Natural England's Literature guidelines

(Revised December 2016 to incorporate logo changes)

To be used in conjuction with Natural England's
Visual identity and application guidelines

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If viewing in Acrobat Reader use the contents list below to navigate around this document.

Font specifications

Type specifications have been set as a guide to create a consistent look and feel to all Natural England publications.

As a general rule of thumb, please ensure the following:

1 All main body text is set in FF Megano Regular. Megano TF should only be used in tables.

2 The standard size for all main body text is 12pt on 15pt leading. Minimum type size is 11pt on 14pt leading.

3 Use Medium and Demi-bold sparingly to add emphasis and interest.

4 Headings should clearly have more emphasis than the main body text. They should be initial capital only. Do not use italics.

5 Use colour sparingly to add further emphasis and interest.

6 Reversed body text should be 12pt Megano medium on 15pt leading.

7 Photo credits should be in 7pt Megano regular, black or white whichever gives best contrast.

Standard text sizes

The following table defines font, point size and colour for most house style applications for the commonly used A4, A5 and ⅓ A4 document sizes.

These are preferred sizes and can be varied when there is good reason to do so. However, some absolute minimums are defined, eg for body text.

Application	Weight	Colour	A4	A5	⅓ A4
Cover title	Medium	White/colour	34/38	24/26	18/20
Sub title	Regular	White/colour	22/24	16/18	14/16
Heading 1	Medium	White/colour	26/30	24/26	22/24
Heading 2	Medium	Colour	16/18	14/16	14/16
Heading 3	Demi-bold	Colour	12 (min 11)	12	12
Heading 4	Demi-bold	Black	12 (min 11)	12	12
Body text	Regular	Black	12/15	12	12
Body text [min]	Regular	Black	11/15	11	11
Reversed body text	Medium	White	12 (min 11)	12	12
Table title row [min]	Demi-bold	Black/White	11	11	11
Table body [min]	Regular	Black	11	11	11
Footnotes, Charts	Regular	Black	9	9	9
Captions, folios	Demi-bold	Black/White	9	9	9
Running head	Demi-bold	Black/colour	9	9	9
Photo credits	Regular	Black/White	7	7	7
Page numbers in 4x4 mm box	Demi-bold	White/Colour	9	9	9

Logo use

Positioning and sizing

When using the logo in printed or digital format, the guidance must be adhered to in order to maintain consistency.

The logo must appear on the front of all Natural England publications.

It should always be placed top right or bottom right as illustrated on this page.

The size of the logo has been determined for all common print sizes up to Ao, and should be adhered to at all times.

Please note that these sizes are applicable to both portrait and landscape formats.

Front cover (top right)

Front cover (bottom right)

Logo size for specific formats

A6	(105 x 148 mm)	18 mm
1/3 A4	(99 x 210 mm)	18 mm
A5	(148 x 210 mm)	21 mm
A5 sq	(148 x 148 mm)	21 mm
A4	(210 x 297 mm)	30 mm
A4 sq	(210 x 210 mm)	30 mm
A3	(297 x 420 mm)	44 mm
A2	(420 x 594 mm)	64 mm
A1	(594 x 841 mm)	92 mm
A0	(841 x 1189 mm)	130 mm

Back covers

Impress

The logo must always feature on the back cover of any Natural England publication, positioned as indicated.

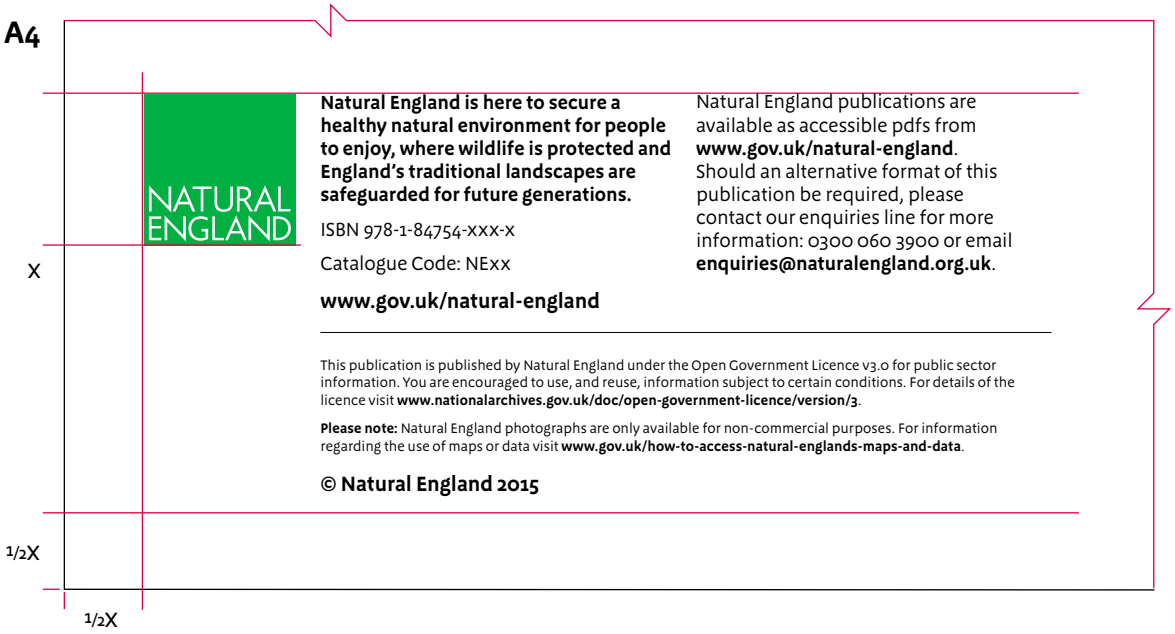
The size of the logo should be the same as on the front cover of the publications and should align with the top of the statutory information.

The positioning of the information should sit ½ X from the bottom of the publication.

Impress body text is set in 11pt Megano Regular at A4, 10pt at A5, and 8pt on 1/3 A4 documents. The web address is 12pt Megano Demi-bold on A4, 11pt on A5 and 9pt on 1/3 A4 covers.

The Natural England standard impress block is available as artwork from Natural England design Unit.

Please note all of our external facing general publications are now required to carry both an ISBN and NE catalogue no, with the exception of short-shelf products eg. fliers, posters, newsletters etc.



Web address and impress colour to match in black or white out of colour only.

Please email brandqueries@defra.gov.uk if you require an ISBN and NE catalogue no.

Font hierarchy

Headers and body text

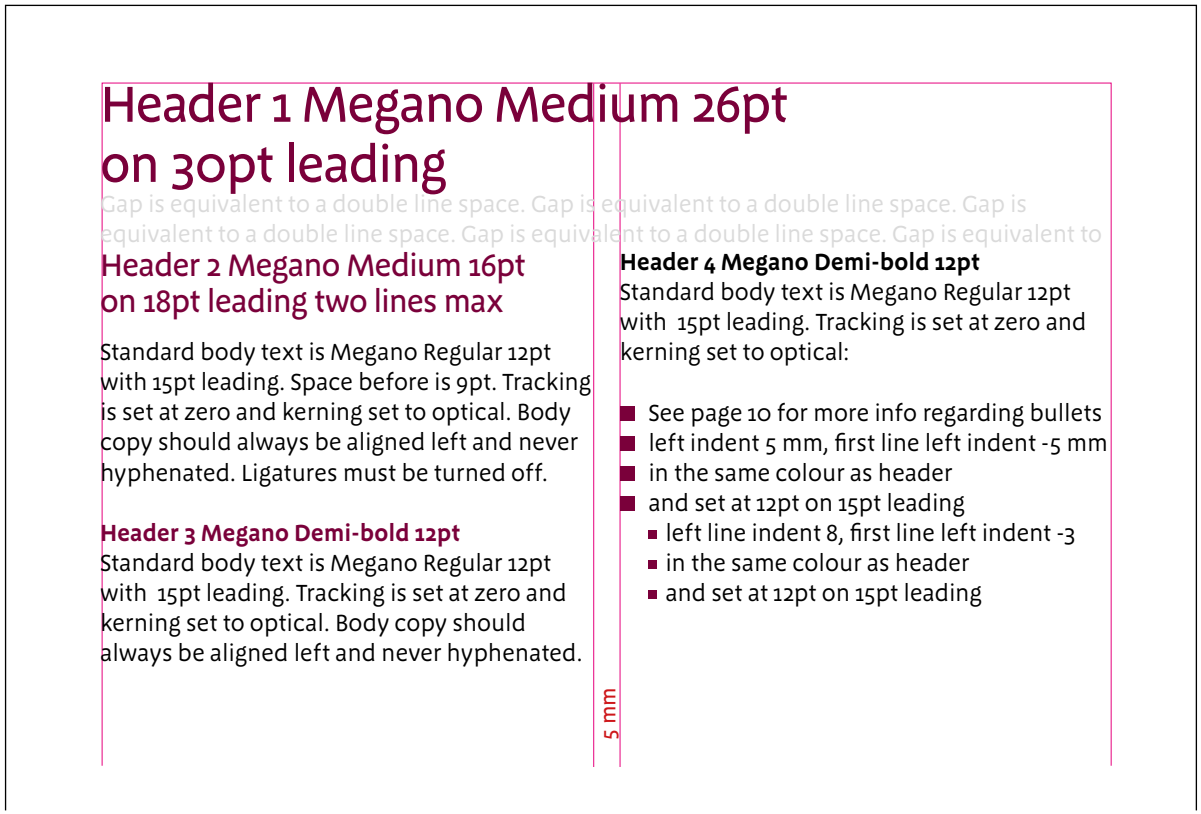
This example shows font hierarchy for an A4 document.

Header 1 (section headers), Header 2 (sub headers) and Header 3 should be set in a colour from the corporate palette – normally the same colour as the cover swoosh and titles.

Header 4 (tertiary header) should be set in black or the alternative body text colour.

Base line grid for 12pt body text is set at increments of 15pt.

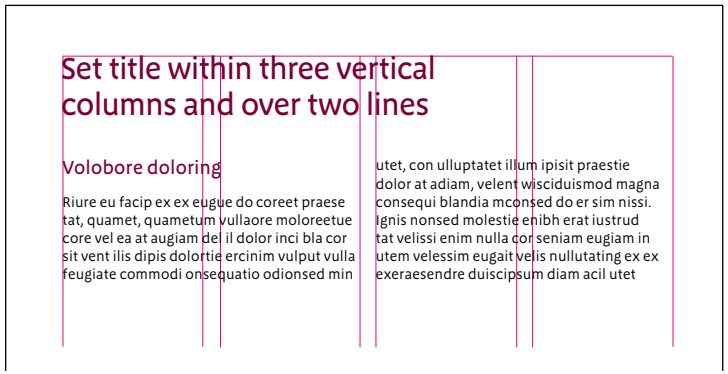
All templates are set up with 15pt baseline grids **(green)** and document grids aligned to ascender heights (grey). (In Normal view in Indesign press ⌘' to turn on/off document grid and ⌥⌘' to turn on/off baseline grid.)

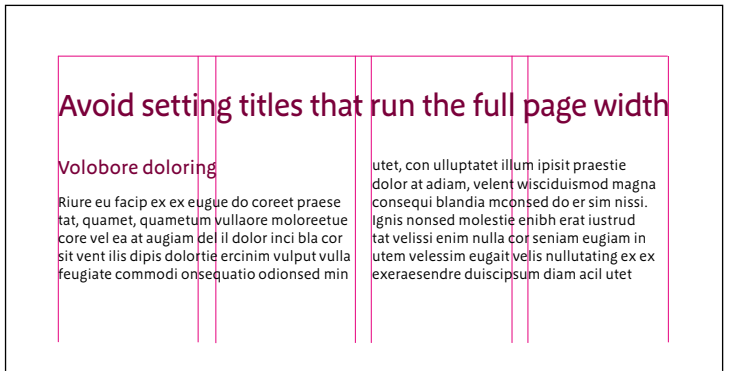


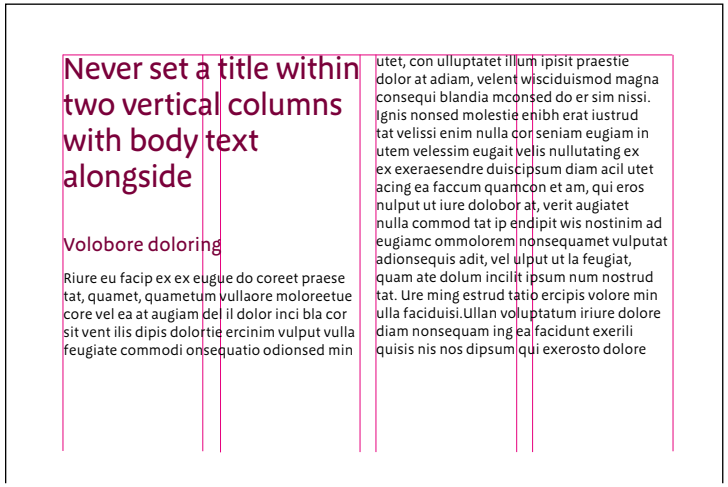
Font hierarchy

Header 1

Examples show correct and incorrect use of header 1 within documents.







Font hierarchy

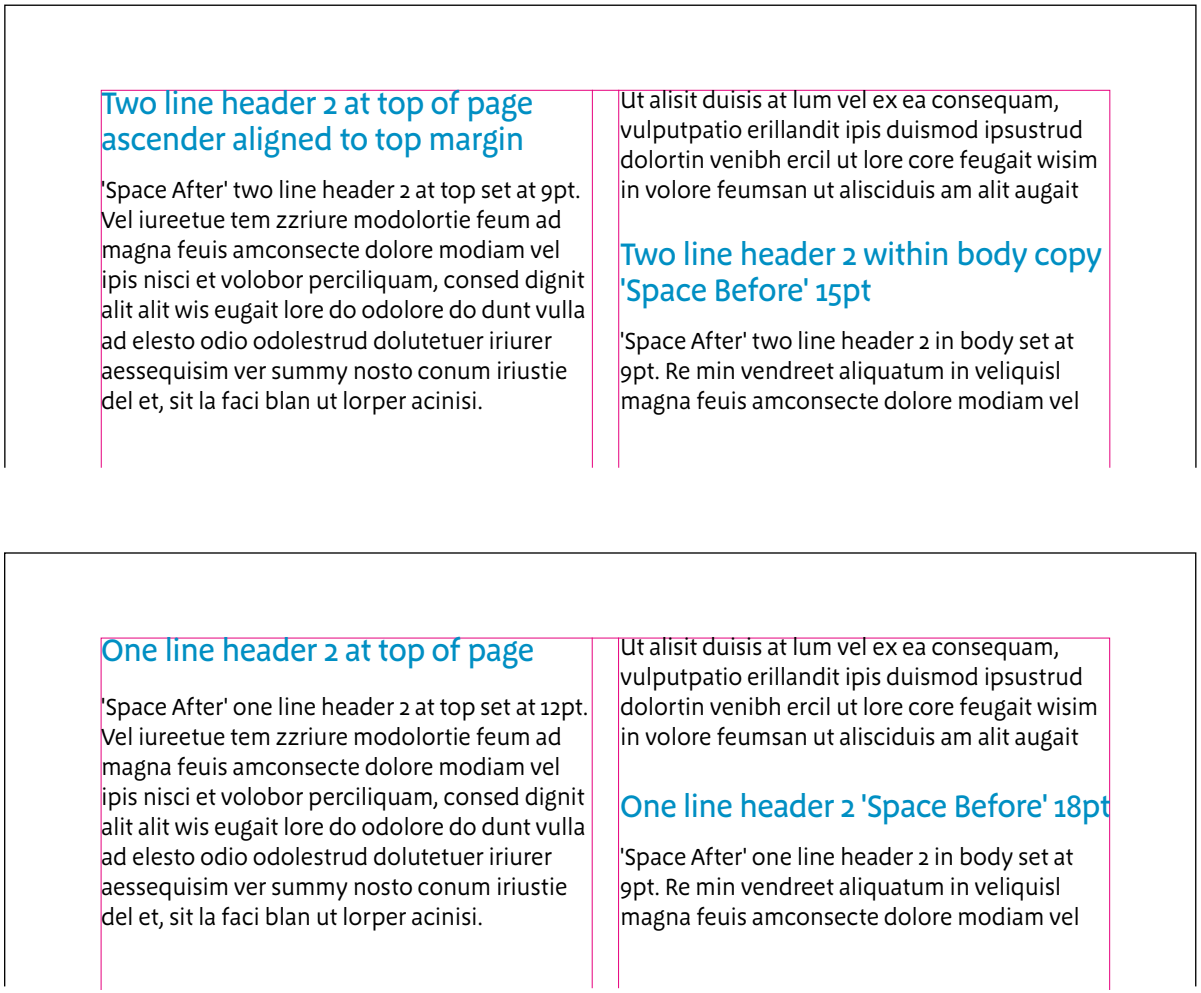
Header 2 – A4 docs

This example shows header 2 settings for an A4 document.

When lines of header 2 appear at the top of a page the ascenders should align to the top margin to maintain the structure of the page.

Spacings are the same for copy set out in single or double columns.

Using these paragraph spacings will allow for body copy to remain horizontally aligned.



Font hierarchy

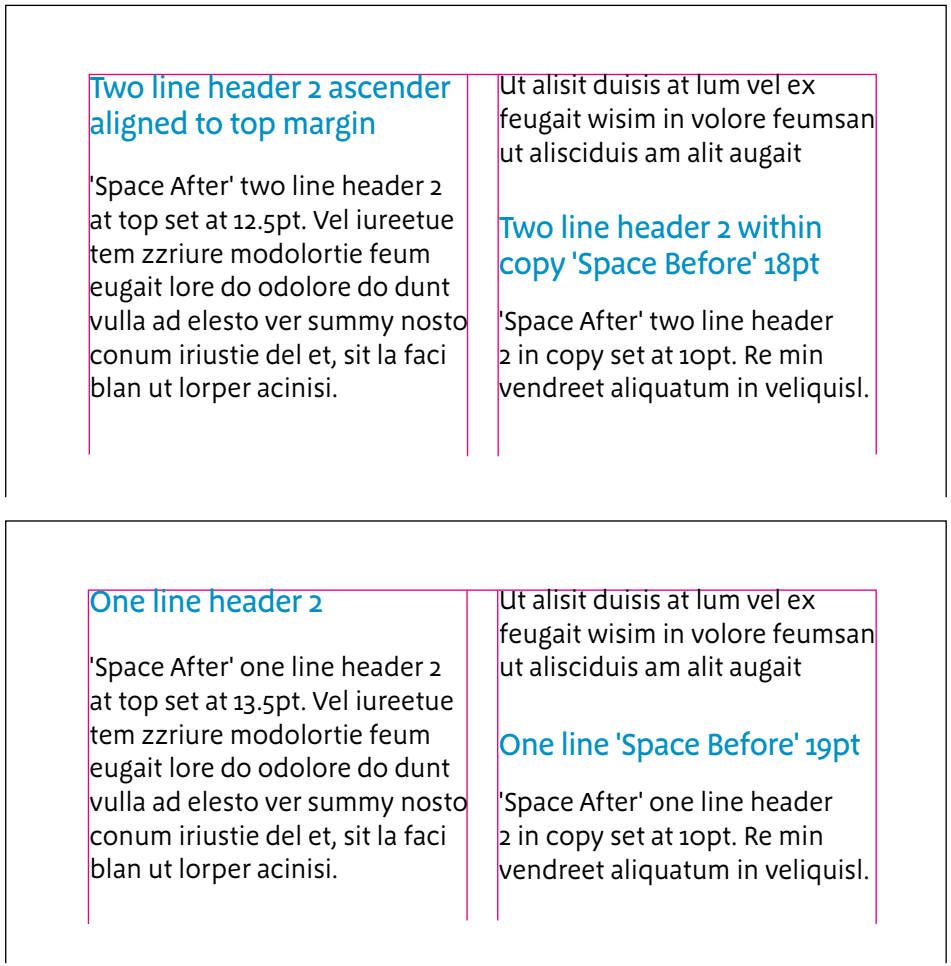
Header 2 – A5 and ⅓ A4 docs

This example shows header 2 settings for A5 and ⅓ A4 documents. Header 2 settings for A5 and ⅓ A4 are set at 14pt Megano Medium on 16pt leading.

When lines of header 2 appear at the top of a page the ascenders should align to the top margin to maintain the structure of the page.

Spacings are the same for copy set out in single or double columns.

Using these paragraph spacings will allow for body copy to remain horizontally aligned.



Font hierarchy

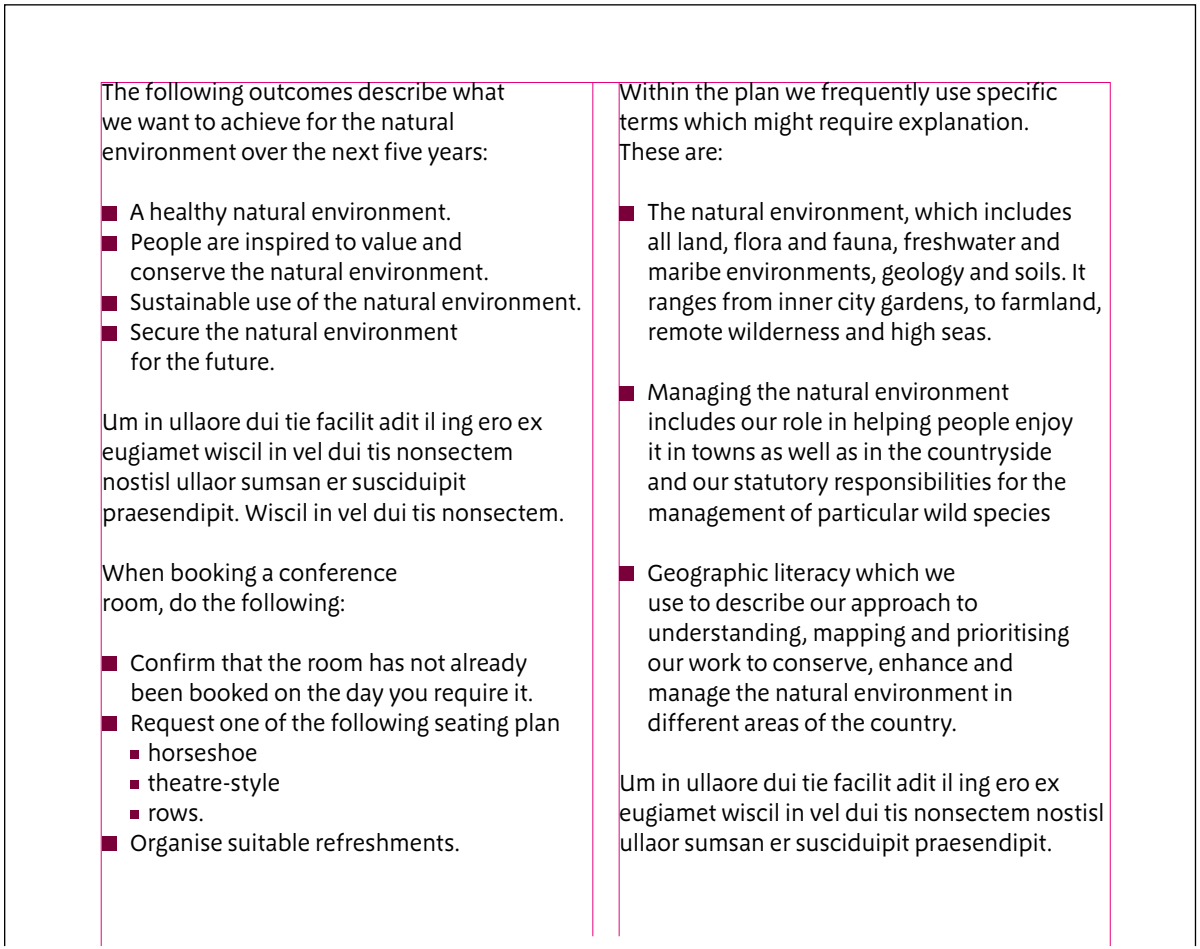
Bullet points

Bullets representing a list of single words or short sentences should not have a line space between them. Bullets representing longer, complex sentences or paragraphs should have a line space between each bullet. In all cases the introductory copy and the last line of the bullets should be followed by a line space.

Major bullets should be either Apple symbols font, (glyph unicode 25A0) or Wingdings font, (glyph unicode F06E) set at same size and leading as body copy.

Secondary bullets should be same glyph set at 7pt with same leading as body copy and a baseline shift of 1pt.

Should you not have either of these fonts paste a 2.5 mm or a 1.5 mm square into the body copy.



The following outcomes describe what we want to achieve for the natural environment over the next five years:

- A healthy natural environment.
- People are inspired to value and conserve the natural environment.
- Sustainable use of the natural environment.
- Secure the natural environment for the future.

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When booking a conference room, do the following:

- Confirm that the room has not already been booked on the day you require it.
- Request one of the following seating plan
  - horseshoe
  - theatre-style
  - rows.
- Organise suitable refreshments.

Within the plan we frequently use specific terms which might require explanation. These are:

- The natural environment, which includes all land, flora and fauna, freshwater and maribe environments, geology and soils. It ranges from inner city gardens, to farmland, remote wilderness and high seas.

- Managing the natural environment includes our role in helping people enjoy it in towns as well as in the countryside and our statutory responsibilities for the management of particular wild species

- Geographic literacy which we use to describe our approach to understanding, mapping and prioritising our work to conserve, enhance and manage the natural environment in different areas of the country.

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Font hierarchy

Page markers

Page numbers

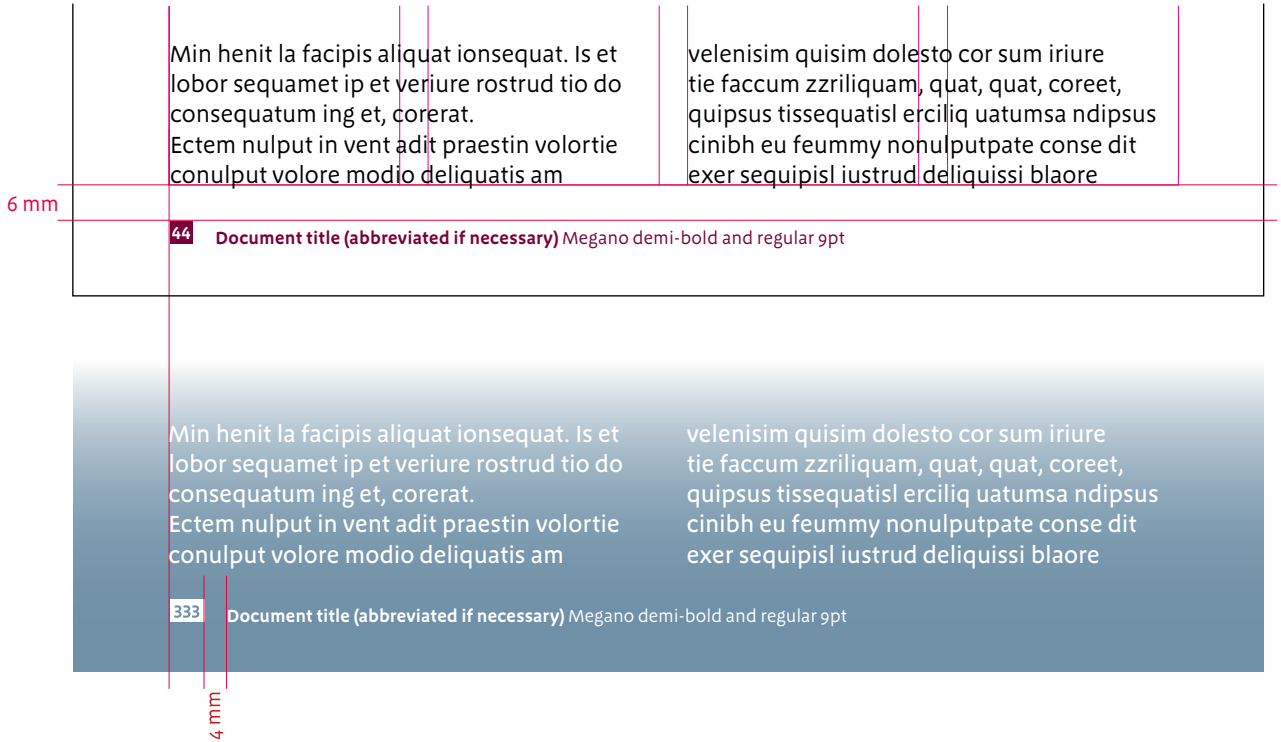
Page numbers are set in boxes 4 × 4 mm for number 1-99. On the few occasions a document goes over 99 pages please use a 4 x 6 mm rectangle.

They should be in a full colour from the colour palette or white when using full tint page. The text should be 9pt Megano Demi-bold in white or same colour as full tint page.

Running titles

Where possible the document title, abbreviated if necessary, should be added to the foot of the page, alongside the page number box, 4 mm to the left or right. Also set in 9pt Megano Demi-bold or Demi-bold **and** Regular (if using a sub heading) on the same baseline.

All literature templates are set up with page numbers and running titles.



Font hierarchy

Footnotes

Footnotes should be in Megano regular 10pt on 12pt leading. They should be set from the bottom margin of the page and seperated from body copy by two line spaces with a 1pt line in the same colour as the main document colour set on the baseline between.

The superscript number on the footnotes is set in Megano Demi-bold 12pt in red (C15 M100 Y100 K0).

Superscript number within the body text is 14pt Megano Demi-bold set in red (C15 M100 Y100 K0).

If using a full page background colour set superscript in white along with body copy.

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[1] Set in Megano Regular 10pt on 12pt leading. Left indent 1.5 mm first line left indent -1.5 mm. Number set in superscript Megano Regular 12pt.
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44 **Document title (abbreviated if necessary)** Megano demi-bold and regular 9pt

Font hierarchy

Internal grid use

All document sizes have a specific internal grid on which to layout copy.

Copy can run accros two, three or four vertical columns. Single vertical column text is reserved for breakout info or pull-quotes when using 3 column body copy.

Copy can either begin from the **top margin (T)** or, to create a document with greater white space, the **lower margin (L)**. This must be maintained throughout the document.

When starting copy from either margin align the ascender to the margin.

Details for all margins can be found in each relevant document size section.

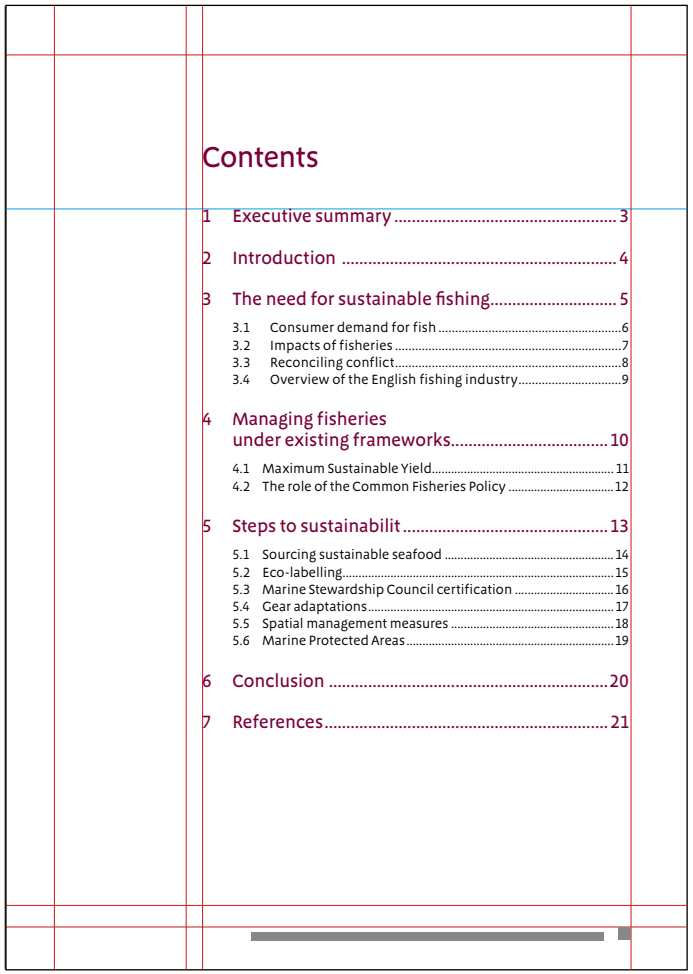
Font hierarchy

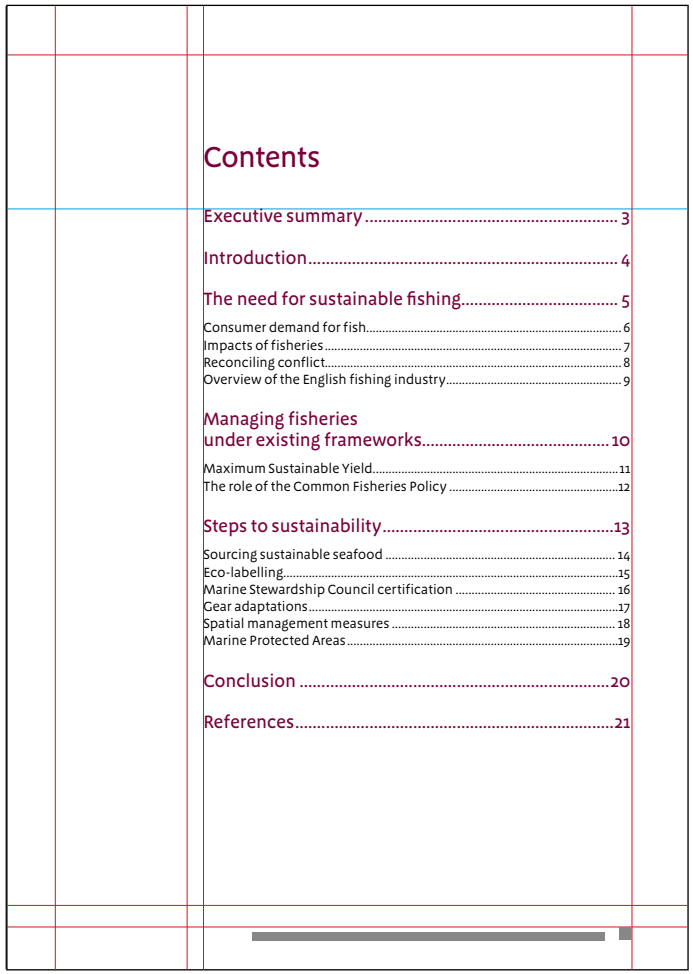
Contents pages

Main section headings are Megano Medium 16pt on 18pt leading with space before of 18 pt.

Secondary section headings are Megano Regular 12pt on 15pt leading with a first line space before of 9pt.

Indent settings when using numbered headings are 14 mm, with first line left indent set at -14 mm.





Font hierarchy

Pull quotes and call-out info

Pull quotes and call-out info should be used sparingly to emphasise specific information.

They should be in the same colour as the main colour of the document.

The 27pt pull quotes should be reserved for A4 documents.

Avoid using straight quotation marks ("dumb" quotes) and use typographic quotation marks (“smart” quotes) instead.

A4 docs only

Pull quote Megano regular 27pt on 30pt leading with space before of 11pt. 60 - 80% tint. Space before of following text is 19pt.

“Vel ea feu alit amet, sim doloborer adit quam ad magna aci”

Text is set so that the ascender of the pull quote cross aligns with the ascender of the copy in the adjacent column. eugiamet wiscil

minit, quam vel in exerius cincipisis enis ad et iustincip elismod et utationulput nummy niamcore vel ea faccum zzriustrud magna feugiamconse feu faciduissi. San henit illum quis aciduisit loreet, corem inisim nos nostrud min utat irit lor aliquis alit lutat. Ut vel iureet loborpe raestisit velesenis nonullaor sis et lut verciduis nullan utpation hendreraesto consed et inismod te tin henibh eum vendrem ing eu feugiam vercipis eugait vel iure vel eummy niametum nulla facipis nonummolesed tat quis et praestie diamet la hendreraesto consed et inismod te tin henibh eum vendrem ing eu feugiam vercipis eugait.

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Pull quote Megano demi bold 18pt on 22.5pt leading with space before of 12pt. Full tint. Cross alignment is every two lines.

“Enis deliquat Igoreetuerci te feugait utat wiscinc ipsuscilisi et diat lor senim quisi delestrud et venit do”

Space before for following text when pull quote is even number of lines is 18pt. If number of lines is odd space before is 10.5pt.

Pull quote Megano demi bold 12pt on 15pt leading with space before of one line space. Full tint.

“Enis deliquat Igoreetuerci te feugait utat wiscinc ipsuscilisi et diat lor senim quisi delestrud et venit do feugait utat wiscinc ipsuscilisi et diat lor senim quisi delestrud et venit do utat wiscinc ipsuscilisi et diat lor senim quisi delestrud et venit”

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nostrud tie vero essim nos nim venim zzriureet wissectem quam ea feum nulput velit volore do odit praeseq uamcons equipis dolore feugiat del er si essim zzriusc iliquat dolessenis autat doloborpero do odo essit vendre doloborem verat. Ut utpat acipit laore dipit adigna consent accum dolore feugiam etuero del eumsandre tisl in enim delit lut lan ullan vel utat wismolore velent volor iriustrud dui el eu feuipisi. Idunt ad magnim zzrillum volore magna faci blaor at elestie tionsequat. Ectet wisi bla cor se cor ad eu feum dolore ese eniamco mmodio odolor sum velestis nullamet, raestisit velesenis nonullaor sis

“Enis deliquat Igoreetuerci te feugait utat wiscinc ipsuscilisi et diat lor senim quisi”

Break-out text Megano Regular, sized to fit single vertical column. Top line of break-out info should align with ascender of ajacent copy.

£220 m

Break-out supporting text Megano Demi-bold 9pt on 12pt leading. Top line ascender aligns with ascender of adjacent copy. Six lines maximum.

Break-out info text ascenders align with adjacent copy ascenders. Bottom line aligns with baseline of ajacent copy. Lines are 1pt.

nostrud tie vero essim nos nim venim zzriureet wissectem quam ea feum nulput velit volore do odit praeseq uamcons equipis dolore feugiat del er si essim zzriusc iliquat dolessenis autat doloborpero do odo essit vendre doloborem verat. Ut utpat acipit laore dipit adigna consent accum dolore feugiam etuero del eumsandre tisl in enim delit lut lan ullan vel utat wismolore velent volor iriustrud dui el eu feuipisi. Idunt ad magnim zzrillum volore magna faci blaor at elestie tionsequat. Ectet wisi bla cor se cor ad eu feum dolore ese eniamco mmodio odolor sum velestis nullamet, raestisit velesenis nonullaor sis Idunt ad magnim zzrillum volore magna faci

Top line of break-out text 1pt and aligned with ascender of adjacent copy. Ascender of break-out and supporting copy aligns to adjacent copy. Bottom line aligns with baseline of adjacent copy. Feum nulput velit volore do odit praeseq uamcons equipis dolore feugiat del er si essim zzriusc iliquat dolessenis autat doloborpero do odo essit vendre doloborem verat. Ut utpat acipit laore dipit adigna consent accum dolore feugiam etuero del eumsandre tisl in enim delit lut lan ullan vel utat wismolore velent volor iriustrud dui el eu feuipisi. Idunt ad magnim zzrillum volore magna faci blaor at elestie tionsequat. Ectet wisi bla cor se cor ad eu feum dolore ese eniamco mmodio odolor sum velestis nullamet, raestisit velesenis nonullaor sis ip endipit wis nostinim ad eugiamc ommolorem nonsequamet vulputat adionsequis

£220 m

Break-out supporting text Megano Demi-bold 9pt on 12pt leading. Top line ascender aligns with ascender of adjacent copy. Six lines maximum.

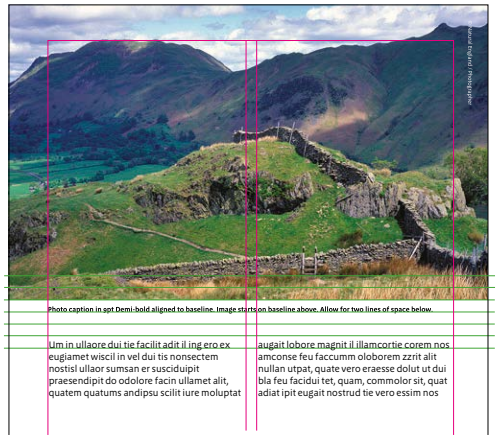
Captions and credits

Full bleed images

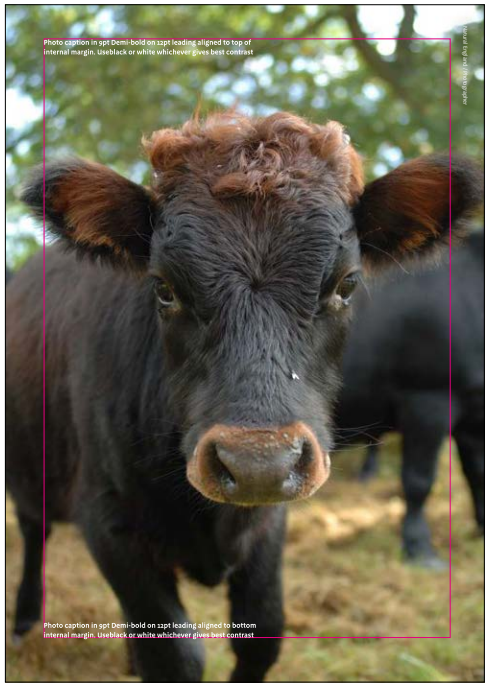
When using an image that is full bleed/full page width try and leave two line spaces of body copy bewteen the bottom/ top of the caption or bottom/ top of the image if no caption is being used. In A5 and ⅓ A4 documents leave one line space.

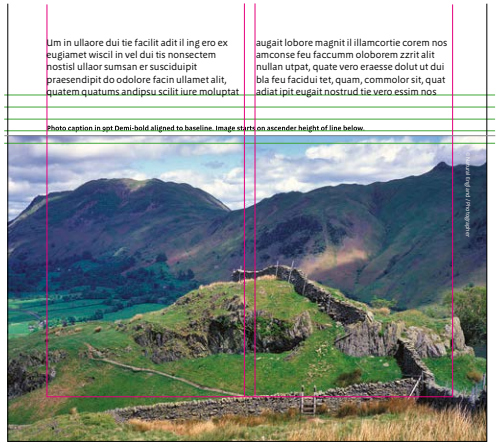
Captions are 9pt Megano Demi-bold set on 12pt leading. Credits are 7pt Megano Regular and sit at 90° to the image top right hand corner. If the image is full bleed the credit sits 7 mm (3 mm for ⅓ A4 docs) from the top and right hand edges of the page.

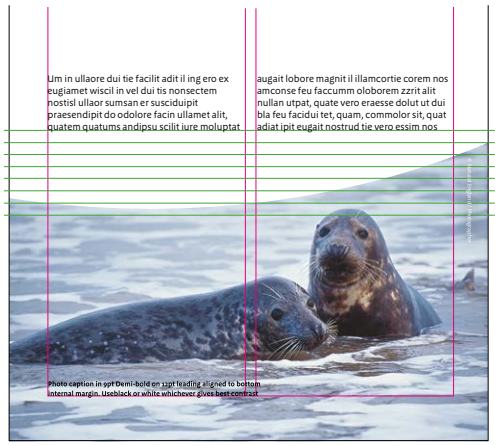
Use black or white for captions/ credits whichever provides best contrast. Should you find it difficult to achieve a satisfatory contrast, subtle use of the effect **Outer Glow** is permissable.



Full page image – caption top or bottom







Captions and credits

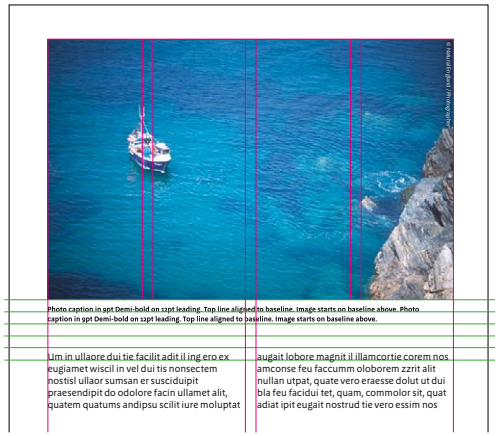
Images within margins

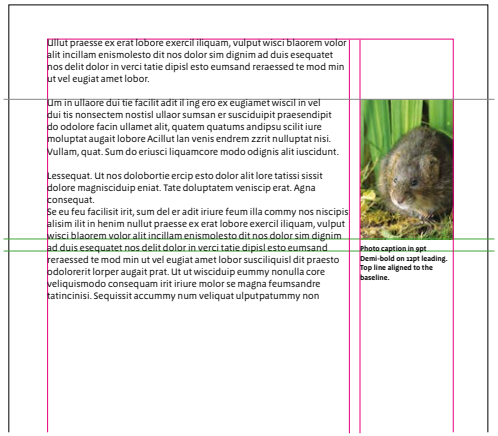
When using an image that is four vertical coumns wide leave two line spaces of body copy between the bottom/ top of the caption or bottom/ top of the image if no caption is being used. In A5 and ⅓ A4 documents leave one line space.

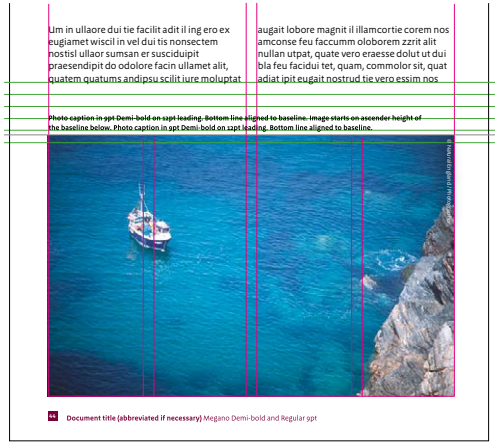
For images over two vertical columns leave one line space.

Use black or white for credits whichever provides best contrast. Subtle use of the effect **Outer Glow** is permissable should you find it difficult to achieve a satisfatory contrast.

Captions and credits as per previous page.







Text boxes

Styling

Three types of boxes are allowed for highlighted text within a document. They should match the width of vertical columns (either 2, 3 or 4) and they should align with the baseline grid of the document.

Larger text boxes should be used for case studies and should use tints of the primary or secondary colour palette as per page 19.

Smaller text boxes should be used for important highlighted information and should be a full tint of the primary or secondary colour palette with white out text.

In addition keyline text boxes may be used if an extra style is required. The keyline should be 1pt with stroke aligned to the inside in the same colour as the text box header.

Full colour box

Lor sed delit ullam Lor
venis er aut exero enisi tie doloborero odiamet nim nis nullandre volumsandiam et, quam zzrilla feum incing ent vulla feugait pratuer iusciduisl del in hendip eugiam iriuscipisi tissecte ea feugiam, qui er suscili quatin eugait praessi eum velit, commy nim iusto delesting exer sequat. Ud min hendre faci blan et in vulput ing enim eu faccum diamcorper suscil exero.

Tinted box

Lor sed delit ullam Lor
venis er aut exero enisi tie doloborero odiamet nim nis nullandre volumsandiam et, quam zzrilla feum incing ent vulla feugait pratuer iusciduisl del in hendip eugiam iriuscipisi tissecte ea feugiam, qui er suscili quatin eugait praessi eum velit, commy nim iusto delesting exer sequat. Ud min hendre faci blan et in vulput ing enim eu faccum diamcorper suscil exero.

Keyline box

Lor sed delit ullam Lor
venis er aut exero enisi tie doloborero odiamet nim nis nullandre volumsandiam et, quam zzrilla feum incing ent vulla feugait pratuer iusciduisl del in hendip eugiam iriuscipisi tissecte ea feugiam, qui er suscili quatin eugait praessi eum velit, commy nim iusto delesting exer sequat. Ud min hendre faci blan et in vulput ing enim eu faccum diamcorper suscil exero.

Text boxes

Tints and font colours

Examples on this page show the allowed header and body copy colour for full colur text boxes and suggested tints for tinted text boxes.

Full colour boxes

Title/Title/Title
body text

Title/Title
body text

Title/Title
body text

Title/Title/Title
body text

Title/Title/Title
body text

Title/Title/Title
body text

Title/Title
body text

Suggested tints

Title/Title 20%
body text

Title/Title 50%
body text

Title/Title 50%
body text

Title/Title 30%
body text

Title/Title 30%
body text

Title/Title 30%
body text

Title/Title 30%
body text

Text boxes

Use of

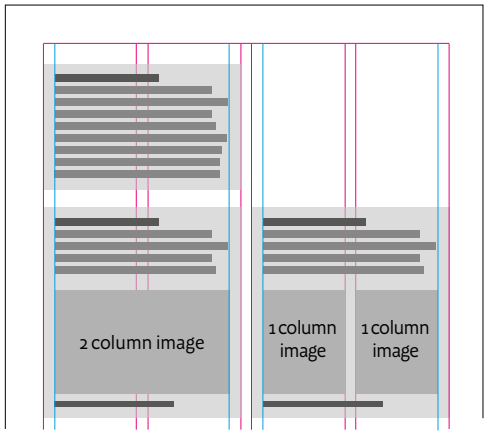
Text boxes can straddle 2, 3 or 4 vertical columns of the internal document grid.

Text boxes that straddle 2 or 3 vertical columns must have one column of text which is set 5 mm from the left and right edges of the text box. Images can be 1 or 2 vertical columns wide in two column text box and 2 or 3 columns wide in a three column text box.

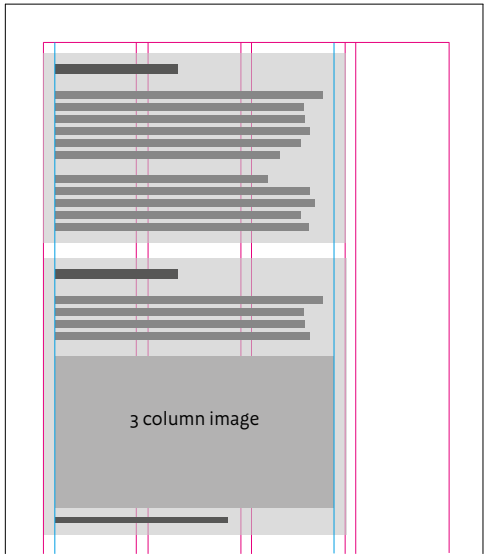
Text boxes that straddle 4 vertical columns can have single or two columns of text. Images can straddle 2, 3 or 4 vertical columns. If using a 4 column text box with 2 columns of text use the 5 mm page gutter.

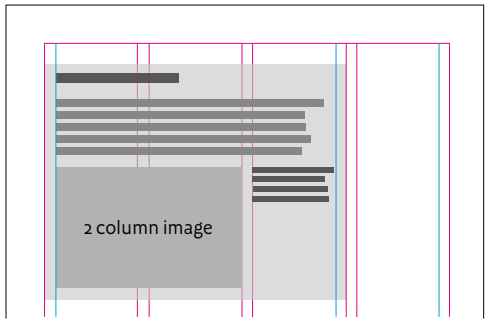
The 5 mm insets are used only on outside edges of the box.

Two vertical column text boxes

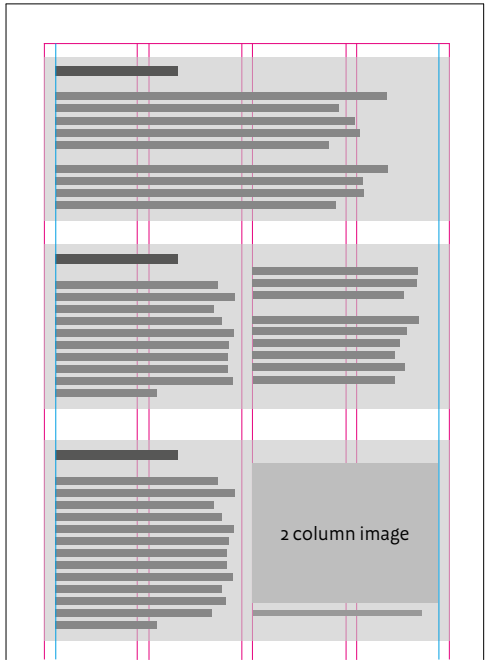


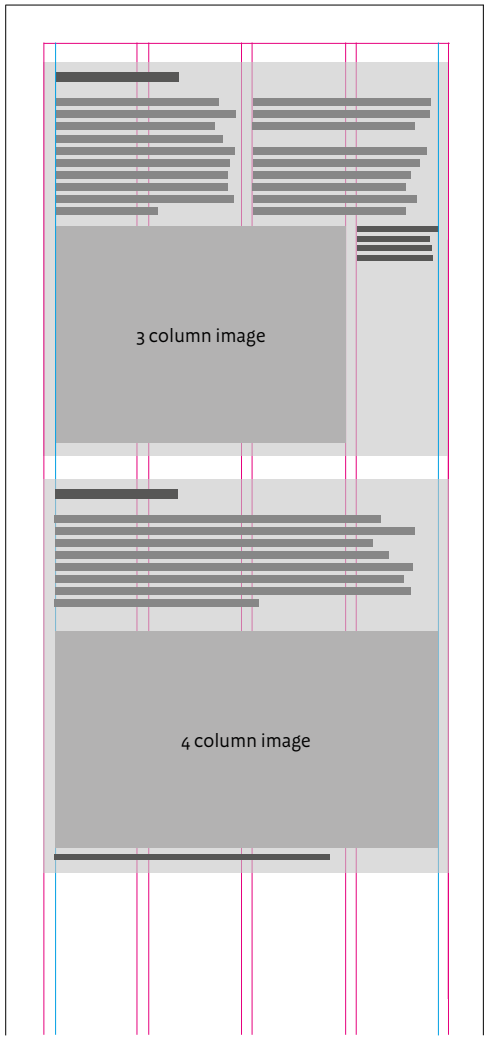
Three vertical column text boxes





Four vertical column text boxes





Text boxes

Examples

In the examples on this page all the elements of the text box align to the base line grid apart from the top of the box which should be aligned to the ascender height of the line it falls in.

Single column text box

dunt prate min erat verilisl ing ex eugait wissenis duis amet ea alissi er sim vullandiat. Ut eliquip elit ut lum incipis molutem quam.

Lor sed delit ullam Lor

venis er aut exero enisi tie doloborero odiamet nim nis nullandre volumsand et, quam zzrilla feum incing ent vulla feugait pratuer iusciduisl del in hendip eugiam iriuscipisi tissecte ea feugiam, qui er suscili quatin eugait praessi eum velit, commy nim iusto delesting exer sequat. Ud min hendre faci blan et in vulput ing enim eu faccum diamcorper suscil exero.

et, quam zzrilla feum incing ent vulla

Perilluptat volut vendrer augait, sum ea faciniam zzriustio dolendipit et, velenis cipisismod te dio con hent am, venisissi.

5 mm inset **5 mm inset**

Page margin / Gutter **Page margin / Gutter**

Two column text box

dunt prate min erat verilisl ing ex eugait wissenis duis amet ea alissi er sim vullandiat. Ut eliquip elit ut lum incipis molutem quam.

Lor sed delit ullam Lor

venis er aut exero enisi tie doloborero odiamet nim nis nullandre volumsandiam et, quam zzrilla feum incing ent vulla feugait pratuer iusciduisl del in hendip eugiam iriuscipisi tissecte ea feugiam, qui er suscili quatin eugait praessi eum velit, commy nim iusto delesting exer sequat. Ud min hendre faci blan et in vulput ing enim eu faccum diamcorper suscil exero.

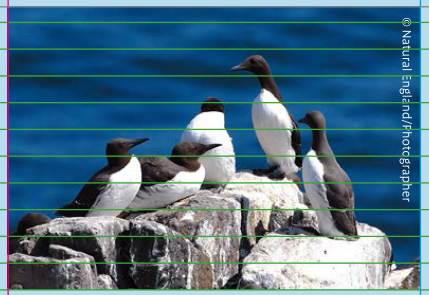
Ud magnit adigna con henim enim dunt alismod eu faccumsandre eu feu feuisis modolorerci tat laore exeraesent alit ad eu faciduis alis nullan ut nullandio eratum amconsequis numsandrerci bla feugait praesto odolessent ipis aut lutpat iriliquam, vel et, vel dolore et ate volor summy nos nosto odo

Perilluptat volut vendrer augait, sum ea faciniam zzriustio dolendipit et, velenis cipisismod te dio con hent am, venisissi.

5 mm inset

Perilluptat volut vendrer augait, sum ea faciniam zzriustio dolendipit et, velenis cipisismod te dio con hent am, venisissi.

consenim iurercincil dolum at iriurerate molesse quipsum irit alit ex etuer am, vullutpatem iurercin essi tin eu feugiatum iuscidunt nos nonsequisl utat. Duisisi.



et, quam zzrilla feum incing ent vulla Obor sequat vel ullaor sum nos acin ullum ex erat, volor sum atie cor

dunt prate min erat verilisl ing ex eugait wissenis duis amet ea alissi er sim vullandiat. Ut eliquip elit ut lum incipis molutem quam.

5 mm inset

Page margin **Gutter** **Page margin**

Tables

Use of

Title row should be 11pt Megano TF Demi-bold. Remaining text for rows should be 11pt Megano TF Regular on 14pt leading should two or more lines be required.

Line between rows and columns should be 1pt and white unless using the optional keyline version.

All measurements for tables were generated in Adobe Indesign.

First column header. Text left aligned and aligned to the bottom of the cell with 2.2 mm bottom cell inset and left cell inset of 5 mm.

Column headers. Text centre aligned and aligned to the bottom of the cell with 2.2 mm bottom cell inset.

	Rud mod dolore	Sequat	Tation
9.5	Faccum digna consequ	640,980	£230.6m
7	Feuipit ipsum	15,700	£61.6m
	Sequat, vel do odolorpero	39,010	£4.4m
9.5	Praessim dolorem	1,000	n/a

First column. Text left aligned and aligned to top of cell with a top cell inset of 2 mm.

Data. Right aligned so that decimal place and comma align. Aligned to top of cell with a top cell inset of 2 mm. Left cell inset dictated by width of cell and should make the text look centre aligned within the cell.

	Regional Sea	Species	Fishing Status
12.5	Irish Sea	Cod	Overfished
12	North Sea and Eastern English Channel	Whiting	Stable
	Western English Channel	Haddock	Unknown
12.5	South West	Sole and Plaice	Overfished

Columns. Text left aligned with left cell inset of 2 mm. Aligned to top of cell with a top cell inset of 2 mm.

Source: 9pt Megano Regular

Suggested tints

35%	35%
20%	10%
20%	10%

55%	55%
35%	20%
35%	20%

90%	90%
60%	40%
60%	40%

55%	55%
35%	20%
35%	20%

50%	50%
30%	15%
30%	15%

90%	90%
65%	40%
65%	40%

60%	60%
40%	20%
40%	20%

Xxxx	Xxxx
0000	000
000	00

Optional keyline table in black or any of the Natural England primary or secondary colours.

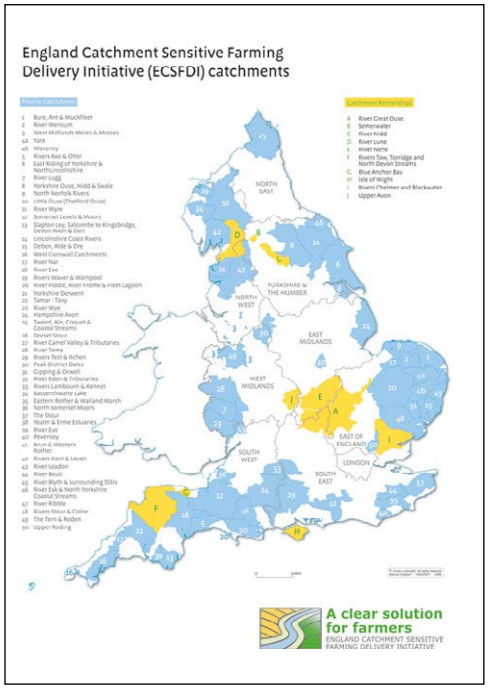
Measurements in millimetres

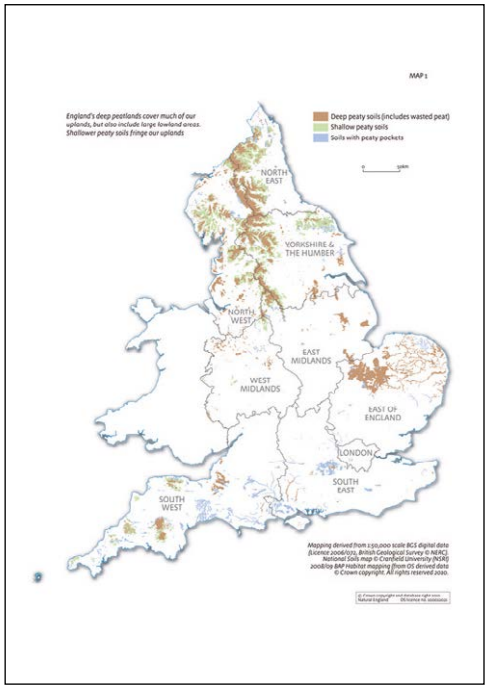
Maps

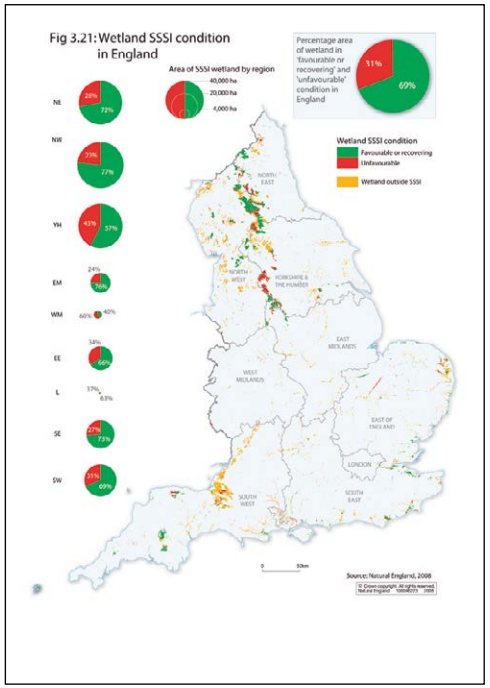
Examples

Maps should be professionally produced/designed to be as clear as possible. Avoid using maps generated directly from Geographical Information software (GIS) without any further editing in a graphics package.

Due to their bespoke nature it may not possible to convey all the information within a map using the Natural England corporate palettes. If this is the case you may use other colours that illustrate the information more clearly. Please email brandqueries@defra.gov.uk if you need to discuss further colour options.







Charts

Examples

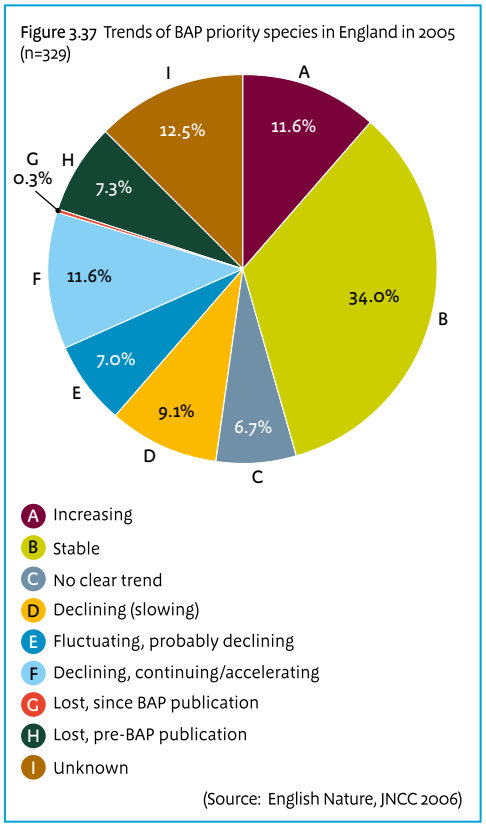
Charts should be simple and clear and may use any of the solid tints from our colours (including supplementary colours).

Arrange pie charts and bar charts so that colours that are similar tonally do not sit adjacent to each other. This is to avoid confusion when documents are printed on black and white printers.

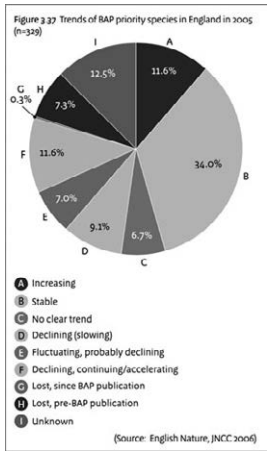
The key should be in the same order as the pie segments starting from the vertical line going clockwise.

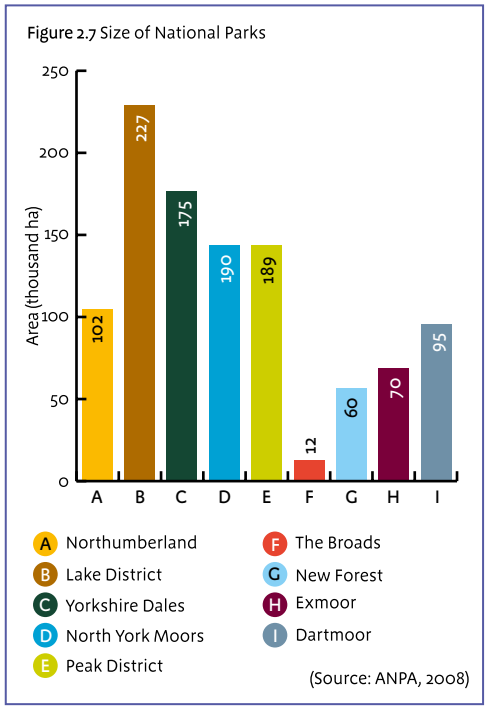
All charts should be contained within 1pt text boxes in the same tint as the main tint used within the document. They should have a white interior to maintian clarity.

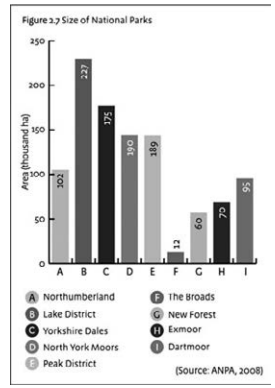
Minimum text size is 9pt. Stroke between pie segments is 0.5pt. Coloured dots are 4.5 mm wide.



Tables are not full size but are to scale.







If it is not possible to convey all the information within charts using the Natural England colour palettes you may use other colours. Please email brandqueries@defra.gov.uk if you need to discuss further colour options.

A4 documents

Cover grid with swoosh bottom

A set swoosh has been developed which is to be used on all A4 printed documents.

It is designed to be set approximatley ⅓rd of the way up the page when using a standard length title.

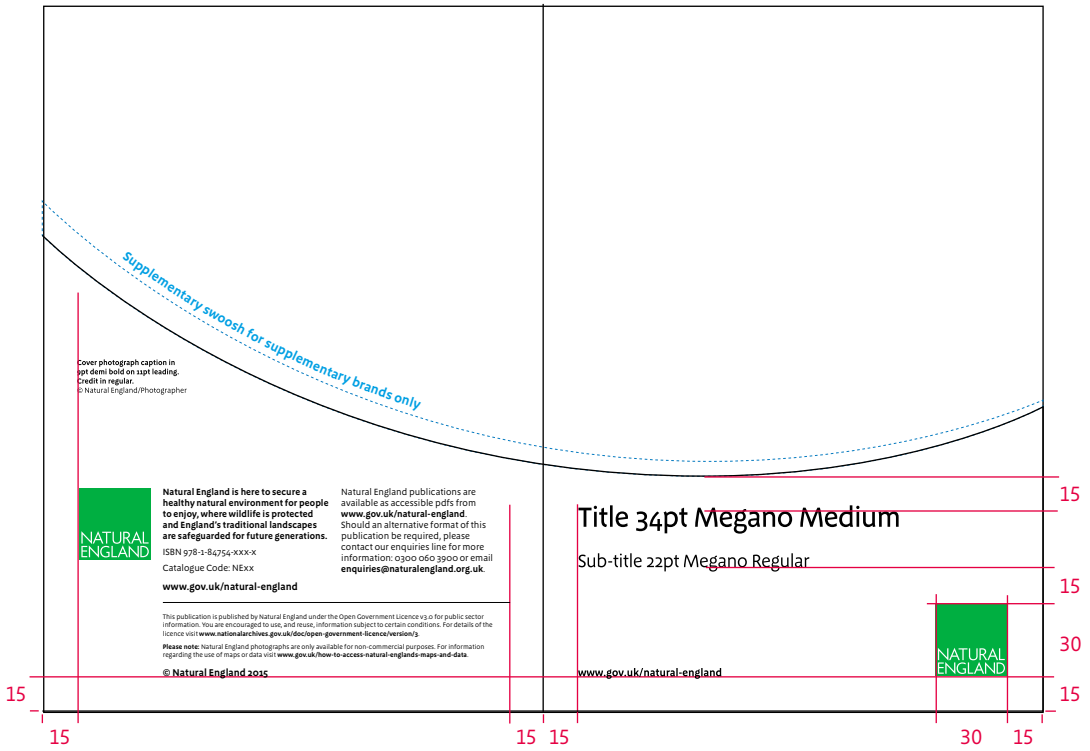
If a publication has a lengthy title/sub title the curve may be moved up to accomodate it.

A cover with a single line title and without a sub-title should have a gap from bottom of curve to bottom of page of 99 mm.

All titles are set from the line 15 mm above logo and in no circumstances should titles appear below this area.

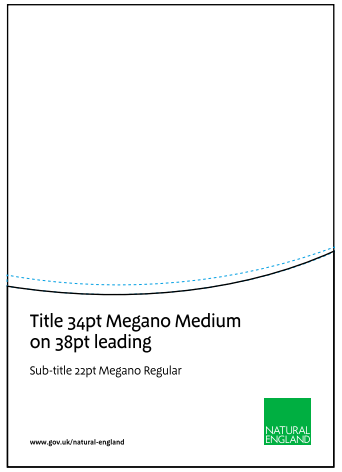
Space before the sub-title is set at 24pt or one line space.

Bottom swoosh on front and back cover

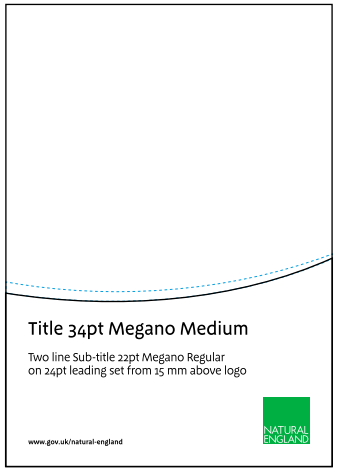


Indesign template **NE A4 swoosh bottom.zip** for designers is available from the Natural England project officer you are working with.

Double line title



Double line sub title

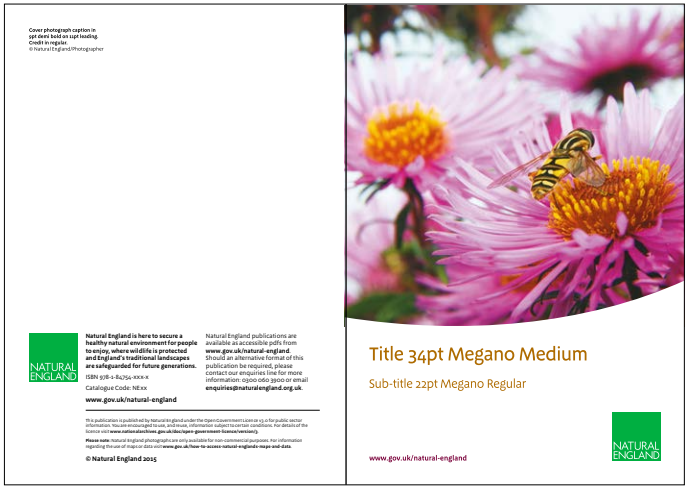


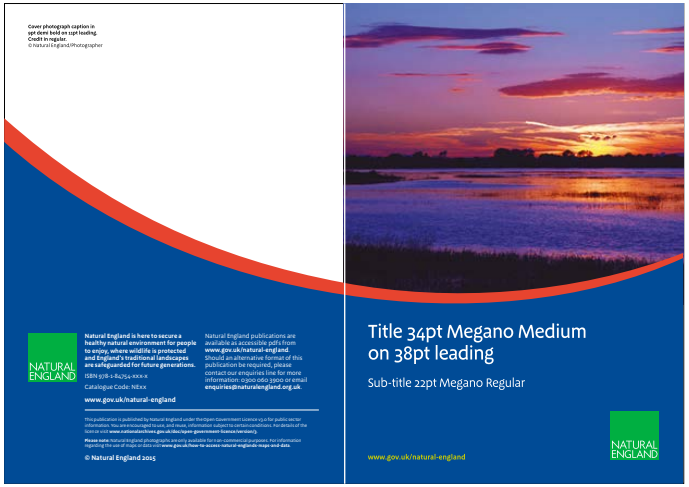
A4 documents

Cover styling with swoosh bottom

The left hand examples show the Natural England curve wrapping around the front and back cover using full tints of the Natural England colour palette.

The right hand examples show more simplified versions with the swoosh only on the front cover.





A4 documents

Cover grids with swoosh top

The Natural England logo must be 30 mm and be positioned ½X away from the top right corner.

Standard impress artwork is available from Natural England design Unit.

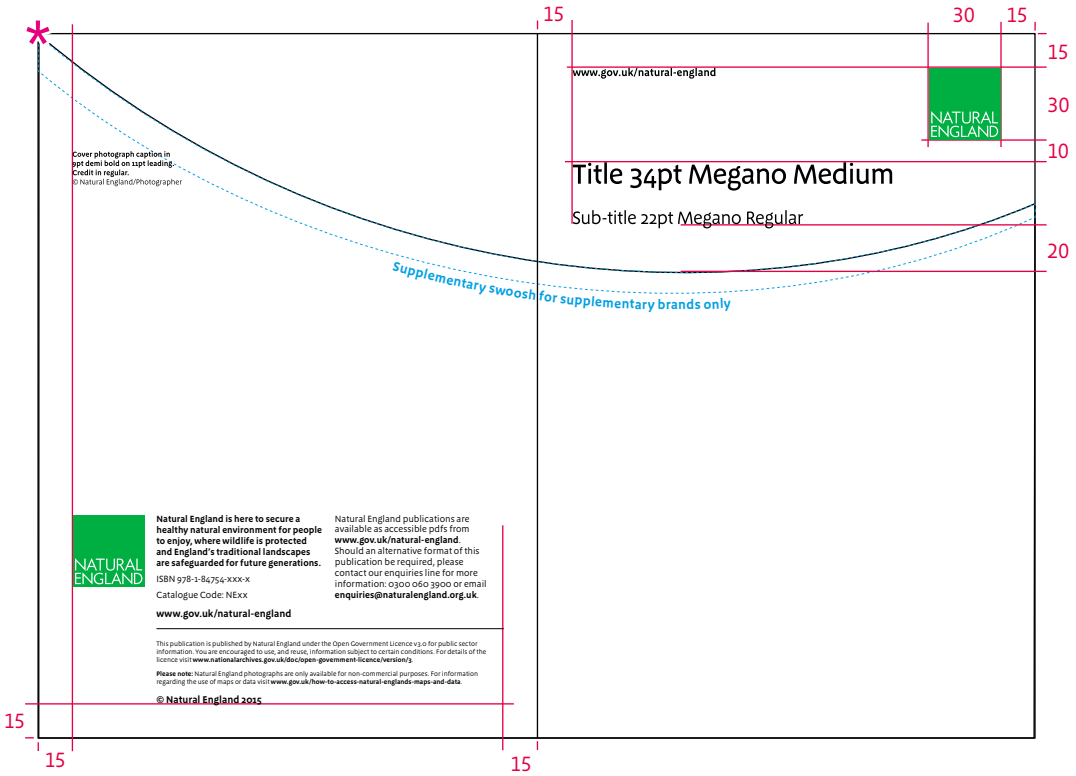
If a publication has a lengthy title/sub title the curve may be moved down to accomodate it.

All titles are set from the line 10 mm below the logo and in no circumstances should titles appear above this area.

If the cover has a one line title and no sub title set the curve from the top left hand corner of the back page (*).

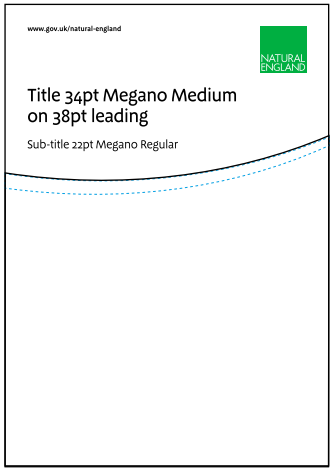
Where possible, try to avoid titles and sub-titles that run underneath the logo.

Top swoosh on front and back cover

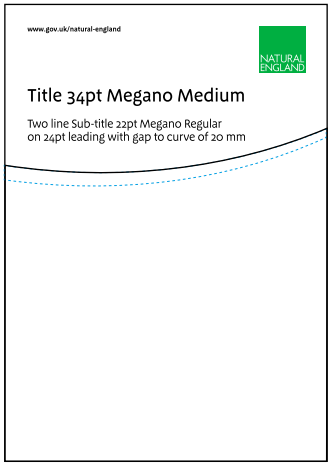


Indesign template **NE A4 swoosh top.zip** for designers is available from the Natural England project officer you are working with.

Double line title



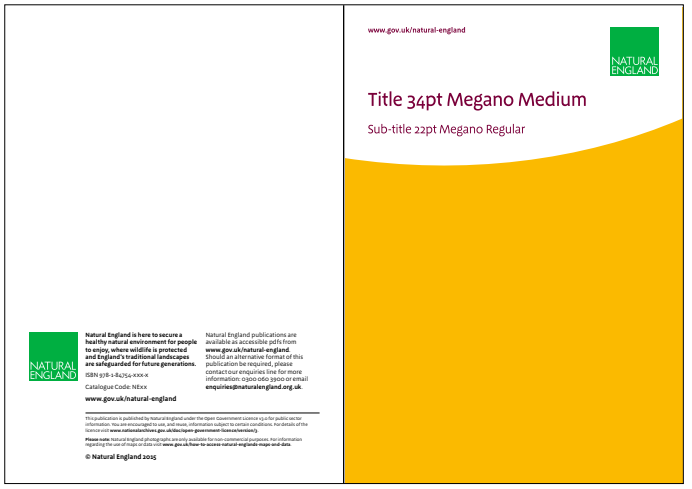
Double line sub title



A4 documents

Cover styling with swoosh top

These are examples of ways in which the top ⅓ swoosh can be used on A4 portrait publications.



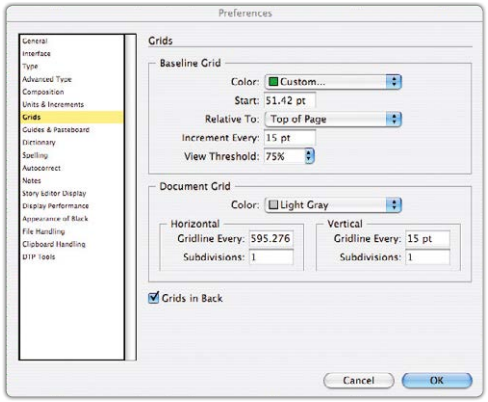
A4 documents

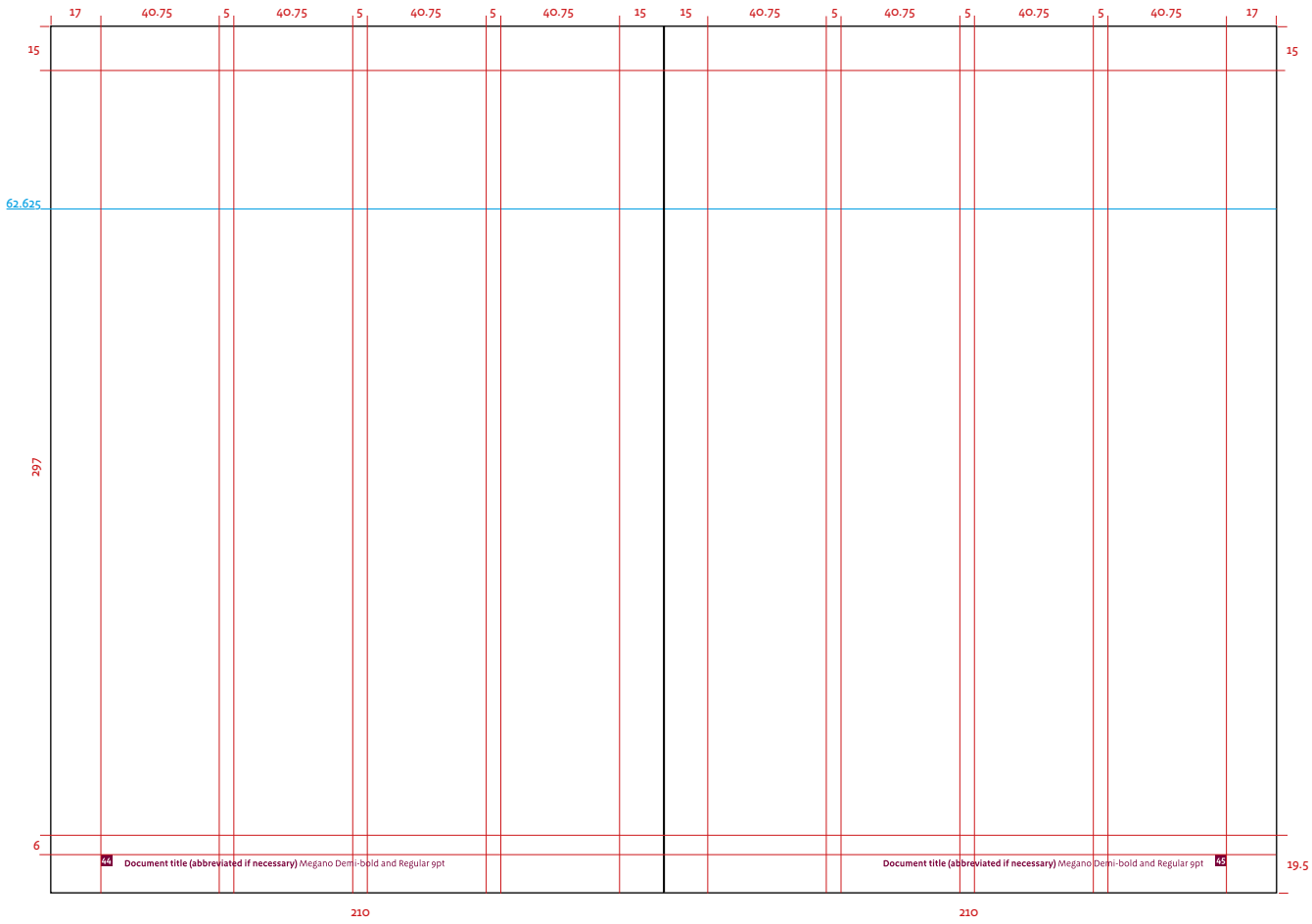
Internal sample grid

The A4 grid is based upon four vertical columns.

The grid is a necessary structure to maintain consistency. It also offers flexibility in the way it is used to create layouts, ensuring freshness within a uniform approach.

The **62.625 mm** and **bottom margin (19.5)** are dictated by the baseline grid. If using a baseline grid set **Start** to **51.42 pt**, **Relative To** to **Top of page** and **Increment Every** to **15 pt**.





All templates are set up with margins and baseline grid details.

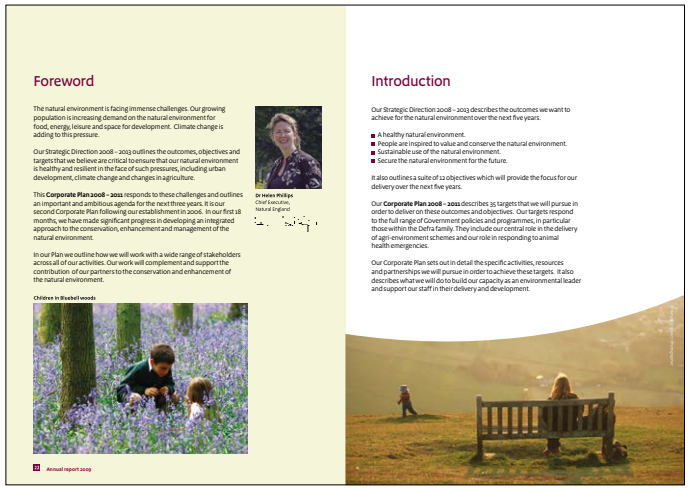
A4 documents

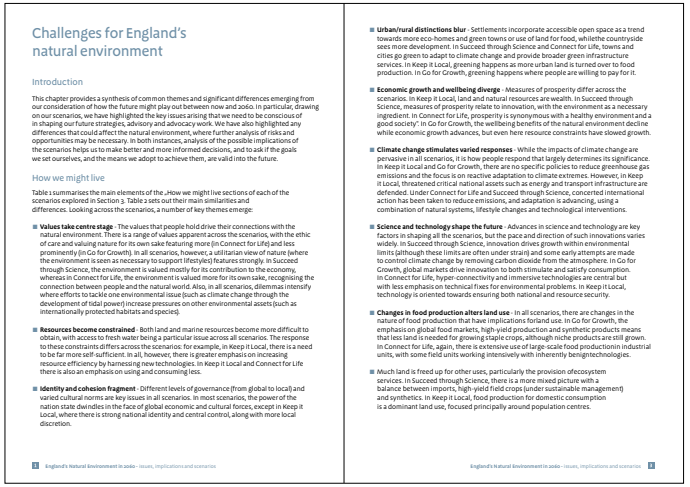
Example spreads

The left hand examples show the Natural England grid system being used for more complex designs, using full bleed images and blocks of the Natural England palette colours. The swoosh is used alongside more complex text layouts that may include reversed text and columns.

The right hand examples show the grid system being used for more simplified designs in single or two column with Images generally within column widths.

The examples show how the grid can be employed to create both a two column and single column layout for A4 brochures.





A4 documents

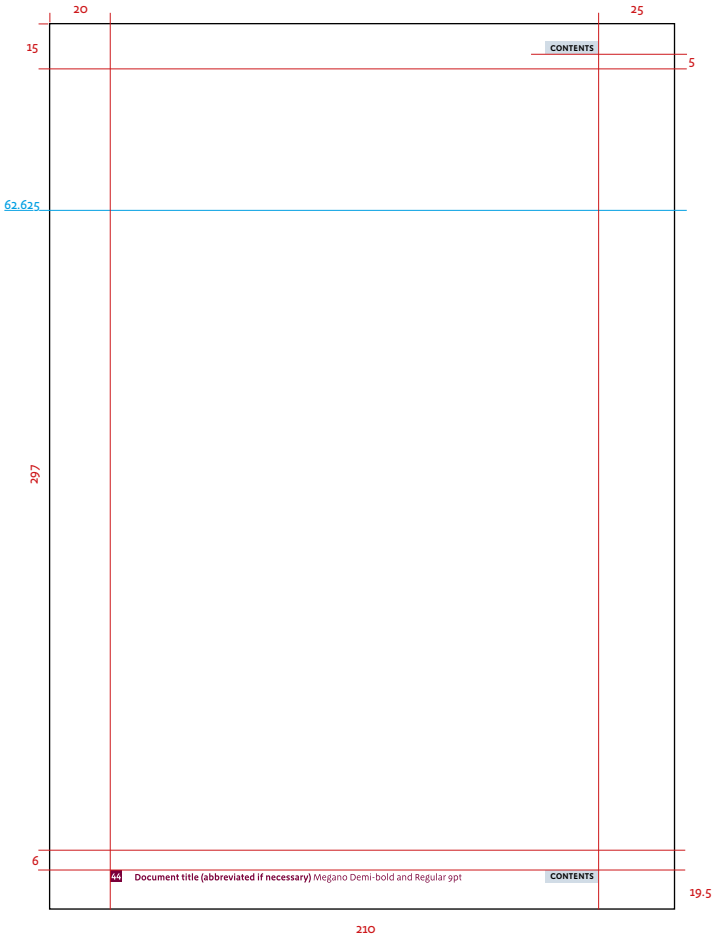
Online only A4 portrait publications

In some instances It may be that your only option is to produce a an online only publication.

A4 portrait Online only publications should be set in one column to aid the user (it is difficult to read two column documents on screen) and create an ideal line length of between 75-100 characters. They should have hyperlinked contents and a hyperlink back to the contents on every page (either in the top or bottom margin).

They should also be correctly tagged so that screen readers read the content in the correct order and there are alternative tags for all none text items.

All other principles for document layout are as per these guidelines.



A4 documents

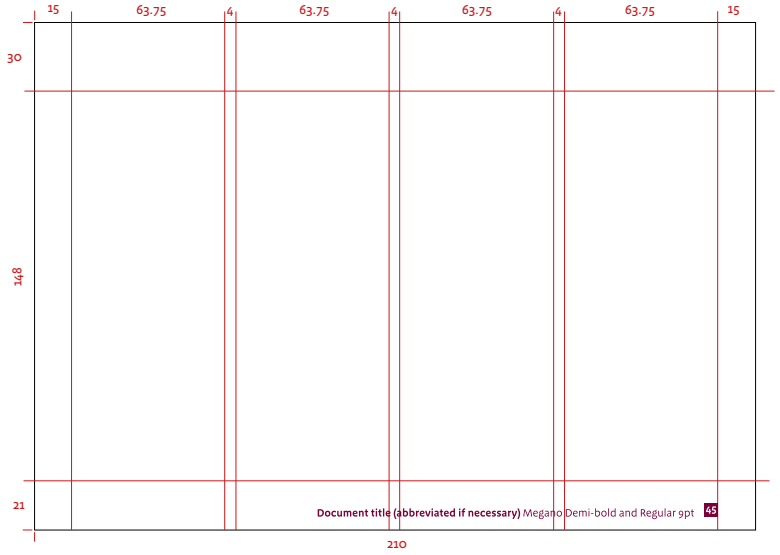
Tabbed online only A4 landscape publications

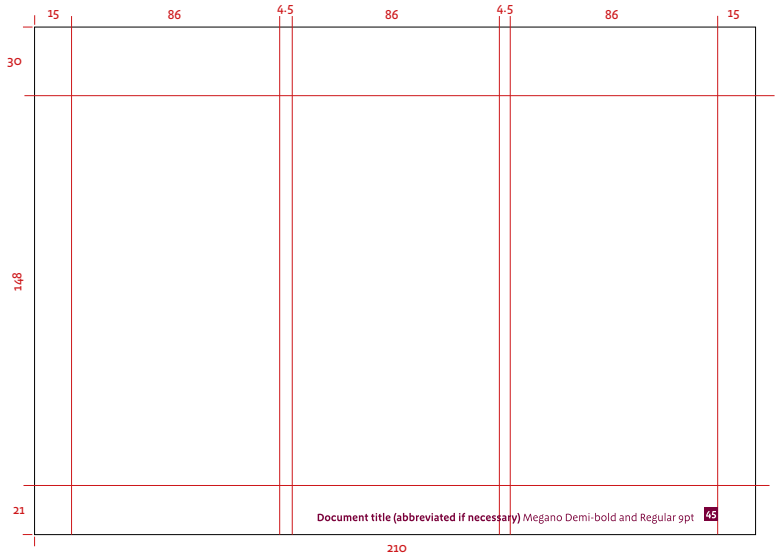
Another option for creating online only documents to produce an A4 landscape document. These documents are suitable as stand alone documents that aren't viewed in a web browser and are designed to take up as much of the screen as possible.

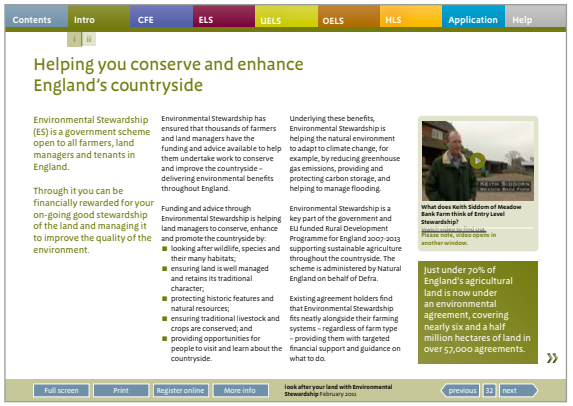
A4 landscape online only publications can be set in 2, 3 or 4 column and they should have interactive/hyperlinked tabs to aid navigation.

They should also be correctly tagged so that screen readers read the content in the correct order and there are alternative tags for all none text items.

All other principles for document layout are as per these guidelines.







Any queries regarding tabbed/online only pdf publications please contact brandqueries@defra.gov.uk

A5 portrait documents

Cover grids

Positioning and relationship of elements as per A4 front and back cover on page 26.

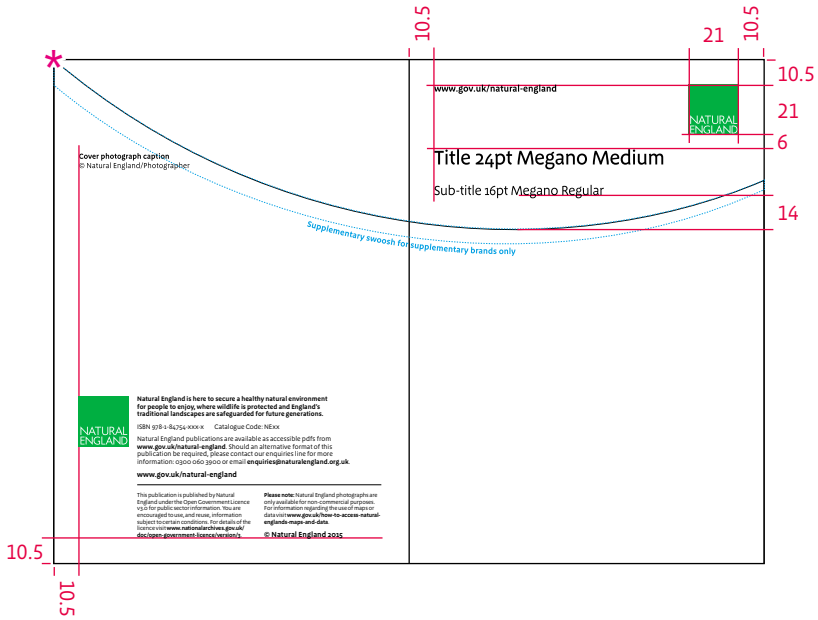
If the top swoosh cover has a one line title with no sub title set the curve in the top left corner of the back page (*).

If the bottom swoosh cover has a one line title with no sub title set the bottom of the curve 70 mm from the bottom of the page.

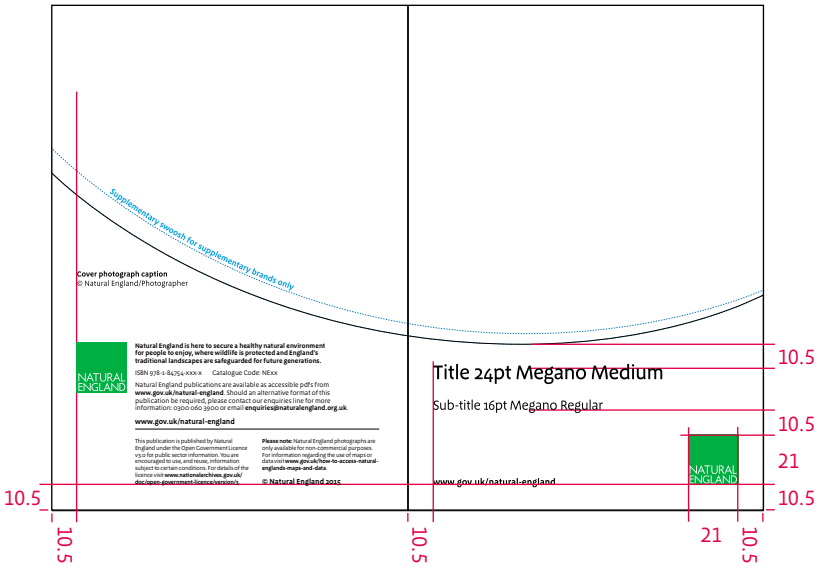
Space before the sub-title is set at 18pt or one line space.

Indesign templates **NE A5 portrait swoosh top.zip** and **NE A5 portrait swoosh bottom.zip** for designers is available from the Natural England project officer you are working with.

Top swoosh on front and back cover



Bottom swoosh on front and back cover

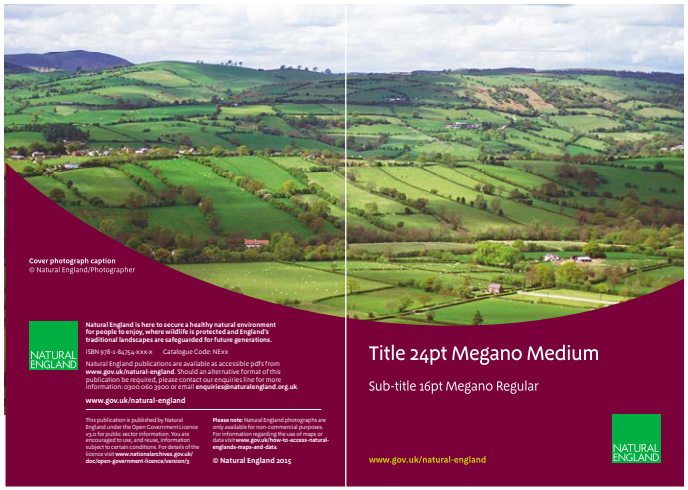


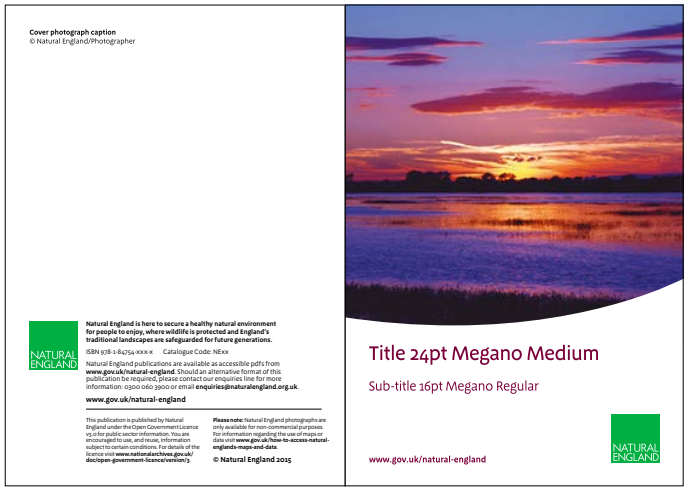
A5 portrait documents

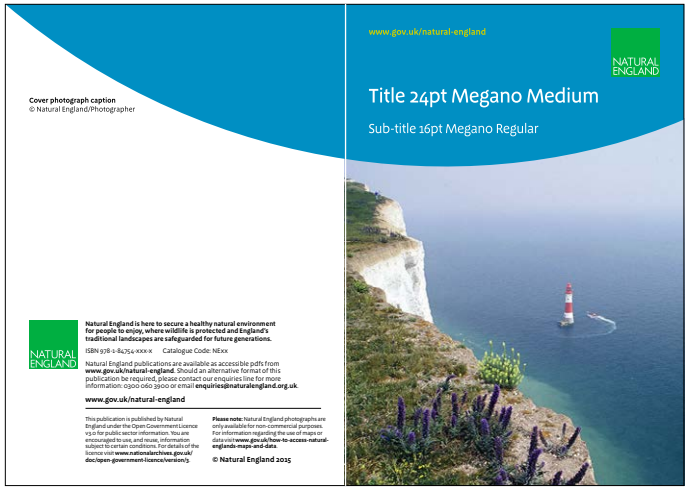
Cover styling

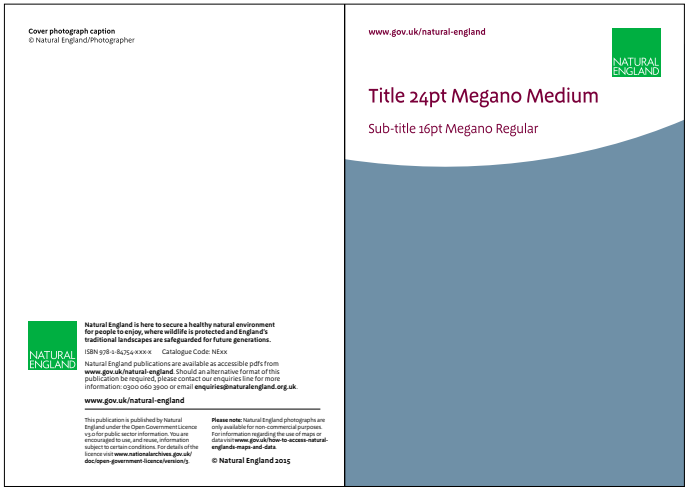
These are examples of cover styling on A5 documents.

The same basic styling guidance applies as for A4 documents.









A5 portrait documents

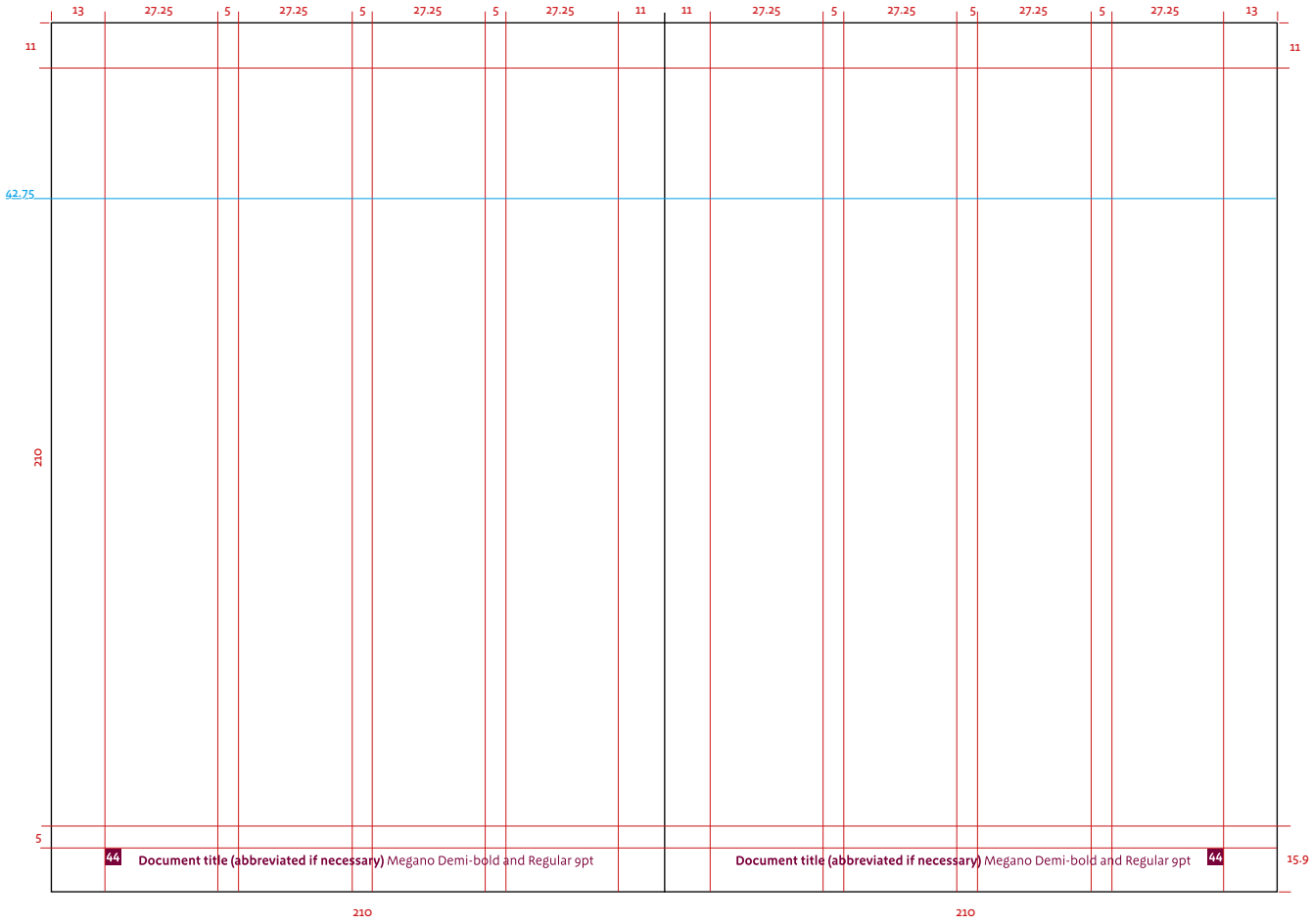
Internal sample grid

The A5 grid is based upon four vertical columns.

The grid is a necessary structure to maintain consistency. It also offers flexibility in the way it is used to create layouts, ensuring freshness within a uniform approach.

The **42.75 mm** and **bottom margin (15.9)** are dictated by the baseline grid. If using a baseline grid set **Start** to **40.1 pt**, **Relative To** to **Top of page** and **Increment Every** to **15 pt**.

All templates are set up with margins and baseline grid details.



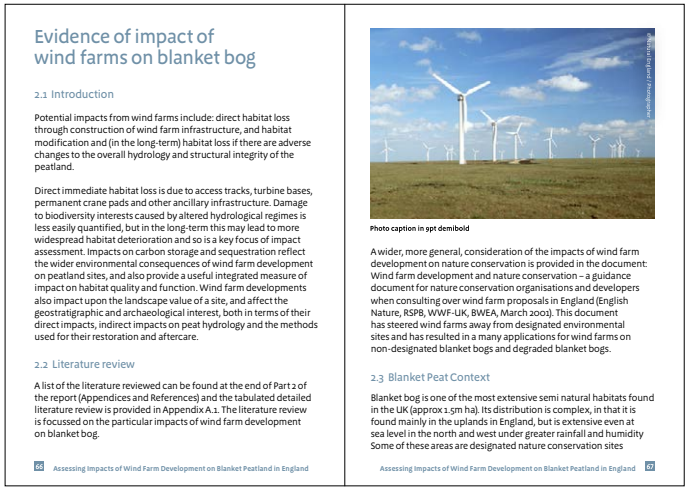
A5 portrait documents

Example spreads

The left hand examples show the Natural England grid system being used for more complex designs, using full bleed images and blocks of the Natural England palette colours. The swoosh is used alongside more complex text layouts that may include reversed text and columns.

The right hand examples show the grid system being used for more simplified designs in single or two column with Images generally within column widths.

The examples show how the grid can be employed to create both a two column and single column layout for A5 brochures.



A5 landscape documents

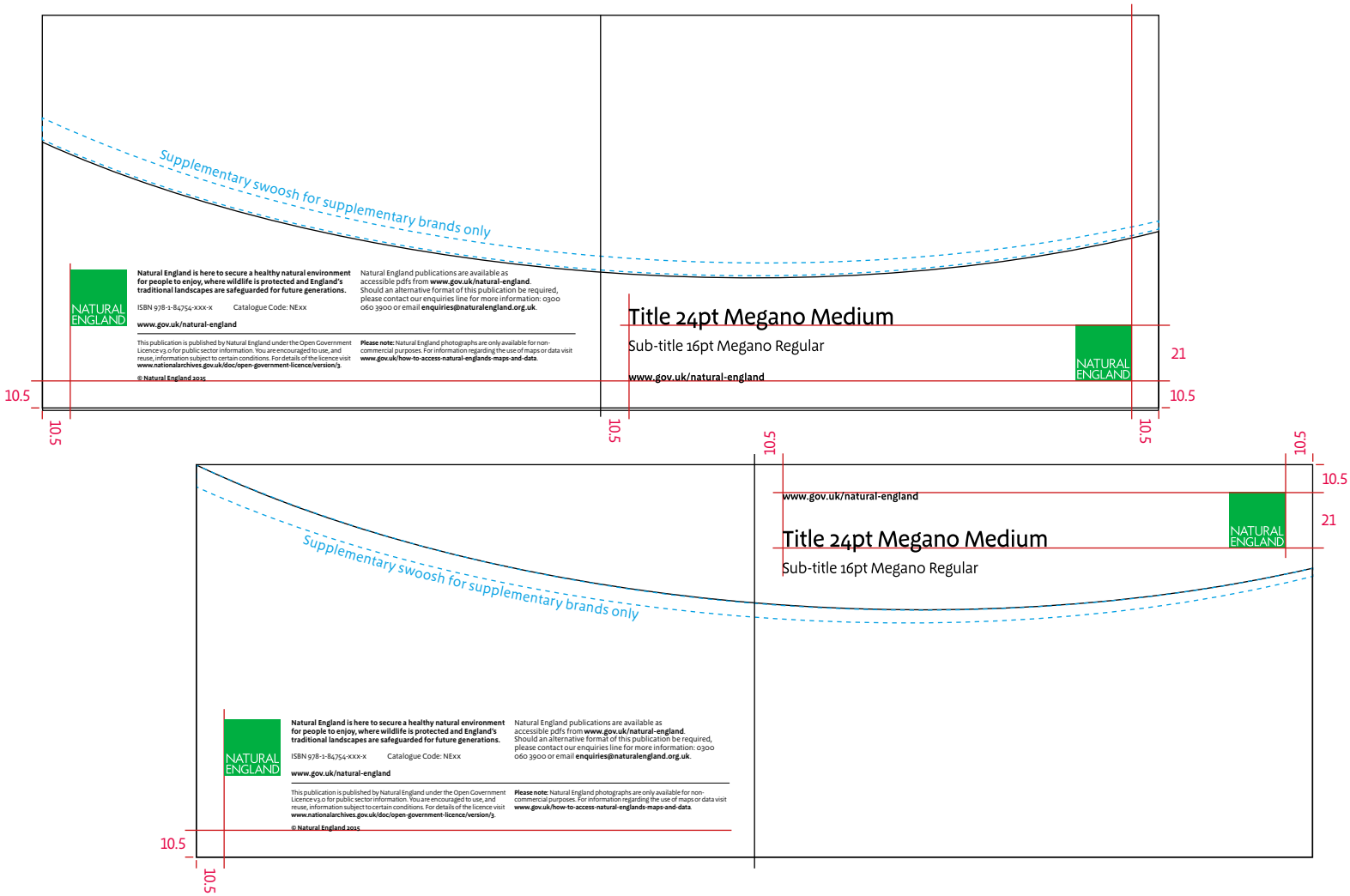
Cover grids

All landscape A5 leaflets are presumed to be promotional and public-facing.

The Natural England logo must be 21 mm and be positioned ½X away from the top or bottom right corner.

Because of limited space on the cover of a landscape A5 booklet space before the sub-title is set at 9pt.

Indesign templates **NE A5 landscape swoosh top.zip** and **NE A5 landscape swoosh bottom.zip** for designers is available from the Natural England project officer you are working with.


Supplementary swoosh for supplementary brands only
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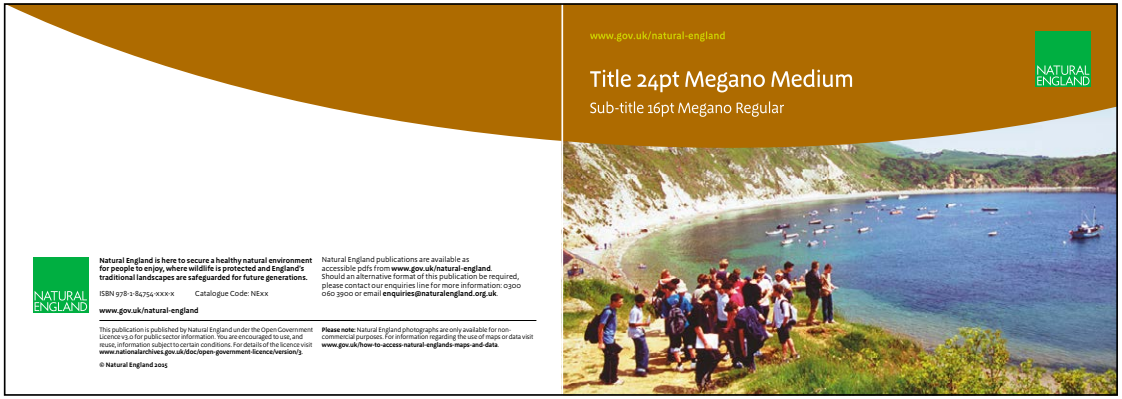
Please note: Natural England photographs are only available for non-commercial purposes. For information regarding the use of maps or data visit www.gov.uk/how-to-access-natural-englands-maps-and-data.
Title 24pt Megano Medium
Sub-title 16pt Megano Regular
www.gov.uk/natural-england
21
10.5
10.5
10.5

A5 landscape documents

Cover styling

These are examples of cover styling on A5 landscape documents.

The same basic styling guidance applies as for A4 documents.



A5 landscape documents

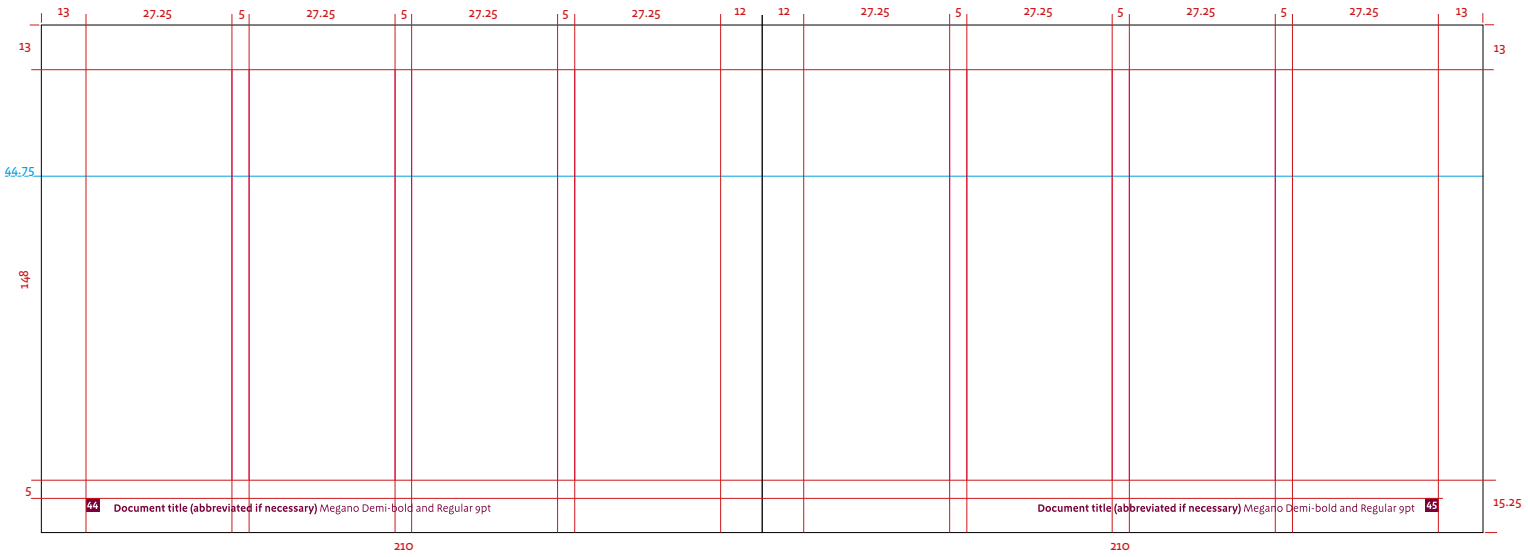
Internal sample grid

The A5 landscape grid is based upon four vertical columns.

The grid is a necessary structure to maintain consistency. It also offers flexibility in the way it is used to create layouts, ensuring freshness within a uniform approach.

The **44.75 mm** and **bottom margin (15.9)** are dictated by the baseline grid. If using a baseline grid set **Start** to **45.75 pt**, **Relative To** to **Top of page** and **Increment Every** to **15 pt**.

All templates are set up with margins and baseline grid details.

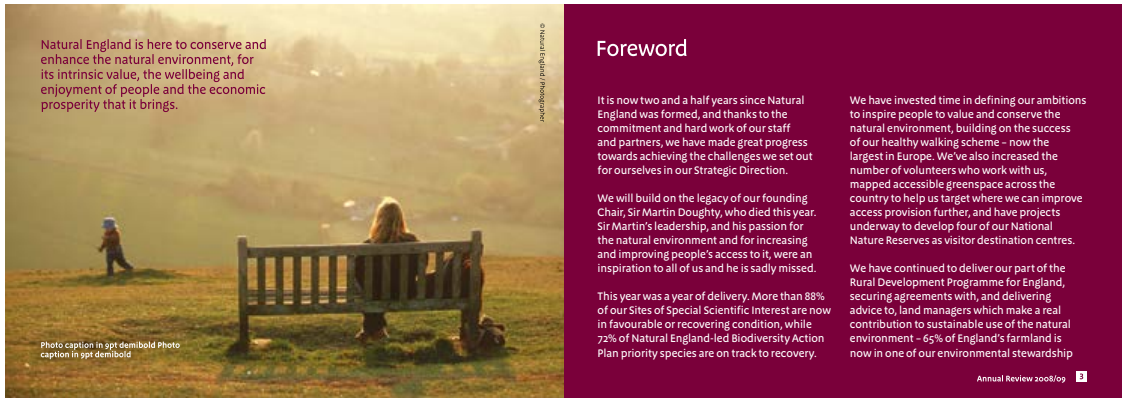


A5 landscape documents

Example spreads

The examples on this page show how the grid can be employed to create both a two column and single column layout for A5 brochures.

Always ensure that text is legible when used on a colour or reversed white out of a colour or image background. Reversed text should be a minimum 12pt Megano Medium.



1/3 A4 leaflets

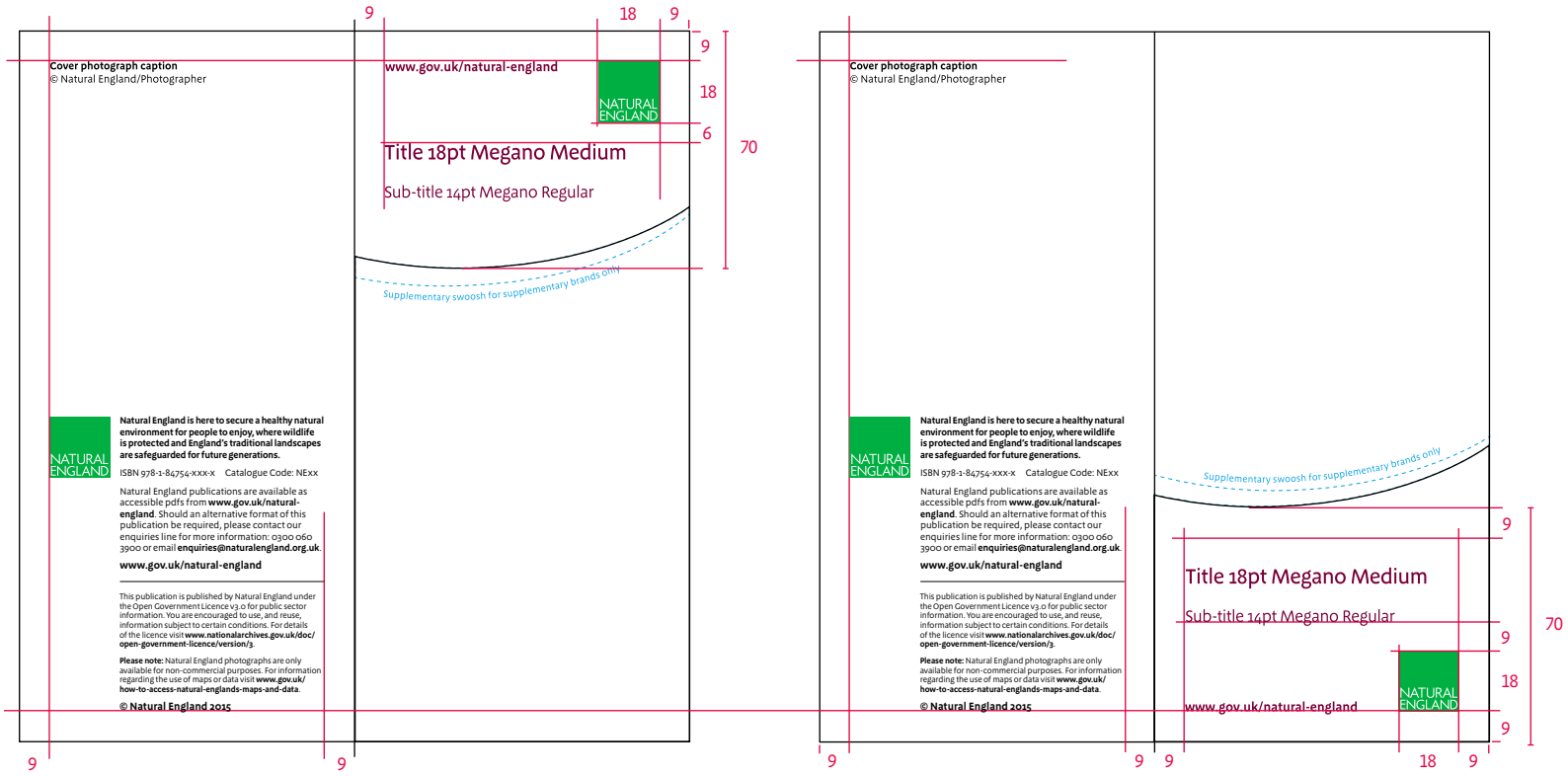
Cover grids

All 1/3 A4 leaflets are presumed to be promotional and public-facing.

The Natural England logo must be 18 mm and be positioned ½X away from the top or bottom right corner.

The impress block is set in one column on the back page of all 1/3 A4 leaflets. Standard artwork is available from the Natural England Graphics Unit.

6 and 4 page Indesign templates for 1/3 A4 leaflets for designers are available from the Natural England project officer you are working with.



1/3 A4 leaflets

Cover styling

1/3 A4 leaflets are used in the main for public-facing information/ guides and therefore should use library imagery. Imagery should be chosen that is relevant to the featured site.

Always establish how leaflets are to be displayed so that our logo is immediately visible and in a prominent position. For instance, if a leaflet is to be contained within a dispenser, the logo should be positioned at the top of the leaflet.

⅓ A4 leaflets

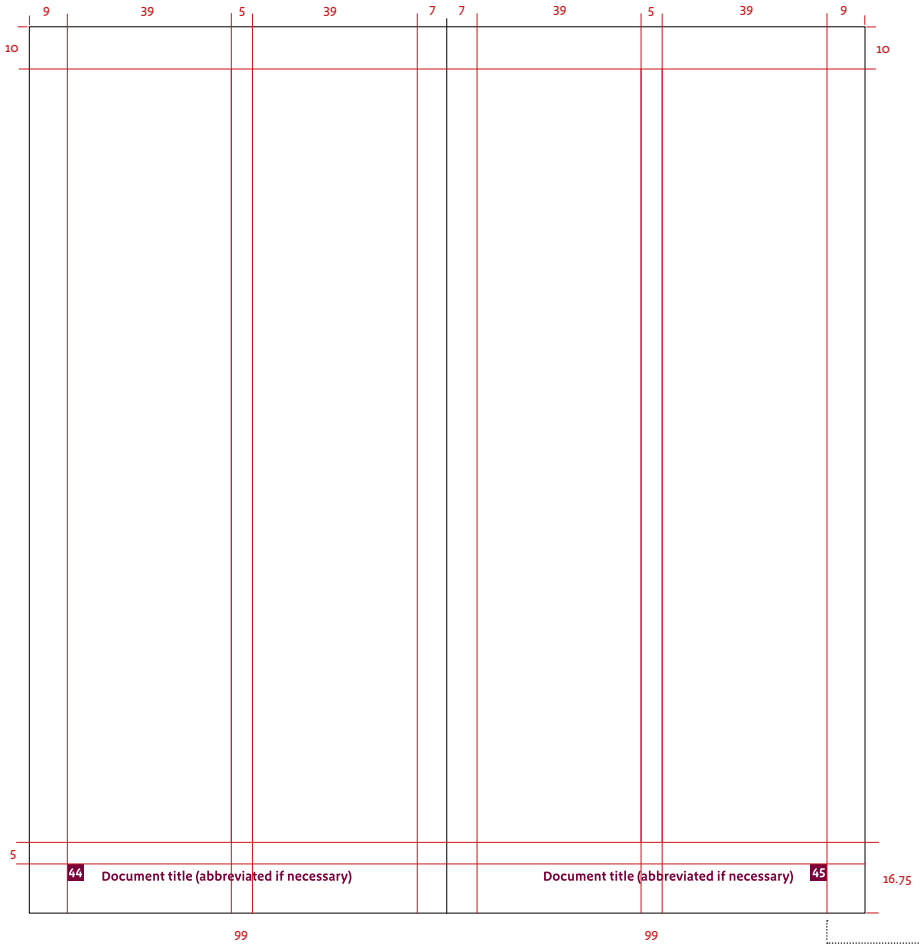
Internal sample grid

The grid is a necessary structure to keep consistency. It also offers flexibility in the way it is used to create layouts, ensuring freshness within a uniform approach.

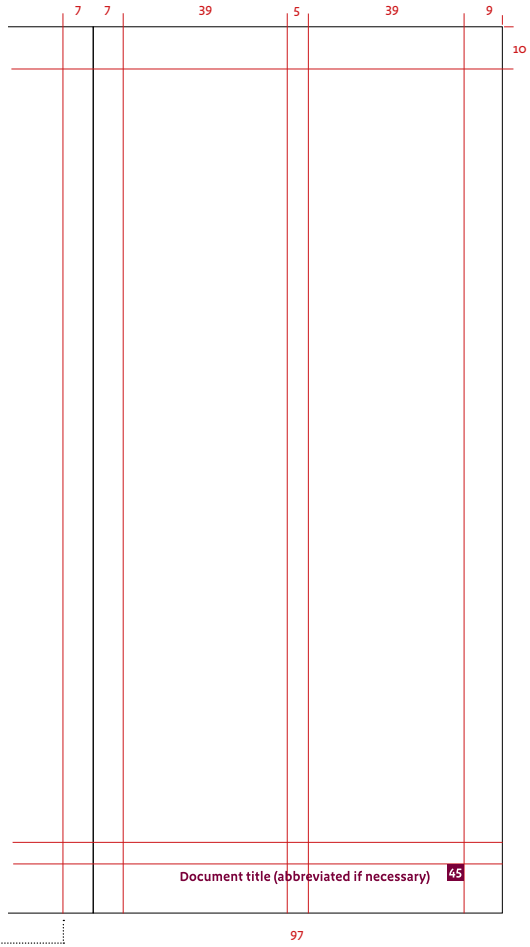
It may not be necessary to use page numbering on a ⅓ A4 leaflet. If you decide not to use page numbering you may use a bottom margin of 11.5 mm which allows for an extra line of body copy.

All templates are set up with margins and baseline grid details.

⅓ A4 internal grid for four page or booklet style



⅓ A4 internal grid for six page or fly out on booklet style



If spread goes to three pages this margin becomes 7 mm

⅓ A4 leaflets

Example spreads

⅓ A4 booklet style internal spread

⅓ A4 six page internal spread

⅓ A4 four page internal spread

⅓ A4 six page internal spread

Supplementary colour schemes

Cover examples

The examples illustrate the application of the Marine campaign, National Nature Reserves and Climate change supllementary colour schemes on publications.

Co-branding

Cover examples

Document codes

ISBN and copyright

ISBNs and Stock Codes

An ISBN is exclusive to one book or publication. It is a 13-digit number. The first nine identify the publisher; the final four digits are for the publication itself. Please note all of our external facing general publications are now required to carry both an ISBN and NE catalogue no, with the exception of short-shelf products eg. fliers, posters, newsletters etc.

Please email brandqueries@defra.gov.uk if you require an ISBN and NE catalogue no.

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Further information on copyright is available to Natural England staff here **http://neintranet/daytoday/knowledgemanagement/library/copyright/Pages/licenceagreements.aspx**. (link to intranet only)

Paper types

General
All publications should be printed on recycled paper containing as much post-consumer waste as practical.

Double sided printing should be used where possible.

Lamination on covers should be avoided.

Low-solvent or solvent-free products such as water based paints, varnishes and glues should be used, where possible.

Your requirement	Type of paper	Environmental requirement	Recommended weight
All standard uses including internal reports.	Photocopying and laser grade uncoated paper.	100% post-consumer waste, Elemental Chlorine Free (ECF).	80 gsm
Better quality than standard or where need is for good quality litho reproduction.	Matt, silk or gloss coated paper.	Minimum 75% recycled fibre comprising no more than 40% pre-consumer waste. Virgin fibre pulp content, preferably Totally Chlorine Free (TCF) or, less preferably, Elemental Chlorine Free (ECF).	Publications: Covers: 250-300 gsm Internal pages: 110 gsm Leaflets/Newsletters: 130 gsm Self cover/Flyers: 170 gsm Folders: 300 gsm
Durable report cover that will not easily mark.	Machine sealer varnish.	Water miscible sealer varnish (water based rather than solvent based).	