

IDENTITY GUIDELINES

ONE ORGANISATION ONE IDENTITY

SPRING 2010



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The Crown Estate logo

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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

1.1

THE CROWN ESTATE LOGO

The Crown Estate logo

The Crown Estate mark has been specially drawn. The elements of the logo comprise the lettering and the crown symbol in a fixed position.

You must never:

- Re-create the logo in other typefaces
- Change or re-draw the crown symbol
- Rearrange the type
- Place the logo in a box
- Use the logo in an outline form
- Add shadows or other graphics
- Use the logo in a non-business context, e.g. on a social networking site
- Separate the elements of the logo (crown and title) or use them individually



FOR COPIES OF THE LOGO, contact the communications department on 020 7851 5070, or email communications@the-crownestate.co.uk

Use of the logo MUST BE APPROVED by communications before publishing

1.2

THE CROWN ESTATE LOGO

Protecting the logo

To protect the logo and ensure that it stands out, a minimum clear area has been designated around it. A space equal to the cap-height of the name (indicated as x) should be kept free of other type or imagery. If necessary this space may be increased but not reduced.



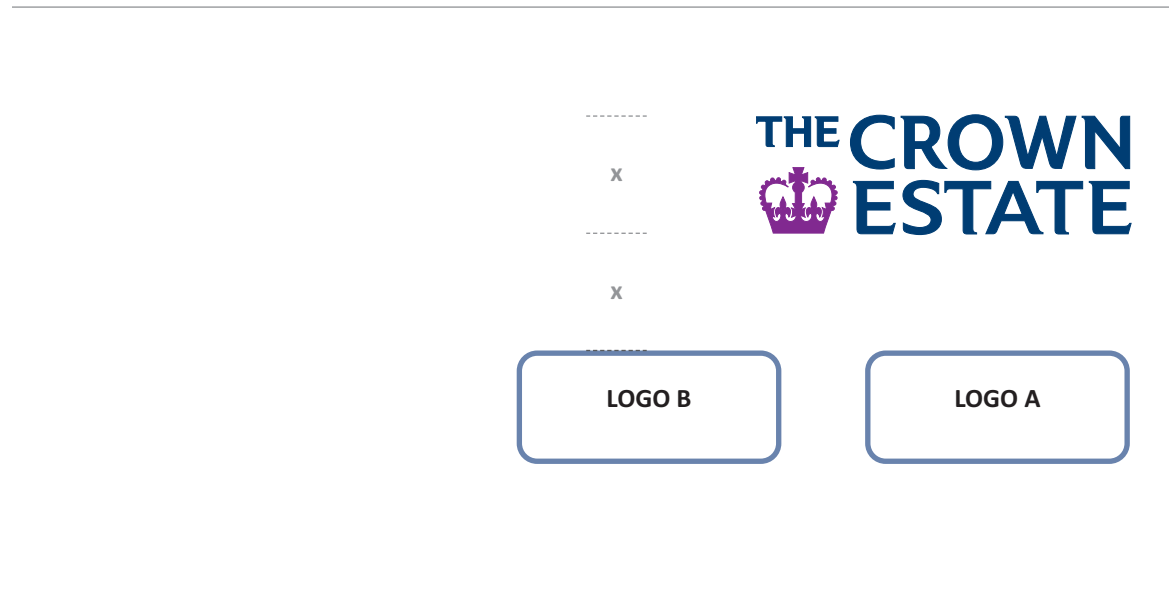
1.3

THE CROWN ESTATE LOGO

Positioning the logo

The logo is designed to be positioned wherever possible ranged right, not to be centred or ranged left. The illustration shows the minimum space for the logo in relation to the top right-hand and bottom right-hand edge of a brochure cover. If necessary this space may be increased but not reduced. This specification also applies to presentations, exhibition panels and so on.

Where the logo is to be used in conjunction with other logos, it must appear in the correct format and with the correct hierarchy. See below.



1.4

THE CROWN ESTATE LOGO

Logo colours

Example 1 - preferred presentation

The preferred presentation of the logo is the crown symbol (Purple-Pantone 2592) and lettering (Blue-Pantone 541) on a white or pale (5%-10% strength) background.

Example 2 - one-colour version

Where there is only one colour available, use Pantone 541 on a white background.

Example 3 - acceptable version

Where reproduction quality is likely to be poor it is acceptable to use the black only version of the logo on a white background.



Example 1 - preferred presentation



Example 2 - one-colour version



Example 3 - acceptable version

Pantone and CMYK equivalents

Pantone specifies CMYK percentages to match a Pantone solid colour. The percentages set out below are to be used in all four-colour litho applications.

The CMYK tint percentages are as follows:

Crown Estate Blue

Pantone 541

4 colour process

C 100% M 60% Y 0% K 45%

RGB

R 0 G 63 B 114

Crown Estate Purple

Pantone 2592

4 colour process

C 60% M 100% Y 0% K 0%

RGB

R 143 G 35 B 179

IN SINGLE COLOUR USE, the complete logo (lettering and crown) must be printed as a solid colour. No elements of the logo should be reproduced as tints.

1.5

THE CROWN ESTATE LOGO

Logo colours - acceptable alternatives

The preferred logo colour options have been set out in section 1.4. However, situations may arise where the use of the preferred options is not possible.

Set out here are acceptable alternatives. The negative version of the logotype should only be used when it is reversed out of The Crown Estate blue (Pantone 541), black or a suitable dark background, such as the secondary colour palette.



White out of Pantone 541



White out of black



White out of secondary colour palette



1.6

THE CROWN ESTATE LOGO

Logo artwork

The logo should always be originated from the master artwork. This is available in all appropriate formats with all external files attached.

Ideally, the logo should be reproduced using Pantone references or CMYK from an Illustrator EPS file.

EPS and CDR for Quark, Illustrator or Corel Draw

EPS and CDR files can be printed out in Pantone, CMYK or RGB with Pantone being the standard. EPS files are the universal file format for professional printing at any size and incorporate the Pantone reference system and CMYK values. CDR files are used with Corel Draw and work well within that application. If CDR files are used in other applications then results are not guaranteed.

JPEG for Word, PowerPoint, Excel and other Office applications

JPEGs are the universal file format for Office environments and these versions have been designed to work in RGB.

WMF and EMF files for Word, PowerPoint, Excel and Corel Draw

WMF and EMF files can be printed in CMYK or RGB. They can be used for producing high quality prints at most sizes from general Office applications. Note that the files appear poor quality on-screen due to lack of anti-aliasing on the edges, colour distortion and they do not provide high quality curved edges.

FOR COPIES OF THE LOGO, contact the communications department on 020 7851 5070, or email communications@the.crownestate.co.uk

Use of the logo MUST BE APPROVED by communications before publishing

THE CROWN ESTATE LOGO

Do

- ✓ use the master artwork to originate the logo
- ✓ use the correct colour version
- ✓ use the preferred position (generally ranged right).



Don't

- ✗ modify or distort the logo in any way
- ✗ reproduce the positive logo on dark colours or colours which clash with it. The negative (all white) version should be used.
- ✗ rearrange the elements of the logo
- ✗ enclose the logo within a shape
- ✗ place the logo on a background image
- ✗ place the logo on a pattern or textured background
- ✗ place the logo at an angle
- ✗ break the exclusion zone.



2.1

COLOURS

Primary corporate colours

The corporate colours used in the logo are Crown Estate Blue for the name and Crown Estate Purple for the crown. These colours should be reproduced as specials or if this is not possible, using a 4-colour process. We have also set out the RGB specification for web, Word and PowerPoint.

THE COLOURS SHOWN are representative and not visually accurate. Always match to Pantone chips or CMYK references.

CMYK PERCENTAGES ARE DIFFERENT from those specified by Pantone. Make sure you use the correct percentages for the application you are using.

Crown Estate Blue Pantone 541

4 colour process:
C 100% M 60% Y 0% K 45%

RGB:
R 0 G 63 B 114

Crown Estate Purple Pantone 2592

4 colour process:
C 60% M 100% Y 0% K 0%

RGB:
R 143 G 35 B 179

Crown Estate Blue
Pantone 541

4 colour process
C 100% M 60% Y 0% K 45%

RGB
R 0 G 63 B 114

Crown Estate Purple
Pantone 2592

4 colour process
C 60% M 100% Y 0% K 0%

RGB
R 143 G 35 B 179

2.2

COLOURS

Secondary colour palette

A range of secondary colours and tints has been chosen to complement the corporate colours. Using these colours on print and web applications will help to promote a bright, modern profile for The Crown Estate.

THE COLOURS SHOWN are representative and not visually accurate. Always match to Pantone chips or CMYK references.

| | |
|---|----------|
| Pantone 111 4 colour process C 0% M 11% Y 100% K 27% RGB R 171 G 141 B 0 | 20% tint |
|---|----------|

| | |
|---|----------|
| Pantone 299 4 colour process C 87% M 18% Y 0% K 0% RGB R 0 G 160 B 223 | 20% tint |
|---|----------|

| | |
|--|----------|
| Pantone 180 4 colour process C 0% M 76% Y 83% K 11% RGB R 193 G 53 B 50 | 20% tint |
|--|----------|

| | |
|---|----------|
| Pantone 377 4 colour process C 43% M 0% Y 100% K 23% RGB R 113 G 149 B 0 | 20% tint |
|---|----------|

| | |
|--|----------|
| Pantone 215 4 colour process C 0% M 94% Y 34% K 27% RGB R 171 G 19 B 85 | 20% tint |
|--|----------|

| | |
|--|----------|
| Pantone 569 4 colour process C 94% M 0% Y 56% K 18% RGB R 0 G 132 B 120 | 20% tint |
|--|----------|

| | |
|--|----------|
| Pantone 240 4 colour process C 27% M 94% Y 0% K 0% RGB R 196 G 38 B 149 | 20% tint |
|--|----------|

| | |
|--|----------|
| Pantone 633 4 colour process C 91% M 0% Y 15% K 27% RGB R 0 G 125 B 164 | 20% tint |
|--|----------|

3.1

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

3.2

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

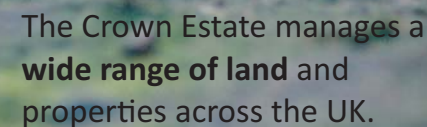
- Make use of large summary text, highlights or pull quotations to help make the copy easy and interesting to read
- Use boxes to emphasise or highlight important text
- Use bold to highlight, never underlining
- Don't use italics to highlight, it make the words run together and appear weaker

“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**

3.3

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

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.

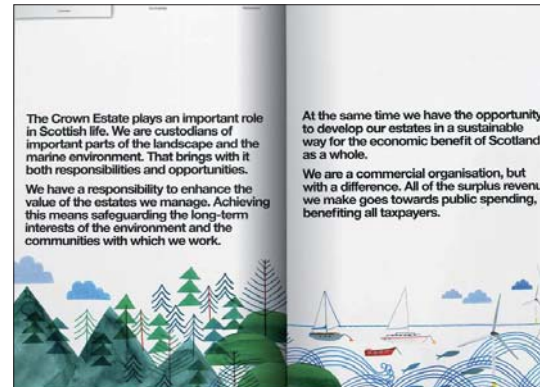
5.1

PRINTED LITERATURE NEW

Brochures & reports

The examples shown here and on the following pages demonstrate the use of the colours and typefaces on printed material.

All publications - including e-publications - must be produced in conjunction with the communications department to ensure that they are produced on brand and that our values are clearly displayed.



All proofs must be approved by the communications department before production.

5.2

PRINTED LITERATURE

Design & print - preferred suppliers

The Crown Estate has negotiated preferential rates with a number of suppliers. These suppliers have been chosen for their ability to produce high-quality, cost-effective work. They have the added advantage of understanding our business. They also meet our corporate responsibility and environmental commitments.

All print requirements should be directed to the communications team.

The communications team will negotiate on your behalf and can advise where an alternative supplier may be needed. Our current corporate printers are TSO (see contact details below). Please contact the communications department for a list of preferred suppliers for design and photography.

The Stationery Office

St Crispins
Duke Street
Norwich
NR3 1PD.
01603 622211

6.1

INTERNAL

Emails

Emails should be in 11pt Calibri. The Crown Estate computers already have our preferred style set as a default, including your sign off details and The Crown Estate logo. Do not alter or customise the style.


Stationery

STATIONERY with the old typeface will continue to be used until the stocks are exhausted.

Letters

We have set up new templates for letters (see example right)

Mr A N Other
The Crown Estate
All Offices
UK



1 Today 2009

Dear Mr Other

A guide to typing on the new stationery

The uniformity of appearance of our letters tells the public a great deal about our organisation. As part of our corporate identity programme we have redesigned the principle stationery items, and this letterhead has been typed on the new standard letterhead.

Fields for specific details have been set up by the IT department and will assist you in formatting your communication. They cover the appropriate start positions for the address, where you enter your greeting, subject start point or reference, your message or sign off style.

Positions have been identified on the right of the letter for your details: your name and job title, your telephone/fax number and Email address together with positions for your reference, our reference and date.

In all cases the typeface will be Calibri and the type size 11pt. Make sure your text is set left justified (ragged right) and NOT block justified.

The guidelines have been formulated to help you type efficiently and to ensure a consistent appearance for all letters sent out by The Crown Estate, everywhere. Now it is up to you to help us achieve the important aim of presenting a uniform style.

Yours sincerely

Ms P A Secretary
Title

enclosures or continued /

Example letter

6.2

INTERNAL

PC templates

Board papers and various other items are available as templates on Crown Estate PCs. The templates are loaded with the correct logo, typefaces and address details so that they can be generated entirely by the PC printer.

Among the templates available are:

- **Progress reports**
file:///S:/_Corporate/Public/zzResources/Workgroup Templates/_Corporate/Crown Estate Templates/CE Progress Report.dotm
- **Agendas**
file:///S:/_Corporate/Public/zzResources/Workgroup Templates/_Corporate/Crown Estate Templates/CE Agenda.dotm
- **Briefing notes**
file:///S:/_Corporate/Public/zzResources/Workgroup Templates/_Corporate/Crown Estate Templates/CE Briefing Note.dotm
- **Board/Committee papers**
file:///S:/_Corporate/Public/zzResources/Workgroup Templates/_Corporate/Crown Estate Templates/CE Board Paper.dotm
- **Minutes.**
file:///S:/_Corporate/Public/zzResources/Workgroup Templates/_Corporate/Crown Estate Templates/CE Minutes.dotm

Word and Excel will automatically default to the new style when you use them.

6.3

INTERNAL

PowerPoint presentations

The Crown Estate has templates for PowerPoint presentations that are already set in our corporate style and colours. You may choose one colour only or use a combination.

Typography:

Do NOT alter the default font for the heading or text. All text to be left aligned.

Titles:

Left aligned and using an initial capital, and then capitals for PROPER NOUNS ONLY, otherwise lower case.

Bullet points:

Use upper case for proper nouns only. Use initial capital and full stop at the end only when the bullet point is a sentence - if it is part of a list, initial capitals and full stops are unnecessary, with the exception of the last bullet point in the list, which should end with a full stop to signify the end of the list.

Coloured text:

Please do not use coloured text, except for white text on the dark coloured backgrounds and black text on the light backgrounds.

Graphics:

Avoid clipart on slides. Your idea of a graphic to explain your slide may mean something else to another person. It is best avoided altogether. (Clipart is a ready-made piece of computerised graphic art, such as an illustration, border or background, that can be electronically copied and used to 'decorate' a document).

Logo/icon:

The title slide has The Crown Estate logo. It is not necessary on other slides for internal use only. Please make sure that any images you use comply with copyright restrictions.

Exclusion zones:

Please observe the exclusion zones, and do not let the contents of your slide run too close, or over, the logo and icon. Follow the guidance on exclusion zones around the logo and icon (pages 5 to 9).

Accessing The Crown Estate templates (for internal use only)

To access the correct template, follow these steps:

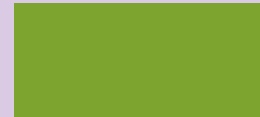
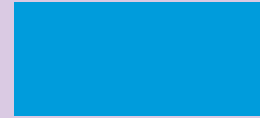
- Open Powerpoint
- Click on the Office button and select 'new'
- Click on 'my templates'
- Click on 'Crown Estate' tab
- Double click the presentation to open

6.4

PRESENTATIONS

Do

- ✓ use The Crown Estate templates
- ✓ use the different slide background colours to give variety and pace
- ✓ use Calibri throughout (including headings)
- ✓ remember that no-one complains about presentations being too short!
- ✓ use pictures - you can increase message retention by up to five times



Don't

- ✗ use black text on a white background (the contrast is very hard on the eyes)
- ✗ use a white background for all your colour slides - it creates "glare"
- ✗ overload the slide with information - 5-6 bullet points max
- ✗ just read what's on the slide when presenting
- ✗ overuse transitions and gimmicks
- ✗ use capitals letters or full stops on bullet points

Don't use white text on a black background
(the contrast is very hard on the eyes)

7.1

ACCESSIBILITY - BEST PRACTICE

Accessibility - best practice

Accessibility means providing equal access to all users, regardless of physical ability, browsing platform or operating system. The Crown Estate communicates with a wide audience every day. Under the Disability Discrimination Act 1995, employers and service providers are obliged to make reasonable adjustments to ensure accessibility for all. We need to be accessible to all our audiences, not simply to comply with the law but because people have a right to be able to access our messages easily and in a practical format. It promotes a culture of equal opportunities and it makes good business sense.

Taking an inclusive approach to design and communication is desirable and practical, yet it can present a challenge. Accessible print needs to be visually interesting to draw a reader to it and legible for people with sight problems and learning difficulties. People with sight problems and learning difficulties are often marginalised by design with the production of bland and uninteresting designs. We aim to make our communications accessible to as many people as possible, whilst also being creative and visually stimulating.

Alternative formats

It is recommended that publications should be available on request in alternative formats such as Braille, Audio Cassette and available in large print (18 point), with details on how they can be obtained.

Facilities

Where applicable, documents should include information about facilities available for disabled people/visitors e.g. assistance dogs are welcome; information on disabled parking facilities, or whether or not manual or electric wheelchairs or scooters are available for visitors' use etc.

Fonts

We have changed The Crown Estate's corporate typeface to be more easily read. Calibri has been designed with legibility uppermost in mind both in print and on screen and is accepted by the British Dyslexia Association (BDA) and the Royal National Institute for the Blind (RNIB) as a preferred font. It also has the benefit of being widely available to most computer users.

Capital letters

Avoid using capital letters for text and for starting each word in headings. Capital letters are harder to read than lowercase letters, and in headings create visual 'full stops'.

Type size

Our recommended minimum size for body copy is 11 point. However, if appropriate to the targeted audience, smaller typefaces are permissible. The RNIB See it Right guidelines recommend a minimum x-height of 2mm. (The x-height is the height of a lowercase 'x' in the typeface). Large print documents should use a minimum x-height of 2.8mm. For further information on accessibility please visit www.rnib.org.uk

Italics

These should be treated in a similar way to capital letters. Many partially-sighted people can find them difficult to read so they should be used minimally.

Using bold copy or a strong colour to add emphasis is a good alternative. However, we don't recommend the use of bold copy throughout.

Underlining, italics and capital letters within the copy should be avoided. However, italics are used for publication titles, e.g. *The Times*

7.2

ACCESSIBILITY - BEST PRACTICE

Line length

For guidance, 8-13 words per line is acceptable. Longer lengths of copy may be used however, in this situation, the lines of copy must be increased.

Use short paragraphs and separate them with a line space.

Letter spacing

All typefaces are drawn with optimum space between each character. Changing the spacing between letters or words and altering the proportion of the letters (horizontal scaling) are often used to fit more text onto a line. This should be avoided as too little or too much space can make text illegible.

Leading (spacing between lines)

Leading (or line feed) is the space between one line of type and the next, measured from baseline to baseline. If leading is too narrow or too wide, the text will be difficult to read. As a basic rule, the leading should be at least 1.5 to 2 point sizes larger than the type size.

Sentence spacing

The old practice of putting two spaces after a full stop is outdated. Use one space only.

Type alignment

Left aligned text with a 'ragged' right hand margin is the most legible as it is easier to find the start and finish of each line. The spaces between each word are also equal.

Hyphenation

Avoid hyphenation at the end of the lines. It is not necessary to split words if you are using left aligned text (see above).

Contrast

There should always be high tonal contrast between the text and the background it is printed on. Contrast is greatest when dark colours are combined with very pale colours.

Type that is reversed out or sits on the top of a picture or tonal background should be avoided wherever possible. Where it is difficult to avoid, the size and weight of the font and tonal contrast must be sufficient for the copy to be easily legible.

Reversing out copy

Avoid where possible as it is much harder to read. However if it is to be used for design effect (such as in highlight boxes or captions) then the background colour should be as dark as possible. White copy reversed out of a very dark colour or black is the most legible. Attention should be paid to typesize and very light weights of type to ensure copy is always legible.

Design

Accessible design is clean, simple and uncluttered with good visual navigation.

Papers and varnishes

Use a matt paper to reduce glare, rather than high gloss papers or papers with a reflective surface. Consider the use of an off-white or cream coloured paper - it is easier on the eye for people with reading difficulties.

Further information

For further information or guidance on applying the corporate identity please contact:

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

This document is also available on
The Crown Estate intranet.

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