

Tips for...

Producing printed materials

PRINTED MATERIALS SUCH AS BROCHURES, POSTERS, AND FLYERS ARE ESSENTIAL AND INDISPENSABLE COMMUNICATION TOOLS BECAUSE THEY HAVE A LASTING VISUAL IMPACT AND CAN BE KEPT AND PHYSICALLY DISTRIBUTED

LAYOUT AND DESIGN

- In terms of the document layout, information should be well spaced out to ensure that it is clear. It is essential to leave some white and empty spaces to make the document easier to read. The text should be short and punchy.
- Information should be organized so that essential data is seen first: project name and presentation, objectives, key messages, etc.
- The color palette should be consistent and reflect the project's identity.

IMAGES AND ILLUSTRATIONS

- Always use high-quality images for your printed materials: high-resolution photos, sharp, vibrant images, etc.
- Select your images carefully: every image used must reflect the project, its values and identity, and help amplify your message.

LEAVE MARGINS AND SAFE ZONES

- Leave free space around the edges of the document to prevent important information from being cut off when printed.
- Check with the printing company that the image is of sufficient quality and ask to see a press proof before printing.

LANGUAGE

Produce printed materials in the languages of your target audience and in the local language.

ACCOUNTABILITY

All printed materials must include the partners logos, whether they are presentation brochures, leaflets, kakemonos, posters, etc.



Notre objectif :

Améliorer l'accès des Comoriens à des **soins de santé de qualité**

- **Composante 1**
Amélioration de la qualité de l'offre de soins hospitaliers
- **Composante 2**
Renforcement de la formation des ressources humaines en santé
- **Composante 3**
Renforcement du pilotage et de la gouvernance du système de santé
- **Composante 4**
Gestion du projet et suivi-évaluation

CONTACT

TEL : +269 733 23 41
Moroni - Comores
Quartier Oasis
(à côté du bâtiment DSI)



Tips for... Standard sizes of printed materials

TOOL	STANDARD SIZE	USE
Kakemono	80 x 202 cm//80 x 209 cm	Any event organized for a project: photo shoot, inauguration, signing of a document, conference, round table, etc.
Project site sign	Dimensions should be adapted according to the required format. See the information sheet on field communications.	Installed while infrastructure is being constructed, during land development projects, etc.
Permanent plaque	Minimum size: A4 (21 x 29.7 cm).	To be displayed on the front of the structure: hospital, school, bridge, building, etc.
Flyer	A5 (14.8 x 21 cm) or another size according to your needs.	Any event organized for a project: conference, trade show, meeting, etc.

IMPORTANT

Before printing any materials, check the quality of the images used: they must be in high definition and of sufficient quality for the required content. Do not use photos that are out of focus, pixelated, incorrectly cropped, or in low definition.

Zoom in on the photo using your phone or camera to check that the image is sharp.

Check with the printing company that the finished product is of high quality and ask to see a press proof before printing.

