

Natural England's Visual identity and application guidelines

(Revised March 2018 – new contact details)

To be used in conjunction with the following:

- Literature guidelines
- Exhibition and event display guidelines
- Logo application guidelines
- Visual identity guidelines for National Nature Reserves
- Writing and style guidelines

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Introduction

Welcome to Natural England's visual identity and application guidelines

This document provides the principles and guidance for the visual elements of Natural England's brand.

Our identity is expressed through the logo, corporate colour palettes, typefaces and our photography style. We have taken a simple and modern approach, with a palette that reflects colours found in the natural world.

The guidelines will be updated as our identity develops.

If you have any queries regarding the use of our guidelines, please email brandqueries@defra.gov.uk.
For guidance on applying our visual identity to

publications please refer to our [Literature guidelines](#).

For guidance on applying our visual identity to exhibition and event displays please refer to our [Exhibition and event display guidelines](#).

For guidance on applying our visual identity on National Nature Reserves please refer to our [Visual identity guidelines for National Nature Reserves](#).

For guidance on our written style, please refer to our [Writing and style guidelines](#).

Basic identity elements

Overview

The basic elements of our visual identity are the logo, primary colour palette, typefaces and the swoosh.

Our logo



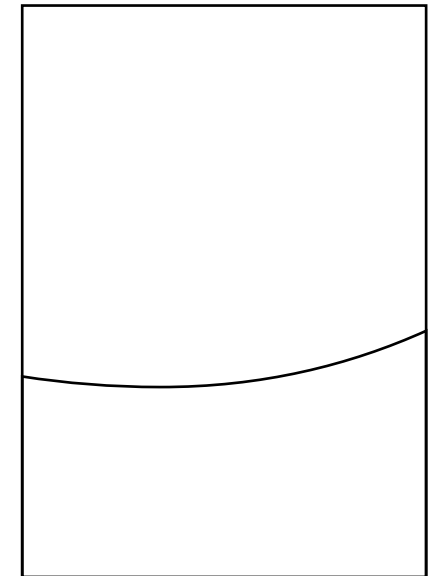
See page 5 for further reference

Our primary colour palette



See pages 14 for further reference

Our swoosh



Please refer to the relevant product specific guidelines for the positioning and sizing of the swoosh.

Our corporate typefaces

FF Megano is used for all professionally produced communications aimed at promoting Natural England to an external audience, ie printed literature, exhibition displays, advertising and signage.

Arial is used for all internally produced documents, correspondence and administrative purposes, ie emails, letters, faxes and PowerPoint presentations.

Please refer to page 14 for further reference

Our logo

Primary versions, usage and colour variants

Our logo is the most important part of our identity and it is essential that it is reproduced correctly and consistently on all products.

Wherever possible the full colour logo should be used, printed with spot-colours. A four colour process version is available where this is not possible.

Whiteout and Black and white versions are available when full colour printing is not possible.

See neintranet/daytoday/commsandbranding/branding/Pages/logorequests.aspx for guidance re application of the NE logo with bar.

DO NOT change, recreate, distort, separate or add to the elements of the logo in any way.

**Primary version:
Full colour**

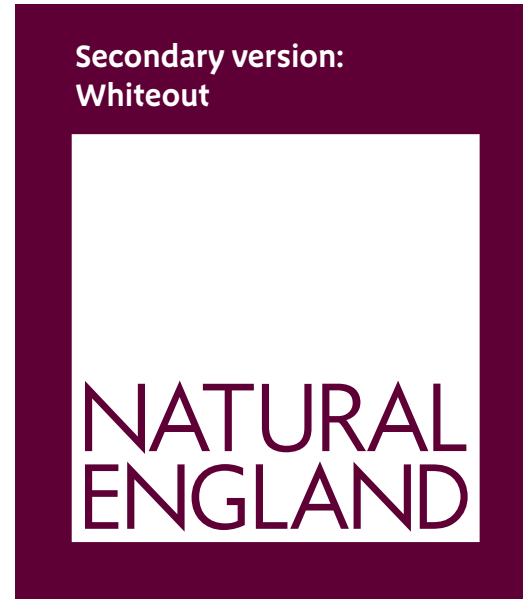


**Colour reference
for Defra green**

PMS* 354C
C90/M0/Y96/K0
R0/G175/B65
#008531

*Pantone matching system. Pantone is a registered trademark of Pantone Inc.

**Secondary version:
Whiteout**



**Secondary version:
Black and white**



Our logo

Combined URL and outline version

The combined URL version of our logo should only be used where space is very limited, such as promotional products.

The outline version is specifically designed for routing, engraving and franking purposes and should not be used in any other circumstances.

If you have any queries contact brandqueries@defra.gov.uk



www.gov.uk/natural-england



www.gov.uk/natural-england



www.gov.uk/natural-england

Outline version:



Our logo

Exclusion zone, positioning and sizing

Our logo must always appear prominently and legibly on all of our products.

With the exception of web pages and on the back cover of our publications, it is positioned on the right-hand side either at the top or bottom of the page on our communications.

The exclusion zone ensures that our logo has maximum impact at all times. No other graphic elements should appear within this space. The space is a minimum requirement and is equal to the height of the letter 'E' in England. Where possible, more space should be left around the logo.

To ensure legibility, the logo should not be reproduced smaller than 17 mm. This may not always be possible when applying to promotional products.

Exclusion zone minimum size



Minimum reproduction size



Measurements shown in millimetres

Logo size for specific formats

A6	(105 x 148 mm)	18 mm
1/3 A4	(DL, 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

Our logo

Examples of misuse

It is crucial that our logo is reproduced correctly and consistently. Examples of incorrect usage are illustrated on this page and must be avoided.

- 1 Do not position the logo on the same colour background or add a holding keyline.
- 2 Do not change the colour of the logo or use it reversed out of a background colour.
- 3 Do not distort or alter the shape of the logo.
- 4 Do not position the logo on a photographic background without prior approval from the Natural England brand manager.
- 5 Do not add any additional secondary graphic to the logo.
- 6 Do not recreate in another typeface.
- 7 Do not put any images inside the logo.
- 8 Do not use the black version of the logo where a colour version is an option.



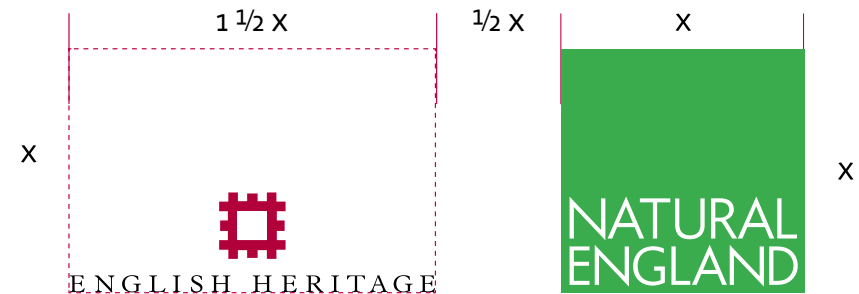
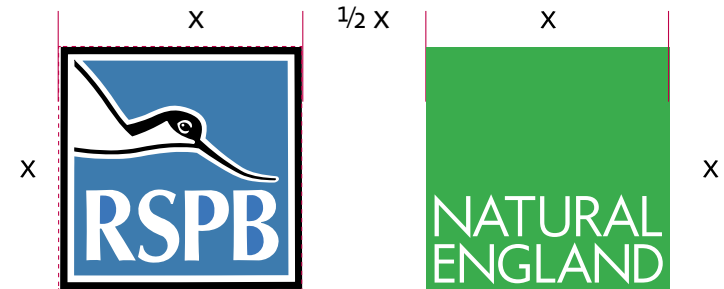
Co-branding

Third party products

We often work closely with other organisations. Some communications will therefore require co-branding so that all the partners involved are equally acknowledged.

Our logo must be sized and positioned as indicated for A4, A5 and 1/3 A4 formats (see **page 7**). Partner logos are then positioned from right to left. The measurement X determines the space that must be left between logos. Each logo must have equal emphasis.

Click here for information on how to obtain the Natural England logo <http://neintranet/daytoday/commsandbranding/branding/Pages/logorequests.aspx>.



Co-branding

Partner logos

Where full colour partner logo's are incompatible with our visual identity and their inclusion would compromise the product, alternative versions need to be sourced.

Primary partner logos with poor contrast



Alternative partner logos



Co-branding

Logo acknowledgements for ES, CS and RDPE funded projects

The ES and CS logo block is for the acknowledgement of HLS and CS funded projects, all other RDPE funded projects ie COP will be acknowledged with the standard RDPE logo block. Click here for information on how to obtain these logos.

<http://neintranet/daytoday/commsandbranding/branding/Pages/logorequests.aspx>.

ES logo block



This project has been funded through Environmental Stewardship

RDPE logo block



This project has been funded under the Rural Development Programme for England

CS logo block



This project has been funded through Countryside Stewardship

Co-branding

Scheme symbols

Scheme symbols which were considered to have good recognition with stakeholders and the public, have been brought into our house style.

Examples of schemes with supporting symbols are:

- **NNRs**
- **Country Parks Accreditation**

Normal co-branding rules apply.



Our colour palette

Primary colours

Spot-colour references are the same for both coated and uncoated paper stock.

The primary colour palette can also be used as tints in the percentages illustrated.

Other percentages are permitted when there is a specific product need for a greater tint range, or to match the strength of bolder/weaker colours.

	P229	P390	P724	P2726
100%	Co/M100/Y15/K60 R120/G0/B70 #780046	C22/M0/Y100/K8 R179/G186/B0 #B3BA00	Co/M51/Y100/K36 R161/G88/B23 #A15817	C79/M66/Y0/K0 R54/G87/B253 #3657FF
40%				
20%				
10%				
	P313	P5415	P130	P354
100%	C100/M0/Y8/K13 R0/G154/B200 #009AC8	C42/M8/Y0/K40 R93/G116/B140 #5D748C	Co/M30/Y100/K0 R242/G174/B15 #F2AE0F	C90/M0/Y96/K0 R0/G175/B65 #008531
40%				To be used on logo and header titles/header text only, not for body copy or blocks of colour.
20%				
10%				

*(PMS) Pantone is a registered trademark of Pantone Inc.

Our colour palette

Supplementary colour schemes

There are a several Natural England projects that have specific scheme identities as illustrated.

These colours are to be used on all products developed within the project area and are not available to other projects.

The examples show how the supplementary colours are used. These are not to be altered or added to.

* Due to the difficulty in reproducing orange all print references for CC Orange should be CMYK and not PMS.

Marine Campaign		Climate Change	
Primary Colour P301	Secondary colour P297	Primary Colour P661	Secondary colour CC ORANGE
C100/M45/Yo/K18 Ro/G82/B147 #005293	C52/Mo/Y1/Ko R114/G119/B231 #72C7E7	C100/M69/Yo/K9 Ro/G53/B145 #003591	C1/M84/Y83/Ko R237/G81/B59 #DC5034

National Nature Reserves

P3435	
100%	C93/M24/Y85/K69 R2/G71/B49 #024731
40%	
20%	
10%	

Our fonts

Natural England uses two corporate typefaces:

FF Megano

FF Megano is used for all professionally produced communications aimed at promoting Natural England to an external audience ie printed literature, exhibition displays, advertising and signage. Within this font three weights can be used as shown.

Arial

Arial is used for all internally produced documents, correspondence and administrative purposes ie emails, letters, faxes and PowerPoint presentations. Within this font two weights can be used as shown.

FF Megano regular

FF Megano medium

FF Megano demi bold

The Megano font is available for staff and can also be issued free of charge to contractors for short-term projects, for more information on how to obtain our corporate font click here; <http://neintranet/daytoday/commsandbranding/branding/Pages/meganolicences.aspx>.

Arial regular

Arial bold

Please refer to the relevant product specific guidelines for more information about the use of our fonts.

Stationery

Natural England branded stationery is available from our call off contract with Severnprint (details of how to order and prices are on the [intranet](#)).

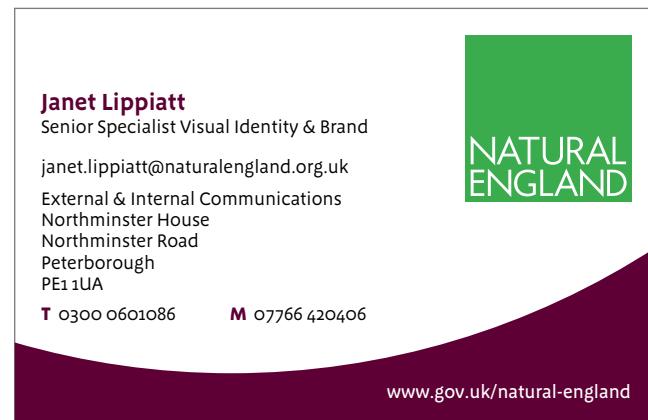
Products available

- A4 Letterheads
- A4 Continuation sheets
- Compliment slips
- Business cards

A Word template of our letterhead is available for contractors who are issuing communications on behalf of Natural England.

NE contractor letter.doc can be found at [neintranet/daytoday/forms/Pages/default.aspx](#)

Business card



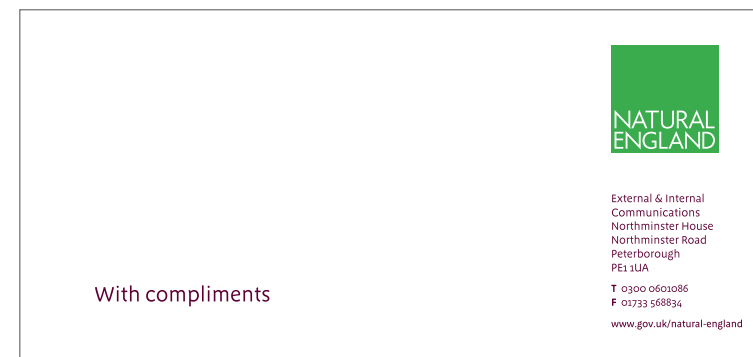
Letterhead



Continuation sheet



Compliment slip



Photography

Overview

Photography is a powerful and emotive medium through which ideas, themes, values and tone of voice can be effectively communicated. Essentially, photography brings the identity alive.

Image selection

Images bordered by our swoosh will lose content, so careful selection and positioning are essential. Ideally the focal point of the image should be central to negate loss and allow maximum flexibility for positioning.

Captions

Ensure that captions are self-explanatory and brief.

Captions including the common name of species must, where appropriate, be followed by its Latin name in *italics*. The Latin

name must not be separated from the common name by a comma and not be in brackets.

Credits

When crediting an image, the photographer's name must appear together with the name of their organisation, or the name of the library the image was sourced from ie © Wayne Hutchinson/FLPA (where organisations specify a set format for crediting this must be used). Our images are credited as follows © Natural England/Paul Glendell.

Please refer to our **Literature guidelines** and **Exhibition and event display guidelines** for further information regarding positioning of captions, credits, photography style and swoosh positioning.



The application of the swoosh can have a tremendous impact on the picture and always results in image loss. Where the swoosh is to be applied above the picture, there needs to be plenty of background above the subject matter to negate the impact. Most pictures work well with the swoosh below and thus image loss is greatly reduced.



Office signage

Overview

All office signage is commissioned through Estates and Facilities.

Email carole.joseph@defra.gsi.gov.uk for further details.

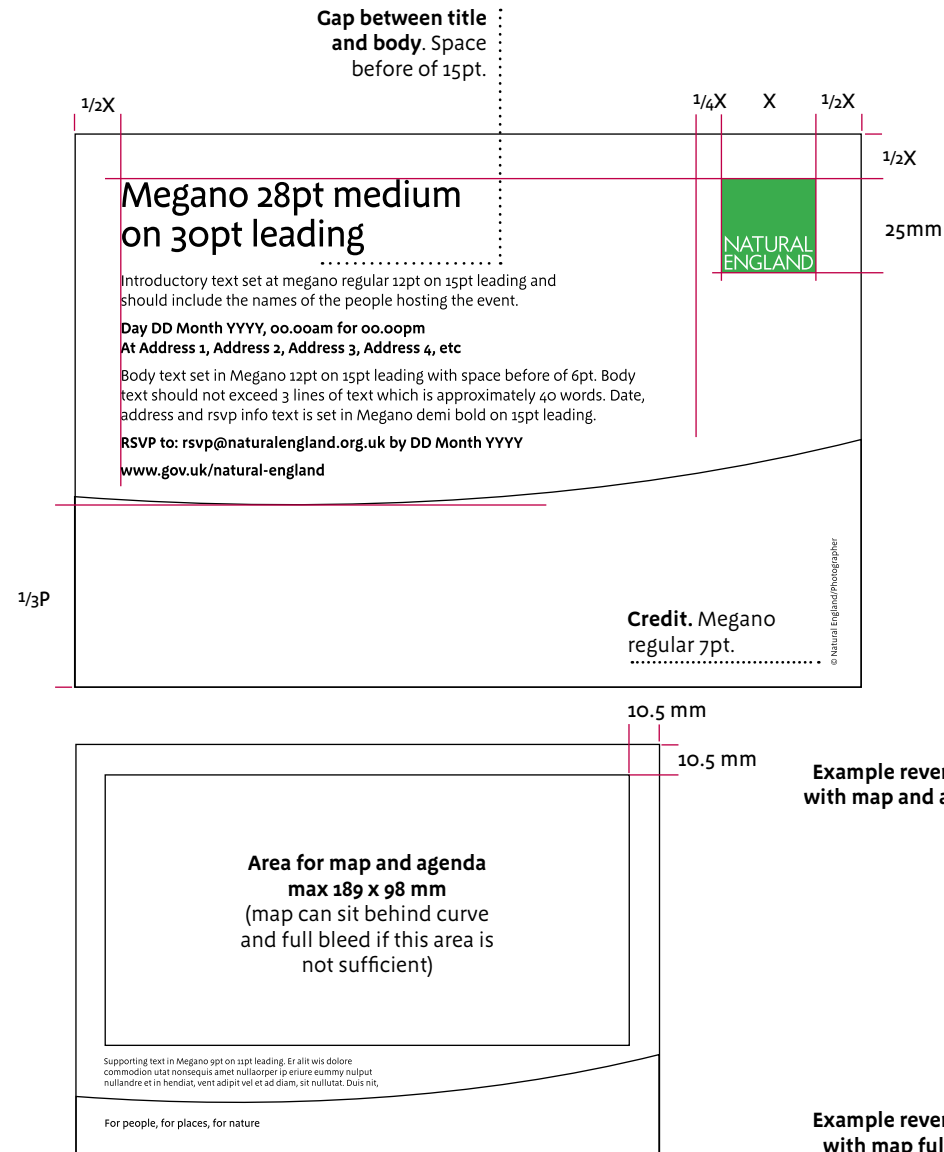
Invites

Standard A5 printed invites

The example illustrates the layout for the standard 2 page A5 invitation, for formal events and conferences. This is a hard copy version requiring professional design/printing and posting.

Template **NE A5 standard invite.zip** for external designers is available at <http://neintranet/daytoday/commsandbranding/branding/Pages/externalcontractortemplates.aspx>.

Standard paragraph spacing for 12pt body text is 6pt, this can be increased to 10pt if title is only one line.



Example reverse side with map and agenda.

Example reverse side with map full bleed.



Invites

DL invite with tear-off reply

DL invites are used when a detailed response is required from the attendee and can be either 4 or 6 pages.

Tear off slip on a 6 page DL leaflet must measure 97 mm wide rather than the standard DL width of 99 mm. This is to accommodate the fold-in.

Business reply service

The layout for this is section is set by the Royal Mail, details are available at <http://www.royalmail.com/parcel-despatch-medium/uk-delivery/business-reply-and-freepost-standard>. You will need to hold or establish an account with Royal Mail to utilise this service.

Business Licence RRZA-EEEX-LXRH	Reply Number
ISS Farm Events Team Natural England Government Buildings Otley Road LEEDS LS16 5QT	

	To book your place, please complete this form and post.		Return slip
Text. 14pt Megano demi bold.	Alternatively, you can telephone xxxx xxx xxxx or email email.address@naturalengland.org.uk, quoting the event reference number shown on this slip.	Name: Address: Telephone Email address Other information: Other information required 1: Other information required 2:	
Text. Megano regular and demi bold 11pt on 14.4pt leading with paragraph space before of 8pt or 2.822 mm.	I would like to attend the event at: Address 1 Address 2 Address 3 Address 4 Post code Day DD Month YYYY Event ref: XXXXXX		
9 mm	9 mm	76 mm	76 mm
			9 mm

Boxes. 75 mm wide with 1 mm gap between. Min box height is 7 mm. Other box heights determined by information required. Colour 10-20% tint depending on colour being used.

DL invite with tear-off reply example

The example illustrates the layout for a 6 page DL invite with tear-off. This is a hard copy version requiring professional design/printing and posting.

Template **NE DL Invite tear-off.zip** for designers is available at <http://neintranet/daytoday/commsandbranding/branding/Pages/externalcontractortemplates.aspx>.

Introduction

This event is for all those who are involved in the production of Farm Environment Plans for Higher Level Stewardship. By attending this meeting you will learn about how you can contribute towards farmland bird recovery through the Cotswolds Hills Farmland Bird Recovery Project. It will enable you to target those land managers who farm land within the project target area and who are eligible to make an application for HLS. Some of these land holdings will be outside of the core HLS target area.

BASIS and NRoSO

Environment points will be available. This event does not have facilities to accommodate people with access difficulties. If you believe you have access difficulties, please contact ISS Farm Events on 0133 230 3753 before you accept this invitation.

This invitation has been sent to you by Natural England, using address lists maintained by Natural England or sourced from the June Agricultural Survey. No disclosure of identities or addresses has been made to any third party.

The Programme

10.00am	– coffee/tea and biscuits
10.15am	– an introduction to the Cotswold Hills Farmland Bird Project
10.40am	– background to HLS and new targeting approach
11.00am	– recent changes to ELS and HLS
11.20am	– what is required to make a successful ELS/HLS farmland bird application
12.00pm	– any questions?

Speakers

Neil Harris (NE)
Isobel Whitwam (NE)
Sarah Hoddinott (NE)

Please assume that your booking will be successful unless you hear otherwise

Further enquiries to:

ISS Farm Events on 0133 230 3753
Email: farnevents@naturalengland.org.uk
For information about future events visit: www.naturalengland.org.uk/ourwork/farming/landmanagementadvice/events/default.aspx

Please tear along this perforation to remove the Return Slip

To book your place, please complete this form and post.

Alternatively, you can telephone 0133 230 3753 or email farnevents@naturalengland.org.uk, quoting the event reference number shown on this slip.

I would like to attend the event at:
Hawling Methodist Church
Kerry Hill
Hawling
Gloucestershire
GL54 5SZ
Friday 27th March 2009
Event ref: SWMEgo

Name: _____
Address: _____
Telephone: _____
Email address: _____
Holding (CPH) No. _____
Number of people in your party: _____
Names of other party members: _____

Return slip

ISS Farm Events Team
Natural England
Cotswold Hills
Otley Road
LEEDS
LS16 5QT

Box colour. In this example box colour is 20% tint of Meadow.

Directions

From the A40 (Cheltenham) turn left at traffic lights by Andoversford onto the A436. After approx four miles, take the second road signposted to Hawling and continue down to the crossroads in the village. Turn right and the church is immediately on your left. From Bourton-on-the-Water take the A436 west turning right to Hawling after approx six miles. Continue as above.

Grid Reference: SP 067 232

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.
Natural England 00000023 2008

ELS/HLS applications for the Cotswolds Farmland Birds Project

Friday 27th March 2009
10.00am – 12.30pm

Event ref: SWMEgo

www.gov.uk/natural-england

Department for Environment Food & Rural Affairs

NATURAL ENGLAND

NATURAL ENGLAND

Standard recruitment advert grid

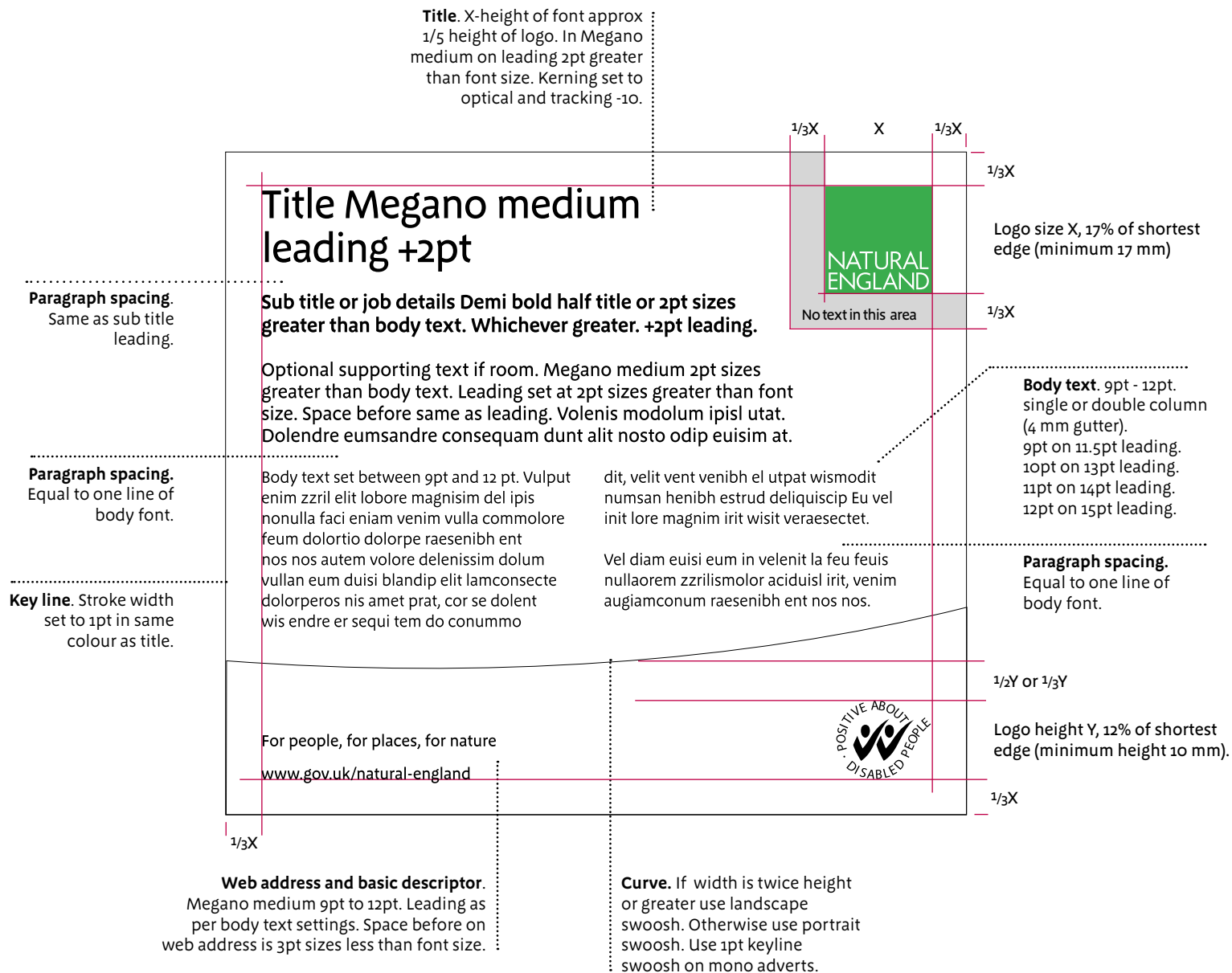
This system has been devised to work with as many different sizes and systems used by newspapers and periodicals as possible.

Minimum advert size is d80 mm x w100 mm. Minimum Natural England logo dimension is 17 mm. Minimum height for Stonewall and Disability logo is 10 mm.

Do not produce adverts that are twice as wide as they are high.

Example on this page is based on dimensions of d170 x w190 mm. It is not shown actual size.

Adverts which are full or double page (A4 and above) may require a more bespoke approach. Please contact brandqueries@defra.gov.uk if this is the case.



Adverts

Standard recruitment advert examples

Natural England's recruitment advertising carries the 2 ticks logo..

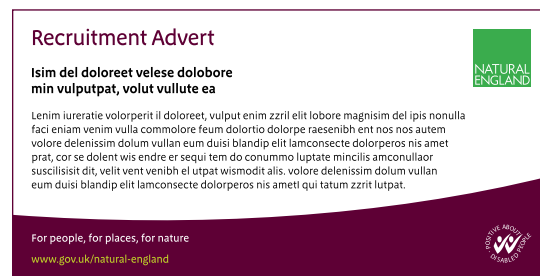
Standard adverts cannot accommodate any extra imagery. If you require a more bespoke product for a major recruitment campaign email brandqueries@defra.gov.uk.

The examples illustrate how the grid on page 24 is applied to varying sizes.

Text size is determined by the content and size of advert. For legibility purposes use 12pt body font where possible but do not go below a minimum of 9pt under any circumstances.

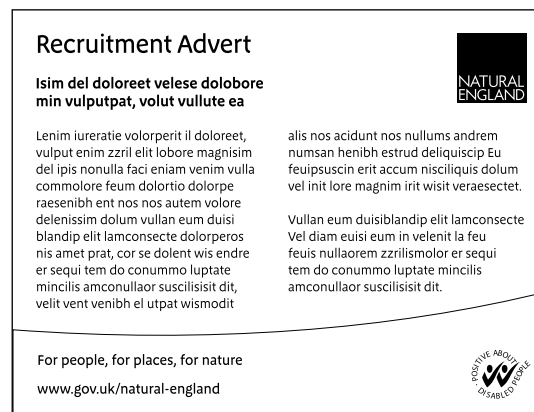


Dimensions: d100 x w100 mm*
Logo size: 17 mm (Minimum)
Title: 17.5pt on 19.5pt leading
Body: 11pt on 14pt leading
Web: 9pt



Dimensions: d80 x w158 mm*
Logo size: 17 mm (Minimum)
Title: 18pt on 20pt leading
Body: 9pt on 11.5pt leading
Web: 9pt

Black & white version



Dimensions: d120 x w158 mm*
Logo size: 20.4 mm
Title: 22pt on 24pt leading
Body: 11pt on 14pt leading
Web: 12pt



Dimensions: d240 x w170 mm*
Logo size: 28.9 mm
Title: 30pt on 32pt leading
Body: 12pt on 15pt leading
Web: 12pt

*Examples are not actual size but are to scale.

Adverts

Standard general non image advert grid

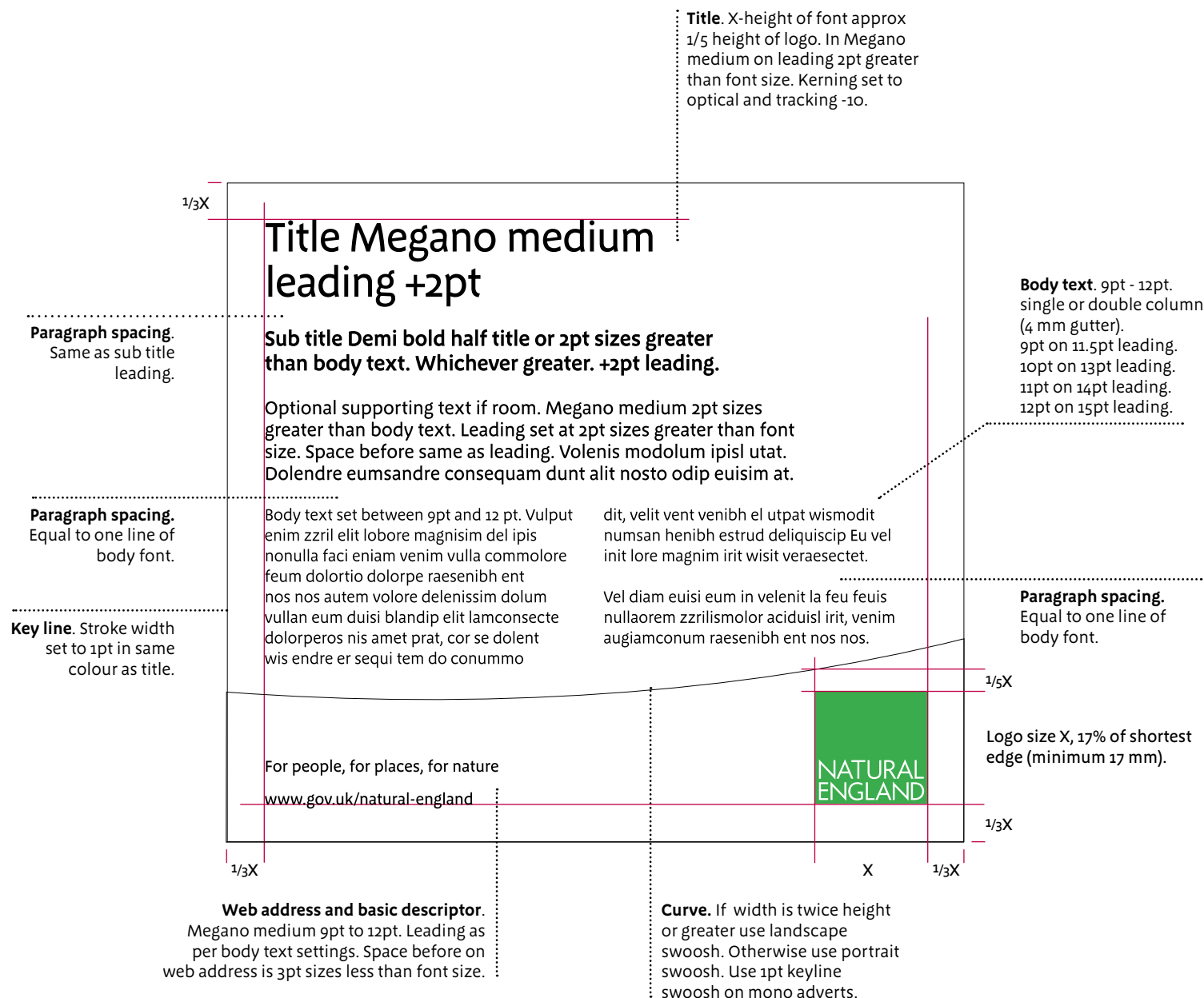
This system has been devised to work with as many different sizes and systems used by newspapers and periodicals as possible.

Minimum advert size is 80 mm x 80 mm and minimum logo dimension is 17 mm.

Do not produce adverts that are twice as wide as they are high.

Example on this page is based on dimensions of d170 x w190 mm. It is not shown actual size.

Adverts which are full or double page (A4 and above) may require a more bespoke approach. Please contact brandqueries@defra.gov.uk if this is the case.



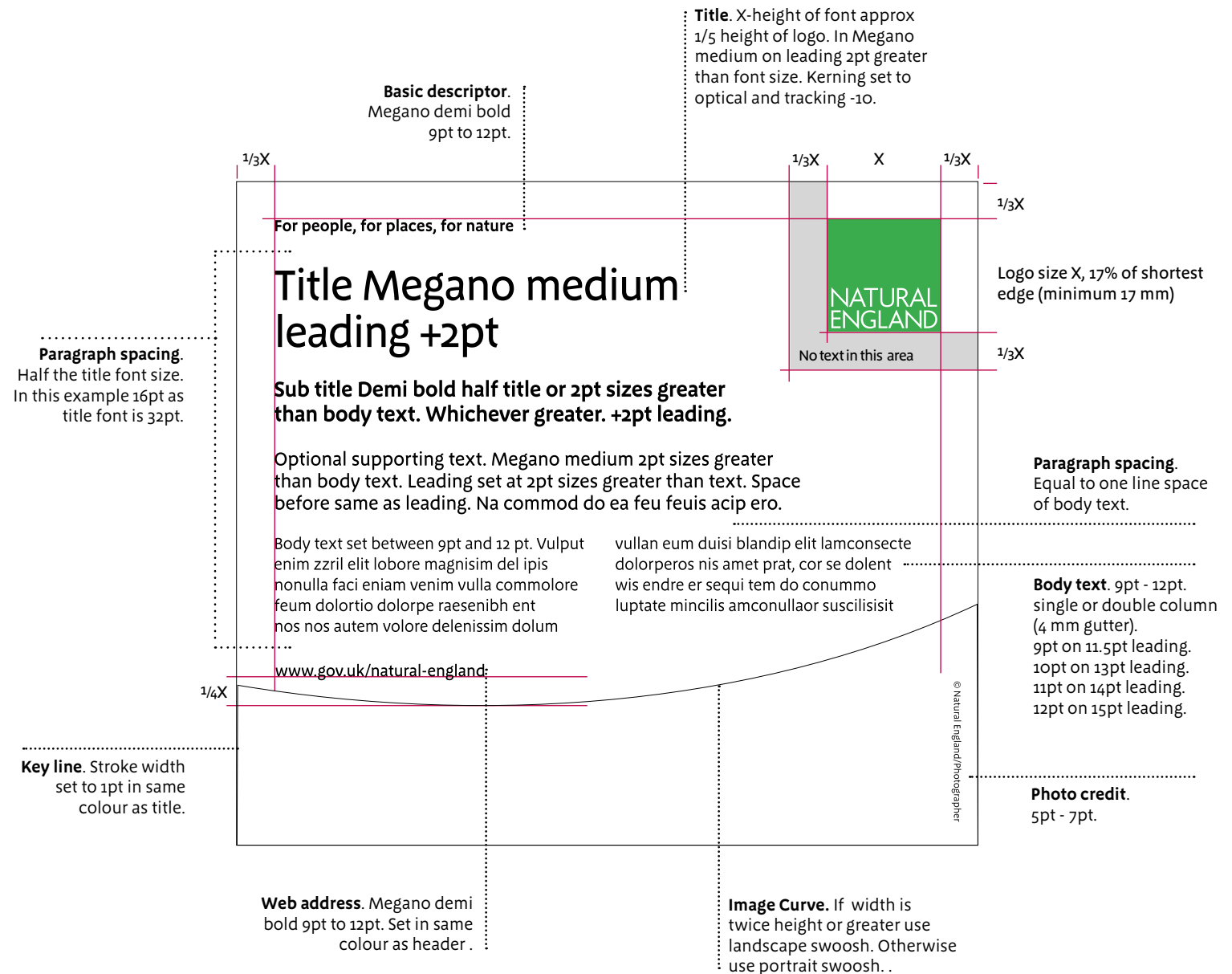
Adverts

Standard general with image advert grid

The principles for this system are the same as the standard non image advert. Please note space for content is greatly reduced as the logo is now sited top right of the grid to allow for the image.

See page 17 for guidance on image use.

Adverts which are full or double page (A4 and above) may require a more bespoke approach. Please contact brandqueries@defra.gov.uk if this is the case.



Adverts

Standard general advert examples

The general adverts are designed to raise awareness and promote what we are doing, eg attendance at shows.

The examples illustrate how the grids on page 26 and 27 are applied to varying sizes.

Text size is determined by the content and size of advert. For legibility purposes use 12pt body font where possible but do not go below a minimum of 9pt under any circumstances.

If you have an advert that does not work with this system email brandqueries@defra.gov.uk.



Dimensions: d100 x w94 mm*
Logo size: 17 mm (minimum)
Title: 18pt on 20pt leading
Body: 9pt on 11.5pt leading
Web: 9pt



Dimensions: d80 x w158 mm*
Logo size: 17 mm (Minimum)
Title: 18pt on 20pt leading
Body: 9pt on 11.5pt leading
Web: 9pt



Dimensions: d120 x w158 mm*
Logo size: 20.4 mm
Title: 21pt on 23pt leading
Body: 11pt on 14pt leading
Web: 12pt



Dimensions: d240 x w170 mm*
Logo size: 28.9 mm
Title: 31pt on 33pt leading
Body: 12pt on 15pt leading
Web: 12pt

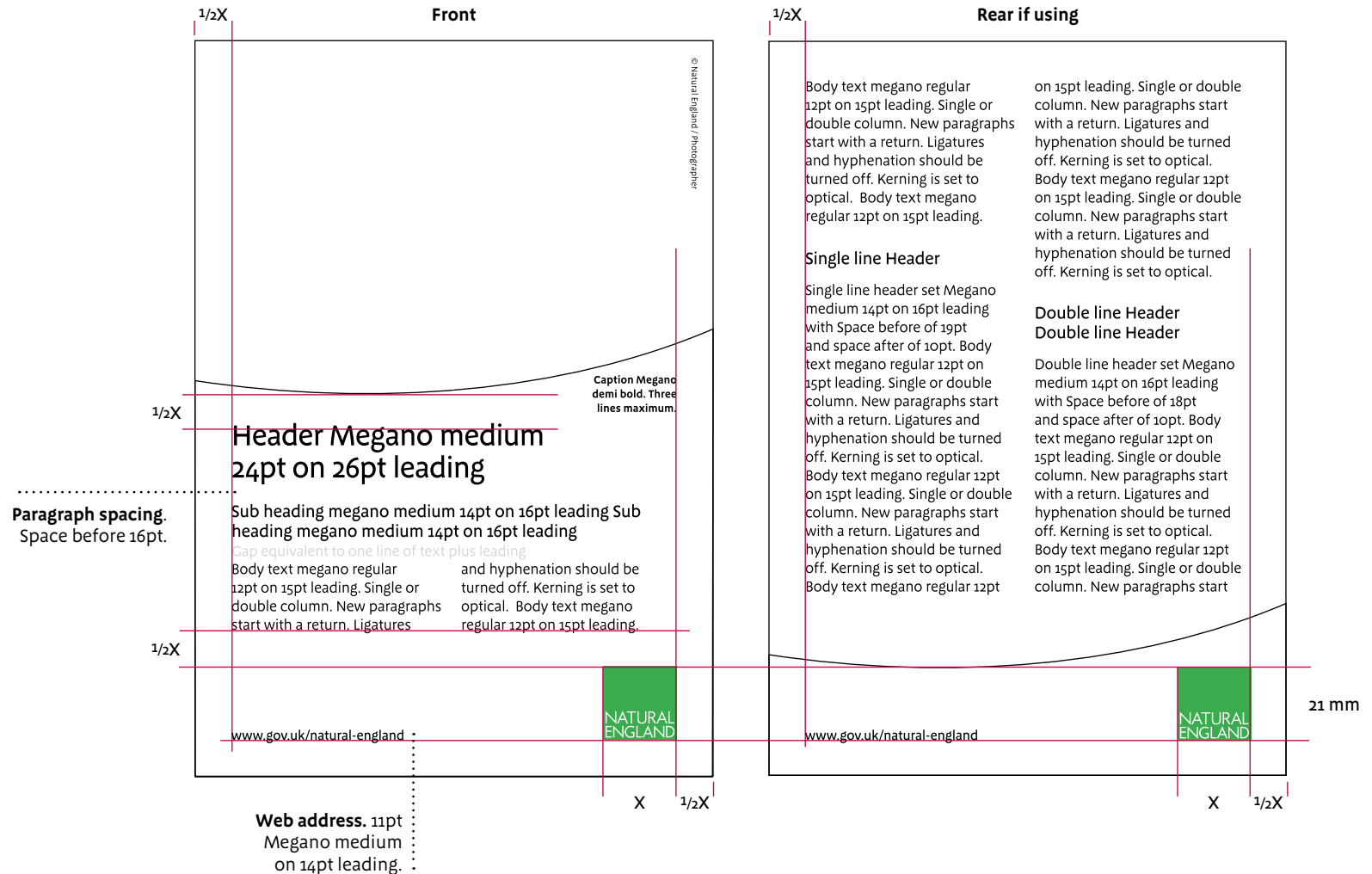
*Examples are not actual size but are to scale.

Fliers

Standard A5 flier grid

The example illustrates the layout for the standard 2 page A5 flier, for promoting projects and future events. This is a hard copy version which can be produced by staff from the word template or professionally with the indesign templates.

Templates **NE A5 standard flier.zip** for designers and **NE A5 standard flier.doc** for staff can be found at <http://neintranet/daytoday/commsandbranding/branding/Pages/externalcontractortemplates.aspx>.



Fliers

A5 event promotion flier grid

The example illustrates the layout for the single page A5 event promotion flier with pre-paid postage reverse side. This is a hard copy version requiring professional design/printing.

Template **NE A5 event promo.** zip for external designers is available at <http://neintranet/daytoday/commsandbranding/branding/Pages/externalcontractortemplates.aspx>.

Freepost plus service

The layout for this section is set by the Royal Mail, details are available at <http://www.royalmail.com/parcel-despatch-medium/uk-delivery/business-reply-and-freepost-standard>.

You will need to hold or establish an account with Royal Mail to utilise this service.

Paragraph spacing.
Space before 20pt.

© Natural England / Photographer

Header Megano medium
24pt on 26pt leading

at Show/Conference/Expo name
Day DD Month YYYY, oo.ooam to oo.ooam

We are located at:
Address 1, Address 2,
Address 3, Address 4
Post Code.

Header Megano Med 14pt
Lumsan henibh eugait lummy
nonse duip ea consequatio eugait
lore conse consecte conum quis
num quat dunt nullaorero do cor
inim dolore dolore faci blandre

facilla feum nonsequisit, vel er
summy nulla adio odoloborero
consequisim quisit deliquip
eu faccum andiam at landio
odolobor ip ese delit ate min
henibh eum ipit laore feuguer
ciliquis adip el ulla facipis el iure
ming ea faccum niat. Dolesto
con vel endiatem vel ulla at
am, consendreet, sum digna
feum nim acip ea augait enim

Call in and see us

www.gov.uk/natural-england

NATURAL
ENGLAND

Caption Megano
demi bold. Three
lines maximum.

Web address. 11pt
Megano medium
on 14pt leading.

Name
Address 1
Address 2
Address 3
Address 4
Postcode

2
ROYAL MAIL
POSTAGE PAID GB
HO 31963

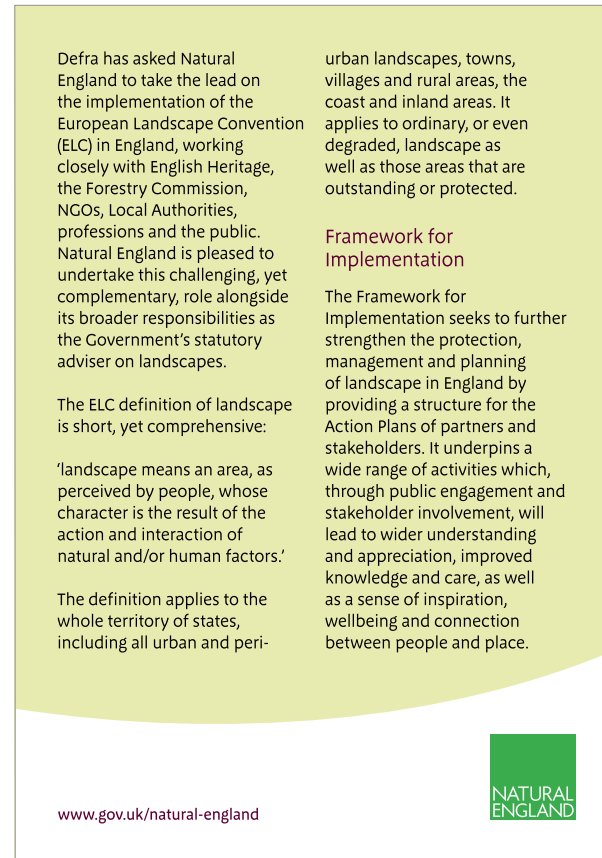
Fliers

Standard A5 flier examples

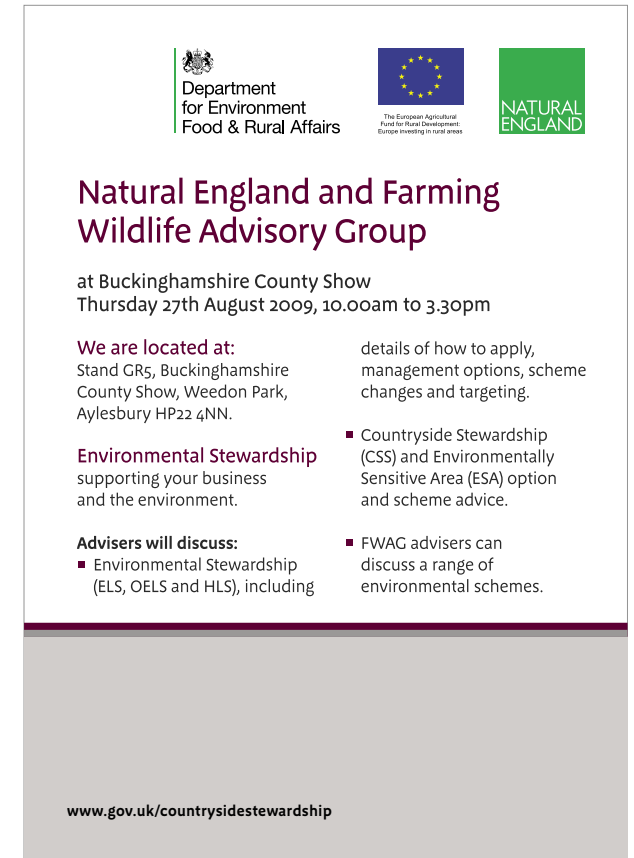
Standard A5 flier front



Standard A5 flier back



A5 event promotion flier example



PowerPoint presentations

The standard and supplementary brand PowerPoint templates are available at neintranet/daytoday/forms/Pages/default.aspx

It is most effective to keep the text brief and to keep slides relatively uncluttered. Content must not overlap the swoosh.

The images can be replaced, but text should not be placed over the image.

Main title slide

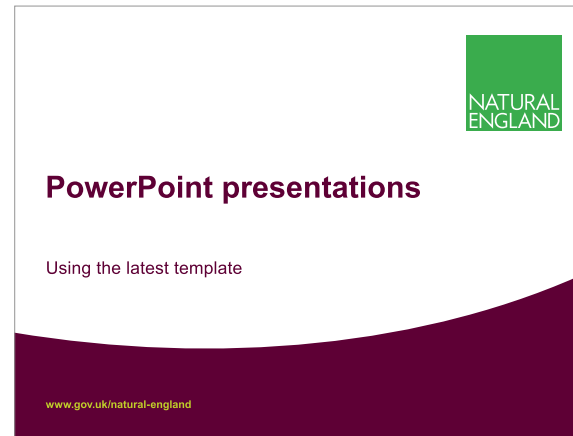


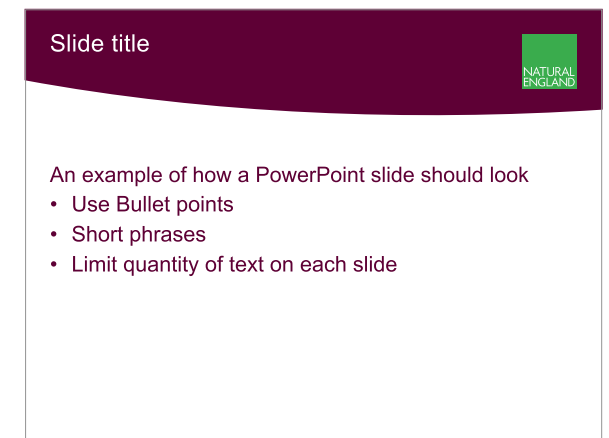
Image only slide



Image slide with title



Standard slide



Word templates

Standard Word templates

These templates are for use on standard internal communications, policy documents and basic external communications that are word based and provided as pdf's via the internet. The templates can be used as a first page or front cover for forms and documents as illustrated in the examples. Arial is the required font for these documents and no other branding is required.

Templates for the standard and supplementary styles are available at neintranet/daytoday/forms/Pages/default.aspx

If you require a more professionally designed product email brandqueries@defra.gov.uk

