

## **Art Requirements for IMBA-Chapter Membership Materials**

IMBA customizes membership solicitations including acquisition, renewal and lapsed membership letters to include your chapter's name logo and details.

Each renewal letter going to your chapter members will feature your chapter's logo alongside IMBA's, along with your chapter's name and acronym. The letters explain that membership to IMBA includes membership to your chapter, and vice versa.

Letter copy also includes a brief message about your local chapter.

Chapter members' membership packets also include the appropriate chapter's name and logo on the membership card and welcome letter.

### **Materials Provided**

As part of each Chapter's integration IMBA designers will provide art for the following items:

- **IMBA-Chapter Cobranded Logo.** This will be used on all mail pieces, event materials and web forms). The logo will describe the chapter as "(Chapter Name/Logo) a chapter of (IMBA Logo)".
- **Cobranded standard Membership Cards** for distribution at local events, retailers, package or magazine inserts. IMBA prints these quarterly and will provide your chapter 1,000 cards with the next print order. Your chapter will also be provided with art should you decide to distribute your own. Postcard art features your chapter name and logo but is otherwise standardized for all IMBA Chapters.
- **Cobranded black and white standard Display Advertisement** for placement in local print media. Ads are provided as vector art so they can easily be resized. Art features your chapter name and logo but is otherwise standardized for all IMBA Chapters.
- **Event registration and membership materials** IMBA negotiates prize raffles and promotions from time-to-time with corporate partners to encourage membership and registration with IMBA and its Chapters. IMBA will provide posters and banners for your chapter to display at events to encourage membership among mountain bikers in your region. These can be used in conjunction with membership cards. Art is standard for all IMBA Chapters. These will be distributed as promotions are coordinated, usually annually during Spring.

### **Materials Required**

**Three (3) hours of design time are included as part of the chapter integration process.** This is enough to produce and edit the materials described above under normal circumstances. Chapter representatives will have an opportunity to proof logo design. If the allotted design time is exceeded, your chapter will be billed at the designer's standard rate of \$80/hour.

The following are required in writing so designers have a clear understanding of needs:

#### **Chapter name and acronym:**

Name and abbreviation, as it should appear on membership materials (eg. Southern Off-Road Bicycle Association, SORBA). This will be combined with "IMBA" and/or "International Mountain Bicycling Association".

#### **Logo or Logo Design Direction:**

So the logos look crisp, IMBA's designers require high-resolution images, not those pulled from web sites. These are best sourced from the designer that created the "original art" or "source art" for the logo, and should include any fonts.

Logos should be sent as EPS files (Encapsulated Postscript with .eps extension) or Adobe Illustrator (files with .ai extension). In some cases a high resolution jpeg (eg. a jpeg with at least 300dpi at 4") is acceptable.

If your chapter does not have a logo, or would like to redesign it's logo IMBA can provide *some* logo design services. Instructions must be provided in writing and include description of design, color required, details of any revisions names/copy to be included on logo.

**Copy for membership letters:**

Chapter-specific renewal and lapsed letters include the news, events and successes you've had as a chapter. Acquisition letters may also include this content.

Please provide a short paragraph of no more than 250 words explaining what members can expect when they join your chapter.

For example:

*"Mountain bikers all over Oklahoma are flocking to the new Tulsa Bike Park, thanks to the efforts of IMBA-Tulsa members. We also won access to 50 miles of new cross-country trails near the Buffalo Grass National Park. Look for IMBA-Tulsa volunteer days during the summer and parties at trailheads all over Tulsa."*