



Collateral Assets and Artwork Files: Editing and Printing Instructions

Overview:

If you are editing any of the open source SheDecides collateral, you will need to have access to Adobe InDesign. When you open a file for editing, you may need to re-link some of the images. The 'links' are found in the 'document template' folder (which is part of the .zip file, downloadable from the SheDecides Tools and Assets page).

For all of the below collateral, it is always advisable to get a mock up printed *before* proceeding with a large order, so as to avoid any misprints. Most printers will give you a sample free of charge, and if it doesn't look right you can discuss directly with the printer how to adjust and make it better.

The Assets:

1. Stickers

These stickers are best printed 9cm (w) x 2.5cm (h), with 0.3cm (3mm) bleed.

Ideally, these are produced on gloss paper as individual stickers, with a cut in the paper on the back to make peeling the backing paper off easier.

NOTE: Local movement stickers should be 9cm (w) x 3cm (h) with 0.3 cm (3mm) bleed.

For local movements, it is possible to create new sticker designs simply by creating a new document on Photoshop with measurements 9cm (w) x 3cm (h) + 0.3cm (3mm) bleed, and then dragging the high resolution local movement logo to the document (see the SheDecides India logo as an example).



2. A5 Manifesto

Print to A5 or postcard size.

The artwork file has been sized to A5 and includes 10mm bleed on all sides. The printers should recognize this when checking the file, but if not – inform them when placing the order.

Best printed on anything between 250-350 GSM.

3. Pull Up Banners

There is extra space below the image for the roll mechanism - don't place anything here if you are editing the pull up banners as this will not be seen.

Check what dimensions the printers have for their pull up banners, and ensure the dimensions of the Banner file are compatible. If in doubt, share the original Adobe InDesign file and links with the printer so that they can help you or advise.

Note, there are 4 different banner options available in the template, so be sure to either a) create a new file with only your preferred design or b) brief the printer which design you want printed.

4. Tote bags

There are 3 different versions of the tote bag in the template folder.

Feel free to choose whichever you prefer from the palette. When briefing the printer, ensure that the design is printed on the same colour tote bag (e.g. if you choose the red design, choose a red tote bag - and so on).

These can be applied to a wide range of tote bags - so work with your printer to select the quality you prefer.

5. T-Shirts

There are 3 different versions of the t-shirt in the template folder.

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Feel free to choose whichever you prefer from the palette. When briefing the printer, ensure that the design is printed on the same colour T-shirt (e.g. if you choose the red design, choose a red tote bag - and so on).

These can be applied to a wide range of t-shirts - so work with your printer to select the quality and style you prefer.

6. A5 Flyer, Document template and Booklet

None of these are print-ready - as they all require custom text to be input. You can input custom text on Adobe InDesign. Once you are happy with your final version, you can print according to the following formats:

A5 Flyer - A5 (paper quality - your choice, but ideally 100GSM-200GSM).

Document template - A4 (paper quality - your choice, but ideally 100GSM-200GSM).

Booklet - A4. Check with the printer that they are able to print double sided (paper quality - your choice, but ideally 100GSM-200GSM).

7. Spider Wall

This is to be printed 2136 mm x 3271 mm.

This can either be printed on cloth, canvas or paper depending on your purpose and/or budget. It is intended to be used as a backdrop for events or photographs.

8. Logo Wall

This is to be printed 2300mm x 806mm.

This can be printed on cloth, canvas or paper depending on your purpose of budget. This is intended to be used as a backdrop for events or photographs. You need to edit the original file in Adobe InDesign to add in the detail of your event - including adding partner labels.