

IDENTITY GUIDELINES

TYPOGRAPHY

ONE ORGANISATION ONE IDENTITY

SPRING 2010



THE CROWN ESTATE

Great people to do business with

The Crown Estate, valued at over £6 billion, manages a wide range of land and properties across the UK. We rank alongside the UK's most successful property companies.

We're 'blue chip' - nationally recognised, well-established and financially sound

We have responsibilities, laid down by Parliament, to enhance the value of our land and properties and the income they generate through good and responsible management. The surplus revenue goes to the Treasury for the benefit of all UK taxpayers.

Strength in diversity

Our property is very diverse. It ranges from offices to shops, agricultural land to housing, ancient forests to parkland. And we have over half the foreshore and almost all of the seabed up to 12 nautical miles around the UK.

Values that guide us

Commercialism, integrity and stewardship are the guiding principles behind everything we do.

- **Commercialism** - to create surplus income for the benefit of the UK taxpayer
- **Integrity** - to treat our customers, partners and the communities in which we operate as we would like to be treated ourselves

- **Stewardship** - looking to the future by conserving, regenerating and applying environmental considerations to all our land and properties.

The principles behind corporate responsibility have always been integral to our organisation and play an important role in the evolution of our culture and our values of stewardship and integrity.

We're in business for the long-term

While we can make the most of short term opportunities, our business approach is focused on the long term. We actively embrace our responsibilities of stewardship, whether in London's Regent Street or Windsor Great Park, the countryside or the marine environment.

The corporate identity

Our corporate identity has been designed to embody our values, support our business objectives and meet the needs of the organisation going forward. The identity is the public face of the organisation; it is how we are known and recognised and it helps us to be unique and distinctive in people's minds.

We use The Crown Estate identity to communicate our brand values consistently to our tenants, business partners, government, the communities we serve and the general public, as well as our employees. Used well, the identity will enhance our reputation and support our brand values of commercialism, integrity and stewardship. We have also included elements in the guidelines that help people with specific reading difficulties to access our information more easily, through recommendations of presentation or style.

How to use these guidelines

These guidelines cover the main elements of The Crown Estate's corporate identity and provide guidance on its application. Our aim is to give users, design consultancies or agencies the information you need to make informed and considered decisions about the project you are undertaking.

The guidelines are modular to enable you to quickly and easily find the information you need.

If you have any questions about the guidelines, please consult The Crown Estate communications department.

Communications department

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ALL PROOFS MUST BE approved by the Communications department before production

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TYPOGRAPHY **NEW**

Typefaces

The Crown Estate has agreed to adopt Calibri as its main corporate font. The font is clear and easy to read, and reflects our core values of commercialism, integrity and stewardship while portraying us as a modern organisation with a warm face.

Having one corporate font avoids confusion and maintains a cohesive and consistent feel to all our materials.

Calibri works equally well in both print and on-screen formats and, as a sans-serif font, is preferred by organisations like the British Dyslexia Association and the Royal National Institute for the Blind for its superior legibility.

Calibri is packaged with Microsoft Windows, Apple Mac OS X and many PostScript computer printers. It is the default font on all the latest Microsoft Office applications - making it easy for users to adopt without having to change their PC settings. It should be used for all internally produced communications.

Please use the default settings for type size and spacing for general body text. As the default setting adds a 10pt space at the end of each paragraph, only a single - not a double - carriage return is needed between paragraphs. For corporate printed material, Helvetica Neue should be used for headings.

We have produced templates for specific internal documents such as board papers (see relevant section in these guidelines). **Please make sure you use the correct template.**

Calibri

Calibri italic

Calibri bold

Calibri bold italic

Calibri

Helvetica Neue 45

Helvetica Neue 55

Helvetica Neue 65

Helvetica Neue 75

Helvetica Neue 85

Helvetica Neue 95

Helvetica Neue

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TYPOGRAPHY

Typographic style

We want to encourage people to read our materials, so the typography should always be simple and easy to read.

General principles

- Avoid too many different weights and styles of type. Wherever possible use colour and size rather than type and weight for emphasis.
- 'The' of The Crown Estate must ALWAYS be written with a capital T.
- Never split The Crown Estate over two lines leaving The or, The Crown at the end of the first line.
- Don't run text over a patterned background or photograph – it is usually very hard to read

Headings and introductory paragraphs

- Upper and lower case type should be used rather than capitals
- Never use initial capitals within headings or titles: the capital letters create a visual 'full stop' and can reduce legibility by up to 50%.
- Don't underline anything. Ever.

Subheadings and body copy

- Keep paragraphs short to avoid dense blocks of text
- Use a line space rather than an indent to indicate a new paragraph
- As a guide, body copy length should not exceed 13 words a line
- Where it is necessary to have a longer line of type then, for ease of reading, the line feed or space between each line should be increased
- All text should be left justified with a ragged right edge – don't block justify as this can cause odd spacing and it is harder to read
- Don't hyphenate words that are not usually split
- Avoid widows and orphans (single words at the beginning and end of a paragraph)

Quotations/pull-outs

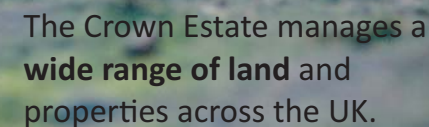
- Make use of large summary text, highlights or pull quotations to help make the copy easy and interesting to read
- Use boxes to emphasise or highlight important text
- Use bold to highlight, never underlining
- Don't use italics to highlight, it make the words run together and appear weaker

“The Crown Estate manages a wide range of land and properties across the UK.”

Make use of large summary text and use pull quotations within text

The Crown Estate manages a **wide range of land** and properties across the UK.

Use bold to highlight pullouts



The Crown Estate manages a **wide range of land** and properties across the UK.

Don't run text over a patterned background or photograph

**ALWAYS MAKE SURE that text is legible:
avoid running text over images or
patterned backgrounds**

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TYPOGRAPHY

Do

- ✓ use a capital T for 'The' of The Crown Estate
- ✓ use a mix of upper and lower case - upper case letters should be used for proper nouns only
- ✓ align text to the left in documents
- ✓ limit the use of italics as these are harder to read
- ✓ use Calibri for letter, presentations and internal documents
- ✓ use Calibri for printed materials, such as leaflets, posters, advertising.

Don't

- ✗ Split The Crown Estate over two lines
These guidelines cover the main elements of The Crown Estate's corporate identity
- ✗ use all upper case
THESE GUIDELINES COVER THE MAIN ELEMENTS OF THE CROWN ESTATE'S CORPORATE IDENTITY
- ✗ use all title case
These Guidelines Cover The Main Elements Of The Crown Estate's Corporate Identity
- ✗ right or centre align text
These guidelines cover the main elements of The Crown Estate's corporate identity
- ✗ justify text - this creates rivers of gaps throughout the text and is harder to read
These guidelines cover the main elements of The Crown Estate's corporate identity
- ✗ use any fonts other than Calibri
These guidelines cover the main elements of The Crown Estate's corporate identity
- ✗ use additional inter-character spacing (tracking)
These guidelines cover the main elements of The Crown Estate's corporate identity
- ✗ expand or condense the font
These guidelines cover the main elements of The Crown Estate's corporate identity
- ✗ split and hyphenate words at the end of the line
These guidelines cover the main elements of The Crown Estate's corporate identity