

# Signage & Displays

When creating printed signs or displays, create the file with CMYK color codes for production. **Before you start**, check with the printer to confirm the dimensions of the product being designed AND how much bleed is needed. Ensure that all text is true black or the primary color by language.

### Bleed Definition:

Bleed refers to the area of your artwork that extends beyond the trim marks or final dimensions of your printed piece. This extra margin ensures that when the document is trimmed to its final size, no white edges will accidentally remain.



# Table Setup

Tips for Working the IRSM Booth are available for all Ambassadors who serve at one of our tables.

1. Do not overcrowd the table. People's eyes need a place to "rest" from the visual stimulation of our vast resources.
2. With the layout, draw people's attention to one or two key areas.
3. Provide space at the front for people to fill out their contact forms.
4. Displays vary based on the primary audience learning about IRSM and viewing our resources. Special emphasis is given to whatever language is present, any books to be mentioned by an IRSM speaker, and the most recently produced material.
5. As a general rule, English materials are displayed on the red tablecloth or centered runner with the logo. Spanish materials are displayed on the green tablecloth, Portuguese on the blue.



# Table Runners & Banners

The table runner has the primary logo on a light gray background. There are two available at the IRSM Office. Two Portuguese-only versions are available at the MIRF Office.

## Banners

Retractable banners are designed to accompany a display table. They are prepared by language, but the English banner always includes the complete primary logo.



# Ministry Name Tags

Ministry name tags are worn at speaking and booth events. These should be treated with care and stored carefully for the next event.

Remember that while wearing your name tag you are representing Iron Rose Sister Ministries and its mission and values.

