

IDENTITY GUIDELINES

IMAGERY

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

4.1

IMAGERY **NEW**

Photography

Photography is a powerful and dynamic tool. Every picture tells a story, so careful consideration of photography when producing promotional materials for The Crown Estate is important. Our values and ethos are reflected in the images we use. They should communicate the diversity, energy and personality of what we do. For this reason, you must always contact the communications team if you need to source photography or illustrations.

As a general rule, try not to use images that have come from a wide variety of sources on the same project. It can be glaringly obvious when you have one professional high resolution image and another taken by a disposable camera.

There are some examples (right) of the style of photography we encourage. The Crown Estate is best represented in a way that reflects our values of commercialism, integrity and stewardship. Try to avoid using images that are obviously 'staged', clinical or just plain meaningless.

Professional photography is commissioned on a regular basis by the Communications department and the images are stored in an online photo library. This library is available for publications and web use. Please contact the communications team for more information. We are planning to make this library available to everyone via the intranet.



4.2

IMAGERY

Image quality

Imagery selected for use must be of a suitably high quality to represent The Crown Estate and uphold our image and reputation. Imagery dragged from the web is NOT suitable for quality printed material. Similarly, out of focus, poorly composed or otherwise visually sub-standard or inappropriate images should not be used.

Sourcing imagery

Some projects need imagery which is not part of the image library. In these instances contact the communications department, who will source appropriate images, either commissioning or buying photography or illustration.

Rights-managed imagery

A fee is charged for using an image calculated on the print run, how large the image is printed (full page, half page, quarter page) and its position in the document (cover, inside page). The fee must be renegotiated if there is a reprint or different use of the same image. This is the most expensive and administratively time-consuming way to buy imagery but gives access to the highest quality images.

Royalty-free imagery

A flat fee is charged for buying an image and this allows its unlimited use. Images are often available in a range of sizes, with the largest size being the most expensive. There are many royalty-free CDs available covering a range of subject areas; these may have between 50 and 200 images on them, a few of which will normally be of higher quality and the rest more pedestrian. It can often be as economical to buy a whole CD as it would be to buy 2 or 3 separate images. Remember though that you don't have exclusive right of use, so you may see the same image used elsewhere.

Resolution

It is important that you are aware of resolution and file size when you are dealing with digital images. Digital images are measured by width and height in pixels. Printed images are measured in dots per inch. Images used for websites need to be of a lower pixel resolution than those used for printed materials. Website images are usually in the range of 100 x 300 pixels wide and high. For printed materials, the larger the digital image the better. These simple principles can be applied to all images that you source or are supplied to you. Apart from these basic rules there can be a lot more than meets the eye when assessing digital imagery needs. For example, exhibition panels can require huge image sizes to achieve the right quality. We recommend that if you're in any doubt you should seek advice from the communications department who will be able to advise.

- Images supplied for use on printed promotional material must have a resolution of 300dpi (dots per inch) at the physical size they are to be printed.
- If a digital camera is being used it should be set to the maximum resolution.
- Images downloaded from the web usually have a resolution of only 72dpi which is not suitable for use on good quality printed promotional material.
- If you are supplying images for print purposes please bear the above guidelines in mind and if possible supply either high quality digital images at a resolution of 300dpi, transparencies or prints.

Copyright

Most imagery for use in a publication or on a website requires either the owner's permission or the payment of a fee. Take care to check the position regarding copyright and acknowledgements before publishing. This is equally true for images downloaded from the internet.

4.3

IMAGERY DO'S AND DONT'S

IMAGERY

Do

- ✓ contact the communications team if you need images, either from the library or outsourced
- ✓ use a single photo or a montage with a solid edge
- ✓ use tints if necessary
- ✓ ensure photos are clear and accessible (is the subject of the picture easy to understand?)
- ✓ use professional quality images (is the quality, focus and exposure of the photo the best it could be?)
- ✓ ensure images are relevant to the content (text) and audience
- ✓ use modern images (do they portray The Crown Estate as a modern commercial organisation?)
- ✓ do they show different jobs, roles, ethnicity, age, sex, locations and situations?)
- ✓ use straightforward and honest images (do they avoid gimmicks and over-complicated design? Do they accurately portray the situation? Do they portray actual people, places and events?)
- ✓ show respect

Don't

- ✗ use blurred edges
- ✗ place text over image(s) where possible
- ✗ use artificial scenarios with models in clearly staged surroundings
- ✗ ask participants to smile unnaturally for the camera
- ✗ artificially emphasise the positive so that it looks unnatural or unreal.