JNCC Corporate Identity

Version 1.4 October 2017

JNCC

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Contacts:

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1.1 Introduction

An organisation's design identity is one of its most valuable assets. It embodies a unique set of perceptions about the organisation in the minds of clients – about the products or services it has to offer and the professionalism it provides.

We should never undervalue a design identity in terms of the huge contribution it can make to our organisation's standing – it is often the first impression and can create a lasting image.

In time we can create a distinctive identity which will become a powerful brand image for our organisation. Everything bearing the JNCC logo, colours and typography together make up that visual identity and contribute to the JNCC image.

The logo is designed for ease of use and its classic simplicity should ensure consistent usage by everyone throughout JNCC. This will help to eliminate misuse or destructive inconsistencies.

It is that consistency and careful thought into its correct implementation that will enhance, preserve and develop the value of our organisation in future years.

By implementing the Design Identity and these good practice guidelines, you will be helping to evolve the JNCC brand value and ensure that all our customers will feel confident in the professional services we have to offer.

2.1 Our logo construction

Our logo is designed and created with two key elements:

Nature's globe, representing abstract habitats of the air, sea and land, combined to form a globe. The globe represents our work both in the UK and internationally.

JNCC, our acronym for which we are most commonly known. This bold, bespoke typography has been specially created for our JNCC characters.

The combination of these two elements and the colours used have been specially created for us. Please do not amend or alter them in any way. Master artwork files have been created, which should always be used when reproducing our logo.

X-height = 5mm when logo at 100%

Clear space zone

Our 3D Full-colour globe logo

315 362 Pantone® PMS (Pantone Matching System) spot colours for printed materials

CMYK (Cyan, Magenta, Yellow, Black) colours for printed materials

RGB (Red, Green, Blue) colours for on-screen use

2.2 Our logo sizes

Here are examples of the most common sizes our logo will be reproduced at. The logo is created as a vector graphic master artwork, which means it can be scaled to any size without losing quality.

Please make sure the logo always remains in proportion. See page 7, Protecting our logo.

Minimum size logo (35%)
25mm logo width
28.6mm with clear space zone

Standard size logo (50%)
35mm logo width
40mm with clear space zone

Normal size logo (100%)
70mm logo width
80mm with clear space zone

Large size logo (200%)
140mm logo width
160mm with clear space zone

2.3 Our logo in single colour

Our preferred logo use would be our full-colour logo in most situations. Our logo has also been created so that it will work in a single colour. For example, where it is to be placed on a dark coloured background or where limited colours are available. A colour breakdown of how to achieve these colours is shown on page 9. Our preferred logo colours are shown below:

2.4 Protecting our logo

Protecting the use and display of our logo is a key part to a successful design identity and projecting a professional and consistent image. Our logo is designed with a clear space zone (indicated on page 4) all around the logo. Care should be taken to make sure nothing interferes with the logo and the clear space zone. Do not alter or interfere with the logo in any way and always make sure you use the master artwork files to ensure consistency.

Please do not:

Skew

Stretch

Change proportions

Add graphics/images

Try to recreate

Place the wrong colour logo on the wrong colour background

Change colours

Add text

2.5 Our logo artwork formats

Always use the logos from the master artwork files provided.
The following formats are available:

EPS, TIF, JPG, PNG.

Vector Artwork

It is generally preferable to use vector artwork for the logo because it can be scaled to any size, without losing detail or clarity.

A vector graphic is made of lines and curves:

- it is described according to its geometric characteristics;
- it is defined by mathematical objects called vectors: and
- it is resolution independent – in other words, it can be scaled to any size, without losing detail or clarity.

Vector graphics are altered by editing objects, shapes and curves.

Note: because computer monitors display images by pixels, a vector graphic is displayed as pixels on-screen.

Vector graphics are saved as:
- Vector EPS (Encapsulated PostScript)

File names:
The file names for the logos are logically shortened in the following way:

JNCC logo_3D Full Colour (CMYK) version, in EPS format is
- JNCCLogo_CMYK_3DCol.EPS

JNCC logo_Solid Mono Black version, in EPS format is
- JNCCLogo_Mono_Black.EPS

JNCC logo_White Out version, in EPS format is
- JNCClogo_WO.EPS

Bitmap images

Bitmap images should not be scaled up in size because they can appear jagged, break up and lose detail.

A bitmap image is made of pixels in a grid or raster images:

- it is defined by a grid of small squares (pixels) to represent images;
- it is resolution dependent – in other words it represents a fixed number of pixels; as a result it can appear jagged, break up and lose detail when scaled up in size.

Bitmap images are altered by editing pixels.

Note: an image with high resolution contains more (smaller) pixels than an image with low resolution. Higher resolution images reproduce more detail and subtler colour transitions than lower resolution images when printed.

Bitmap images are saved as:

- TIF (TIFF: Tagged-Image File Format) files [Big file sizes]; RGB, CMYK and Grayscale colour – retained detail compression.
- JPG (JPEG: Joint Photographic Experts Group) [Small file sizes] RGB, CMYK and Grayscale colour – discarded detail compression to minimise file transfer.
- PNG (PNG: Portable Network Graphic) files. PNG files are mainly used within a web editing environment.

File names:
The file names for the logos are logically shortened in the following way:

JNCC logo_3D Full Colour (CMYK) version, in TIF format is
- JNCCLogo_CMYK_3DCol.TIF

JNCC logo_Solid Green version, in JPG format is
- JNCCLogo_Green.JPG

JNCC logo_Solid Teal version, in PNG format is
- JNCCLogo_Teal.PNG

3.1 Our colour palette

Our primary colour palette is shown below. Where there is a requirement for more colours our secondary colour palette is available, for example our website, magazines, posters, reports, etc.

Below are the colour breakdowns for the following:

- Spot colour printing Pantone Matching System (PMS) reference;
- Four colour process printing, CMYK breakdowns;
- RGB colour values for computer monitors and on screen use; and
- HTML codes for website colours.

NOTE: All colours values are taken from Pantone® Colour Bridge EURO 1st edition.

Our primary colour palette

Teal	Green	Black	Grey
Pantone 315	Pantone 362	Pantone Black	Pantone Cool Grey 3
C 100	C 80	C 0	C 0
M 12	M 0	M 0	M 0
Y 21	Y 100	Y 0	Y 0
K 44	K 2	K 100	K 25
R 0	R 63	R 30	R 201
G 105	G 156	G 30	G 202
B 131	B 53	B 30	B 200
00617A	3F9C35	1E1E1E	C9CAC8

Our secondary colour palette

Deep Red	Dark Orange	Lime Green	Sky Blue	Deep Purple	Slate Grey
Pantone 201	Pantone 159	Pantone 390	Pantone 306	Pantone 526	Pantone 5415
C 8	C 1	C 31	C 75	C 80	C 56
M 100	M 74	M 0	M 0	M 100	M 24
Y 65	Y 100	Y 100	Y 5	Y 0	Y 11
K 34	K 2	K 3	K 0	K 0	K 39
R 152	R 199	R 182	R 0	R 101	R 92
G 30	G 91	G 191	G 185	G 45	G 127
B 50	B 18	B 0	B 228	B 134	B 146
981E32	C75B12	B6BF00	00B9E4	652D86	5C7F92

Our pastel colour palette

Pastel Cream	Pastel Peach	Pastel Green	Pastel Blue	Pastel Lilac	Pastel Grey
Pantone 7499	Pantone 719	Pantone 372	Pantone 649	Pantone 664	Pantone 5527
C 1	C 0	C 16	C 10	C 5	C 12
M 2	M 14	M 0	M 3	M 8	M 2
Y 20	Y 24	Y 40	Y 1	Y 0	Y 8
K 0	K 1	K 0	K 0	K 3	K 8
R 237	R 237	R 217	R 215	R 220	R 201
G 232	G 207	G 236	G 223	G 216	G 212
B 196	B 179	B 156	B 230	B 226	B 208
EDE8C4	EDCFB3	D9EC9C	D7DFE6	DCD8E2	C9D4D0

4.1 Our typography

Typography is a key element of our design identity. Our typefaces (fonts) have been chosen carefully with consideration for clarity, legibility and ease of use.

Our primary typeface

Our primary corporate typeface (font) is Helvetica Neue.

A classic and timeless sans serif design, Helvetica was first created in 1957. Its consistent character line weights makes the font very clear and easy to read. Ideal for text and display setting, the classic style and varying range of weights of Helvetica Neue creates further scope in design and typography.

Helvetica Neue should be used for all pre-printed business stationery, headlines and display graphics, marketing and promotional material. Arial is the supporting font when Helvetica Neue is unavailable.

Neue Helvetica® Font Family (by Linotype)

abcdefghijklmnopqrstuvwxyz ABCDEFG 1234567890 £$%&!

LT 35 Thin
LT 36 Thin Italic
LT 45 Light
LT 46 Light Italic
LT 55 Roman
LT 56 Italic
LT 65 Medium
LT 66 Medium Italic

LT 75 Bold
LT 76 Bold Italic
LT 85 Heavy
LT 86 Heavy Italic
LT 95 Black

ag

Our secondary typeface

Our secondary corporate typeface (font) is Arial.

Arial should be used for business correspondence on a PC, in other words typing letters, memos, reports, etc. Arial is a standard font supplied with all Microsoft applications. Arial is derived from Helvetica and is therefore also clear and easy to read. It is suited for large blocks of continuous body text, and for viewing large bodies of continuous on-screen text.

Arial

abcdefghijklmnopqrstuvwxyz ABCDEFG 1234567890 £$%&!

Regular
Regular Italic
Bold
Bold Italic

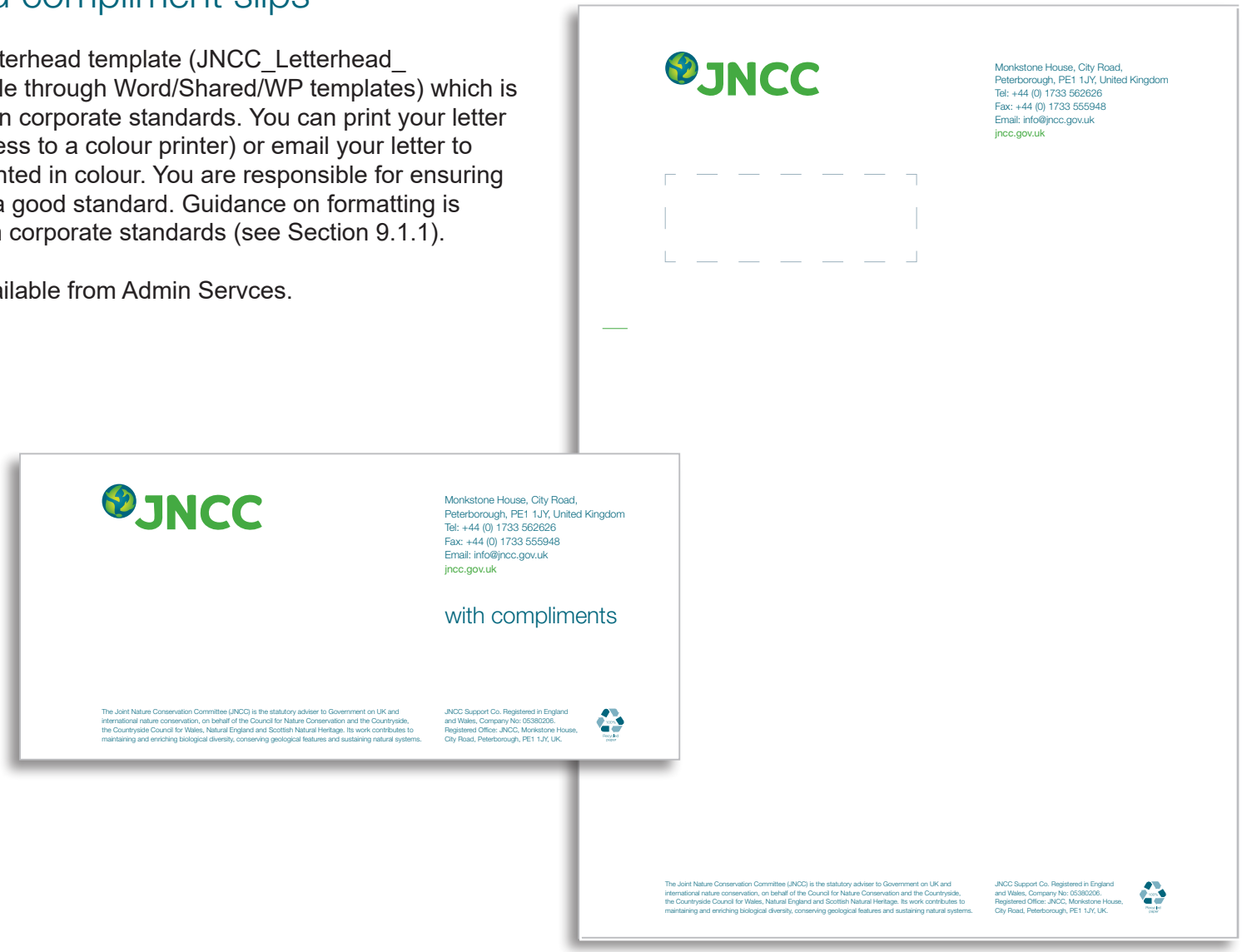
ag

5.1 Our core stationery

Letterheads and compliment slips

Always use the JNCC letterhead template (JNCC_Letterhead_Template_2017 accessible through Word/Shared/WP templates) which is formatted to help maintain corporate standards. You can print your letter yourself (if you have access to a colour printer) or email your letter to Admin Services to be printed in colour. You are responsible for ensuring the letter is produced to a good standard. Guidance on formatting is provided to help maintain corporate standards (see Section 9.1.1).

Compliment slips are available from Admin Servces.



5.2 Our core stationery

Business cards

When you represent JNCC in any sort of business environment, it is important to quickly give your details to a new contact, in a way that is both functional and impressive. Our business cards are an essential tool in engaging with our key partners and stakeholders, so it is important that their execution and quality give over the right image and message about JNCC.

Business cards are produced in-house, also by Admin Services. When ordering business cards please give Title, Name, Job Title and contact details as you wish them to appear on the card. Please allow one week for production of compliments slips and business cards.

Communications can design alternative business cards for use at events. Please contact Communications to discuss your requirements. Please allow two weeks for production of bespoke business cards. These cards are not centrally-funded and will be charged to your project/programme.

Bespoke business card example front

Bespoke business card example back

Business card examples front

Business card example back

6.1 Our website

JNCC takes pride in the quality of its electronic communications, particularly through its website. This hub of information is designed to give all our key stakeholders and partners easy access to data they need to perform their duties. The function has dictated the form of our website, and we use exceptional visuals to ensure that all visitors get the most from their experience.

7.1 Promotional and marketing materials

Here are some examples of our promotional and marketing materials. Contact the Communications Team about the production of leaflets, posters, banners, etc. Please ensure a lead time of at least a month to guarantee delivery for your deadline.

JNCC is the UK CITES Scientific Authority for animals. We provide scientific advice to the UK Government on CITES issues including c.16,000 applications annually to import, export and commercially trade in animals listed in the CITES Appendices.

Raptor Trade

Raptors are bred in captivity in significant numbers to fulfill the demand for falconry birds, especially in the Middle East. In 2015, over 2,000 CITES export permits were issued by the UK CITES Management Authority for captive-bred falcons, with Falco eregrinus (Peregrine falcon) and Falco rusticolus (Gyr falcon) being the most common species traded. The UK is one of the world's largest suppliers of captive-bred birds of prey.

Reptile Trade

There is an increasing interest in Europe for keeping reptiles and amphibians. Between 2010 and 2014, the UK imported more than 700,000 live tortoises, 420,000 live pythons and 3,000 chameleons for the pet trade. Significant illegal trade in some wild species persists. Such trade outside the CITES legal framework avoids the necessary sustainability assessments and so could have a harmful effect on the conservation status of any one of these species in the wild.

European eel Anguilla anguilla

European eel has been classified in the IUCN Red List as Critically Endangered and thus it is considered to be at very high risk of extinction. The number of glass eels returning to European continental waters has declined by more than 95% since the 1980's. International trade is a key driver for the glass eel fisheries with demand very high from east Asia (predominantly China) for live specimens to be grown on in aquaculture. Consequently, the species was included in Appendix II of CITES in 2009. All trade of European eels into and from the EU has been suspended since December 2010. The suspension, combined with continued demand from east Asia, has also acted as an incentive to illegal trade.

Marine Aquarium Trade

The United Kingdom is a major importer of live corals, seahorses and giant clams for the aquarium trade. In 2014 the UK imported nearly 349,000 live corals and nearly 87,000 kg of 'live rock'. Over time trade has shifted from wild-taken corals (100% in 1990-95) to corals produced by mariculture (45% by 2014).

Footnote:

Convention International Trade in Endangered Species
CITES is the Convention on International Trade in Endangered Species of Wild Fauna and Flora, an international agreement between governments that came into force in 1975. Its purpose is to ensure that no species of wild fauna or flora becomes or remains subject to unsustainable exploitation because of international trade. Today, CITES accords varying degrees of regulation to over 30 000 species of animals and plants, whether they are traded as live or dead specimens, parts (such as ivory or leather) or derivatives (such as medicines made from animals or plants).

For more information on CITES go to: www.cites.org

Wildlife Trade
The annual value of global international trade in wildlife (including fish and timber) has been estimated to be € 243.4 billion euros; this trade makes a major contribution to local and national economies and can provide incentives for species and habitat conservation. It is thus vital to ensure that trade is conducted both legally and sustainably.

JNCC Bespoke Posters

JNCC is a scientific authority on UK and international nature conservation. For over 25 years we have been at the forefront of improving UK and international standards in professional marine bird and cetacean monitoring; developing and implementing standard methodologies; and providing associated training and assessment services.

Experience

Marine birds

- Management of the UK European Seabirds at Sea (ESAS) training programme and ESAS database – providing industry standards for collecting marine bird data to support sustainable marine development across Europe.
- Leadership of the UK and Ireland Seabird Monitoring Programme which monitors the 26 species of seabird that regularly breed in Britain and Ireland and supports statutory UK and European legislative reporting requirements.
- Delivering a key role in the identification of Special Protection Areas for marine birds in the UK.
- Delivering bespoke, expert-led training courses in marine bird monitoring.

Marine mammals

- Lead on developing European standards in marine mammal surveillance methods, surveyor training and data storage.
- Developing and implementing UK guidelines for minimising the risk of injury and disturbance to marine mammals from noise (e.g. seismic, piling and explosive operations).
- Delivering industry recognised, globally adopted, training for Marine Mammal Observers (MMOs) – including boat-based survey techniques, mitigation courses and MMO compatible cetacean survey methods.

Core competencies

Considerable ESAS survey experience totalling over 2,000 hours of survey from many different types of vessel across North West European waters. Trainers who have taught courses to a variety of parties including consultancies and Statutory Nature Conservation Bodies.

Extensive marine mammal survey expertise including boat based and aerial surveys, and design and management of large scale international surveys.

Thorough knowledge of the JNCC mitigation guidelines and their implementation by Marine Mammal Observers, derived from periodic reviews of the guidelines, managing the UK Marine Mammal Observer training scheme and review and analysis of mitigation reports from UK seismic surveys.

Our services

We offer the following training and services that can be tailored to meet your needs:

- European Seabirds at Sea Surveyor
- European Seabirds at Sea Trainer
- Seabird Colony Surveyor
- Visual Aerial Marine Bird Surveyor
- Land-based Marine Bird Surveyor
- Marine Mammal Surveyor
- Marine Mammal Observer

Survey start up - including planning, method selection, vessel selection, surveyor selection and contracting.

Survey support - provision of a survey lead, recruitment and/or training of surveyors, and data review and analysis.

Seabird & Marine Mammal Monitoring Capability Statement

JNCC Capability Statements

USE YOUR SMARTPHONE TO SCAN THIS CODE

VISIT
jncc.defra.gov.uk

CALL
+44 (0) 1733 562626

EMAIL
communications@jncc.gov.uk

CONNECT WITH US
www.facebook.com/JNCCUK
Follow us on Twitter @JNCC_UK

25 YEARS DELIVERING INNOVATIVE SOLUTIONS TO REALISE THE VALUE OF NATURE

JNCC Corporate Banners

8.1 Our house style guides

8.1.1 JNCC house style guidance for correspondence, papers and other communications

These guidelines must be applied to all work produced by JNCC staff, e.g. job adverts, job titles, reports and documents, contracts, minutes. They are required to maintain consistency throughout the organisation and to create professional, polished outputs.

Committee Papers should follow the settings in the document, once signed off by the relevant Director will be formatted by the Directors Office. Guidance can be found on the intranet.

A more detailed set of guidelines are available for the production of publications and scientific reports – please see the Communications section of the intranet.

1. Abbreviation/Acronyms

Upper and lower case abbreviations are not separated by full stops.

Examples: etc c1980 p6 No Nos the 1980s *et al*

Exceptions are e.g. and i.e. which should be separated by full stops.

Acronyms in common usage and names of organisations abbreviated to initials are acceptable, but the first reference should be in full, with the acronym or abbreviation in brackets after it, e.g. Joint Nature Conservation Committee (JNCC).

2. Bullet points

Bullet points should be brief!

As a general rule use no more than ten items in a bulleted list. Bullets should be flush to the margin, except for where sub-paragraphs are numbered when bullet points may be indented. For bullets use single line spacing.

Apply punctuation and grammar as in a sentence, even if on several lines.

If a colon has been used before the bulleted list, add a semi-colon after each bullet, except for the last one which should be a full stop.

No initial capitalisation after the bullet, unless the bullets are a list that include full sentences with full stops at the end.

For Example:

- like this;
- and this;
- and this; and
- so on.

Use the dot bullet point (•) as in Symbol. This is important because when using PDF often other bullet types are not recognised.

3. Capital letters

Use only where grammatically necessary, for example: Western Australia; western Scotland; Palaeozoic era with one exception being the document title.

Do not use for English species names, except for things like St John's wort and Greenland white-fronted goose where the word is a name or place.

Capitals must be used for proper nouns.

4. Dates

15 June 2004, not 15th June, June 15, the 15th of June or any other permutation.

5. Font

Arial regular, 11 point for all general body text.

6. Headers and Footers

Text Arial regular, 9 point.

Headers – Text i.e. Draft, In Confidence set left. If applicable paper number and date set right.

Footnotes should be set to the bottom of page not end of text or end of document. Text should be set left. Page numbers centred.

7. Headings

1 Heading 1 – lower case, bold 16 point

Body text starts here…

1.1 Heading 2 – lower case, bold 14 point

Body text starts here…

1.1.1 Heading 3 – lower case, bold 12 point

Body text starts here…

Any further sections continue with roman numerals, further sections a, b, and c. For example:

1.1.2 Heading 3

i More words; – all lower case bold 11 point. If this section has more than one paragraph the sections should indent.

The next paragraph starts here…

ii More words

a and more;
b and more;

iii And so on.

8. Headings wording

The first letter of the first word in the heading should be a capital; all other words in the heading should be lower case unless a proper noun is included.

9. Indents/tabulation

Hanging paragraphs or indents should not be used.

10. Inverted commas

Double for “quotes”, single for ‘special’ uses of words.

11. Justification

Left only for all text.

12. Margins

Left, right, top and bottom margins should be set at 2.5cm (1").
Header and footers set at 1cm (0.49").

13. Measurements

Use metric, not imperial; e.g. 37ha, 9%, 6°C, 3km². No space between the number and the unit of measurement. Exceptions are knots for ship speeds, nautical miles, feet for aircraft altitudes or descriptions of cloud height.

14. Numbers in text

Numbers one to nine and ordinals first to ninth are spelt out. Use figures for 10 and over, and in conjunction with measurements.

Use figures for a range of numbers such as 3-6 months.

Numbers of a thousand and above should be written with commas, e.g. 10,000, 1,000,000.

Do not start a sentence with a figure – write the numbers in words.

15. Paragraphs

Not indented. Double spacing between paragraphs. Text should be set justified left, with a ragged right edge. If headings run on to two lines they should wrap around to line up to first word of the head not the number.

16. Preferred spellings

adviser, advisers, advisory

realise, compromise, recognise

co-ordination, co-ordinator, co-ordinating

17. References

References – points to note:

et al should be in italics: *et al*

and should be punctuated as follows:

i (Vincent *et al* 2004a)

ii Vincent *et al* (2004a)

Listed references should be set out as follows:

Listed at the end of the text, arranged in alphabetical order and in plain text except for books, journals and science reports which should be in italics. Use bold for journal volumes. If you have cited more than one item by a specific author they should be listed chronologically (earliest first), and by letter (1993a, 1993b) if more than one item has been published during a specific year.

Examples:

Reference to a book

Author's Surname, Initials. Year of publication. Title. Edition (if not the first). Place of publication: Publisher

e.g. GREENAWAY, F. & HUTSON, A.M. 1990. A Field Guide to British Bats. Middlesex: Bruce Coleman Books

Reference to a contribution in a book

Contributing author's Surname, Initials. Year of publication. Title of contribution. Followed by In: Initials. Surname, of author or editor of publication followed by ed. or eds. if relevant. Title of book. Place of publication: Publisher, Page number(s) of contribution.

e.g. Bantz, C.R. 1995. Social dimensions of software development. In: J.A. Anderson, ed. Annual Review of software management and development. Newbury Park, CA: Sage, 502-510.

Reference to an article in a journal

Author's Surname, Initials. Year of publication. Title of article.
Title of journal, **Volume number (in bold)**, Page numbers of contribution

e.g. Walsh, A.L. & Harris, S. 1996a. Foraging habitat preferences of vespertilinoid bats in Britain (I). Journal of Applied Ecology, **33**, 508-518.

Reference to scientific/ research reports

Author's SURNAME, INITIALS. Year of publication. Title of report. Name of report series followed by report number.

e.g. SWANN, R.L. 2002. Canna seabird studies 2001. JNCC Report, No. 327

References to web pages/sites, e-books and other electronic media.

These can be tricky to reference so to help people find the reference for themselves, try to keep the reference to web pages as full as you can.

Reference to web pages/sites and e-books

Author's SURNAME, INITIALS., Year. Title [online]. (Edition). Place of publication, Publisher. Available from: URL [Accessed date].

e.g. HOLLAND, M., 2004. Guide to citing Internet sources [online]. Poole, Bournemouth University. Available from: http://www.bournemouth.ac.uk/library/using/guide_to_citing_internet_sourc.html [Accessed 4th November 2004]

e.g. Information on Sabellaria alveolata [online]. Available from: http://www.ukmarinesac.org.uk/communities/biogenic-reefs/br7_2.htm [Accessed January 2005]

e.g. English Nature. 1998. Natural areas. Nature conservation in context. (CD-ROM). Version 1.1. Peterborough: English Nature.

If you have more than 10 web references use a separate list.

18. Times

Use the 24 hour clock, e.g. 14:00.

19. Word and line spaces

A single space should be used after commas, colons and semi-colons. Two spaces follow a full stop.

Single line spacing for main body text.

8.1.2 JNCC house style guidance for reports

As soon as production of a JNCC report is anticipated, a JNCC report number should be obtained from Communications Team, so that production of the report can be built into the team's schedule.

An MS Word template for JNCC reports is available on the intranet, the Z:drive under JNCC reports, or from Communications Team. DO NOT amend the template to your own preferences – this will mean the report will not fit the agreed style for the series. Changes will be altered back as part of the production process, wasting the time of everyone involved – including your own!

Please be aware that your report needs to be sent to Communications Team as a 'clean' document. Therefore, all tracking, cross-referencing, links or formatting other than that set out in this document, or on the template, needs to be removed before the report is submitted.

1 Abbreviation/Acronyms

Upper and lower case abbreviations are not separated by full stops.

Examples: etc c1980 p6 No Nos the 1980s *et al*

Exceptions are i.e. and e.g. which should be separated by full stops.

Acronyms in common usage and names of organisations abbreviated to initials are acceptable, but the first reference should be in full, with the acronym or abbreviation in brackets after it, e.g. Joint Nature Conservation Committee (JNCC).

2 Appendices

Appendices should be numbered 1, 2, 3 and so on. Figures and Tables within appendices should run-on consecutively, for instance if the last chapter before the first appendix is Chapter 10, then Appendix 1 would be considered as 'Chapter 11' even though it is not labelled as such. This will mean the Figures and Tables would be numbered 11.1, 11.2, and so on in the first appendix.

3 Bullet points

Bullet points should be brief! As a general rule, use no more than ten items in a bulleted list. Bullets should be flush to the margin. For bullets use single line spacing.

Apply punctuation and grammar as in a sentence, even if on several lines.

If a colon has been used before the bulleted list, add a semi-colon after each bullet, except for the last one which should be a full stop. No initial capitalisation after the bullet, unless the bullets are a list that include full sentences with full stops at the end.

For example:

- like this;
- and this;
- and this; and
- so on.

Use the dot bullet point (•) as in Symbol. This is important because when using PDF often other bullet types are not recognised.

4 Capital Letters

Use only where grammatically necessary, for example: Western Australia; western Scotland; Palaeozoic era with one exception being the document title. Do not use for English species names, except for things like St John's wort and Greenland white-fronted goose where the word is a name or place. Capitals must be used for proper nouns.

5 Captions

Left justified; lower case; full stops at the end of sentences. Table captions above table, figure captions below figure. Caption text is Arial, 10 point. Figure and Table to be in bold, for example:

Figure 1. Rotate the hand-net frame to ensure the bat cannot climb out.

Table 1. Population changes at selected great black-backed gull colonies referred to in the text.

6 Chapters

New chapters to start on a new page.

7 Citations

In the Harvard System, cited publications are referred to in the text by giving the author's surname and the year of publication. Cite the authorities in alphabetical order of the authors.

Examples:

(i) If the author's name occurs naturally in the sentence the year is given in brackets, for example:

• Russ (1999), in his study of…

• As Harvey (1992) said, "good practices must be taught" and so we…

(ii) If the name does not occur naturally in the sentence, both name and year are given in brackets, without commas, for example:

• The latest study of invertebrates in the Forest of Dean (Ashmore 1984)…

• As described elsewhere (Greenaway and Hutson 1990)…

(iii) When an author has published more than one cited document in the same year, these are distinguished by adding lower case letters (a, b, c, etc.) after the year and within the brackets, e.g.

• Smith (1999a) discussed the subject…

(iv) If there are two authors the surnames of both should be given, e.g.

• Matthew and Jones (1997) have proposed that…

(v) If there are more than two authors the surname of the first author only should be given, followed by *et al*, e.g.

• A most recent study (Wilson *et al* 1997) has shown…

A work that is currently being written should be cited as, for example, Ashmore (in prep).

A work that has been completed and accepted for publication should be cited as, for example, Ashmore (in press).

Work that has not been written up and about which the originator has communicated with the author either orally or in writing should be cited as, for example, Ashmore (pers comm) for the former, or Ashmore (in litt) for the latter.

Acts of Parliament should be cited without commas and without brackets around the dates, e.g. Natural Environment and Rural Communities Act 2006.

8 Columns

Set body text as a single column.

9 Compass points

north-east Scotland; west Wales; East Anglia, SSW.

10 Dates

15 June 2004, not 15th June, June 15, the 15th of June or any other permutation.

11 Distribution

The Communications Team will ensure hard copy distribution of the necessary legal copies, and if required to the authors and top-level stakeholders. All other distribution will be via email, with a covering note and a link to the PDF for download.

12 Font

Arial Regular (11 point) for all text, titles, etc. Arial (10 point) for Figure and Table captions. Arial (8 point) for footnotes. Arial Regular Italics should be used within text for Latin/scientific names.

13 Headers and Footnotes

Report title at 9 point. Justified left. Footnotes should only be used where absolutely necessary. For example, for URL references. Footers should be set to the bottom of page not end of text or end of document.

14 Heading levels

1 Heading 1 – lower case, bold 16 point

Body text starts here…

1.1 Heading 2 – lower case, bold 14 point

Body text starts here…

1.1.1 Heading 3 – lower case, bold 12 point

Body text starts here…

Any further sections continue with roman numerals, further sections a, b, and c. For example:

1.1.2 Heading 3

i More words; – all lower case bold 11 point. If this section has more than one paragraph the sections should indent.

The next paragraph starts here…

ii More words

a and more;
b and more;

iii And so on.

15 Headings wording

The first letter of the first word in the heading should be a capital; all other words in the heading should be lower case unless a proper noun is included.

16 Images

When inserting an image, resize it to the size required in a program such as Photo Editor before inserting into MS Word. DO NOT resize in MS Word or by using the image handles (the arrows in the corner of the box when highlighted) to alter the size of the image.

17 Indents/ tabulation

Hanging paragraphs or indents should not be used.

18 Inverted commas

Double for “quotes”, single for ‘special’ uses of words.

19 ISSN number

(ISSN 0963-8091) to be included at the foot of the title page.

20 JNCC logo

To appear top centre of the title page. Logos of other bodies which have contributed to the report, if applicable, should appear at the bottom of the title page.

21 Justification

Left only for all text.

22 Maps, diagrams and graphics

If you have maps in your report, they should be output from the map creation software, e.g. ArcGIS, as jpg, gif or tif image files, sized appropriately for their use at 300 dpi for print, and then inserted within the MS Word document. To export the created maps into image files follow guidelines below:

- choose **Expor**t;
- pick which type of image file you want to save the map, as e.g. jpeg or tif, from the drop down menu;
- click the **Options** button. This will allow you to manually set the resolution. Set it to 300 dots per inch (dpi);
- click **OK**;
- click **Export**.

DO NOT insert map files into MS Word in any other format. Maps copied directly into MS Word from ArcGIS will only display properly if everyone who views the file has the specialist ESRI fonts installed on their computer. This is an unreasonable requirement within JNCC, let alone externally. Also, in order to create Screen PDFs for the JNCC website, maps, diagrams and graphics, etc, should be inserted into the document as image files, as the Screen PDF will not ensure correct printing if the correct fonts are not installed. Creating Print PDFs is impractical, as the file size would be too large to download.

23 Margins

Left, right, top and bottom margins should be set at 2.5cm (1"). Header and footers set at 1cm (0.49").

24 Measurements

Use metric, not imperial; e.g. 37ha, 9%, 6°C, 3km². No space between the number and the unit of measurement. Exceptions are knots for ship speeds, nautical miles, feet for aircraft altitudes or descriptions of cloud height.

25 Numbers in text

Numbers one to nine and ordinals, first to ninth are spelt out. Use figures for 10 and over, and in conjunction with measurements.

Use figures for a range of numbers such as 3-6 months.

Numbers of a thousand and above should be written with commas, e.g. 10,000, 1,000,000.

Do not start a sentence with a figure – write the numbers in words, e.g. Fifty-six.

26 Page numbers

Central, foot of the page. To start on the first page after the contents page.

27 Page order

Pages in JNCC reports to run in the following order:

- title page with contact and report citation details on the reverse;
- executive summary;
- contents page;
- main body of the report;
- references; and
- appendices.

28 Paper

You should be working only with A4 sheets within the report – do not look to include pull-out or fold-out A3 sheets within your report.

29 Paragraphs

Not indented. Double spacing between paragraphs. Text should be set justified left, with a ragged right edge. If headings run on to two lines they should wrap around to line up to first word of the heading, not the number.

30 Preferred spellings

adviser, advisers, advisory
realise, compromise, recognise
co-ordination, co-ordinator, co-ordinating

31 References

Should be listed at the end of the text, arranged in alphabetical order and in plain text except for titles of books, journals and science reports which should be in italics. The first letter of the first word in the title of a book or journal article should be a capital; all other words should be in lower case unless a proper noun is included. Use bold for journal volumes. If you have cited more than one item by a specific author they should be listed chronologically (earliest first), and by letter (1993a, 1993b) if more than one item has been published during a specific year.

Examples:

Reference to a book

Author's Surname, Initials. Year of publication. Title. Edition (if not the first). Place of publication: Publisher.

e.g. Greenaway, F. & Hutson, A.M. 1990. A field guide to British bats. Middlesex: Bruce Coleman Books.

Reference to a contribution in a book

Contributing author's Surname, Initials. Year of publication. Title of contribution. Followed by In: Initials. Surname, of author or editor of publication followed by ed. or eds. if relevant. Title of book. Place of publication: Publisher, page number(s) of contribution.

e.g. Bantz, C.R. 1995. Social dimensions of software development. In: J.A. Anderson, ed. Annual review of software management and development. Newbury Park, CA: Sage, 502-510.

Reference to an article in a journal

Author's SURNAME, INITIALS. Year of publication. Title of article. Title of journal, **Volume number**, page numbers of contribution.

e.g. Walsh, A.L. & Harris, S. 1996a. Foraging habitat preferences of vespertilinoid bats in Britain (I). Journal of Applied Ecology, **33**, 508-518.

Reference to scientific/research reports

Author's Surname, Initials. Year of publication. Title of report. Name of report series followed by report number.

e.g. Swann, R.L. 2002. Canna seabird studies 2001. JNCC Report, No. 327

References to web pages/sites, e-books and other electronic media

These can be tricky to reference so to help people find the reference for themselves, try to keep the reference to web pages as full as you can.

Reference to web pages/sites and e-books

Author's Surname, Initials. Year. Title [online]. (Edition). Place of publication, Publisher. Available from: URL [Accessed date].

e.g. Holland, M. 2004. Guide to citing Internet sources [online]. Poole: Bournemouth University. Available from: http://www.bournemouth.ac.uk/library/using/guide_to_citing_internet_sourc.html [Accessed 4 November 2004]

e.g. Information on Sabellaria alveolata [online]. Available from: http://www.ukmarinesac.org.uk/communities/biogenic-reefs/br7_2.htm [Accessed January 2005]

e.g. English Nature. 1998. Natural areas. Nature conservation in context. (CD-ROM). Version 1.1. Peterborough: English Nature.

If you have more than 10 web references use a separate list.

32 Report reference

The report citation should appear on the reverse of the title page – see template for guidance. An example of how to cite the report is as follows:

This report should be cited as:

Stone, C.J. 2004. Marine mammal observations during seismic surveys in 2001 and 2002. *JNCC report,* No. 359

33 Scientific names

In italics.

For species names of plants follow *New flora of the British Isles Stace* (1997); English names use *English names of wild flowers Dony, Jury & Perring* (1986).

For both English and species names of birds follow the British Ornithologists Union's *The British List* (http://www.bou.org.uk/recbrlst.html) and either *Birds of the world: A checklist* by JF Clements, Pica Press 2000 or *The Howard and Moore complete checklist of the birds of the world* edited by EC Dickinson, Christopher Helm 2003.

For marine species names use *The species directory of the marine fauna and flora of the British Isles and surrounding seas* (1997 or most recent) published by Ulster Museum and Marine Conservation Society.

Invertebrates – for insects use the *Royal Entomological Society checklists of British insects*.

For UK mammals follow *UK mammals: species status and population trends. First report by the Tracking Mammals Partnership*. Battersby, J. (Ed) & Tracking Mammals Partnership (2005). JNCC/ Tracking Mammals Partnership, Peterborough.

34 Titles

When quoted in text use italics, no inverted commas, capitals only where grammatically necessary.

35 Times

Use the 24 hour clock, e.g. 14:00.

36 Use of colour

We have the facilities to print colour in-house, however it is more than 20 times more expensive per sheet than black & white (mono) printing. Therefore, if there is a way to get your message across using shading, hatching, etc, follow this first. If the choice is between creating maps, figures or tables in colour or making them bigger in order to be able to read data more easily, then go bigger! Consider collecting all the essential colour work together into a 'plates' section that can be inserted at the back of the report in one block. This will make collation of your final report much easier.

37 Word and line spaces

A single space should be used after commas, colons and semi-colons. Two spaces follow a full stop. Single line spacing for main body text.

Procedure

Your JNCC report will be made available in a paper version and as a PDF on the JNCC website. To help with the PDF process, please adhere to the following guidelines when preparing your draft document in MS Word.

Indexing

1) PDF files are increasingly being indexed by search engines. The search page within the JNCC site is also able to do full text searches of PDFs. To improve indexing and optimise the appearance of the PDF when displayed in a list of search results, ensure the following:

- in the source Word file complete the document summary information: File menu> Properties: summary tab;
- ensure the Title, Author, Subject and Keyword fields are completed.

This information can be carried over into the PDF and used in the search results displayed on the site.

Headings

2) Use MS Word's heading styles to structure your document logically. MS Word's headings can be used when the PDF is created to automatically generate a clickable bookmark navigation for your document.

- Use 'Heading 1' for the first heading in the document, 'Heading 2' for the next level down, 'Heading 3' below that, etc.
- Nest headings in a logical hierarchy: don't use 'Heading 3' above 'Heading 2'.

Your JNCC report should be supplied to Communications Team as final text.

Final text means:

- all graphs/pictures/images have been supplied and are in the correct order if already set in the document;
- the text has been seen by everyone who needs to see it, they have supplied their comments and amendments, and these have been included in the report, as appropriate;
- you have checked chapters and contents, and you are happy they are being supplied in the correct order;
- you have the expectation that the text and all features of the report as you have supplied them could be seen by the outside world without you needing to make any further amendments; and
- a full spell check, after all the required editing, has been completed.

9.1 JNCC standard text

Our mission

JNCC's **mission** is to be an impartial scientific authority on UK and international nature conservation. As a public body, we advise governments, and work in partnership with business and society. Our people are passionate about providing high quality evidence and advice on the natural environment, for the benefit of current and future generations.

Our vision

Our **vision** is to be a world-leading provider of innovative solutions, placing nature at the heart of sustainable wealth and wellbeing.

How we work

The Joint Nature Conservation Committee (JNCC) works by bringing together the UK's four country nature conservation bodies (Natural England, Scottish Natural Heritage, Natural Resources Wales and Northern Ireland Environment Agency) as a Joint Committee. The Committee enables members representing England, Scotland, Wales and Northern Ireland to work with Independent specialists appointed by the Secretary of State and an Independent Chair. The Joint Committee is supported by the JNCC Support Co. Originally set up under the Environmental Protection Act 1990, JNCC was reconstituted by the Natural and Rural Communities (NERC) Act 2006.

JNCC social media accounts

Staff are envouraged to share our social media accounts as widely as possible. Pleae use the following web addresses when refering to the corporate accounts

www.linkedin.com/company/jncc

www.facebook.com/JNCCUK

twitter.com/JNCC_UK

Publications

Details of publications produced by JNCC are available from:

Communications Team, JNCC, Monkstone House, City Road, Peterborough. PE1 1JY.

Telephone: +44 (0)1733 562626

Fax: +44 (0)1733 555948

Email: communications@jncc.gov.uk

JNCC also provides extensive information through its website: www.jncc.defra.gov.uk

9.2 JNCC email signature

To ensure we have a unified corporate style all staff should use the standard email signature that includes all essential contact information.

We have two signature variations - external and internal. There are also two standard out-of-office messages - one for when you are working but unavailable, and another for non-working days or periods of annual leave/ maternity leave. Please do not adapt or alter these signatures as it is important that our brand identity is consistent.

The following are examples of the JNCC email signatures:

External signature - Peterborough

Wendy Dalton
Communications and Corporate Governance Adviser
BSc(Hons), MCIPR
JNCC, Monkstone House, City Road, Peterborough, PE1 1JY
Tel: 01733 562626, Direct Dial: 01733 866884, Mobile:
Email: wendy.dalton@jncc.gov.uk
Skype:
My working days are: Monday to Thursday

JNCC

jncc.defra.gov.uk

External signature – Aberdeen

Wendy Dalton
Communications and Corporate Governance Adviser
BSc(Hons), MCIPR
JNCC, Inverdee House, Baxter Street, Aberdeen, AB11 9QA
Tel: 01224 266550, Direct Dial: 01224 266599, Mobile:
Email: wendy.dalton@jncc.gov.uk
Skype:
My working days are: Monday to Thursday

JNCC

jncc.defra.gov.uk

Internal signature

Wendy Dalton
Communications and Corporate Governance Adviser
Work ext: 6884
Work mobile:
My working days are: Monday to Thursday

Out of Office 1 – working but out of office e.g. travelling, with intermittent access to email

Thank you for your email, I am currently out of the office with limited access to email. If the matter is urgent please contact [insert details, name, email, or phone]

Kind regards

Email signature without logos and icons, e.g.

Wendy Dalton
Communications and Corporate Governance Adviser
BSc(Hons), MCIPR
JNCC, Monkstone House, City Road, Peterborough, PE1 1JY
Tel: 01733 562626, Direct Dial: 01733 866884
Email: wendy.dalton@jncc.gov.uk
My working days are: Monday to Thursday
jncc.defra.gov.uk

Out of Office 2 – non work days/annual leave/maternity leave

Thank you for your email. I am currently out of the office with no access to email. I will be returning on [inset date]. If the matter is urgent please contact [insert details, name, email or phone]

Kind regards

Email signature without logos and icons, e.g.

Wendy Dalton
Communications and Corporate Governance Adviser
BSc(Hons), MCIPR
JNCC, Monkstone House, City Road, Peterborough, PE1 1JY
Tel: 01733 562626, Direct Dial: 01733 866884
Email: wendy.dalton@jncc.gov.uk
My working days are: Monday to Thursday
jncc.defra.gov.uk

JNCC email signature templates can be found on the Intranet, under Communications, JNCC Corporate Style.