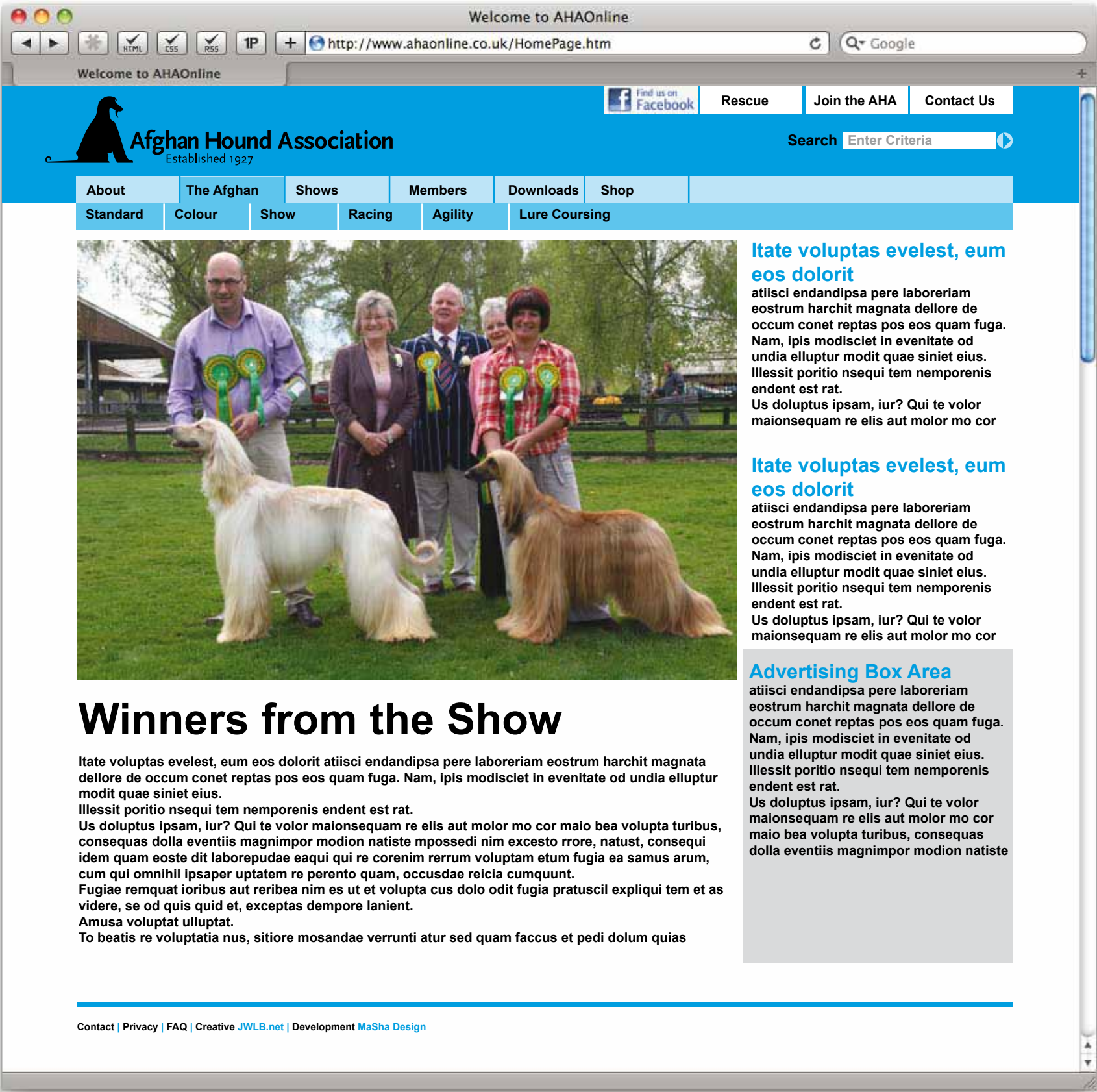


grids



typography
systems / accesible
48pt Headline
36pt sub heading

12pt copy



Application SiteMap

A full communication tool
A templated website with a content management system enabling easy and fast updates.

Linked to FaceBook AHA Group which would be a moderated group.

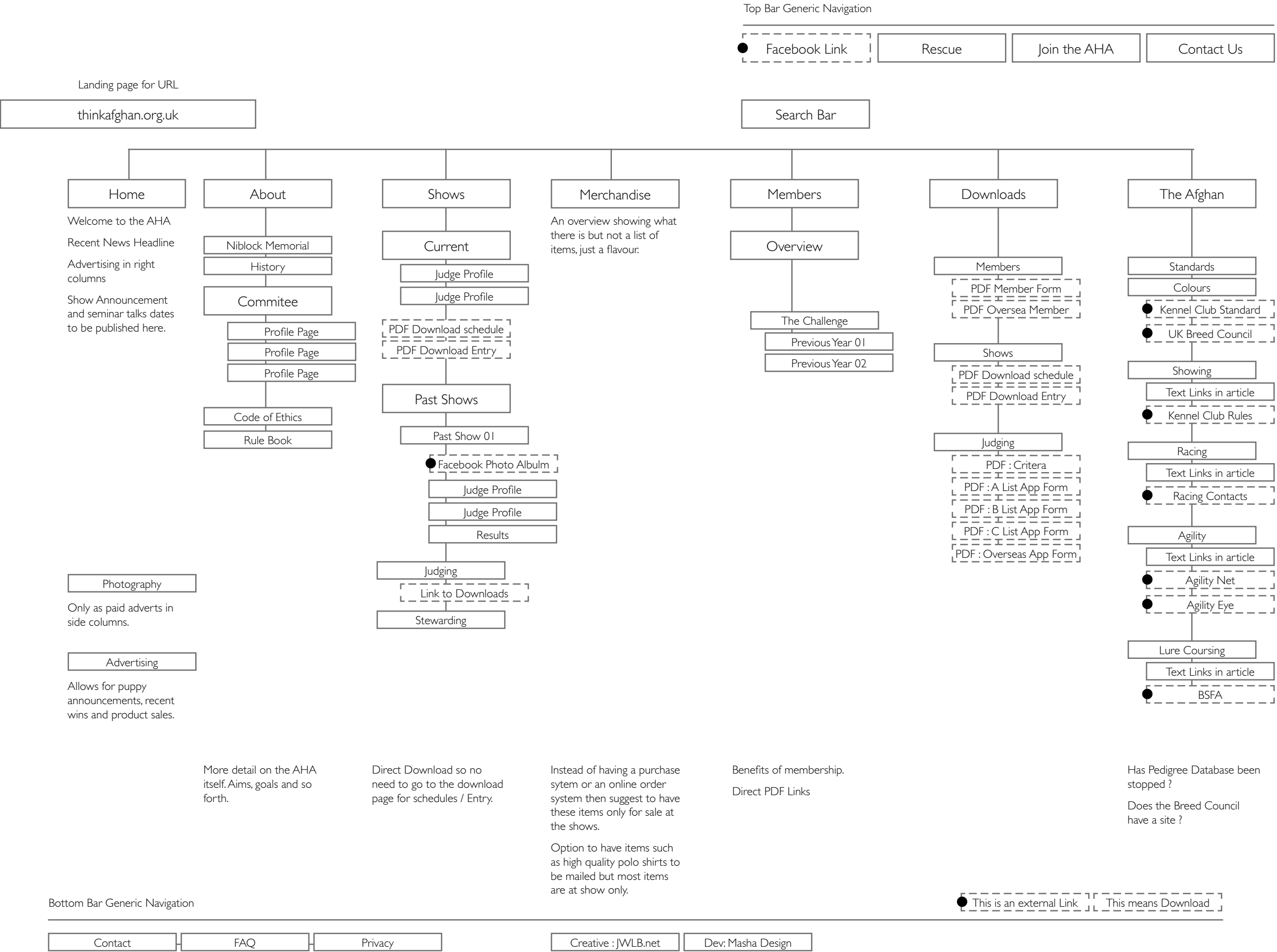
This would allow full photo albulms with feedback comments but also be published on Flickr for those who do not use or like FaceBook.

A Diary column would allow full information re up and coming seminars for example and this could also be interlinked with the FaceBook invitation to Event tools.

A semi paperless communication suite.

Email
AHA Group Address Book should be created so that announcements can be emailed also.

An Unsubscribe option will be added to all emails with full legal protection such as DPA.



Application Advertising

Created in InDesign with master pages which allow easy editing.
Do NOT alter master artwork files. Use the supplied templates
which have all style sheets included.

AHA Annual General Meeting

Date **Saturday 2nd April 2011** Time **10.00 am**
Venue **Chieveley Village Hall** High Street, Chieveley, Berkshire. RG20 8TE

The Breed Club Event follows the AGM (but not before 11.30 a.m.)
“Grooming and Presentation of your Afghan Hound”
by Mariella Van Der Heyden
“Handling your Afghan Hound in the Ring” ~
Mariella will be joined by Audrie Vansteelant Benoit

Breed Event Details: **Mark Cocozza**
Email : freecloud1@aol.com
Tel: 07768 825430 or 020 7565 0041
Booking forms: www.ahaonline.co.uk



Afghan Hound Association
Established 1927



Join the AHA

Be part of the country's oldest Afghan Hound Association and benefit from being a member.
You will receive “Think Afghan” magazine, be part of deciding who runs the AHA, receive discounts on the AHA Open Shows and AHA Championship show..
Membership starts from £7 a year and £8 for joint membership. Junior membership is just £2 a year.
Download the membership form at ahaonline.co.uk or email the Secretary, ian.fisher@ahaonline.co.uk



Application

Membership Forms and Standing Order

Separate member forms for UK and Overseas.

Created in InDesign with master pages which allow easy editing.
Do NOT alter master artwork files. Use the supplied templates.

These are also as PDF for digital delivery.

UK Membership Form

Membership is renewed **annually on January 1st**.
Please complete the form below and send to the Membership Secretary including payment.
Mr Ian Fisher, Membership Secretary, Ifmaraf, 22 Mountfield Close, Culverstone, Meopham, Kent DA13 0UJ

New Member ☐ Proposed and Seconded by existing members ☐ Existing Member: confirm contact details ☐

Personal	Surname																												
	Forename (s)																												
Address	Title	Mr ☐	Mrs ☐	Ms ☐	Miss ☐	Other ☐																							
	Joint / Junior *																												
	Member Name																												
	House Name																				Number	1	2	3					
	Street Name																												
Contact	City																				Postcode	A	B	1	2	3	C	D	
	County																												
	Phone Number																												
	Mobile Number																												
Proposed	1st Surname																				Date	D	D	M	M	Y	Y	Y	Y
	Signature																												
Membership Options	2nd Surname																				Date	D	D	M	M	Y	Y	Y	Y
	Signature																												
Donations	Single																				Tick if renewal ☐	Cost in £	7.00	Quantity		Total in £			
	Joint																					8.00							
	Junior																					2.00							
	Welfare and Rescue Donation																												
	Rosettes Donation																												
Payment Method	Margaret Niblock Memorial Fund Donation																												
	Total																												
Official Use Only	Do not send cash.																												
	Cheque ☐ Postal Order ☐ Standing Order ☐ Bank Transfer ☐																												
Official Use Only	Signature(s)																				Date	D	D	M	M	Y	Y	Y	Y
	Cheque / Postal Order Number																				Transfer Received								
Official Use Only	Member Number																				Paid into Bank								
	Member Card Sent																												

Afghan Hound Association
Established 1927

In accordance with the UK Data Protection Act (1998): Members should be aware that Club Records are held on computer files. Please note that details are not passed to third parties with the exception of the Kennel Club and the UK Afghan Hound Breed Council.
* Delete as Applicable

UK Membership Form

Overseas Membership Form

Membership is renewed **annually on January 1st**.
Please complete the form below and send to the Membership Secretary including payment.
Mr Ian Fisher, Membership Secretary, Ifmaraf, 22 Mountfield Close, Culverstone, Meopham, Kent DA13 0UJ

New Member ☐ Proposed and Seconded by existing members ☐ Existing Member: confirm contact details ☐

Personal	Surname																												
	Forename(s)																												
Address	Title	Mr ☐	Mrs ☐	Ms ☐	Miss ☐	Other ☐																							
	Joint Member Name																												
	House Name																				Number	1	2	3					
	Street Name																												
	City																				Postal / ZIP Code								
Contact	County / State																												
	Country																												
	Phone Number																												
	Mobile Number																												
Proposed	1st Surname																				Date	D	D	M	M	Y	Y	Y	Y
	Signature																												
Membership & Donations	2nd Surname																				Date	D	D	M	M	Y	Y	Y	Y
	Signature																												
Membership & Donations	Standard																				Tick if renewal ☐	Cost in £	10.00	Total in £					
	Welfare and Rescue Donation																												
	Rosettes Donation																												
	Margaret Niblock Memorial Fund Donation																												
	Total																												
Payment Method	Do not send cash.																												
	Cheque (UK Sterling) ☐ Paypal ☐ Bank Transfer ☐																												
Official Use Only	Signature(s)																				Date	D	D	M	M	Y	Y	Y	Y
	Cheque Number																				Transfer Received								
Official Use Only	Member Number																				Paid into Bank								
	Member Card Sent																												

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* Delete as Applicable

Overseas Membership Form

Standing Order

Membership is renewed **annually on January 1st**.
Please complete below and send to the Membership Secretary including membership form.
Mr Ian Fisher, Membership Secretary, Ifmaraf, 22 Mountfield Close, Culverstone, Meopham, Kent DA13 0UJ

Please find attached your Membership renewal form for 2011. You will notice that the form is in a new format which is a result of a rebranding exercise carried out by your Association. I am pleased to state that the Membership fees for 2011 have been maintained at their present levels. You will also note that there are now different ways to pay your renewal subscription.

Standing Order
Please use the Standing Order form below which we do encourage you to use. By using this form of payment it will mean that you never forget to pay your subscription so you will never miss a copy of your magazine 'Think Afghan'. When the entries close for your Championship and Open Shows you will always know that, if a discount is available, you will be able to enter at the Member's rate. No more chasing telephone calls from the Show Secretary! This will also assist your Association in controlling the Club's cost base which is, of course, to your benefit as well.

Bank Transfer
For those members who prefer to do their Banking online, we are also offering electronic transfer capability. The Association's Banking details are as shown on your Membership Renewal Form.

PLEASE NOTE THAT IF YOU USE EITHER OF THESE METHODS IT IS ABSOLUTELY ESSENTIAL THAT AS YOUR REFERENCE YOU QUOTE YOUR SURNAME AND AFFIX (if you have one).

Please detach along the dotted line.

Instruction to your Bank / Building Society to pay by Standing Order

Please complete the whole form below and return it to The Afghan Hound Association at the address above.

Address	Bank / * Building Society																											
	Street Name																				Number	1	2	3				
Account	City																				Postcode	A	B	1	2	3	C	D
	County																											
	Branch Sort	1	2	3	4	5	6																					
	Customer / * Account Name																											
Payment	Please pay HSBC Malmesbury, A/C 41112457 Sort 40-31-07 for the credit of The Afghan Hound Association quoting																											
	Reference Surname & Affix																											
	the sum of £																				Pounds							
	commencing Date	D	D	M	M	Y	Y	Y	Y																	and thereafter annually until further notice in writing and debit my / our account accordingly.		
	Signature(s)																				Date	D	D	M	M	Y	Y	Y

Afghan Hound Association
Established 1927

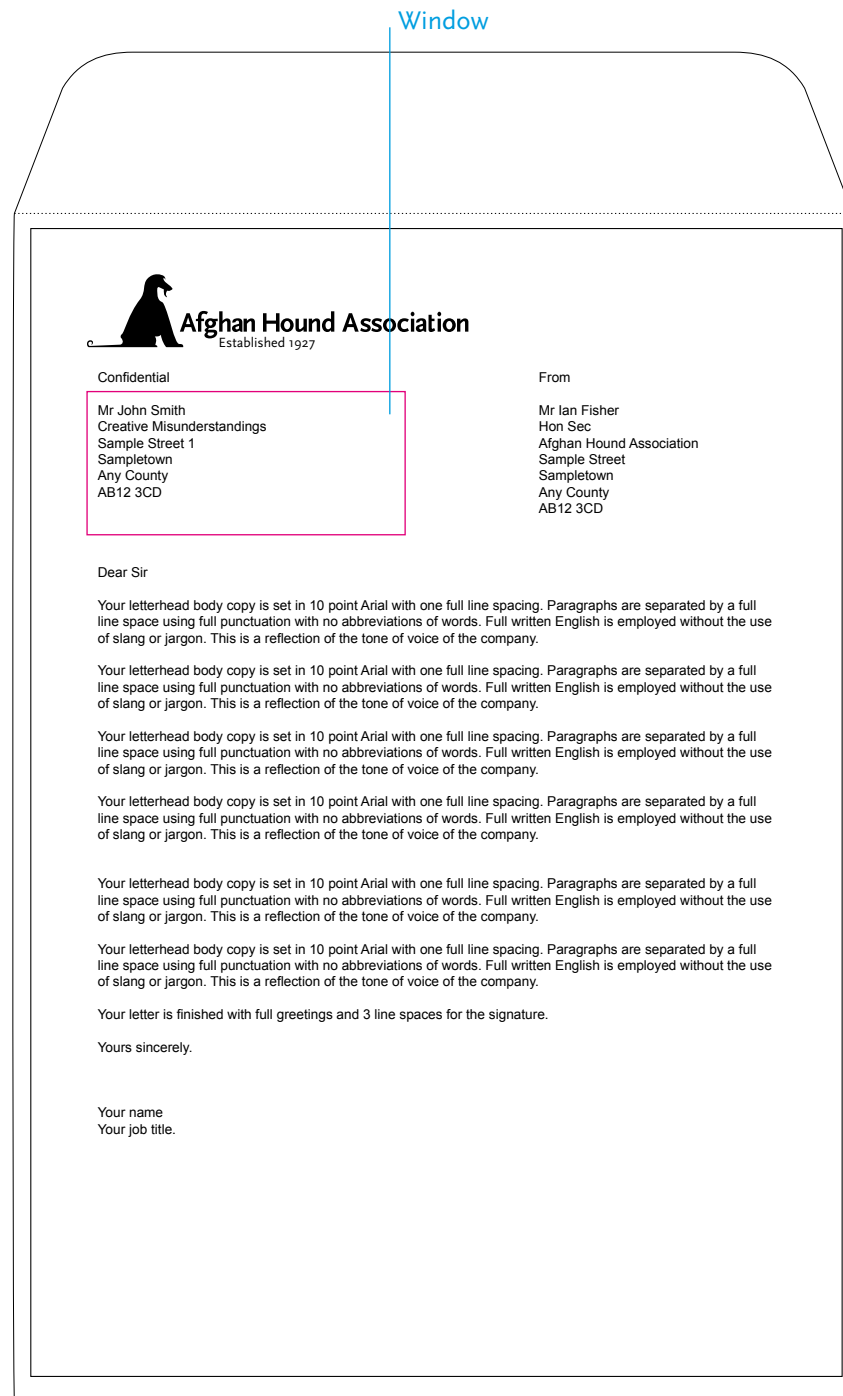
Some Banks or Building Societies may not accept Standing Order instructions from some types of account.
* Delete as Applicable

Standing Order Form

Application

Magazine Delivery and Membership

A4 Window Envelope



No need for address label.

Thank you letter

Alternative to label and also a good communication tool to say thank you for being part of the AHA.



Afghan Hound Association

Established 1977

Confidential

Mr John Smith
Creative Misunderstandings
Sample Street 1
Sampletown
Any County
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From

Mr Ian Fisher
Hon Sec
Afghan Hound Association
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Dear Sir

Your letterhead body copy is set in 10 point Arial with one full line spacing. Paragraphs are separated by a full line space using full punctuation with no abbreviations of words. Full written English is employed without the use of slang or jargon. This is a reflection of the tone of voice of the company.

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Your letter is finished with full greetings and 3 line spaces for the signature.

Yours sincerely,

Your name
Your job title.

Option

Membership form enclosed
as a loose sheet.

UK Membership Form

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Personal	Surname																														
	Forename (s)																														
	Title Mr ☐ Mrs ☐ Ms ☐ Miss ☐ Other ☐																														
Address	Joint / Junior * Member Name																														
	House Name																														
	Street Name																														
Contact	City																														
	County																														
	Postcode																														
Telephone	Phone Number																														
	Mobile Number																														
	Email Address																														
Proposed	1st Signature																														
	2nd Signature																														
	Signature																														
Membership Options	Single																														
	Joint																														
	Junior																														
Donations	Up to 12 Years of Age																														
	Welfare and Rescue Donation																														
	Rosettes Donation																														
	Margaret Niblock Memorial Fund Donation																														
Payment Method	Do not send cash																														
	Cheque ☐	Postal Order ☐	Standing Order ☐	Bank Transfer ☐																											
	Payable to Afghan Hound Association				Use your Savings and Afls as Payee Reference				H&B Membership A/C - 4155627 Sort 4013-01 IBAN GB44 0141 0000 0000 0000 0000																						
	Signature(s)											Date											Transfer Received Paid into Bank								
	Official Use Only	Cheque / Postal Order Number										Member Number										Member Card Sent ☐									



Afghan Hound Association
 Established 1957

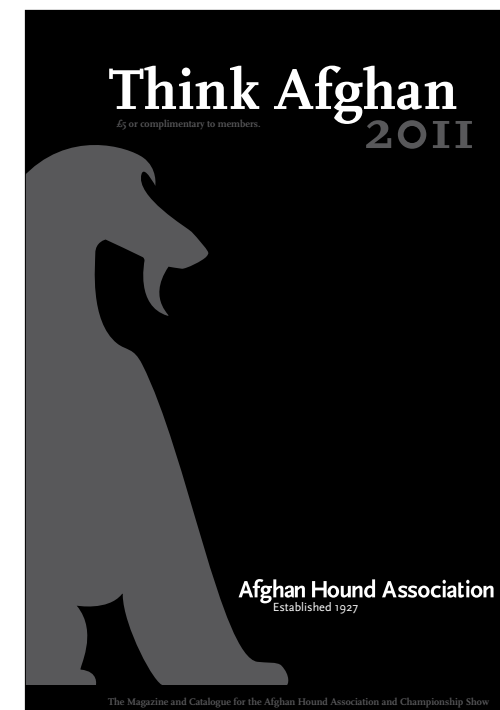
In accordance with the UK Data Protection Act (1998), Members should be aware that this form may be used for marketing purposes. Your name and address are not passed to third parties with the exception of the Annual Club and the UK Afghan Hound Breed Council. * Select as Applicable

This means that every member will receive a form with the magazine.

Also have as insert in the catalogue.

Option 2

Magazine has detachable membership forms.

[illegible][illegible]

Application

Membership Cards

Yearly membership cards that are also used as receipt for payment.

Created in InDesign with master pages which allow easy editing.

Do NOT alter master artwork files. Use the supplied templates.

Actual Size Art work : 85 x 55mm.

Option for full address on reverse.



Editable Area for Date.
This can be done at the printers.

Editable Area for Date.
This can be done at the printers.



Judge Application Forms

A

Alghan Hoard Association Judging Application Form : Issued November 2011

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◀ Contents ▶

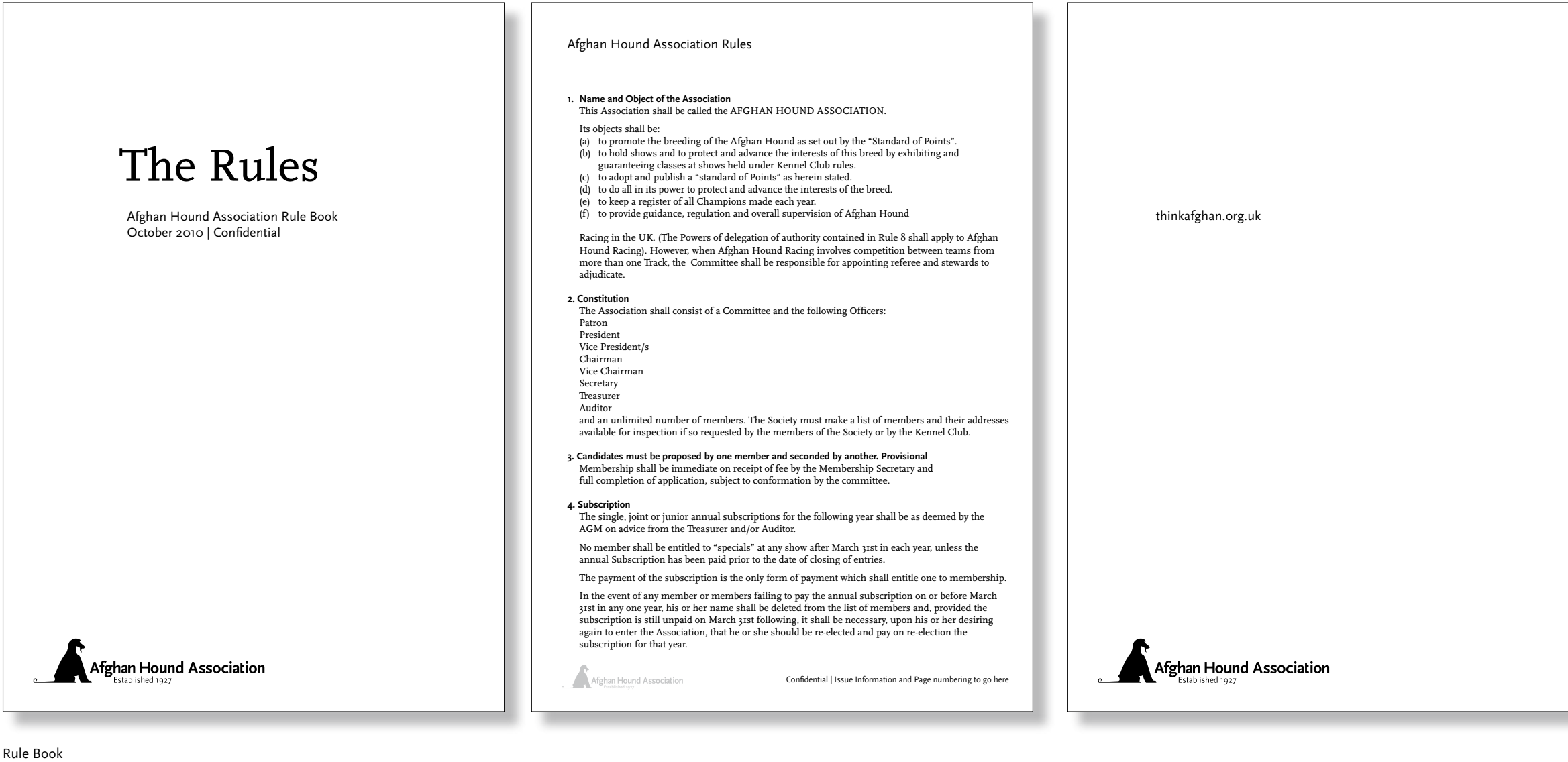
Application

Rule Book

Created in InDesign with master pages which allow easy editing.
Do NOT alter master artwork files. Use the supplied templates.

These are also as PDF for digital delivery.

Hard plastic cover ring bound with silver wiros binding.



Application Certificates

Created in InDesign with master pages which allow easy editing.
Do NOT alter master artwork files. Use the supplied templates.

Artwork is supplied as Black to be printed onto the correct coloured card/
paper stock dependent on the usage.

Lecture Certificates

Artwork size is 210 x 297mm / A4.
10mm border so can be printed on home printer.

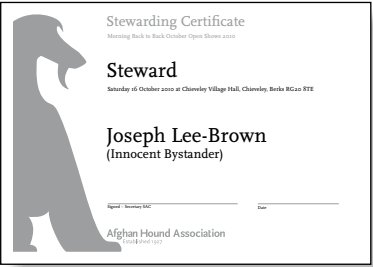


Judging and Stewarding Certificates

Artwork size is 210 x 297mm / A4.
10mm border so can be printed on home printer.



Colour option re sex of class



Application

Awards and Rosettes



Editable Area for Date.
This can be done at the printers.



Editable Area for Date.
This can be done at the printers.

Preprinted with Judges Name.



Using The Sitting Afghan Hound as a wrap around graphic.

Created in InDesign with master pages which allow easy editing.
Do NOT alter master artwork files. Use the supplied templates.

Artwork is supplied as Black to be printed onto the correct
coloured card/ paper stock dependent on the award.

Application

Show Signage

Created in InDesign with master pages which allow easy editing.
Do NOT alter master artwork files. Use the supplied templates.

Artwork is supplied as Black to be printed onto the correct coloured card/ paper stock dependent on the usage.

Ring Signage

Artwork size is 210 x 297mm / A4.
Visible from a distance.



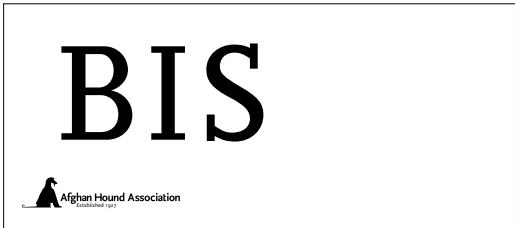
Table Signage

Job title / information signage
and awards descriptors.

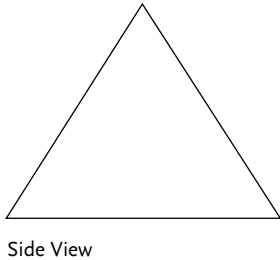


Artwork size is 210 x 105mm / A5.
Printed on Cyan Paper and inserted
into A5 Plastic Holder.

Awards descriptors



Artwork size is 65 x 148mm.
These can be printed 2up on an A4
sheet and folded to create a tent card
that can stand on it's own.



Lip edge and affixed with
double sided tape.

Application

Show Signage (continued)

Created in InDesign with master pages which allow easy editing.
Do NOT alter master artwork files. Use the supplied templates.

Artwork is supplied as Black to be printed onto the correct coloured card/ paper stock dependent on the usage.

Laminated for durability.

Ground Signage

Artwork size is 210 x 297mm / A4.

Visible from a distance. Laminated for durability.



Application

Directional Signage

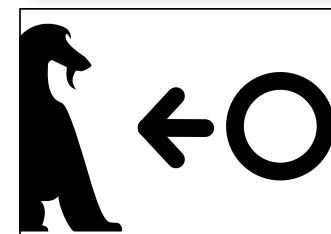
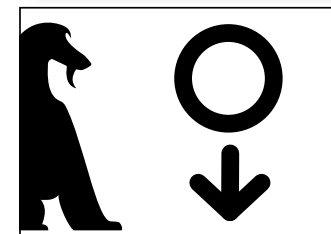
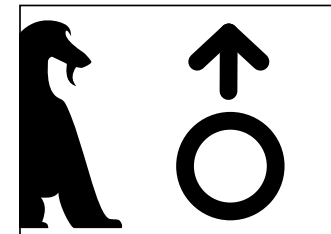
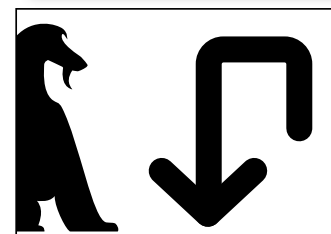
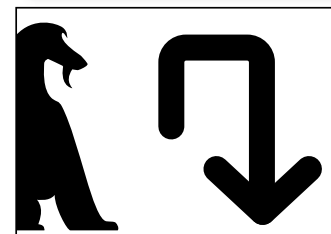
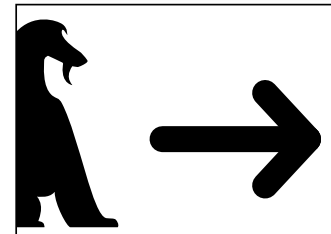
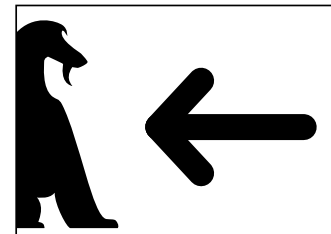
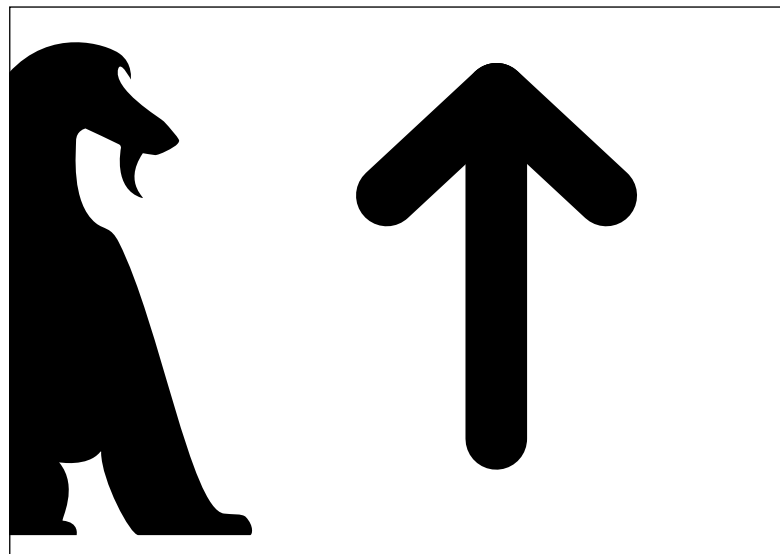
Created in InDesign with master pages which allow easy editing.
Do NOT alter master artwork files. Use the supplied templates.

Artwork is supplied as Black to be printed onto the correct coloured
card/ paper stock dependent on the usage.

Laminated for durability.

Artwork size is 210 x 297mm / A4.

Visible from a distance. Laminated for durability.



Application Merchandise



Merchandise examples,

Notebooks

Mugs

Stickers



Application

Merchandise – Notebook

Created in InDesign with master pages which allow easy editing.
Do NOT alter master artwork files. Use the supplied templates.

Artwork is supplied as Black to be printed onto the correct coloured
card/ paper stock dependent on the usage.



Solid back with cyan cover and hard plastic cover
ring bound with silver wiros binding.

Application Overview

Misc Items



Car Sticker

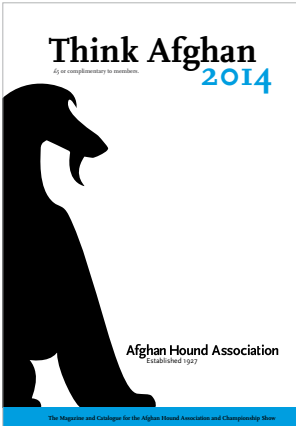


The AHA uses a variety of paper sizes for stationery, brochures and marketing collateral.

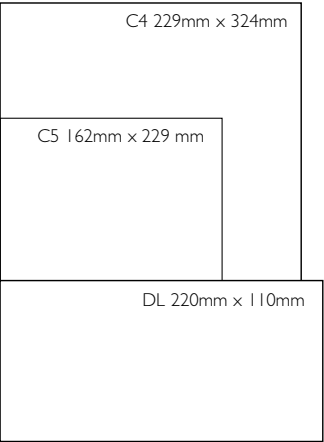
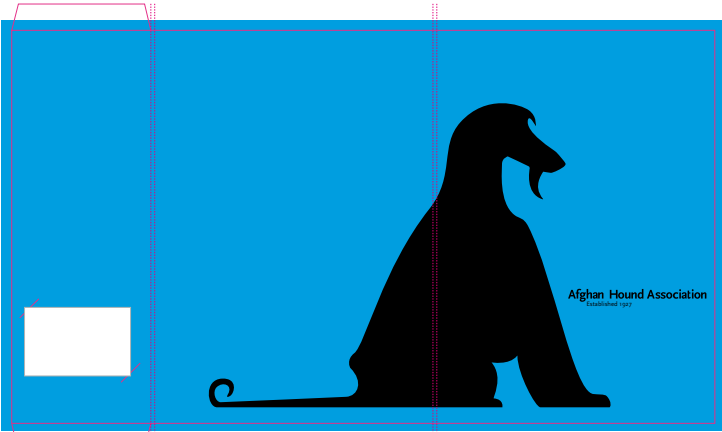
Items are based on the International 'A' series of paper formats as shown below.

The majority of printed material will be portrait.

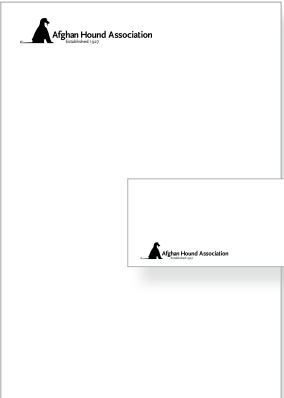
Publications



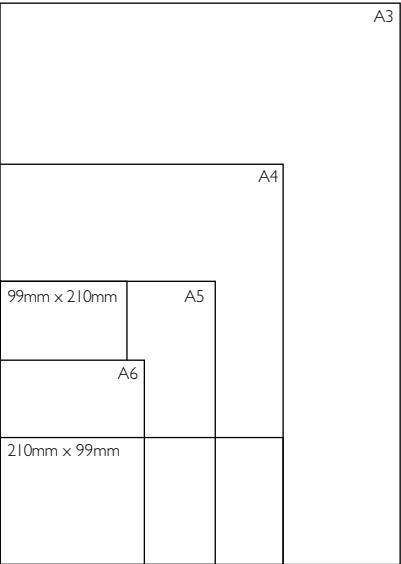
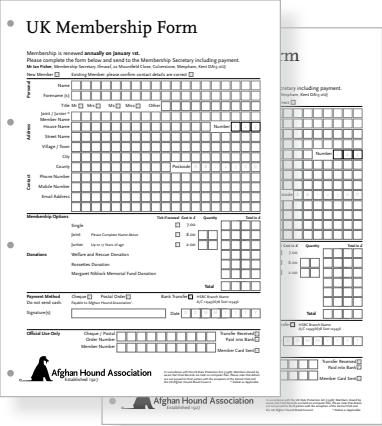
Press Folder



Stationery

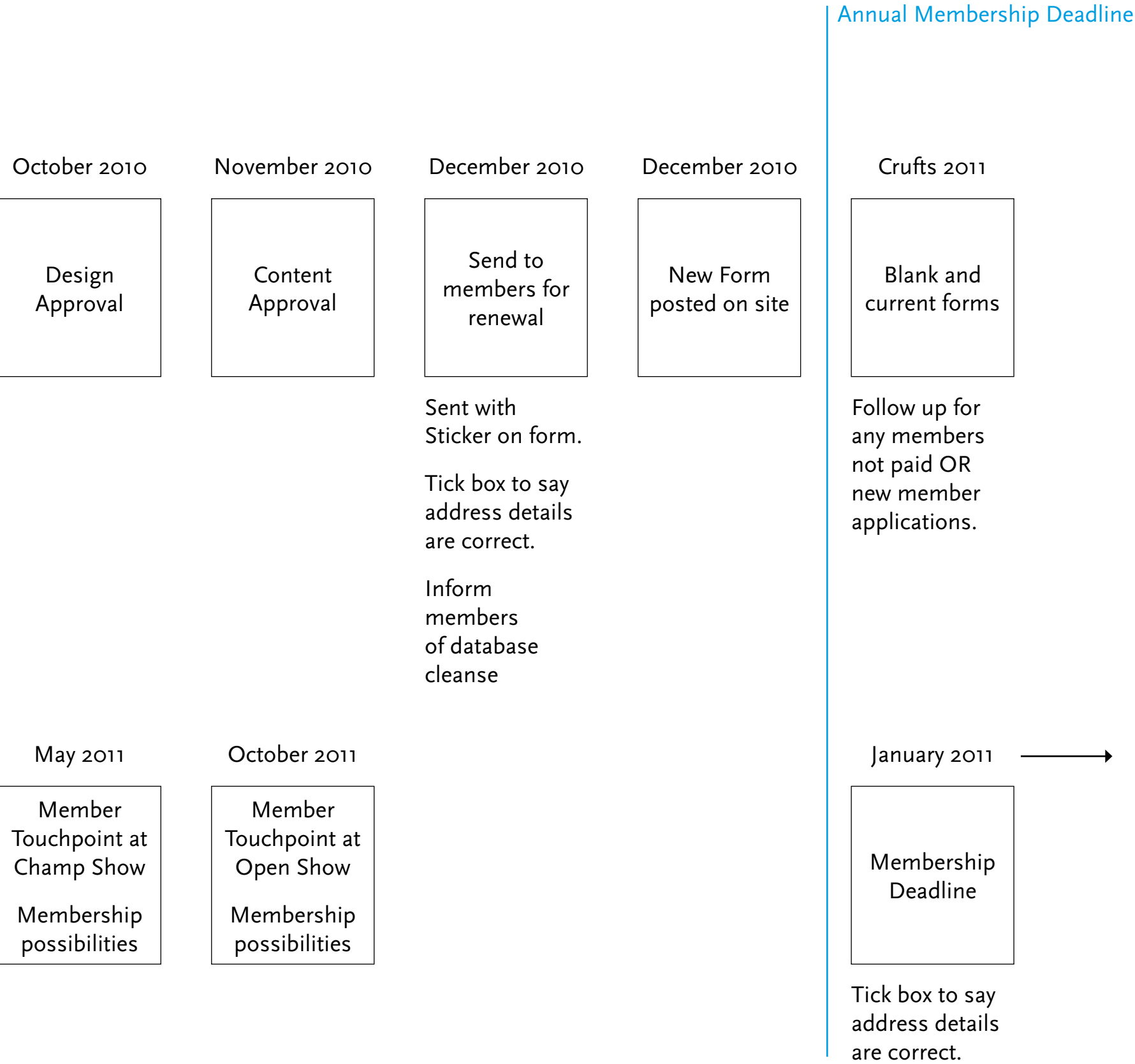


Form Styling



Application

2011 Member Renewal



Important

State that forms will not be sent to members form 2011 and that they will have to download them.

Members without internet access may renew at the Open Show.

A Membership form could also be enclosed with the magazine as a loose sheet or to be detached from the magazine or show catalogue.

This could drive certain members to attend the open show.

Cost Saving

Forms will never posted as a single item for renewal this saving the AHA postage on this item.

Magazine Covers Colour Timeline



The magazine has used primary colours over the years but the most predominant colour has been cyan / blue.



thinkafghan.org.uk