

IDENTITY GUIDELINES

HOUSE STYLE

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

The Crown Estate
16 New Burlington Place
London W1S 2HX
Tel: 020 7851 5070
Fax: 020 7851 5128
E-mail: communications@thecrownestate.co.uk
Web: www.thecrownestate.co.uk

ALL PROOFS MUST BE approved by the Communications department before production

8.1

HOUSE STYLE

Our house style guidelines

When you sit down to write a document or piece of literature you become the voice of The Crown Estate. What you say, and how you say it, is vital in shaping people's perceptions of our organisation. In fact it's a major part of our brand identity.

These guidelines cover general style issues and editorial conventions. The items marked in bold text are the correct versions.

Referring to The Crown Estate

The Crown Estate - words must appear together, 'The' always has a capital T
not the Crown Estate
not Crown Estate (i.e. minus The)

Addresses

Addresses must include:

(person's name)
(department)
(company name)
(address)
(postcode)

No commas at the end of each line or separating building numbers from roads/streets

Referring to The Crown Estate, estates and departments

The Crown Estate is always singular
The Crown Estate is *not* The Crown Estate are
use lower case for estates and departments so:
The Crown Estate's rural estate *not*
The Crown Estate's Rural Estate
departments *not* Departments
The Crown Estate *never* TCE

Use of titles

Do *not* use a full stop after titles.
Mr *not* Mr.
Mrs *not* Mrs.
Ms *not* Ms.
Dr *not* Doctor
Revd *not* Revd.
Do not abbreviate Professor
Professor *not* Prof.
no initial capitals for titles, so:
finance director *not* Finance Director

Acronyms

Do not use full stops in an acronym.
HMSO *not* H.M.S.O.
Do not use acronyms without explanation. On first mention, give the full title with the acronym in brackets. On second mention, use the acronym alone: The Marine Resource System (MaRS) ...

Abbreviation

Avoid abbreviation
Never **ever** abbreviate The Crown Estate to TCE.

A-Z

A-Z (/a-z/ or a-z.html) *not* A to Z (/atoz/ or atoz.html)

Ampersand

Only use an ampersand (&) if it is part of a title or name e.g. Smith & Co. Do not use ampersands in continuous prose.

Bibliography

When referring to a publication follow the preferences of the publisher for capitalisation in the title.
Hart's Rules for Compositors and Readers *not* *Hart's rules for compositors and readers*
Italicise the titles of publications of book length and use inverted commas for papers or shorter documents.
'Knitting Styles in Asia Minor' in *Knitting of the Ancient World*, ed Elsie Jumper, Oxford, 2005.

Block capitals

Be sparing with the use of continuous block capitals
because USING CONTINUOUS BLOCK CAPITALS SEVERELY REDUCES LEGIBILITY

8.2

HOUSE STYLE

Bullet points

Where the bullet points comprise a list of single words or short statements, there is no need to punctuate the list (except for a full stop at the end) or capitalise the first character of each statement. For example:

Universities have essentially three purposes:

- to provide teaching and supervision
- to conduct research
- to provide economic, social and cultural value to society.

Where the bullet points comprise longer statements (including discrete sentences), punctuate the end of each bullet point with a full stop and capitalise the first character of each statement. For example:

The Crown Estate delivers benefits to the UK:

- We run our portfolio commercially.
- We help create new business opportunities for our tenants.
- We provide affordable housing.

Whichever type of list you use, introduce it with a colon and end it with a full stop.

Capital letters

Avoid unnecessary capitals in all headings and text. In headings the first word should be capitalised with remaining words capitalised only if a specific title or position is involved.

as Using Initial Capitals Also Reduces Legibility And Is Unnecessary

How to register

not How to Register

There are five directors

not There are five Directors

The higher education system

not The Higher Education system

The British university system

not The British University system

Finding the Registry

not Finding the registry

internet *not* Internet

intranet *not* Intranet

email *not* Email

web *not* Web

When referring to a publication follow the preferences of the publisher for capitalisation in the title.

Hart's Rules for Compositors and Readers *not* *Hart's rules for compositors and readers*

Century

the 19th century *not* the nineteenth century

19th-century studies *not* nineteenth-century studies

But, spell it out in full when it's the first word of a sentence or of a course description or other title.

Nineteenth-century Fictions of Landscape *not* 19th-century Fictions of Landscape

300 BC *not* 300BC

Compass points

Use lower case for regions:

the north-east of England

western Europe

the far east

Use capitals where the compass point is part of the name of a county (**West Yorkshire**) or state (**West Virginia**).

Contact details

Tel 020 7848 1234

Fax 020 7848 432

Email and **email** *not* E-mail and e-mail

Mobile (if required)

Ext (= extension)

International telephone numbers are not necessary as all our business is conducted within the UK.

Contractions

Contractions (I'm, we're, isn't, etc) are now more commonly used in prose.

Keep in mind that if your document is a formal one, the use of contractions isn't (or is not) appropriate.

Currencies

Abbreviate dollars like this:

\$1 (US)

A\$1 (Australia)

HK\$1 (Hong Kong)

Dates

21 April 2007 *not* 21st April 2007 *not* April 21 2007

2007-8 *not* 2007-2008 *not* 2007-08 *not* 2007/08

c1746 *not* c.1746

8.3

HOUSE STYLE

Email

Email and email not E-mail and e-mail

Email signatures

Emails should be set in 11pt Calibri.

The Crown Estate email has built-in templates for signatures set as a default, including your sign off details and The Crown Estate logo. **Do not alter or customise the style in any way.** Our house style is shown below:

Ann Other

Project manager



The Crown Estate

16 New Burlington Place

London W1S 2HX

Tel: 020 7851 5183

Fax: 020 7851 5128

Email: Ann.other@thecrownestate.co.uk

www.thecrownestate.co.uk

Please think - do you need to print this email?

It contains:

- Name in bold
- Job title
- Logo
- Office address
- Tel: (full telephone number - no international code needed)
- Fax: (full fax number - no international code needed)
- Email: Ann.other@thecrownestate.co.uk
- www.thecrownestate.co.uk

Emedia

Ezine and **ezine** *not* E-zine and e-zine

Elearning and **elearning** *not* E-learning and e-learning

BUT **e-talk** (our internal newsletter) *not* etalk

Hyphenated numerals

Use the least number of figures possible.

2006-7 *not* 2006-07

1830-1 *not* 1830-31

Do not contract dates in different centuries.

1798-1810

When expressing a timespan in continuous prose use words or hyphens but not a mixture of both.

1280-1310 or from **1280 to 1310** not from 1280-

1310

Hyphens and dashes

Hyphens join words together.

research-led full-time part-time long-term

(but also **co-ordinate**)

BUT **worldwide thinktank multidisciplinary windfarm interfaculty online elearning email newsletter website**

En-dashes (alt key + hyphen) are used to mark an interruption in the structure of a sentence.

The Crown Estate – valued at £6 billion – manages a wide range of land and property across the UK.

Initials with surname

Use spaces between initials when used in place of personal names.

W S Gilbert, D H Lawrence *not* W. S. Gilbert *not* D.H. Lawrence

Internet

internet with a lower case i, not Internet

Measures

Abbreviate as follows:

metre **m**

centimetre/s **cm**

millimetre/s **mm**

kilogram/s **kg**

kilojoule/s **kJ**

kilometre/s **km**

kilowatt/s **kW**

square metre/s **m²**

2,300m² *not* 2300 m²

£36/m² or **£36 per square metre** depending on context

CO₂ *not* CO₂ or CO²

However, the word should be spelled out in full in a non-technical context and in general when referring to metre/s, to avoid confusion with m=million.

A comma should be used to separate thousands from hundreds (except in tables), and the abbreviation should go immediately after the figure without the addition of a space.

10,000 *not* 10000

8.4

HOUSE STYLE

Numbers

one two three four five six seven eight nine spelled out;

10 upwards as digits

10 *not* ten

29 *not* twenty-nine

1,000 *not* 1000 (except in tables)

£100 million or **£100m** *not* £100 m

£7 billion *not* £7 bn

£10,000 *not* £10k

first second third fourth fifth sixth seventh eighth

ninth spelt out;

10th upwards as digits, with unpunctuated abbreviation

the 19th century *not* the nineteenth century

19th-century studies *not* nineteenth-century studies

But, spell it out in full when it's the first word of a sentence or of a course description or other title.

Nineteenth-century Fictions of Landscape *not* 19th-century Fictions of Landscape

300 BC *not* 300BC

Percentage

Per cent *not* percent *not* % (except in tables)

Prefixes

When adding the prefixes 'multi' and 'inter' do not hyphenate the resulting word.

multidisciplinary *not* multi-disciplinary

interfaculty *not* inter-faculty

Punctuation: full points and spaces

Dr *not* Dr.

eg *not* eg. *not* e.g.

ie *not* ie. *not* i.e.

nb *not* nb. *not* n.b.

HMSO *not* H.M.S.O.

Place punctuation outside quotation marks except where a complete sentence is within the quotation. 'King's gave me the opportunity to prove to myself and others', said Desmond Tutu, 'that ability has nothing to do with skin colour'.

Leave one space (not two) between a full-stop and the beginning of the next sentence.

Quotation marks

Quotation marks should be singular as in 'I am okay', she said.

Quotes within quotes should be double, e.g. 'I shouted to him "Stop!" but he took notice', said the witness.

s not z

organise *not* organize

Telephone numbers

Tel 020 7848 1234

Fax 020 7848 4321

Mobile (if required)

International telephone style

Tel +44 (0)20 7848 1234

Tel +44 (0)1793 123456

Fax +44 (0)1793 123456

Internal extension style Ext

Time

Use the 24 hour clock incorporating four digits

17.30 *not* 5.30pm

09.00 *not* 9.00am

Titles

Mr *not* Mr.

Mrs *not* Mrs.

Ms *not* Ms.

Dr *not* Doctor

Revd *not* Revd.

Do not abbreviate Professor

Professor *not* Prof.

no initial capitals for titles, so:

finance director *not* Finance Director

Web URLs

When referring to a URL in continuous text do not include

http:// in the address.

www.thecrownestate.co.uk *not*

http://www.thecrownestate.co.uk

Web: links to downloadable files

Website

website *not* web-site

Year on year

2008-9

not 2008-2009

not 2008-09

not 2008/09