

This poster is placed on a dark blue background (one can also use black) which provides good contrast and the pink and blue borders increase the contrast, drawing the eye into the informative text. The white headline lettering on the pink and blue paper also echoes the contrast. The decorative borders are simple squares, placed at an angle to form a diamond shape and circles, in alternating colours. Remember to use pieces of sellotape on the corners of the reverse side of the poster before you use Prestik to stick items down. This will avoid greasy marks which will spoil the look of your display.

information

MONICA WAGNER

Graphic Designer

ur beautiful blue planet, Mother Earth, will soon be overburdened with excess population and we will reach a point of standing space only. Surely we want our children to live a comfortable life with all our resources intact and not depleted.

To this end the Association for Voluntary Sterilisation of South Africa (AVSSA) has produced some excellent promotion material for Sterilisation Week that runs from 24-28 July. (See **CL** Jan/Feb 2006 page 54.)

We have put together an example display which we hope will inspire you to give the posters, forwarded by the regional librarians, maximum impact in your libraries. The posters are large, so if you have a space problem they can be split into two separate displays. We suggest the information poster

containing the details be placed where people can easily read about the facts. For example, a small table placed against a wall would be suitable for the boxes and brochures, with the poster placed above at eye level to maximise readability. The brochures should be available for people to take home to spread the information as widely as possible particularly to those who do not visit the library. If you deplete your supplies make sure you have photocopied a master from which to make more. Indicate with a small sign that brochures may be taken.

The other posters with photographic images (below) should be close by so that there is continuity. To ensure this we have added a decorative border of squares and circles in blue and pink which are the colours of the brochures and are also used on the other display. These colours will help to link your displays. If you are in the fortunate position to have a large display area, you can have these displays side by side.

We chose the lettering sheet ABC 3 which you will also receive shortly. The typeface is clear, bold and legible which suits the serious subject. Follow the instructions in the article on page 43.





AVSSA is a non-profit organisation founded in 1975 by a group of health professionals. In the context of today's smaller families many couples have all the children they

want before the mother is 30 and then face the necessity of taking contraceptive precautions for another 15-20 years. Sterilisation is one answer for these families. It is a simple operation for men and women and is done free of charge at many public sector hospitals.

AVSSA promotes sterilisation by providing information to bring about a better understanding of the benefits of sterilisation. It supplies hospitals, clinics, community organisations, factories, health personnel, et cetera, with posters, pamphlets and videos, as well as giving presentations and loaning exhibition equipment. As a non-profit organisation AVSSA relies on donations from the business sector and private individuals to assist them in their work.

For more information telephone (021) 5311665 or e-mail <avssa@corpdial.co.za>.



