



**AUDAX  
UK**

long distance cycling

**Board Meeting  
24 September 2014**

**publicity officer's report**

### **Overview**

This summer has been a mixed bag of activity, in part due to much of my available time for Audax UK matters being taken up by volunteering for some of our major events. My own cycling has taken priority too. However I have been able to advance some of my planned work, with major projects slowly coming to fruition.

### **Redesign work**

We have now begun to apply the design guide principles and material to the things that we produce and publish. To accompany this I wrote a short article in the summer edition of Arrivéé outlining the reasons and principles for the redesign and inviting people to ask me for a copy of the logo and other material. Some people have congratulated me for smartening up our image. Others fear that I am undermining Audax UK's character. I'll detail where I am with the various aspects of this work.

### **Badges**

The first two badges and medals will be signed off by the time you read this report. These are the new AAA medal and members' cloth badge.



**AAA metal badge**



**Membership cloth badge**

### **Jerseys**

The required artwork for the jerseys, gilets and armwarmers is now with ForceGB. They have agreed to make these available for sale on their website from 1 October 2014. The agreement will operate on the same principle as the agreement with Impsport, namely that they will handle all the sales and fulfilment on our behalf. A jersey will cost £50, a gilet will be £55, including

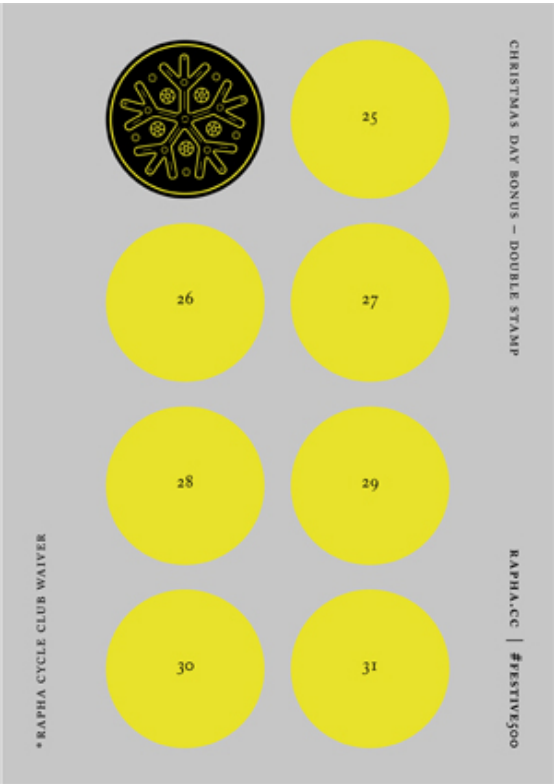
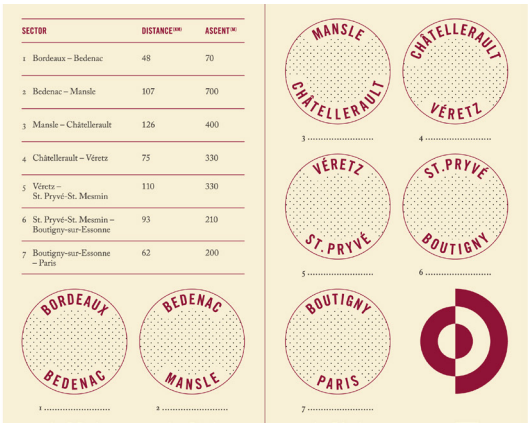
delivery. This compares to a sale price for a jersey of £63.60 at Impsport, including delivery.

Due to popular demand I have decided to start selling colourful jerseys immediately.

**PBP jersey**

I’ve been exploring options for the PBP jersey, asking a few people if they’d like to design it. Ultan Coyle is now working full-time for Rapha so cannot take the commission. Paul Rainbow from Audax Club Bristol went silent on me. I’ve yet to ask our current designer, as I’d like opportunity to try a different designer.

I’ve been in discussion with a designer called Dan Mather, who has produced brevet cards for Rapha. See below for some examples. Dan is interested in designing the jersey, however his day rate is £400 and he anticipates the job would take him 2.5 days. He’s keen for the commission though, and is willing to halve his fee for the job to £500.



### **Website front end**

I had received no communication from Nigel regarding his contribution to the website over the summer. He called by recently, and I received no objection from him when I informed that I'd like to explore other options for developing the new Audax UK website.

I've instructed Invent to continue the development of the website front end, using their native content management system (CMS). I've also asked them to build a native file management system into this content management system. This should represent a significant saving on the proposal to use dropbox for file management.

The enlarged publications team will be meeting in Birmingham on Saturday 11 October. They will use this meeting to plan future working arrangements and to learn how to use the (CMS).

### **Design guide**

Kieran has produced a design guide and resource for organisers to use. This explains how we use the logo, colours and patterns, and provides downloads of all these, plus the official font, for anyone to use. You can find it at <http://auk.harrod.graphics>.

### **Outstanding redesign work**

I'm waiting for draft on other pieces of work, in this order:

- Arrivée front cover floating elements
- Brevet cards
- Logo permutations
- Stationary templates
- Mug