

LEAFLETS - A GOOD PRACTICE GUIDE

Purpose

The aim of this guide is to outline the important standards that are required to produce high quality, structured and informative leaflets.

Leaflet Components

Cost

- In an ideal world leaflets should be free, or available for a nominal fee. Free leaflets remove the biggest barrier to people picking them up and using them.
- Leaflets that are chargeable will frequently have a finite lifespan (especially if exterior funding has been acquired). Small monies raised however could be split between the producer to cover re-runs/reprints, and the vendor to cover their costs and bring in some limited income.
- Monies raised could also be used to offset route waymarking costs.

Size

- DL (1/3 A4) or A5 should be the maximum size and can be folded. Both are then pocket size and have the advantage of using standard size paper, thus keeping production costs to a minimum.

Formats

- Traditional paper formats are always necessary. If funds permit then waterproof coatings will improve durability and usability or plastic wallets can be used.
- Leaflets, if costs allow, should be printed full colour or at least two colours.
- Downloadable PDF copies are also invaluable as it enables a wider audience to access the material and this system can house large volumes of material.
- Provision of other formats are essential as Cumbria County Council has agreed a race equality action plan as part of the Race Relations Amendment Act 2000. This states that all publicity or public information must be available, if requested, in other languages. Anyone producing publicity must include the following statement in a prominent position, preferably on the front cover: "You can get a copy of this leaflet (or add alternative) in different formats such as in large print, Braille, cassette tape or in a different language by calling..."
- For further information on this area please contact Joel Rasbash, Strategy & Performance Equality Officer (01228) 606639 or joel.rasbash@cumbriacc.gov.uk

Distribution

- Leaflets will need to be distributed at key service centres and other outlets such as leisure centres, libraries and tourist attractions. Existing partner organisations will already have extensive distribution networks such as Cumbria Tourism's Information Centres.

Interpretation

- Leaflets should offer more content to the user than just 'pick it up and go for a walk' and ideally have a theme such as nature, culture, archaeology, ornithology, geology, industry etc and lead the user to 'discover' the landscape they pass through and over.
- Leaflets should also give information on the accessibility of the route and enable the user to decide for themselves if it is within their capabilities, rather than categorising routes for different abilities.
- Leaflets could also make reference to the Countryside Code or responsible behaviour reminders. Further information on the Countryside Code is available from the Countryside Access web site at www.countrysideaccess.gov.uk/things_to_know/countryside_code

Mapping and Waymarking

- All leaflets need some form of mapping and will sometimes need an inset map for the wider location and details of the OS license.
- The map must not be bigger than A3 size. If the map is over A4 the following acknowledgement text must be printed: "This map is reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office © Crown copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings (plus licence number) (2006)". If it is less than A4 the following must be printed "© Crown copyright. All rights reserved (plus license number) (2006)".
- The quality needs only to be sufficient to enable the user to transfer the route accurately onto the relevant OS map.
- Simple line diagrams showing the route and main landscape features (villages, roads, woodlands, water bodies etc) in the area will usually suffice.
- Effort must be made to encourage the user to use an OS map rather than rely solely on the leaflet for route finding. Numbered/lettered points on maps can be cross referenced with the route description to aid navigation.
- Dedicated waymarking along the route can be beneficial in that it can reduce the need for long-winded descriptions. This allows greater space for interpretation and other useful information. It also gives added benefits to users less comfortable with navigation/map reading.
- To safeguard the life of a project/route waymarkers should also include information on the promoting body if applicable and give contact details to log reports.
- Where possible North upwards compass direction should be used including a scale and graticule.

Route Description

- This should be interesting to read and involve the user in some level of 'discovery'.
- A brief opening paragraph should always be included which details the following.
- Start point (with grid ref), and brief description on how to reach it.
- What the walk is about – theme, area, topic, main interest spheres.
- Length and approximate time (always be generous with timings).
- Difficulty – outline steep inclines, steps, rough ground, length, and remoteness should all be taken into consideration when grading routes. Standards need to be developed here.
- Reference to the appropriate OS explorer sheet.
- The route description should be as involving as possible and give hint to the highlights and features ahead, and should at all cost avoid the 'knitting pattern' style – i.e. "...cross field to gate, go through gate and cross field to stile, cross stile..."). Descriptions should also avoid features which are likely to change over time e.g. wheat field. This is often seen in less well-planned leaflets.

Specific Cumbria County Council Guidelines

Logo use, size and colour

- All CCC departments must use the CCC logotype prominently on all literature which is published.
- The logo type should always be the dominant design element on any product. On a multi-page-product, it will normally be on the front page/cover, again located top right.
- Under no circumstances should the logotype be used smaller than 20mm wide. The following gives a guide for minimum sizes on different size documents. On A4 – 40mm wide, on A5 and 1/3 A4 – 30mm wide, minimum size – 20mm.
- The logo must be presented clearly so that it works effectively. It is important that it is not cluttered by any other text or images. As a guide leave a clear area around the logo the same size as the 'C' in Cumbria.
- Where possible the logotype should be reproduced in its full version – i.e. pantone 7468. However, there will be occasions when work is being photocopied or printed in black and there is also a palette of alternative colours available.
- For further information on logo use please contact the Communications Manager, Information & Communications Unit, Corporate Management, The Courts, Carlisle, CA3 8NA (01228) 606336

Typography – the printed word

- Simplicity is the key to clarity. As a general rule it is better not to mix more than two kinds of typeface. Use of capitals, bold type and italic type, should be used with discretion. This way you ensure that the emphasis is in the leaflets message.
- CCC has a house editorial style guide that sets out the usage, spelling, grammar and council terms and conventions. It exists to make communications more effective and to promote clarity and uniformity.
- CCC requires all its communications to be written in plain English. Further guidelines are also available from the Plain English campaign (www.plainenglish.co.uk). As a rough guide text should have 'Age 12' readability.
- Where leaflets are professionally designed the Gill Sans type face should be used. There are also different weights of fonts available with Gill Sans for headings and sub-headings within text.

Text ranged left

- Ranged left is where the text is arranged so that the left-hand edges of all the lines are lined up, but the right-hand ones are not. Most text in a publication should be ranged this way. It is the easiest form to read text because it avoids hyphenation and unsightly gaps between words.
- All other arrangements of text should be avoided unless logic demands their use.

Coloured text

- Should be used sparingly, words may not show up as well as expected and will nearly always be difficult to read over pictures.
- CCC follows the Royal National institute for the Blind (RNIB) clear print guidelines (www.nib.org.uk).

Text size

- All text must follow the RNIB guidelines which is a minimum size of 12pt. Larger type faces can be used.
- Special effects such as drop shadows or outline text should not be used as they are often difficult to read.