

Community centre pack

Since many parts of the target audience may spend time in community centres – whether they're centres for the 60s or over, for people with disabilities or people from different ethnic groups – it's a worthwhile investment to ensure that these centres display information about the new pass. This pack lets you do just that.

How do I use it?

The pack can be either posted or given to community and group leaders. It will provide them with enough information to communicate the benefits of the new bus pass to members of their group or community.

The pack consists of:

- A C5 outer envelope
- A letter
- However many A5 leaflets you feel is appropriate (this is the same A5 info leaflet already featured in the toolkit)
- An A4 poster

All elements of the pack can be personalized with your logo and your contact details. The letter can be tailored as appropriate to your area. If you are using the editable version of the A5 info leaflet, you can also tailor the intro and the content of the Questions & Answers section if you'd like to. Plus space has been left for you to add other local info and terms and conditions as you see fit. In addition to adding your logo and contact details, the poster also requires images of your local versions of the new elderly and disabled passes and ideally an image of the re-stickered Freedom pass too. Also, all of the detail on the poster can be edited and added to as you see fit.

What do I need to do?

1. If you haven't already, download the PDFs of the outer envelope, letter, leaflet and poster from the DfT website as this will show you what can be tailored and what additional content you might want to add. You may want to save these to your computer for future reference.
2. Find out how much it will cost to print the pack by contacting a printer for a quote. You'll need to give them the following information:
 - The volume of the print run, i.e. how many packs you would like to print in total. **If you are already printing the A5 leaflet for another activity, add the quantity you need for this pack to your existing print run. It's not advisable just to print the leaflet for this pack as you will only require a very small volume which will work out very costly. However, if you are already printing the leaflet, printing the total amount you need for all activities at the same time will reduce your production cost per leaflet, making your activity as cost efficient as possible.**
 - The spec (the size, paper type etc.). The recommended spec for the pack is – just pass this info to your printer:

Outer

Flat size (HxW mm) = Window size: 45 x 90 mm. Window position = 20 mm from left edge and down 60 mm from top edge

Finished size (HxW mm) = 162 x 229

Print = 4-colour process

Paper stock = 120 gsm recycled uncoated cartridge as near match to Revive 100

Offset as possible

Finishing = AMEND PPI as required. Overprint on face and flap (NO BLEEDS) on stock, white, window gummed, wallet outer

Letter

Flat size (HxW mm) = 297 x 210

Finished size (HxW mm) = 148 x 210

Print = 4-colour process

Paper stock = 100 gsm Revive 100 Offset

Finishing = Laser duplex and fold to finished size

Leaflet

See instructions for A5 info leaflet

Poster

Flat size (HxW mm) = 297 x 210

Finished size (HxW mm) = 148 x 210

Print = 4-colour process

Paper stock = 130 gsm Revive 100 Silk

Finishing = Trim and fold

Enclosing

Enclose folded letter into outer with leaflet and poster, seal and mail (mail sorted if applicable).

– Inform the printer that you will need them to make some revisions to the artwork in order to incorporate your logo, pass images, contact details and, should you want to change them, your letter and poster copy and terms and conditions

– Give them a deadline for when you would like the packs to be mailed.

3. Email the zip files you have downloaded from the website to your printer. The zip files contain all of the artwork files, images and fonts required – **do not attempt to open the artwork files contained within the zip file as they may corrupt.** You will also need to provide the printer with:

– confirmation that the artwork files are Quark 6.5 open (editable) files

– a high resolution version of your logo

– high resolution versions of the images of the new elderly, disabled and re-stickered Freedom Passes with your logo added to them

– a word document with your letter and poster copy if you want to change it

– your contact details for the letter and poster

– any additional terms and conditions specific to the entitlements in your area.

4. Ask the printer about the format in which they'll need your customer data. They'll probably ask for it in the form of a spreadsheet, featuring the address lines in

separate fields, but they'll be able to confirm their exact requirements including when they will need to receive it by.

The printer should send you a proof and a sample pack for you to check and approve before they print and mail the pack.

NB: Please ensure your printer/studio reads the font licence agreement contained within the zip file.