# 1 Corporate Identity

Our corporate identity is our logo – the words 'Forestry Commission' together with the two trees symbol – plus supporting devices such as our corporate typeface, colour palette, and page layout. Correct use of these aspects of our identity maintain visual continuity and brand recognition across all physical manifestations of the Forestry Commission brand. Our corporate identity is a very valuable asset to us and it should always be used appropriately. Most companies and organisations have very strict rules about how their corporate identity is applied and the Forestry Commission is no different. This section of the Manual sets out the standards and guidelines which govern how our identity is used.

1.1 FC logos

Our logo is the combination of the tree-symbol and name and is a valuable asset to us. It helps people recognise us and represents everything we stand for. It should be used in its correct format for all parts of the Forestry Commission (GB, England, Scotland, Wales and Forest Research). Our logo must appear on all our communications and should be used correctly and never be altered in any way.

There are two types, linear and stacked. Use the linear one (below) in preference. The right-hand column links take you to details and logos for all parts of the organisation.

 Comisiwn Coedwigaeth Cymru / Forestry Commission Wales

 Forest Research
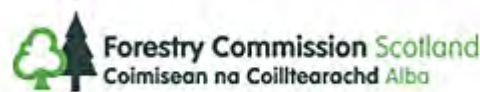
1.1.1 GB logos

The Forestry Commission logo has only two variants, linear and stacked. The linear version should be used in preference. Only use one of these options, no other variations are permitted. If you require a logo to be supplied in any other file format use the contact link in the right-hand menu to request it.

Linear Version

For **jpg** click **here** then right click on logo and use 'save picture as' command to download

For **eps** click **here** then you will be prompted to save & download the logo

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Stacked Version

For **jpg** click **here** then right click on logo and use 'save picture as' command to download

For **eps** click **here** then you will be prompted to save & download the logo

1.1.1 GB documents

A4 Portrait 1

Type 1
Type 1
(binder)

To use

A4 Portrait 2

Type 2
Type 2
(binder)

To use

A4 Landscape 1

A4 Landscape 2

Type 1
Type 1
(binder)
To use

Type 2
Type 2
(binder
To use

A3 Landscape 1

Type 1 (single text column)
Type 1 (double text column)

To use

1.1.1 FC stacked logos

Our logo is the combination of the tree-symbol and name and is a valuable asset to us. It should be used in its correct format for all parts of the Forestry Commission (FC GB, FC England, FC Scotland, FC Wales and Forest Research). Our logo must appear on all visual media, should be used correctly and never be altered in any way.

There are two types, linear and stacked (below). Use the linear one in preference. The right-hand column links take you to details and logos for all parts of the organisation.

1.1.1 How to order

All stationery should be ordered through our approved supplier (APS Group Ltd in Edinburgh). You do not need to supply any sort of mock-up, only the relevant address and contact details, and you will receive a proof copy of your stationery for approval before it is printed and delivered.

Bilingual stationery has been designed for use in Wales and in appropriate areas of Scotland. Staff should supply a full translation of all the English text when ordering supplies. Requests for variations will be referred to the FC for approval, by APS..

APS Group Ltd
7-9 North St. David Street
Edinburgh
EH2 1AW

Order contact: Steven Hook, 0131 629 9934
Email: Steven Hook

Forestry Commission Account Manager: Alistair Busson, 0131 629 9925
Email: Alistair Busson

To ensure legibility, accessibility and consistency a range of logo sizes have been defined for use, outwith the Forestry Commission literature systems, across standard 'A' sizes. Within the literature systems the sizes of logo's are strictly defined. The sizes listed here are for use where a logo is requested for a partner publication, website, display, sign or any other media. The linear logo is the preferred version to use.

Recommended sizes for 1/3 A4 to A0 - linear logo

1/3 A4 - X is 40 mm
A5 - X is 50 mm
A4 - X is 75 mm
A3 - X is 75 mm
A2 - X is 100 mm
A1 - X is 125 mm
A0 - X is 150 mm

Absolute minimum size
The Forestry Commission linear
logo must never be reproduced at
a width less than 35 mm

To ensure legibility, accessibility and consistency a range of logo sizes have been defined for use, outwith the Forestry Commission literature systems, across standard 'A' sizes. Within the literature systems the sizes of logo's are strictly defined. The sizes listed are for use where a logo is requested for a partner publication, website, display, sign or any other media. The linear logo is the preferred version to use if possible.

Recommended sizes for 1/3 A4 to A0 - stacked logo

1/3 A4 - X is 40 mm
A5 - X is 50 mm
A4 - X is 75 mm
A3 - X is 75 mm
A2 - X is 100 mm
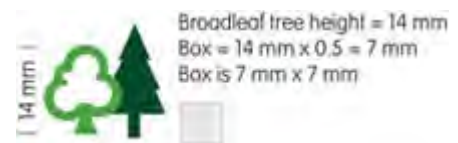A1 - X is 125 mm
A0 - X is 150 mm

Absolute minimum size
The Forestry Commission stacked logo must never
be reproduced at a width less than 28 mm

To strengthen the brand and ensure its clarity and presence a clear space around the logo must be maintained. No other visual element must appear within this area. The clear space (or exclusion zone) makes sure the logo appears on an uncluttered background. The measurements shown are minimum and more space should be left if possible.

Calculating the clear space
Measure the height of the broadleaf in the tree symbol, divide it by 0.5 and create a square box using the result for all four sides.

Broadleaf tree height = 14 mm
Box = 14 mm x 0.5 = 7 mm
Box is 7 mm x 7 mm

Use the box to measure out from the furthest points of the logo, the outer edges of the boxes define the clear space to be left around the logo.

1.1.2 England logos

The FC England logo has only two variants, linear and stacked. The linear version should be used in preference. Only use one of these options, no other variations are permitted. If you require a logo to be supplied in any other file format use the contact link in the right-hand menu to request it.

Linear Version

For **jpg** click **here** then right click on logo and use 'save picture as' command to download

For **eps** click **here** then you will be prompted to save & download the logo

Stacked Version

For **jpg** click **here** then right click on logo and use 'save picture as' command to download

For **eps** click **here** then you will be prompted to save & download the logo

To ensure legibility, accessibility and consistency a range of logo sizes have been defined for use, outwith the Forestry Commission literature systems, across standard 'A' sizes. Within the literature systems the sizes of logo's are strictly defined. The sizes listed here are for use where a logo is requested for a partner publication, website, display, sign or any other media. The linear logo is the preferred version to use.

Recommended sizes for 1/3 A4 to A0 - linear logo

X mm

1/3 A4 - X is 40 mm
A5 - X is 50 mm
A4 - X is 75 mm
A3 - X is 75 mm
A2 - X is 100 mm
A1 - X is 125 mm
A0 - X is 150 mm

Absolute minimum size
The Forestry Commission England linear
logo must never be reproduced at a
width less than 35 mm

**To ensure legibility, accessibility and consistency a range of logo
sizes have been defined for use, outwith the Forestry Commission
literature systems, across standard 'A' sizes.** Within the literature
systems the sizes of logo's are strictly defined. The sizes listed are for use
where a logo is requested for a partner publication, website, display, sign or
any other media. The linear logo is the preferred version to use if possible.

Recommended sizes for 1/3 A4 to A0 - stacked logo

1/3 A4 - X is 40 mm
A5 - X is 50 mm
A4 - X is 75 mm
A3 - X is 75 mm
A2 - X is 100 mm
A1 - X is 125 mm
A0 - X is 150 mm

Absolute minimum size
The Forestry Commission England stacked
logo must never be reproduced at a width
less than 28 mm

**To strengthen the brand and ensure its clarity and presence a clear
space around the logo must be maintained.** No other visual element
must appear within this area. The clear space (or exclusion zone) makes sure
the logo appears on an uncluttered background. The measurements shown
are minimum and more space should be left if possible.

Calculating the clear space
Measure the height of the broadleaf in the tree
symbol, divide it by 0.5 and create a square box
using the result for all four sides.

Broadleaf tree height = 14 mm
Box = 14 mm x 0.5 = 7 mm
Box is 7 mm x 7 mm

Use the box to measure out from the furthest points of the logo, the outer edges of the boxes define the clear space to be left around the logo.

1.1.3 Scotland logos

Please note that as of 01.01.10 the FC Scotland logo is now bi-lingual. These are now the only two variants, linear and stacked. The linear version should be used in preference. Only use one of these options, no other variations are permitted. If you require a logo to be supplied in any other file format use the contact link in the right-hand menu to request it.

Linear Version

For **jpg** click **here** then right click on logo and use 'save picture as' command to download

For **eps** click **here** then you will be prompted to save & download the logo

Stacked Version

For **jpg** click **here** then right click on logo and use 'save picture as' command to download

For **eps** click **here** then you will be prompted to save & download the logo

1.1.3 Scotland documents
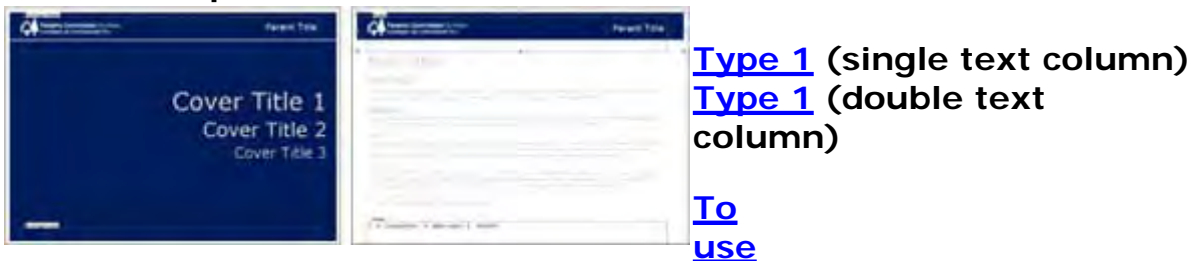
A4 Portrait 1   **A4 Portrait 2**

 Type 1
Type 1
(binder)

To use

 Type 2
Type 2
(binder)

To use

A4 Landscape 1

 Type 1
Type 1
(binder)
To use

A4 Landscape 2

 Type 2
Type 2
(binder)
To use

A3 Landscape 1

 Type 1 (single text column)
Type 1 (double text column)

To use

The bi-lingual version of the Forestry Commission Scotland logo has only two variants, linear and stacked. The linear one should be used in preference. Only use one of these options, no other variations are permitted.

Linear Version

For **jpg** click **here** then right click on logo and use 'save picture as command to download

For **eps** click **here** then you will be prompted to save and download the logo

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Stacked Version

For **jpg** click **here** then right click on logo and use 'save picture as' command to download

For **eps** click **here** then you will be prompted to save and download the logo

To ensure legibility, accessibility and consistency a range of logo sizes have been defined for use, outwith the Forestry Commission literature systems, across standard 'A' sizes. Within the literature systems the sizes of logo's are strictly defined. The sizes listed here are for use where a logo is requested for a partner publication, website, display, sign or any other media. The linear logo is the preferred version to use.

Recommended sizes for 1/3 A4 to A0 - linear logo

1/3 A4 - X is 50 mm
A5 - X is 55 mm
A4 - X is 81 mm
A3 - X is 81 mm
A2 - X is 110 mm
A1 - X is 135 mm
A0 - X is 160 mm

Absolute minimum size
The Forestry Commission Scotland linear logo must never be reproduced at a width less than 47 mm

To ensure legibility, accessibility and consistency a range of logo sizes have been defined for use, outwith the Forestry Commission literature systems, across standard 'A' sizes. Within the literature systems the sizes of logo's are strictly defined. The sizes listed here are for use where a logo is requested for a partner publication, website, display, sign or any other media. The linear logo is the preferred version to use.

Recommended sizes for 1/3 A4 to A0 - stacked logo

1/3 A4 - X is 47 mm
A5 - X is 52 mm
A4 - X is 78 mm
A3 - X is 78 mm
A2 - X is 107 mm
A1 - X is 132 mm
A0 - X is 157 mm
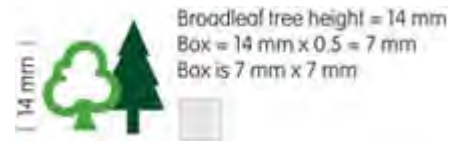
Absolute minimum size
The Forestry Commission Scotland stacked logo

must never be reproduced at a width less than 44 mm

To strengthen the brand and ensure its clarity and presence a clear space around the logo must be maintained. No other visual element must appear within this area. The clear space (or exclusion zone) makes sure the logo appears on an uncluttered background. The measurements shown are minimum and more space should be left if possible.

Calculating the clear space
Measure the height of the broadleaf in the tree symbol, divide it by 0.5 and create a square box using the result for all four sides.

Broadleaf tree height = 14 mm
Box = 14 mm x 0.5 = 7 mm
Box is 7 mm x 7 mm

Use the box to measure out from the furthest points of the logo, the outer edges of the boxes define the clear space to be left around the logo.

1.1.4 Wales logos

The FC Wales logo has only two variants, linear and stacked. The linear version should be used in preference. Only use one of these options, no other variations are permitted. If you require a logo to be supplied in any other file format use the contact link in the right-hand menu to request it.

Linear Version

For **jpg** click **here** then right click on logo & use

'save picture as' to download

For **eps** click **here** then you will be prompted to save & download the logo

Stacked Version

For **jpg** click **here** then right click on logo & use 'save picture as' to download

For **eps** click **here** then you will be prompted to save & download the logo

To ensure legibility, accessibility and consistency a range of logo sizes have been defined for use, outwith the Forestry Commission literature systems, across standard 'A' sizes. Within the literature systems the sizes of logo's are strictly defined. The sizes listed here are for use where a logo is requested for a partner publication, website, display, sign or any other media. The linear logo is the preferred version to use.

Recommended sizes for 1/3 A4 to A0 - linear logo

1/3 A4 - X is 46 mm
A5 - X is 50 mm
A4 - X is 75 mm
A3 - X is 75 mm
A2 - X is 100 mm
A1 - X is 125 mm
A0 - X is 150 mm

Absolute minimum size
The Forestry Commission Wales linear logo must never be reproduced at a width less than 44 mm

To ensure legibility, accessibility and consistency a range of logo sizes have been defined for use, outwith the Forestry Commission literature systems, across standard 'A' sizes. Within the literature systems the sizes of logo's are strictly defined. The sizes listed here are for use where a logo is requested for a partner publication, website, display, sign or any other media. The linear logo is the preferred version to use.

Recommended sizes for 1/3 A4 to A0 - stacked logo

1/3 A4 - X is 40 mm
A5 - X is 50 mm
A4 - X is 75 mm
A3 - X is 75 mm
A2 - X is 100 mm
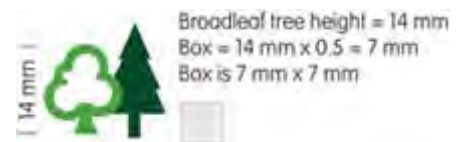A1 - X is 125 mm
A0 - X is 150 mm

Absolute minimum size
The Forestry Commission Wales stacked logo must never be reproduced at a width less than 35 mm

To strengthen the brand and ensure its clarity and presence a clear space around the logo must be maintained. No other visual element must appear within this area. The clear space (or exclusion zone) makes sure the logo appears on an uncluttered background. The measurements shown are minimum and more space should be left if possible.

Calculating the clear space
Measure the height of the broadleaf in the tree symbol, divide it by 0.5 and create a square box using the result for all four sides.

Broadleaf tree height = 14 mm
Box = 14 mm x 0.5 = 7 mm
Box is 7 mm x 7 mm

Use the box to measure out from the furthest points of the logo, the outer edges of the boxes define the clear space to be left around the logo.

1.1.5 Forest Research logos

The Forest Research logo has only two variants, linear and stacked. The linear version should be used in preference. Only use one of these options, no other variations are permitted. If you require a logo to be supplied in any other file format use the contact link in the right-hand menu to request it.

Linear Version

For **jpg** click **here** then right click on logo and use 'save picture as' command to download

For **eps** click **here** then you will be prompted to save & download the logo

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Stacked Version

For **jpg** click **here** then right click on logo and use 'save picture as' command to download

For **eps** click **here** then you will be prompted to save & download the logo

To ensure legibility, accessibility and consistency a range of logo sizes have been defined for use, outwith the Forestry Commission literature systems, across standard 'A' sizes. Within the literature systems the sizes of logo's are strictly defined. The sizes listed here are for use where a logo is requested for a partner publication, website, display, sign or any other media. The linear logo is the preferred version to use.

Recommended sizes for 1/3 A4 to A0 - linear logo

X mm

1/3 A4 - X is 40 mm
A5 - X is 50 mm
A4 - X is 75 mm
A3 - X is 75 mm
A2 - X is 100 mm
A1 - X is 125 mm
A0 - X is 150 mm

Absolute minimum size
The Forest Research linear logo must never be reproduced at a width less than 29 mm

To ensure legibility, accessibility and consistency a range of logo sizes have been defined for use, outwith the Forestry Commission literature systems, across standard 'A' sizes. Within the literature systems the sizes of logo's are strictly defined. The sizes listed here are for use where a logo is requested for a partner publication, website, display, sign or any other media. The linear logo is the preferred version to use.

Recommended sizes for 1/3 A4 to A0 - stacked logo

1/3 A4 - X is 40 mm
A5 - X is 50 mm
A4 - X is 75 mm
A3 - X is 75 mm
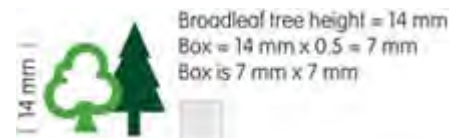A2 - X is 100 mm
A1 - X is 125 mm
A0 - X is 150 mm

Absolute minimum size
The Forest Research stacked logo must never be reproduced at a width less than 21 mm

To strengthen the brand and ensure its clarity and presence a clear space around the logo must be maintained. No other visual element must appear within this area. The clear space (or exclusion zone) makes sure the logo appears on an uncluttered background. The measurements shown are minimum and more space should be left if possible.

Calculating the clear space
Measure the height of the broadleaf in the tree symbol, divide it by 0.5 and create a square box using the result for all four sides.

Broadleaf tree height = 14 mm
Box = 14 mm x 0.5 = 7 mm
Box is 7 mm x 7 mm

Use the box to measure out from the furthest points of the logo, the outer edges of the boxes

define the clear space to be left around the logo.

1.2 Colour

The logo is made up of the two Forestry Commission corporate colours and should whenever possible appear in this form (other than when being used in the literature systems, where its appearance is defined by the 'lidtop' device).

In circumstances where full reproduction is not possible the logo may be used in the other formats shown on the Logo Guidance you can download from the right-hand menu.


Pantone: PMS 349		
CMYK:	C100 M0 Y83 K47	
RGB:	R0 G112 B60	
BS:	14 C 39	

Pantone: PMS 369		
CMYK:	C65 M0 Y100 K8.5	
RGB:	R109 G179 B63	
RAL:	6017	

1.2.1 Do's and Dont's

Our logo should always be used in such a way that it is clear and legible to everyone and projects our brand consistently. The logo must always be reproduced from master digital artwork, must never be modified in any way and must be visually accessible. A few guidelines are set out below, for any further advice contact the appropriate design or communication teams.

Don't use a white logo on a light background or image
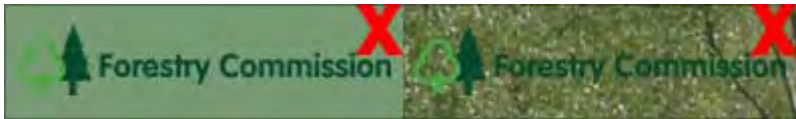
Don't use a colour logo on a mid/dark background or image

Do use a white logo on a dark background or image

Don't add to, make up or alter the logo in any way

Don't stretch, squash or distort the logo in any way

1.2.2 Design Experts Group

This manual has been produced from visual work developed by design and publishing experts from across the Forestry Commission over the past two years.

Elaine Dick
Forestry Commission GB

Damon Mahoney
FC England

Alan Chalmers
FC Scotland

Katrina Jeffreys
FC England

Willie Cairns
Forestry Commission GB

Steven Richards-Price
FC Wales

Glenn Brearley
Forest Research

The Design Experts Group (DEG) is responsible for developing, managing and advising on the visual aspects of the Forestry Commission brand. The DEG is a sub-group of the Forestry Commission Brand Management Group (BMG)

which has overall responsibility for maintaining a positive and professional approach to brand management across the Forestry Commission. The DEG is made up of staff from the Forestry Commission in GB, England, Scotland, Wales and Forest Research.

1.2.3 Terms of reference

The Design Experts Group will:

• Provide ownership and day-to-day management of the visual aspects of the FC brand and the Brand Manual on behalf of the BMG.
• Provide advice and recommendations to the BMG as required.
• Develop and maintain guidance on the visual aspects of the FC brand.
• Ensure communications produced using visual media follow established good practice on accessibility.
• Promote the FC brand identity across the organisation in line with the principles set down by the BMG.
• Monitor the visual expression of the FC brand, internally and externally, to ensure
  good practice.
• Manage the application of the FC brand identity for partnership projects.
• Consider the future development and visual evolution of the FC brand.

Scope

The Design Experts Group will consider the visual branding of:

• Stationery and presentations
• Literature systems
• Imagery
• Mapping
• Signage and interpretation
• Vehicle livery
• Corporate clothing
• Website (inter/intranet)
• Software products

Membership

• Elaine Dick, FC GB (Chair)
• Willie Cairns, FC GB (Corporate communications)
• Glenn Brearley, Forest Research
• Alan Chalmers, FC Scotland
• Katrina Jefferies, FC England
• Damon Mahoney, FC England
• Steven Richards-Price, FC Wales
• Lynne Rennie (Secretary)

1.3 Typefaces

The font used in the Forestry Commission logo, on our corporate signs and vehicle livery and as one of the main fonts in all our publishing (print, on-site and e-media) is VAG Rounded. There are also other support fonts used in our communications and in the document templates available for staff to use. See the right-hand menu for more details.

VAG Rounded Thin

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

VAG Rounded Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

VAG Rounded Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

2 Stationery & templates

Stationery is often one of the most overlooked aspects of our brand. We all use letterheads, compliment slips and business cards regularly in our day-to-day communications with a range of people – from members of the public to government ministers. While we may send more email than posted letters these days – it does not make it any less important to use correctly branded, professional stationery. All Forestry Commission letterheads, compliment slips, business cards and other stationery must adhere to the corporate guidelines set out in this section of the Manual – whether you are posting a printed letter on headed paper or emailing a letter using a MS Word template.

2.1 Printed stationery

A revised printed stationery design is currently being implemented across all parts of the Forestry Commission to bring it into line with our visual brand. Below are example images of the new stationery showing how it looks in England with links to full size examples and a link to a document with examples of all the stationery.

To view a pdf that shows examples of stationery for all parts of the Forestry Commission please click here.

View a full size FC compliment slip

View a full size FC business card

View a full size FC letterhead

All printed stationery must be ordered through our approved supplier APS Group Ltd in Edinburgh. See 'How to order' in the right-hand column.

2.2 e-Letterheads

These templates are for use on your PC to format, send or print e-letters. The template will open in your browser window, then go to **file** on the top toolbar and select **save as**. The **save as** window will appear, then file into a folder on your **PC**.

Forestry Commission e-letterhead template

Forestry Commission England e-letterhead template

Forestry Commission Scotland e-letterhead template

Forestry Commission Scotland (English/Gaelic version) e-letterhead template

Forestry Commission Wales e-letterhead template

Forest Research e-letterhead template

2.3 Document templates

These templates enable you to create documents and reports that are not part of formal corporate publishing but still need to display, and be consistent with, the Forestry Commission visual brand. You can use these for both internal and external audiences depending on the communication requirements, purpose or audience the material is aimed at. Use the links in the right-hand column to go to the templates for your part of the organisation. If you are in any doubt about how to proceed you should seek advice from your design, communication or publishing team.

Type 1 templates

This type has a full cover with follow on lidtop headed pages. It should be used for documents of substance requiring a cover.

Type 2 templates

This type has a simpler lidtop headed cover and follow on pages with header. Use it as the standard document template.
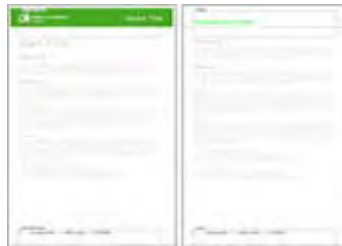
2.3.2 England documents
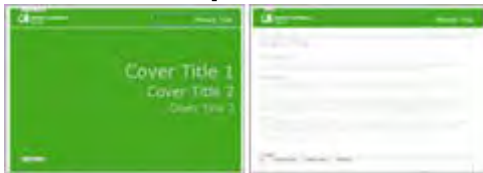
A4 Portrait 1   **A4 Portrait 2**

 Type 1
Type 1
(binder)

To use

 Type 2
Type 2
(binder)

To use

A4 Landscape 1

 Type 1
Type 1
(binder)
To use

A4 Landscape 2

 Type 2
Type 2
(binde
To use

A3 Landscape 1

 Type 1 **(single text column)**
Type 2 **(double text column)**

To use

2.3.4 Wales documents

A4 Portrait 1

 Type 1
Type 1
(binder)

To use

A4 Portrait 2

 Type 2
Type 2
(binder)

To use

A4 Landscape 1

 Type 1
Type 1
(binder)
To use
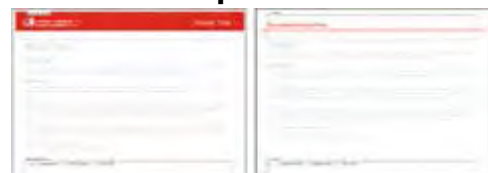
A4 Landscape 2

 Type 2
Type 2
(binde
To use

A3 Landscape 1

Type 1 (single text column)
Type 1 (double text column)

To use

2.3.5 FR documents

A4 Portrait 1
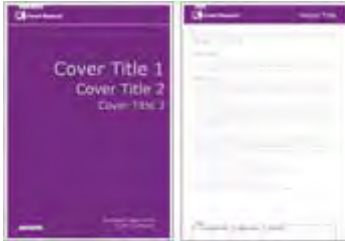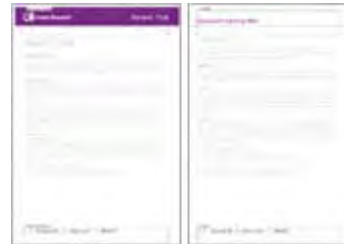
Type 1
Type 1
(binder)

To use

A4 Portrait 2

Type 2
Type 2
(binder)

To use

A4 Landscape 1

Type 1
Type 1
(binder)
To use

A4 Landscape 2

Type 2
Type 2
(binder
To use

A3 Landscape 1

Type 1 (single text column)
Type 1 (double text column)

To use

2.5 Name badges

The badges available here (see right hand column links for all variants) will help staff present a consistent and professional organisation to the public. These can be used for events, conferences, meetings and in any other situation where the FC brand is being represented. At all events where FC staff are representing the organisation to any audience (from visitors to politicians) the darker green FC colour is used for the lid top (as with all corporate clothing).
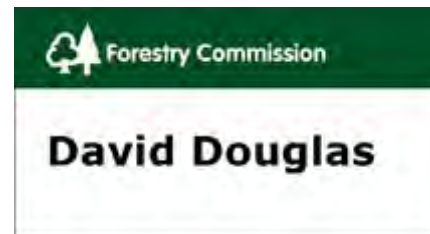
2.5.1 GB name badges

The templates come in two different badge sizes and are designed to fit the most readily available holders. Each template sheet is A4 in size and has trim guides and text boxes, all ready to input names, built into the template.

The sizes are:
40 mm x 75 mm (10 badges on A4 sheet)

54 mm x 90 mm (8 badges on A4 sheet)

The word templates will open in your web browser window. You should then go to **file** on the top toolbar and select the **save as** option. The **save as** window will appear and you should file the template into an appropriate folder on your **c:drive**.

2.5.2 England name badges

The templates come in two different badge sizes and are designed to fit the most readibly available holders. Each template sheet is A4 in size and has trim guides and text boxes, all ready to input names, built into the template.

The sizes are:
England - 40 mm x 75 mm (10 badges on A4 sheet)

England - 54 mm x 90 mm (8 badges on A4 sheet)

The word templates will open in your web browser window. You should then go to **file** on the top toolbar and select the **save as** option. The **save as** window will appear and you should file the template into an appropriate folder on your **c:drive**.

2.5.3 Scotland name badges

The templates come in two different badge sizes and are designed to fit the most readibly available holders. Each template sheet is A4 in size and has trim guides and text boxes, all ready to input names, built into the template.

The sizes are:
40 mm x 75 mm (10 badges on A4 sheet)

54 mm x 90 mm (8 badges on A4 sheet)

The word templates will open in your web browser window. You should then go to **file** on the top toolbar and select the **save as** option. The **save as** window will appear and you should file the template into an appropriate folder on your **c:drive**.

2.5.4 Wales name badges

The templates come in two different badge sizes and are designed to fit the most readily available holders. Each template sheet is A4 in size and has trim guides and text boxes, all ready to input names, built into the template.

The sizes are:
40 mm x 75 mm (10 badges on A4 sheet)

54 mm x 90 mm (8 badges on A4 sheet)

The word templates will open in your web browser window. You should then go to **file** on the top toolbar and select the **save as** option. The **save as** window will appear and you should file the template into an appropriate folder on your **c:drive**.

2.5.5 FR name badges

The templates come in two different badge sizes and are designed to fit the most readily available holders. Each template sheet is A4 in size and has trim guides and text boxes, all ready to input names, built into the template.

The sizes are:
40 mm x 75 mm (10 badges on A4 sheet)

54 mm x 90 mm (8 badges on A4 sheet)

The word templates will open in your web browser window. You should then go to **file** on the top toolbar and select the **save as** option. The **save as** window will appear and you should file the template into an appropriate folder on your **c:drive**.

2.6 CD labels

CD DISC LABELS - Template CD disc labels (for Avery) can be downloaded here GB CD labels. The template will open in your web browser window. Then go to **file** on top toolbar, select **save as** option. The **save as** window will appear, then file the template in a folder on your **c:drive**.

2.6.1 GB CD labels

The template is designed to fit Avery CD label sheets. Each sheet is A4, will print directly onto the precut CD label area and has text boxes for all titling as part of the template.

GB CD labels (2 on a sheet)

The template will open in your web browser window. Then go to **file** on top toolbar, select **save as** option. The **save as** window will appear, then file the template in a folder on your **c:drive**.

2.6.2 England CD labels

The template is designed to fit Avery CD label sheets. Each sheet is A4, will print directly onto the precut CD label area and has text boxes for all titling as part of the template.

England CD labels (2 on a sheet)

The template will open in your web browser window. Then go to **file** on top toolbar, select **save as** option. The **save as** window will appear, then file the template in a folder on your **c:drive**.

2.6.3 Scotland CD labels

The template is designed to fit Avery CD label sheets. Each sheet is A4, will print directly onto the precut CD label area and has text boxes for all titling as part of the template.

Scotland CD labels (2 on a sheet)

The template will open in your web browser window. Then go to **file** on top toolbar, select **save as** option. The **save as** window will appear, then file the template in a folder on your **c:drive**.

2.6.4 Wales CD labels

The template is designed to fit Avery CD label sheets. Each sheet is A4, will print directly onto the precut CD label area and has text boxes for all titling as part of the template.

Wales CD labels (2 on a sheet)

The template will open in your web browser window. Then go to **file** on top toolbar, select **save as** option. The **save as** window will appear, then file the template in a folder on your **c:drive**.

2.6.5 FR CD labels

The template is designed to fit Avery CD label sheets. Each sheet is A4, will print directly onto the precut CD label area and has text boxes for all titling as part of the template.

Forest Research CD labels (2 on a sheet)

The template will open in your web browser window. Then go to **file** on top toolbar, select **save as** option. The **save as** window will appear, then file the template in a folder on your **c:drive**.

3 Presentations

Presentations, like stationery, are sometimes an overlooked aspect of our brand. We spend a lot of time, quite rightly, considering the content of

presentations, but it is also important to think about how they are put together and delivered, and how any supporting material is communicated. Using properly designed, corporate templates not only saves time, but can give your presentation added professionalism and authority. This section of the Manual provides guidance, templates and instructions for using PowerPoint style slides. These should be used for all courses, talks and other presentations whether they are for other staff or an external audience.

3.6 PowerPointTips

A few pointers to help you create a clear presentation

- Start your presentation with the title slide, there is space for a main title, sub-title, speaker name and date.
- Insert the speaker name after the sub-title, within the same text box, in a smaller font (18pt) to differentiate from the sub-title.

To create a professional presentation and maintain consistency you should:

- Use the Cover Left-Down slide transition to move between slides in your presentation. (Select by going to the Slide Show menu and choosing Slide Transition. Select Cover Left-Down from the drop-down menu and the Slow speed. Click Apply to All to save the change. (Moderation is the key when adding special effects to your presentation. You want the effects you use — such as animations and transitions — to emphasise your points, not draw the audience's attention to the effects themselves!)
- Use the Verdana font in white on the title slide and in black throughout the rest of the presentation. Try not to use a font size less than 14pt for body text.
- Do not use capitalisation in your slide text or headings (it is often hard to read).
- Keep your slides short if possible. Too many words or pictures on one slide can distract the audience. If you find yourself using too much text, try removing words you don't need or dividing a slide into two or three and increase the font size.

3.6.1 Great Britain

Download the **Forestry Commission GB** template **here**

Download the **Forestry Commission GB International** template **here**

3.6.2 England

Download the **Forestry Commission England** template **here**

3.6.3 Scotland

Download the **Forestry Commission Scotland template here**

3.6.4 Wales

Download the **Forestry Commission Wales** template **here**

3.6.5 Forest Research

Download the **Forest Research** template **here**

4 Publications

The Forestry Commission produces a number of different types of publications covering a range of subjects, from annual reports to information and interpretation for visitors to our forests and woodlands, and from advice on sustainable forest management to science and research. Publications are a key aspect of our brand image; the way they are written, designed and produced – and the type of images we use – all affect the way the Forestry Commission is perceived. This section of the Manual explains how the different types of publications we produce are categorised, gives guidance on writing style and the use of images, and provides appropriate contact points for professional advice.

4.1 Publication types

Forestry Commission publications can be all be categorised in one of three literature areas: corporate, recreation and forestry support. A series of literature systems has been developed for each of these categories. The literature systems are designed to provide a framework to ensure our brand is applied consistently, but also to bring structure and consistency to our publications, and ensure they make sense to our internal and external audiences. The 'lid-top' device, along with other elements such as typeface, colour and layout grid, is the core feature that brings brand consistency across all our publications, in all publishing areas, and in all parts of the Forestry Commission.

Corporate
Corporate publications can be defined as all material published in support of (or to report on) organisational business and strategies. External publications include annual reports, corporate plans, strategy and other policy documents. Internal publications are made up of corporate guidance that applies to all Forestry Commission staff.

Recreation
Recreation publications can be defined as all material published to enhance and promote the visitor experience across all parts of the Forestry Commission. These publications are all external facing and include forest guide maps, trail and activity leaflets, event guides, magazines and newsletters.

Forestry Support
Forestry support publications can be defined as all material published to disseminate guidance on sustainable forest management and the results of scientific research that support the aims of The UK Forestry Standard and the Science and Innovation Strategy for British Forestry, or country-specific strategies. External publications include The UK Forestry Standard and supporting publications, and research reports. Internal publications include Operational Guidance Booklets for use by Forestry Commission staff.

4.1.1 Corporate

Our corporate publishing is carried out by all parts of the Forestry Commission (GB, England, Scotland, Wales, and Forest Research) and uses the corporate 'lidtop' device to bring brand consistency to all literature.

Whilst there is a strong overall brand image, the individual 'lidtop' and parent colour give definition and identity to each part of the devolved Forestry Commission. This helps to build closer relationships and communicate more effectivley with government and gives a level of identity to each part that assists in business objectives while also retaining the benefits and strength of the Forestry Commission brand.
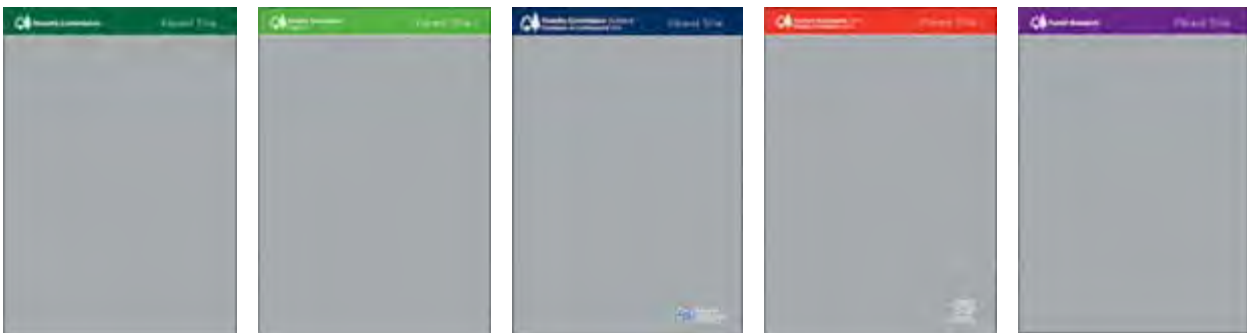
These are the strategic and high-level outputs forming the basis of Forestry Commission GB, England, Scotland, Wales and Forest Research external corporate publication series.

The corporate literature system has four cover options (full, half or letterbox image or colour cover) to be used as appropriate by countries and FR in whatever manner best meets their need (see pages on right-hand menu). The system is designed to deliver policy, strategy, reporting, programme and other high level content that must be published formally to audiences such as Government ministers and departments, local authorities, the forest industry, NGOs, business and external stakeholders in a consistent and structured way.

Publications that have had particular communications, marketing or campaign requirements identified may be developed and sit outwith the system, but they must use the 'lidtop' device and make use of the underlying principles (e.g. fonts, colour and layout grid).
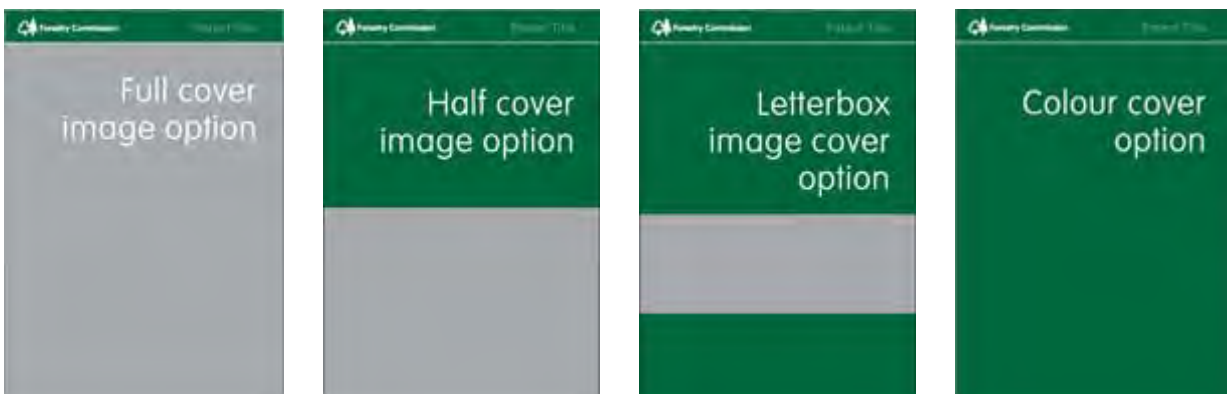
This is mainly internal staff guidance published by Forestry Commission departments such as Human Resources, Information Services and Business Units.

The literature style uses the 'lidtop' device to bring brand consistency and has a distinctive cover style of a white background featuring a simple or abstract cutout subject related image. It should also state either as part of the title or as a sub-title that the document is for FC staff. The aim is to differentiate these as internal rather than external facing.

There is also an option for staff to create and publish material internally, using the Microsoft Word document templates, themselves. This option depends on the communication requirements, purpose or audience the material is aimed at. If you are in any doubt about how to proceed you should seek advice from your design or communications team.

For more information on document templates or to download the template follow the link on the right-hand menu.

Operational guidance (also aimed internally) is covered under Forestry Support, follow the link on the right-hand menu.

4.1.2 Recreation

All of our recreation publishing is carried out by the three countries and uses the recreation 'lidtop' device to bring Forestry Commission brand consistency to all visitor facing literature.

The 'lidtop' creates a strong brand image and makes use of our two greens. This enables us to communicate with a more organisational and familiar focus to visitors & forest users whose experience of our brand is generally through our recreation leaflets, signs, vehicles and staff on the ground throughout Britain, all of which use our greens to project the brand.

The area below the lidtop reflects the individual brand style adopted and applied by each country (see pages in right-hand menu).

Recreation publications are published on behalf of Forestry Commission England, Scotland and Wales by the Design and Interpretation teams in each country. In each country, rmanagement and responsibity of the visual brand lies with their Design & Interpretative Services team, along with co-ordination, design and production management of the publishing process.

The majority of publishing is commissioned by the Regions in England, the Forest Districts in Scotland and the Forest Districts in Wales working closley with their Design and Interpretation teams to identify requirements and create an annual delivery programme of design & production.

Decisions about where to publish – whether it is in one of the core series as set out in the literature system section in each country or if it sits outwith the standard series (but still within the brand family) are taken at commissioning stage by the design teams, taking into account the communication and marketing requirements of the publication or wider project.

Explore series

Discover series

Specific sites   **Events series**

**Our recreation publications are primarily based around a framework of different levels all sharing the same underlying cover design grid.** The framework and design grid have enough flexibility to cater for a degree of local distinctiveness (especially on the trail guides which are more site-specific), whilst also creating a strong visual brand image.

These publications are aimed at a variety of different audience groups, in different contexts with different communication requirements so a fresh, contemporary, accessible and visually rich approach has been developed. The design has to be robust and remain fresh over a number of years, but at the same time this friendly, informative approach needs to be balanced with ensuring visitor confidence and our duty of care.

Forest Park Guide Guide Map   Trail Guide   Activity Guide Out & About
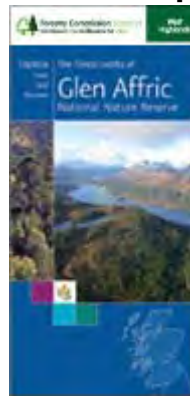
Forest Park guides typically cover one large area (e.g. Glenmore) or a large area with multiple sites (e.g. Tweed Valley) and will give information about recreation opportunites within the park. There will generally be a an overview map, along with individual site maps giving details of all user routes, grades, descriptions and other relevant information. All recreation available within the park will be listed to give a comprehensive guide for visitors.

The back cover carries a wide area map and contact details for the local office and also for other adjacent offices, aimed at maximising onward and repeat

visits. It also carries our diversity statement. All our recreation leaflets are printed on uncoated paper from sustainably managed sources.

These guide maps cover either one large area (e.g. Glen Affric) or a large area with multiple sites (e.g. Solway Coast) and give information about recreation opportunites within the areas. There will generally be a an overview map, along with individual site maps giving details of all user routes, grades, descriptions and other relevant information. All our recreation available within the area will be listed to give a comprehensive guide for visitors.

The back cover carries a wide area map and contact details for the local office and also for other adjacent offices, aimed at maximising onward and repeat visits. It also carries our diversity statement. All our recreation leaflets are printed on uncoated paper from sustainably managed sources.

Trail guides can cover one specific area (e.g. Culbin) or one trail at or within a location (e.g. Allt Mhuic) and will give information about recreation opportunites or be more interpretativly based (eg. Aoineadh Mor). There will generally be a map complete with details of all user routes, grades, descriptions and other relevant information.

The back cover carries local area map, local FD office other adjacent offices contact details and other nearby FCS locations to visit, aimed at maximising onward and repeat visits. It also carries our diversity statement. All our recreation leaflets are printed on uncoated paper from sustainably managed sources.

Covers one specific activity (mainly mountain biking) within either a large or individual location, the guide gives information about that particular activity. There will generally be a map complete with details of all routes, grades, descriptions, other relevant information and in the case of MTB leaflets all user safety information.

The back cover carries local area map, local office other adjacent offices contact details and other nearby FCS activites to try, aimed at maximising onward and repeat visits. It also carries our diversity statement. All our recreation leaflets are printed on uncoated paper from sustainably managed sources.

These leaflets cover a distinct visitor location which can be either a large area (Galloway Forest Park), one specific site (Queen's View) or a specific activity and give a snap shot of what is on offer. They are primarily designed as marketing tools, rather than to give indepth information, to have wider visitor impact and be available through appropriate visitor outlets. There will generally be brief details of the location, its highlights, must see and do's, how to get there and opening times, etc.

The back cover carries local area map, local office other adjacent offices contact details and other nearby FCS locations to visit, maximising onward and repeat visits and our diversity statement.
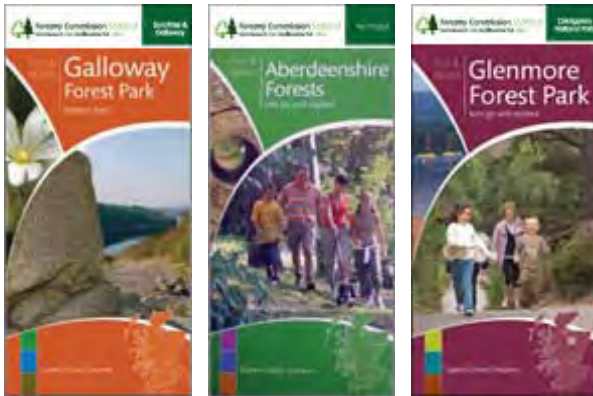
These guides are the only series of leaflets which are redesigned and printed annually. There are currently 10 different guides published. The aim is to publish them as part of our marketing areas, rather than on an individual forest district basis.

The visual style is customer focused, active and friendly, but still sitting within the overall visual framework and benefiting from the strength of the FCS brand. Users should be able to find the information easily from a clear, concise and attractive guide. They also have a strong 'rack' presense that communicates what they are and who they are from.

The back cover carries contact details for the local office and cover images of other events guides to help promote the program and other recreation opportunites across Scotland. All our recreation leaflets are printed on uncoated paper from sustainably managed sources.

The events series is also backed-up by template posters for use by local staff to create individual event promotion material.

Our recreation publications try to maintain the link with our corporate publications through the continued use of red and the inclusion of the Welsh Assembly Government logo on the cover. The aim is a strong brand image supported by vibrant photography.

Walking and mountain biking dominate our recreation publications, but we also have two leaflets specially catering for horse riders and carriage drivers, and even a trim trail. The design has to be robust and remain fresh over a number of years, but at the same time this friendly, informative

approach needs to be balanced with ensuring visitor confidence and our duty of care.

Trail Guides **Walk Cards** **Event Guides** **MTB Guides** **MTB Packs**

These can cover an area of forests (Tywi/Cothi/Irfon) or one forest (Clocaenog) and will give information about recreation opportunities or be more interpretively based.

There will generally be a map complete with details of all user routes, grades, descriptions and other relevant information, and generally covers walks, horseriding and carriage driving.

The front cover must include the WAG logo in the bottom right at the correct size (see pdf download 'WAG logo')

The back cover carries local area map, local FD office, contact details (including customer contact centre), other nearby FCW locations to visit, aimed at maximising onward and repeat visits. It will also carry the FC diversity statement, FCW woodlands FSC certification acknowledgement and paper type/accreditation such as FSC or PEFC.

These are priced packs including all walks in Coed y Brenin and Afan Forest Parks, with another planned in 2009-10 for Gwydyr Forest Park.

These come in a plastic sleeve A5 size, with an introduction card, and then one card per trail including a map complete with details of all routes, grades, and descriptions.

The back cover card includes a location map showing nearby FCW sites aimed at maximising onward and repeat visits, local FD office and customer contact centre details. It will also carry the FC diversity statement, Forestry Commission Wales woodlands FSC certification acknowledgement and paper type/accreditation such as FSC or PEFC.

Cover mountain biking within either a large or individual location.
There will generally be a map complete with details of all routes, grades, descriptions in line with OGB 37 'Cycle trail management' and other relevant information. Each trail will have its own distinctive waymarker icon to increase recognition of the trail and for ease of route finding (see pdf download 'waymarker icons' for examples).

These publications come in two formats; leaflets and packs (see right-hand menu for more details about these).

These guides are the only leaflets which are redesigned and printed annually. There are currently guides published for Coed y Brenin and Bwlch Nant yr Arian.

The visual style is customer focused, active and friendly, but still sitting within the overall visual framework and benefiting from the strength of the FCW brand. Users should be able to find the information easily from a clear,

concise and attractive guide. They also have a strong 'rack' presence that communicates what they are and who they are from.

The front cover must include the WAG logo in the bottom right at the correct size (see pdf download 'WAG logo')

The back cover carries contact details for the local office and customer contact centre.
The guides will be supported by template posters for use by staff to promote individual events. It will also carry the FC diversity statement, Forestry Commission Wales woodlands FSC certification acknowledgement and paper type/accreditation such as FSC or PEFC.

1/3 of A4 free leaflets (for sites without a visitor centre including large (Brechfa) up to A2 in size and A4 for small sites (Cwmrhaeadr).

• The front cover must include the WAG logo in the bottom right at the correct size (see pdf download 'WAG logo').
• Is this trail right for you grading info
• Forest Cycle Code info
• All relevant grading, descriptions, waymarker icon and map
• Back cover card with local area map, local FD office and customer contact centre details, other nearby FCW recreation sites, aimed at maximising onward and repeat visits. It will also carry the FC diversity statement, Forestry Commission Wales woodlands FSC certification acknowledgement and paper type/accreditation such as FSC or PEFC.

1/3 of A4 priced mountain bike cards packs in plastic sleeve for Snowdonia National Park trails (covering Coed y Brenin, Gwydyr, Penmachno and Beddgelert) and Afan/Cwmcarn

• The front cover card must include the WAG logo in the bottom right at the correct size (see pdf download 'WAG logo').
• Is this trail right for you grading card
• Forest Cycle Code Card
• Card per trail and all relevant grading, descriptions, waymarker icon and map
• Back cover card with local area map, local FD office and customer contact centre details, other nearby FCW recreation sites, aimed at maximising onward and repeat visits. It will also carry the FC diversity statement, Forestry Commission Wales woodlands FSC certification acknowledgement and paper type/accreditation such as FSC or PEFC.

There is a core series of Forestry Commission publications that provide guidance to support sustainable forest management in Britain and report the results of research commissioned in support of the Science and Innovation Strategy for British forestry:

- **Forestry standards**
  UK-level strategic publications that support The UK Forestry Standard and country forestry strategies by setting out the guidance required by government to meet the needs of sustainable forest management.

- **Forestry practice**
  UK/GB-level publications that provide comprehensive practical guidance and decision support on an aspect of sustainable forest management to forest managers and operational staff.

- **Forestry technology**
  GB-level publications that provide comprehensive technical guidance on the use of equipment, tools or machinery to forest managers and operational staff. This includes information on technical specifications, working methods, and machine and system evaluations.

- **Forestry research**
  GB publications that give the user an opportunity to read more about the underlying science supporting important forestry and sustainable forest management issues. They also provide a method of disseminating interim recommendations that have not yet been issued as guidance.

Forestry support publications are published on behalf of the Forestry Commission by Corporate and Forestry Support (CFS), part of GB Services at Silvan House. Co-ordination and production management of the publishing process is the responsibility of the Forestry Commission Publications Manager and the Technical Publications Group.

Decisions about where to publish – whether it is in one of the core series as set out in the literature system section (left), or if it is more appropriate to publish as a stand-alone book (such as a management handbook) or computer software - will be made by the Technical Publications Group.

For more information about forestry support publications, download the Author's Manual or go to the publications pages from the links in the right hand menu.

Operational Guidance Booklets (OGBs) set out operational guidance for Forestry Commission staff. This guidance may be entirely separate to that published externally in support of The UK Forestry Standard and Guidelines, or may build on it to ensure that internal Forestry Commission procedures are correctly applied during forest operations. For example, this may be by describing the standards, roles and responsibilities, auditable actions and processes that must be followed to support sustainable forest management - including actions to ensure the continued certification of our woodlands under the UK Woodland Assurance Standard (UKWAS).

OGBs are managed by Inventory, Forecasting and Operational Support (IFOS). For more information use the right-hand menu link to go the OGB econnect pages.

4.1.3 Forestry support

This section gives information and advice on publications that provide guidance on sustainable forest management and report the results of scientific research. These may be UK or GB in scope, i.e. they support the aims of The UK Forestry Standard and the Science and Innovation Strategy for British Forestry; or country specific, i.e they support the aims of a country forestry strategy. There are four main external categories:

Forestry standards
Publications that support The UK Forestry Standard and country strategies that provide the guidance required by government(s) to meet the needs of sustainable forest management.

Forestry practice
Publications that provide comprehensive practical guidance and decision support on an aspect of sustainable forest management to practitioners. Where appropriate, this information is published in a format suitable for use in the field or on a computer.

Forestry technology
Publications that provide comprehensive technical guidance on the use of equipment, tools or machinery to forest managers and operational staff. This includes information on technical specifications, working methods, and the results of machine and system evaluations.

Forestry research
Publications that give the user an opportunity to read more about the underlying science supporting important forestry and sustainable forest management issues. They also provide a method of disseminating the results of research funded by the Forestry Commission.

Guidance for our own operational staff is published in Operational Guidance Booklets (OGBs).

The UK Forestry Standard and supporting Guidelines are currently being revised. The new editions are due to be published by the end of March 2011. The revisions aim to clarify and strengthen the relationship between the Guidelines series and The UK Forestry Standard and to improve the consistency of approach. The new UK Forestry Standard will continue to define governments' requirements for sustainable forest management and will link directly to the Guidelines for greater detail on seven key areas:

- Forests and Landscape
- Forests and Historic Environment
- Forests and Biodiversity
- Forests and Soil
- Forests and Climate Change
- Forests and People
- Forests and Water

For more information, visit: www.forestry.gov.uk/ukfs

Practice Guides provide comprehensive practical guidance and decision support on key aspects of sustainable forest management to practitioners. Where appropriate, this information is published in a format suitable for use in the field (**Field Guides**) or on a computer (**Decision Support Software**). These publications may be UK or GB in scope, and expand on the principles of sustainable forest management outlined in FC Guidelines to provide detailed 'how to' advice, or may be country specific. **Practice Notes** update or further expand on specific topics covered at a broad level in Practice Guides.

Practice Guide   **Practice Note**

Technical Guides provide comprehensive technical guidance on the use of equipment, tools or machinery to forest managers and operational staff. This includes information on technical specifications, working methods, and the results of machine and system evaluations. Where appropriate, this information is published in a format suitable for use in the field (**Field Guides**). These publications will usually be UK or GB in scope. **Technical Notes** update or further expand on specific topics covered at a broad level in Technical Guides.

Technical Guide   **Technical Note**

Research Reports give users an opportunity to read more about the underlying science supporting important forestry and forest management issues. They also provide a method of disseminating the results of research funded by the Forestry Commission. This is usually, but not exclusively, based on research carried out by our agency Forest Research.

These publications may be GB in scope or country specific. **Research Notes** have the same purpose, but will cover smaller project areas or report the interim findings of larger programmes.

Research Report   **Research Note**

4.2 Writing guidance

As well as guidance on the use of the visual aspects of the Forestry Commission's brand identity, we also have rules and conventions for our writing. The guidance set out in this section of the Manual is intended to help those writing or editing material for publication by the Forestry Commission, whether it is for an internal or external audience, a printed publication or a web page.

The guidance is split into five sub-sections covering the following topics:

- Describing the Forestry Commission (how we talk about our organisation).
- Writing styles (for example, using plain English and other specific styles).
- Spelling and grammar (general rules and some housestyle conventions).
- Conventions (such as names and places, tree species, units).
- Format and structure (structuring your text, using tables and figures).

This section of the Manual is still being worked on, more content will be added soon. We will be adding extra pages and downloads on specific writing styles, for example: writing for recreation, science and press reports.

4.2.1 Describing the Forestry Commission

The way we describe the Forestry Commission is an important part of our brand. Some simple guidelines to follow are:

- Always refer to the 'Forestry Commission' in full in all external publications. Do not refer to 'the Commission' or the 'FC' unless it is absolutely necessary to avoid repetition.
- Avoid using organisational divisions, e.g. CFS, in external publications – refer to the Forestry Commission.
- Use initial capitals for 'Forestry Commission'

- Use 'the' in front of 'Forestry Commission', e.g. if you are saying '*the* Forestry Commission manages …' but never use '*the* Forestry Commission Wales …'
- Use 'Forestry Commission' and not FC/FCW/FR and so on. This does not work for us the way it works for the BBC and RSPB for example.
- Refer to the Forestry Commission as a single body, e.g. The Forestry Commission IS (there is only one Forestry Commission!). Don't say the Forestry Commission ARE. The same applies to other organisations.

4.2.2 Writing styles

How we write is a very personal choice. We may use different styles to suit particular pieces of writing, for example if we are trying to reach a specific audience or achieve a particular objective. However, there are a number of general principles that we should try to aim for when writing for work purposes. This section of the Manual will set out guidance on different aspects of writing style.

As a general rule, always try to write in simple, concise English. Use *plain* English (see Downloads) throughout and avoid jargon terms, acronyms and other references that would not be clear to a reader outside your work area. Plain English has been described as 'Pitching the language at a level that suits the readers and using appropriate structure and layout to help them navigate through the document. It does not mean using simple words at the expense of the most accurate words or writing whole documents in kindergarten language.' Terminology that may not be obvious to the intended audience should be explained at a relevant point in the text (usually after first use) or in a glossary.

Using plain English does not mean adopting an overly informal, chatty style of writing – this can irritate or patronise your reader and may not be appropriate for some types of publications. For the same reason, try not to make general assumptions about your reader's level of understanding before you start writing. If you write clearly and concisely you will be understood. Short sentences and paragraphs make reading easier, and it is good practice to be sparing in the use of adjectives and wordy descriptions. Where appropriate, use active rather than passive language to avoid sounding bureaucratic or confusing.

4.2.3 Spelling and grammar

This section of the Manual is currently being developed. Meanwhile you should use the standard conventions used by the Forestry Commission from the references set out below.

Spelling
The Forestry Commission house style for spelling is to use the Concise Oxford dictionary and the Oxford dictionary for writers and editors. Use Chambers science and technology dictionary for words not found in the Concise Oxford.

Ensure that your Microsoft Word software is set to 'UK English' (Tools > Language > Set Language).

Grammar

Grammar and punctuation are important as they will make the meaning of your writing clear. It is good practice to avoid unnecessary punctuation, for example too many commas, to ensure that your text reads smoothly. If you are a regular writer the Oxford dictionary for writers and editors and Hart's rules give excellent guidance on this subject.

4.2.4 Conventions

Acronyms

Uncommon or unfamiliar abbreviations and acronyms should be spelled out in full the first time they are used and the abbreviation/acronym put in brackets immediately after it. Do not use full stops after abbreviations, acronyms and contractions unless they appear at the end of a sentence. Write abbreviations in capitals, e.g. BBC, RSPB, DBH. Some acronyms that are pronounced as words should be written with initial capitals only, e.g. Defra, Aids. When the acronym is the actual name of something (e.g. NASA), put the acronym first. Do not use apostrophes in the plural form of abbreviations or acronyms such as MPs or NDPBs.

Times and dates

Use a 24 hour clock or a 12 hour clock with 'am' or 'pm' when writing times. For example: 9.30 am, 2 pm, 12 noon, 12 midnight. Do not use 12 am or 12 pm as this can be confusing. Do not separate 'am' or 'pm' with full stops.

Dates should be written as figures with the day before the month and the month before the year, e.g. 1 April 2008. The letters st, nd, rd or th after the date are not required. Date or year ranges should be written as 1–30 April 2005 or 1990–95, etc. as appropriate. En-dashes are used to denote ranges (alt-hyphen on a keyboard). Decades are written without an apostrophe (e.g. the 1980s).

Numbers

The numbers one to nine should be spelled out in the text (except where they accompany SI units) and larger numbers should be expressed as figures. Exceptions occur in lists or quantities, in which the style should be uniform (e.g. the readings obtained were 72, 3, 85 and 5) and indefinite numbers (e.g. ten or eleven years, several thousand times, two million trees), which should be spelled out.

Commas should not be used to split groups of numerals into thousands, millions and so on.
Numbers of five or more digits are grouped, using non-breaking 'thin' spaces (control+shift+space), into threes or fours on either side of the decimal point, e.g, 1100, 11 000, 110 000, 1100 000, 0.0011, 110.000 011 and 0.000 0011, such that no single digit is isolated. In four-digit numbers the space may be omitted unless in a column with numbers of more than four digits.

Ranges of numbers should use as few figures as possible (pp 123–4, 201–11, 300–400, etc) unless they are significant figures, and en-dashes should be used rather than hyphens (alt–hyphen on keyboards). In tables decimal points should be aligned in columns and the number of digits after each decimal point should be kept the same.

Do not start sentences with a digit (except for years) - write the number in full or rearrange the sentence.Always use digits in addresses.

Where appropriate, round large numbers, and spell them out. For example, around 12 million is clearer than 11 895 760.

Where numbers in a range are either side of 10, write both in the same form. For example, eight to eighty rather than eight to 80; and between seven and eleven rather than between 7 and 11.

Amounts of money should be written as numerals except when they're at the start of a sentence. Use the internationally accepted symbol for a currency when describing an amount. For example £250 or $1200. Spell out only when discussing the type of currency.

In describing quantities in millions, use one decimal place at most. For example: £2.7 million.

In describing quantities in billions, use two decimal places at most. For example: 2.35 billion.

Names
Always put names before titles. People are more important than jobs and this convention helps to put a human face to an organisation's activities. Say 'John Smith, wildlife ranger'. An exception to this would be Dr John Smith, wildlife ranger.

Avoid using Mr, Ms, Mrs unless this would cause confusion (for example, where two separate individuals have the same last name).

Tree species
The Forestry Commission house style is to use common names for trees in publications aimed at a non-scientific audience. The scientific name should be quoted after the common name on its first appearance. Common names have lower case letters exceptwhere they include a proper name, e.g. sessile oak, Douglas fir, Sitka spruce. Scientific names are made up of the genus and species name, e.g. *Quercus petraea* and *Quercus robur*. Note that the genus is capitalised but not the species. Following first use the species may be referred to as *Q. petraea* and *Q. robur*. When referring to all species of oak within the genus *Quercus* the convention is to use *Quercus* spp.

Places
Always spell out addresses in full, for example, 'Street' rather than 'St.'

Only use names of places that would usually appear in standard maps, atlases and signage. Do not use local or colloquial names. For example, use 'Lochore Meadows Country park', not 'the Meadies'. You could, however say 'Lochore Meadows Country Park, known locally as ''The Meadies'' '.

Proper names for buildings, centres and institutes for example, should be capitalised.

References to places overseas should always include the political country in which they are
situated; the only abbreviations acceptable here are USA, and UAE. UK may be used only when 'United Kingdom' is intended (the Forestry Commission operates only in Great Britain).

Metric 'SI' units should be used in all Forestry Commission publications when expressing the values of quantities. The International System of Units (abbreviated 'SI' from the French name le Systéme International d'unités) is the world's most widely used system of units in everyday use and the standard in scientific publishing. Equivalent values in imperial units may be given in parentheses following SI units only when necessary for the intended audience.

Use a single space between the value and the unit, e.g. at a spacing of 5 m or a woodland of 2 ha or greater. Units do not need full stops (unless used at the end of a sentence). Symbols for units can be written in a variety of ways, for example, kilograms per hectare can be written as kg/ha, kg ha^{-1} or kg per hectare. It is preferable to use kg ha^{-1} in technical publishing but in publications for a more general audience (and especially where the units are referred to in the main body text) you may want to use the full version to avoid uncertainty and keep text flowing, for example, '... 100 saplings per hectare'.

Writing SI unit names and symbols

- Use only SI units and units recognised for use with the SI to express the values
  of quantities.
- Write unit names in small letters (newton or kilogram) except Celsius.
- Write unit symbols in lower case unless the name of the unit is derived from a proper name, in which case write the first letter of the symbol in upper case.
- Unit symbols are unaltered in the plural.
- Unit symbols and unit names should not be mixed.
- Do not use abbreviations such as sec (for either s or second) or mps (for either m/s or metre per second.
- For unit values more than 1 or less than -1 the plural of the unit is used and a singular unit is used for values between 1 and -1.
- Leave a space between the numerical value and unit symbol (25 kg but not: 25-kg or 25kg). If the spelled-out name of a unit is used, normal rules of English are applied.

- Unit symbols are in roman type, and quantity symbols are in italic type with superscripts and subscripts in roman or italic type as appropriate.

Numerical notation

- A space should be left between groups of 3 digits on either the right or left hand side of the decimal place (15 739.012 53). In four digit numbers the space may be omitted. Commas should not be used.
- The decimal marker shall be either the point on the line or the comma on the line. The decimal marker chosen should be that which is customary in the context concerned.
- Mathematical operations should only be applied to unit symbols (kg/m^2) and not unit names (kilogram/cubic metre).
- Values of quantities should be expressed as 2.0 µs or 2.0 x 10^{-6} and not in terms such as parts per million.
- It should be clear to which unit symbol a numerical value belongs and which mathematical operation applies to the value of a quantity (35 cm x 48 cm not 35 x 48 cm or 100 g ± 2 g not 100 ± 2 g).
- The value must apply to the whole symbol and not any particular unit within
  the symbol.

Website addresses and names

Do not use the URL of a website or website page as the text in the hyperlink to it. Rather use descriptive text, typically the name of the respective organisation. For example:

Further information is available on the Environment Agency website.

If you should need to include the actual URL, always write out the full address omitting the http:// unless the prefix is other than that. For example:

Their website can be found at www.forestresearch.co.nz
To download the latest data go to ftp://data.company.com

Fractions
Fractions should be written in full and hyphenated when they appear in main text, e.g. two-thirds of all forests. Where appropriate use decimals instead of fractions. For example 0.1 not 1/10. Avoid complicated fractions – use percentages instead.

Formulae and mathematical symbols
Any formula that is to be set in the body of the text should preferably be written so that it fits within the line depth, e.g. (x + y)/z. Take care to distinguish between lower case letters and Arabic numerals, e.g. '> l' and '> 1' and the letter '> O' and the numeral '> 0'.

Symbols for physical quantities should be printed in italic type but mathematical constants (for example, π) and mathematical operators are set in roman type.

4.2.5 Format and structure

You should use one of the standard templates in this Manual for formatting your document (see 'Related pages') if it is not going to be formally published. Official publications will be designed and produced using professional page layout software by one of the Forestry Commission design or publishing teams. If this is the case it is best to speak to them first to find out how they would prefer the manuscript to be submitted.

Creating a structure

Readers want to know why they should read your document, what the main messages are, and what action they should take as a result of reading it. Your structure should make immediate sense to your readers, and help them find the answers to those questions. You should plan this structure before you start writing. Divide your text into sections and subsections in longer documents.

Pay particular attention to headings; make sure they follow a logical hierarchy and are clearly displayed. The various grades of heading in your document should be easy to distinguish and, above all, be consistent. Headings should be concise but they should give a clear indication of what's in the document. If appropriate you can number each section: use the convention of numbering the main sections 1, 2, 3, … and sub-sections 1.1, 1.2 … and so on.

Use a different size of type and/or bold styling to differentiate between main headings and subheadings, but do not capitalise these. If your document runs to fourth- or even fifth-level headings then the topics are probably being subdivided too closely. If you find that this is the case it might be best to rewrite or re-structure these sections. Too many headings are distracting to the reader and can make the text appear disjointed.

Spaces and spacing

Use a single space after commas and full stops. Check that any material you've copied from another writer uses the same convention. Think about the amount of space on the page. Too little can make things hard to read, especially on a computer screen. Don't cram pages by using small typefaces, narrow margins or removing line spaces.

Use tables to present data and other information that might be too wordy or confusing in the main body of text. Tables should be set out using the 'table' function in Microsoft Word and given a concise caption. They should be clearly referenced in the text. In short publications, number tables consecutively throughout. In longer publications that are split by section or chapter, number tables decimally by chapter (e.g.Table 1.1, Table 1.2, Table 2.1, etc.) - where the first number is the section or chapter number. Columns of numbers should always be ranged right, if whole numbers, justified on the decimal point for decimals, or justified on the endash in the case of ranges. Units should be given in column heads. Long or

qualifying notes about specific data in a table cell should be numbered and given a footnote at the bottom of the table.

A figure is an illustration or explanatory diagram in a text. The term can also be used to refer to illustrative or explanatory photographs. Diagrams include graphics such as maps, graphs, charts, flowcharts, and other drawn material that is used, for example, to illustrate a specific process. They are best used to explain or illustrate particular points that would be difficult (or lengthy) to explain in words. Figures should not be added as last minute 'embellishments', but planned as a way of conveying information efficiently and attractively!

If you are going to be using a lot of diagrams, illustrations or photographs to illustrate specific points in your publication, you should refer to them as 'Figure 1, Figure 2' and so on at appropriate points in the text (use Figure 1.1, 1.2, 2.1, 2.2 - if your publication is divided into sections). Do not refer to photographs as 'plates' (a collection of colour images gathered together on one page or in one section of a book). All figures should be given a concise caption.

Use bold for emphasis. However, use it sparingly as over-use appears messy. It can also give the impression you are trying too hard to force your message on people.

Avoid italics, especially in emails or on web pages, where they can be hard to read. Similarly, avoid underlining text as this may be confused with a link to a web page.

Don't use ALL CAPITALS for emphasis! It seems aggressive and is hard to read.

4.4 Using imagery

Engaging and powerful images are an important part of our brand and play a central role in communicating with our audiences. An image can capture a mood, a sense of place, an experience or convey a point more immediately than words so we should use this as effectively as possible to project and strengthen our brand.

Dynamic, immediate and active images can help convey the exciting experiences we offer in our forests; peaceful, relaxed and evocative images help capture the quiet experience; striking, thought provoking and unusual images can project a message; and clear, well composed and relevant images can illustrate a point. Whatever the reason, consider and use images effectively and be aware what message we would like to give and what message a viewer is likely to receive.

Our audiences are as diverse as our woodlands themselves so it's important we make our brand inclusive and - equally important - show that regardless of how people interact with us, the experience is open and rewarding. So how can images help illustrate that experience? It can be something as

simple as a group of schoolchildren from differing backgrounds enjoying a class day-out, someone with sight difficulties experiencing a sculpture on a trail, or it might be about persuading someone to apply for a job with us.

Each of our publications areas has different audience groups and communication requirements but they all project and strengthen our brand perception. The pages on the right-hand menu give a flavour of the moods we should try and capture.

For more information on the use of images contact Photographic or your design or communication teams.

4.4.1 GB publications

In FC GB the literature system has been used to bring structure and consistency of brand identity to all our corporate publishing. This helps us project ourselves as a strong, clear thinking, confident organisation that is easily recognisable and has a professional approach to its business. For details of how the system is used look at the pages listed on the right-hand menu.

For more about the design templates used for these see the Corporate template guidance download. This contains information about the page layout grids, typefaces and sizes, styles, back cover and other design details.
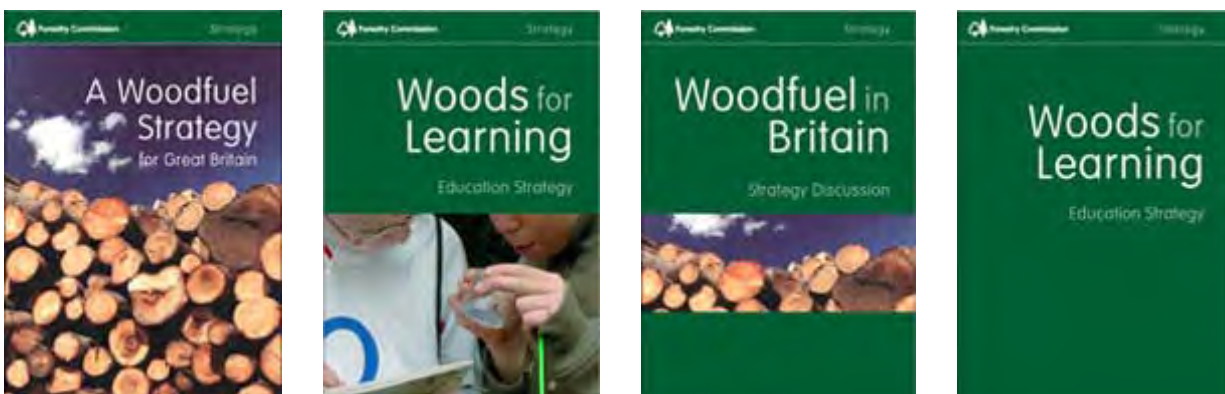
4.4.2 Colour cover

The colour cover option is used for publications that are information led (e.g. Corporate Plan) or are lower profile and require a more straightforward design treatment. At this level there is also an option for staff to create and publish material externally, using the Microsoft Word document templates, themselves. This option depends on the communication requirements, purpose or audience the material is aimed at. If you are in any doubt about how to proceed you should seek advice from your communication or publishing teams.

For more about the design templates used for these see the Corporate template guidance download. This contains information about the page layout grids, typefaces and sizes, styles, back details and other design details.

For more information on document templates or to download the template follow the link on the right-hand menu.

4.4.3 Other

Publications that have had particular communications, marketing or campaign requirements identified may be developed and sit outwith the literature system but within the brand framework. There may also be publications whose purpose does not sit within the system (e.g. web only documents, information material, consultation flyers or newsletters) in all of these cases the publication must still use the 'lidtop' device and make use of the brand framework principles (e.g. fonts, colour and layout grid) or in the case of newsletters follow the template that has been developed.

Advice on how to proceed with any publication should be sought from your communication or publishing teams.

4.4.4 England Publications

In England the literature system has been used to bring structure and consistency of brand identity to all our corporate publishing. This helps us project ourselves as a strong, clear thinking, confident organisation that is easily recognisable and has a professional approach to its business. For details of how the system is used look at the pages on the right-hand menu.

For more about the design templates used for these see the Corporate template guidance download. This contains information about the page layout grids, typefaces and sizes, styles, back cover and other design details.

4.4.5 Colour cover

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For more about the design templates used for these see the Corporate template guidance download. This contains information about the page layout grids, typefaces and sizes, styles, back details and other design details.

For more information on document templates or to download the template follow the link on the right-hand menu.

4.4.6 Other

Publications that have had particular communications, marketing or campaign requirements identified may be developed and sit outwith the literature system but within the brand framework. There may also be publications whose purpose does not sit within the system (e.g. information material, consultation flyers or newsletters) in all of these cases the publication must still use the 'lidtop' device and make use of the

brand framework principles (e.g. fonts, colour and layout grid) or in the case of newsletters follow the template that has been developed.

Advice on how to proceed with any publication should be sought from Design & Interpretative Services.

4.4.7 Scotland Publications

In Scotland the literature system has been used to bring structure and consistency of brand identity to all our corporate publishing. This helps us project ourselves as a strong, clear thinking, confident organisation that is easily recognisable and has a professional approach to its business. For details of how the system is used look at the pages lsited on the right-hand menu.

For more about the design templates used for these see the Corporate template guidance download. This contains information about the page layout grids, typefaces and sizes, styles, back cover and other design details.

4.4.8 Full image cover

The full cover image option is used for top level policy and strategy publications and can also be used for other one-off top level publishing (e.g. Annual Report).

For more about the design templates used for these see the Corporate template guidance download. This contains information about the page layout grids, typefaces and sizes, styles, back details and other design details.

4.4.9 Half image cover

The half cover image option is used for strategy, programmes, action plans, case studies, delivery and information publications and can be used for other one-off publishing (e.g. reports).

For more about the design templates used for these see the Corporate template guidance download. This contains information about the page layout grids, typefaces and sizes, styles, back details and other design details.

4.4.10 Letterbox image cover

The letterbox cover image option has so far been used selectively for publications. These have generally been when a more individual design solution has been required which also sits firmly within the literature system (e.g. Annual Review).

For more about the design templates used for these see the Corporate template guidance download. This contains information about the page layout grids, typefaces and sizes, styles, back details and other design details.

4.4.11 Colour cover

The colour cover option is used for publications that are information led (e.g. Corporate Plan) or are lower profile and require a more straightforward design treatment. At this level there is also an option for staff to create and publish material externally, using the Microsoft Word document templates, themselves. This option depends on the communication requirements, purpose or audience the material is aimed at. If you are in doubt about how to proceed, seek advice from Design & Interpretative Services.

For more about the design templates used for these see the Corporate template guidance download. This contains information about the page layout grids, typefaces and sizes, styles, back details and other design details.

For more information on document templates or to download the template follow the link on the right-hand menu.

4.4.12 Other

Publications that have had particular communications, marketing or campaign requirements identified may be developed and sit outwith the literature system but within the brand framework. There may also be publications whose purpose does not sit within the system (e.g. web only documents, information material, consultation flyers or newsletters) in all of these cases the publication must still use the 'lidtop' device and make use of

the brand framework principles (e.g. fonts, colour and layout grid) or in the case of newsletters follow the template that has been developed.

Advice on how to proceed with any publication should be sought from Design & Interpretative Services.

4.4.13 Wales Publications

In Wales the literature system has been used to bring structure and consistency of brand identity to all our corporate publishing. This helps us project ourselves as a strong, clear thinking, confident organisation that is easily recognisable and has a professional approach to its business. For details of how the system is used look at the pages lsited on the right-hand menu.

For more about the design templates used for these see the Corporate template guidance download. This contains information about the page layout grids, typefaces and sizes, styles, back cover and other design details.

4.4.14 Colour cover

The colour cover option is used for publications that are information led (e.g. Corporate Plan) or are lower profile and require a more straightforward design treatment. At this level there is also an option for staff to create and publish material externally, using the Microsoft Word document templates, themselves. This option depends on the communication requirements, purpose or audience the material is aimed at. If you are in

doubt about how to proceed, seek advice from Design & Interpretative Services.

For more about the design templates used for these see the Corporate template guidance download. This contains information about the page layout grids, typefaces and sizes, styles, back details and other design details.

For more information on document templates or to download the template follow the link on the right-hand menu.

4.4.15 Other

Publications that have had particular communications, marketing or campaign requirements identified may be developed and sit outwith the literature system but within the brand framework. There may also be publications whose purpose does not sit within the system (e.g. information material, consultation flyers or newsletters) in all of these cases the publication must still use the 'lidtop' device and make use of the brand framework principles (e.g. fonts, colour and layout grid) or in the case of newsletters follow the template that has been developed.

Advice on how to proceed with any publication should be sought from Design & Interpretative Services.

4.4.16 Forest Research

In Forest Research the literature system has been used to bring structure and consistency of brand identity to all our corporate

publishing. This helps us project ourselves as a strong, clear thinking, confident organisation that is easily recognisable and has a professional approach to its business. For details of how the system is used look at the pages lsited on the right-hand menu.

For more about the design templates used for these see the Corporate template guidance download. This contains information about the page layout grids, typefaces and sizes, styles, back cover and other design details.

4.4.17 Colour cover

The colour cover option is used for publications that are information led (e.g. Corporate Plan) or are lower profile and require a more straightforward design treatment. At this level there is also an option for staff to create and publish material externally, using the Microsoft Word document templates, themselves. This option depends on the communication requirements, purpose or audience the material is aimed at. If you are in any doubt about how to proceed you should seek advice from your communications team.

For more about the design templates used for these see the Corporate template guidance download. This contains information about the page layout grids, typefaces and sizes, styles, back details and other design details.

For more information on document templates or to download the template follow the link on the right-hand menu.

4.4.18 Other

Publications that have had particular communications, marketing or campaign requirements identified may be developed and sit outwith the literature system but within the brand framework. There may also be publications whose purpose does not sit within the system (e.g. information material, consultation flyers or newsletters) in all of these cases the publication must still use the 'lidtop' device and make use of the brand framework principles (e.g. fonts, colour and layout grid) or in the case of newsletters follow the template that has been developed.

Guidance on how to proceed with any publication should be sought from your communications team.

4.4.19 Governance

Corporate publications are published on behalf of all parts of the Forestry Commission by each country and Forest Research's publishing resources. In each country, rmanagement and responsibility of the visual brand and design issues lies with their Design & Interpretative Services team and in Forest Research and FC GB with their communications teams.

Co-ordination and production management of the publishing process is the responsibility of either Design & Interpretative Services and/or country communication teams in England, Scotland and Wales, Forest Research communications and GB communications.

Decisions about where to publish – whether it is in one of the core series as set out in the literature system section or if it sits outwith the standard series (but still within the brand family) are taken at commissioning stage by the project teams, taking into account the communication and marketing requirements of the publication or wider project.
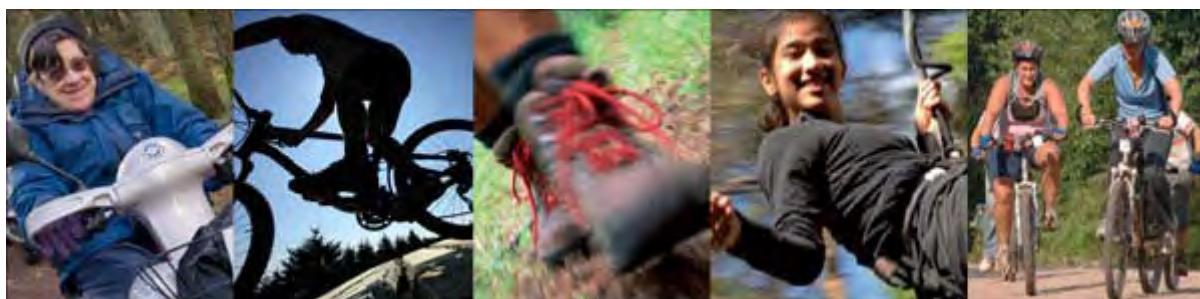
4.4.20 Corporate images

People

Places

Themes

4.4.21 Recreation images

Active

Fun

Peaceful

4.4.22 Forestry support images

Practice

Technology

Research

4.5 Accessibility

We want to make sure our publications as accessible as possible, while at the same time producing engaging and appropriate design solutions. There is a balance between the need to communicate in the most effective way, to the broadest range of people, while not excluding readers with specific needs. Accessibility covers a range of issues, from making text legible for people with impaired sight, to making language clear and easy to understand for those with learning difficulties or for whom English is a second language. This section of the Manual sets out information and guidance on how to achieve this.

All publications must carry a standard accessibility statement, which should appear in all publications at a minimum type size of 12pt (or 2.3mm x-height equivalent):

If you need this publication in an alternative format, for example in large print or in another language, please contact:

The Diversity Team
Forestry Commission
Silvan House
231 Corstorphine Road
EDINBURGH EH12 7AT

T: 0131 314 6575
E: diversity@forestry.gsi.gov.uk

On publications where there is limited back cover space (e.g. leaflets) use:

If you need this publication in an alternative format, for example in large print or
in another language, please contact:
The Diversity Team
T: 0131 314 6575
E: diversity@forestry.gsi.gov.uk

Requests are monitored by the Diversity Team in GB services at Silvan House. The team has put in place a central service to provide language translations, large print and other alternative formats of publications.

4.5.1 Legibility

'Clear print' is a design approach which considers the needs of people with sight problems, developed from guidance on good practice issued by the Royal National Institute for the Blind. Our public-facing literature should, where possible, follow the clear print guidance set out below.

Type size
Where possible, use a type size of between 11 and 14 point. (Note because point sizes aren't consistent across fonts, e.g. 11 pt Times will be different to 11 pt Verdana, designers prefer to work with an 'x-height' and the recommended minimum is 2 mm).

Contrast
The greater the contrast between the background and the text, the more legible the text will be. (Note that the contrast will be affected by the size and weight of the type. Black or dark coloured text on a light background provides the best contrast).

Typeface
Avoid highly-stylised typefaces where possible, such as those with ornamental, decorative or handwriting styles - especially for body copy and other key information.

Type style
Blocks of capitals, underlined or italicised text are all harder to read. A word or two in capitals is fine, but avoid the use of capitals for continuous text. Avoid underlined text if possible and use an alternative method of emphasis. Italics are a standard method of emphasis in some publishing areas so their use may be unavoidable. However in other areas of publishing avoid over-using italics and consider an alternative method of emphasis.

Leading
The space between one line of type and the next (known as leading) is important. As a general rule, the space should be 1.5 to 2 times the space between words on a line.

Type weight
People with sight problems often prefer a heavier type weight (medium or bold) than normal type. Avoid extra-light type styles.

Numbers
If your document contains numerals, choose a typeface in which the numbers are clear. Readers with sight problems can easily misread 3, 5, 8 and 0.

Word spacing and alignment
Keep to the same amount of space between words. Try and avoid condensing or stretching lines of type in body or key text. Aligning text to the left is recommended as it is easier to find the start of the next line and keeps the

spaces even between words. Justified text with uneven word spacing can be more difficult to read so avoid if possible.

Columns
Make sure the space or 'gutter' between columns is wide enough to clearly separate them. If space is limited, consider using a vertical rule.

Reversed type
If using white type, make sure the background colour is dark enough to provide sufficient contrast for the text to be legible.

Formatting text
Avoid flowing text around images if this means that lines of text start in a different place, making them difficult to find. Vertically set text is very difficult for a partially sighted reader to follow. Try and avoid setting text over images or textures as this will affect the contrast.

Forms
Partially sighted people tend to have handwriting that is larger than average, so allow enough space on forms. This will also benefit people with conditions that affect the use of their hands, such as arthritis.

Navigation
It is helpful if recurring features, such as headings and page numbers, are in the same place. A contents list and rules to separate different sections are also useful. Leave a space between paragraphs as dividing the text up gives the eye a break and makes reading easier.

Printing
Avoid printing on high-gloss papers because glare can make any text difficult to read. Choose matt, silk or uncoated papers that are heavy enough to prevent the text 'showing through' from the other side.

4.5.2 Language

Writing in language that is clear and easy to understand is important to make your publications accessible to everyone. Plain English is essential for those people affected by dyslexia or other cognitive disabilities such as learning or memory disorders. It is also important for those having English as a second language. Observing the general principles of plain English includes:

- avoiding long, over-complicated sentences;
- getting rid of jargon and technical terms;
- making sure language is direct and concise.

4.5.3 Language schemes

The Forestry Commission has a Welsh Language Scheme and is currently developing a Gaelic Language Plan.

Forestry Commission Wales

In February 2003, the Welsh Assembly Government published Iaith Pawb, a 'national action plan for a bilingual Wales'. The plan represents the first ever national framework for action planned at governmental level for preserving, sustaining and promoting the Welsh language throughout Wales. As an organisation dedicated to the stewardship of Wales's woodlands and one that acts as the Welsh Assembly Government's Forestry Division, Forestry Commission Wales supports the aims of this strategy for cultural diversity. Its revised Welsh Language Scheme (see Downloads) is an important sectoral contribution towards the realisation of this broader national strategy.

Forestry Commission Scotland

Forestry Commission Scotland's Gaelic Language Plan is being prepared within the framework of the Gaelic Language (Scotland) Act 2005. It will set out how we will use Gaelic in the operation of our functions, how we will enable the use of Gaelic when communicating with the public and key partners, and how we will promote and develop Gaelic. Forestry Commission Scotland's Gaelic Language Plan is being prepared in accordance with statutory criteria set out in the 2005 Act, and having regard to the National Plan for Gaelic and the Guidance on the Development of Gaelic Language Plans.

There are a number of things you can do to improve the readability of digital publications if accessibility is an issue.

Adobe - Read Out Loud

Newer versions of Adobe Reader (version 7 and above) have inbuilt 'read out loud' functionality. Portable Document Format (PDF) documents can be read out loud in three short steps:

- Open a PDF document and click on 'View'
- Select 'Read Out Loud'
- Activate Read Out Loud
- Frequently used shortcuts include:
- Shift + Ctrl + Y: Activate Read Out Loud
- Shift + Ctrl + V: Read current page
- Shift + Ctrl + B: Read to end of document
- Shift + Ctrl + C: Pause/Resume reading
- Shift + Ctrl + E: Stop

Adjusting text size on web pages

- Internet Explorer: Go to 'View' on the menu bar > Select text size/zoom.
- Firefox: Go to 'View' on the menu bar > Select text size/zoom. Alternatively hold down the 'control' button on your keyboard and press the plus (+) key to increase text size. To reduce the latter hold down the 'control' button and press the minus (-) key.

* Please note that the above settings may differ depending on the browser version.

5 Signage

Signs are one of the most important and well-recognised aspects of our brand image. They are often the first and most immediate representation of the Forestry Commission people encounter when they visit our forests and woodlands. A professional and consistent approach to signage across the organisation is critical – to promote the Forestry Commission and its values, to enhance the experience of visitors to our sites, and to ensure the safety and well-being of our staff and the public. As well as guidance on the use of our standard symbology, this section of the Manual sets out Forestry Commission standards for corporate, interpretative and temporary signage.

5.1 Corporate Signage

One of the most recognised parts of the Forestry Commission brand are our green corporate signs. Throughout the countryside, and increasingly around cities & towns, visitors will see our signs and either recognise them from previous experiences or be prompted to visit and experience what we offer. For the people we work with this recognition is also important, either as a valuable business association or simply as a sign they've arrived. Whatever the reason our signs maintain and strengthen our brand.

Our signs, across Britain, use a standard set of structures, colours, fonts & symbols to bring consistency to our brand. Variations in approach exist (Wales adapted some structures to better meet devolved government and Welsh Language Act requirements), there are additions to the set (Scotland have trailheads & waymarkers as standard) but the same set of four

types give the Forestry Commission a unique and powerful brand tool.

5.1.1 GB Signage

Our corporate signs are our single most visible method of delivering the Forestry Commission brand to our diverse audiences and so has a powerful impact on how we are perceived. Consistancy, quality and clarity in the presentation of our signage cannot be underestimated as they has a direct impact on our public face and brand.

Below are the standard set of signs we use in our forests & woodlands, for more details of each type use the links on the right-hand menu. For FC GB the Signs Unit will deliver all signs to these specifications. The majority of FC GB signs are for the four business units and business addresses such as Silvan House.

These signs are only used at the entrances or thresholds of major FC GB business addresses such as Silvan House in Edinburgh.

For our FC GB Business Unit offices and some other business addresses a modified primary signs is used. The top and middle boards stay the same and an inverted top shaped board is used on the bottom to carry the individaul business unit subtitle.

These are often used within a business address for vehicle instructions and directions or for visitor management. They can also be used by the roadside, usually on minor or low speed roads, for traffic management .

5.1.2 England Signage

Our corporate signs are our single most visible method of delivering the Forestry Commission England brand to our diverse audiences and so has a powerful impact on how we are perceived. Consistancy, quality and clarity in the presentation of our signage cannot be underestimated as they has a direct impact on our public face and brand.

Below are the standard set of signs we use in our forests & woodlands, for more details of each type use the links on the right-hand menu. In England all signs adhere to these specifications. Signs outwith the standard, or specials (e.g. Forest Park signs) will always be part of a specific project and will involve Design and Interpretative Services. Any other requests for signage variations must be referred to your design team for consideration.

Threshold   Primary   Secondary   Milepost

These signs are used at the entrances or thresholds of our major or high profile sites, such as Forest Parks, Visitor Centres and main mountain biking centres only. A Forest Park would have its outer boundaries marked by thresholds on main routes into the park and may also have subsequent thresholds at a major park facilitity such as a Visitor Centre.

For signage beyond a threshold and at sites within a Forest Park or at other sites where a threshold has been used, the sign type would drop to a primary or secondary sign as appropriate to the visitor or traffic managment requirement of the site.

These are our standard signs used to signify ownership of a forest or woodland, the majority of our signs are this type. They are also used to mark facilities such as car parks or facilities within a larger site (such as a Forest Park) that require individual indentification.

At a site they would normally be used at the entrance only, but may also be used within larger sites.

These are used mainly for roadside advanced warning on the approach to a site, for identification of a minor facility within a site or for navigation within a site. They are often used within a site along with mileposts and trailheads to provide a complete visitor management sign package for a site.

These are often used within a site for vehicle instructions and directions or for visitor management. They can also be used by the roadside, usually on minor or low speed roads, for traffic management or in combination with secondary signs and trailheads to provide a complete visitor management sign package for a site.

5.1.3 Scotland Signage

Our corporate signs are our single most visible method of delivering the Forestry Commission Scotland brand to our diverse audiences and so has a powerful impact on how we are perceived. Consistancy, quality and clarity in the presentation of our signage cannot be underestimated as they has a direct impact on our public face and brand.

Below are the standard set of signs we use in our forests & woodlands, for more details of each type use the links on the right-hand menu. In Scotland the Signs Unit deliver all signs to these specifications (for specifications and detail see Signage manual). Signs outwith the standard, or specials (e.g. Forest Park signs) will always be part of a specific project and will involve Design and Interpretative Services. Any other requests to Signs Unit for variations will be referred to D&IS.

Threshold   Primary   Secondary   Milepost Trailhead Waymaker

These signs are used at the entrances or thresholds of our major or high profile sites, such as Forest Parks, Visitor Centres and main mountain biking centres only. A Forest Park would have its outer boundaries marked by thresholds on main routes into the park and may also have subsequent thresholds at a major park facilitity such as a Visitor Centre.

For signage beyond a threshold and at sites within a Forest Park or at other sites where a threshold has been used, the sign type would drop to a primary or secondary sign as appropriate to the visitor or traffic managment requirement of the site.

These are our standard signs used to signify ownership of a forest or woodland, the majority of our signs are this type. They are also used to mark facilities such as car parks or facilities within a larger site (such as a Forest Park) that require individual indentification.

At a site they would normally be used at the entrance only, but may also be used within larger sites.

These are used mainly for roadside advanced warning on the approach to a site, for identification of a minor facility within a site or for navigation within a site. They are often used within a site along with mileposts and trailheads to provide a complete visitor management sign package for a site.

These are often used within a site for vehicle instructions and directions or for visitor management. They can also be used by the roadside, usually on minor or low speed roads, for traffic management or in combination with secondary signs and trailheads to provide a complete visitor management sign package for a site.

These, as the name suggests, are used to mark the start of a trail.
They are often sited in or near a car park or facility such as a Visitor
Centre. Where trails start from aren't always obvious to visitors so these, with
a maximum height of 2 m, are designed to be visible if required over parked
vehicles or other obstacles.

**These are for use along the length of a trail aimed at users who are
walking.** Cycling, mountain biking and horse users have other trail marking
systems. Waymarkers should be positioned cleary at trail junctions (normally
just passed making the direction obvious) and regularly on long sections
to reassure users they are on the trail and going the right way.

There are two types: square cut green painted or roundwood unpainted. If
the roundwood system has been used on a site (e.g. interpretative structures
at a car park or on a trail) then for visual consistency the roundwood type
should be used, otherwise the default are the square cut green painted type.
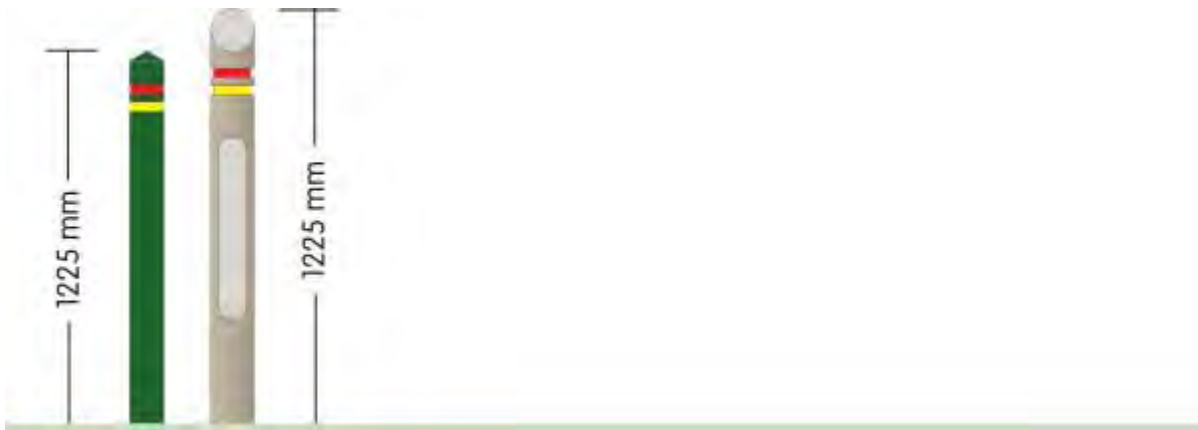
For our Forest District offices and some other business addresses a modified primary signs is used. The top and middle boards stay the same and an inverted top shaped board is used on the bottom to carry the Forest District Office subtitle.

5.1.4 Wales Signage

Our corporate signs are our single most visible method of both strengthing the Forestry Commission Wales brand and promoting our links with the Welsh Assembly Governement. How our signs appear to our diverse audiences has a powerful impact on how we are perceived. Consistancy, quality and clarity in the presentation of our signage cannot be underestimated as they has a direct impact on our public face and brand.

Below are the standard set of signs we use in our forests & woodlands, for more details of each type use the links on the right-hand menu. In Wales all signs must adhere to these specifications. Signs outwith the standard,

or specials (e.g. Forest Park signs) will always be part of a specific project and will involve your design team. Any other requests for
signage variations must be referred to D&IS Wales for consideration.

These signs are used at the entrances or thresholds of our major or high profile sites, such as Forest Parks, Visitor Centres and main mountain biking centres only. A Forest Park would have its outer boundaries marked by thresholds on main routes into the park and may also have subsequent thresholds at a major park facility such as a Visitor Centre.

For signage beyond a threshold and at sites within a Forest Park or at other sites where a threshold has been used, the sign type would drop to a primary or secondary sign as appropriate to the visitor or traffic managment requirement of the site.

These are our standard signs used to signify ownership of a forest or woodland, the majority of our signs are this type. They are also used to mark facilities such as car parks or facilities within a larger site (such as a Forest Park) that require individual indentification.

At a site they would normally be used at the entrance only, but may also be used within larger sites.

These are often used within a site for vehicle instructions and directions or for visitor management. They can also be used by the roadside, usually on minor or low speed roads, for traffic management or in combination with secondary signs and trailheads to provide a complete visitor management sign package for a site.

5.1.5 FR Signage

Our corporate signs are our one of themost visible methods of delivering the Forestry Research brand to its diverse audiences and so has a powerful impact on how we are perceived. Consistancy, quality and clarity in the presentation of our signage cannot be underestimated as they has a direct impact on our public face and brand.

Below are the standard set of signs we use at our business locations, for more details of each type use the links on the right-hand menu. For Forest Research the Signs Unit will deliver all signs to these specifications. The majority of Forest Research signs are for business addresses and research stations around the country.

Threshold   Primary   Milepost

These signs should be used only at the entrances or thresholds of major Forest Research business addresses such as Alice Holt Lodge. For other locations the primary sign type should be used.

For Forest Research, research station sites and other research business addresses a modified primary signs is used. The top and middle boards stay the same and an inverted top shaped board is used on the bottom.

These are often used within a business address for vehicle instructions and directions or for visitor management. They can also be used by the roadside, usually on minor or low speed roads, for traffic management .

5.1.6 Paint colours

Standard paint colours, which use either BS or RAL specification references, are used on all the common elements of our signs. The paint finish is matt soft sheen.

Signs that use colours outwith the standard set (e.g. Forest Park signs) will have an individual pallet of colour specifications which either the Signs Unit at Speymouth, or the Design team in your country will have details of.

Boards   **Text and Symbols**

Dark green - BS 14 C 39   White - BS 00 E 55

Light green - RAL 6017

Symbol blue - BS 18 E 53

Symbol red - BS 04 E 53

Symbol green - RAL 6017

5.2 SignMaker

SignMaker is a gallery of template signs to download, add local details, print on your A3 colour printer, laminate, fix to a backing board and get out on site to provide temporary information.

Why use these signs?
They are an easy to use resource to produce high quality, consistent, branded temporary signage that communicate in an effective way to:

- Help visitors understand a little more of our forestry; improving their opinion of us and what we do.
- Help tackle some visitor behaviour issues - from visitors ignoring safety signs on operational sites to issues with dog mess or motor biking.
- Get messages across effectively, supporting a professional and caring image of the Forestry Commission.

Launch SignMaker

Who's it for?
Anyone who has a need to explain what we're doing in the forest, needs to influence visitor behaviour or get a message across. From Harvesting Foremen to Recreation Rangers…

Not got what you're looking for?
New messages will be added from time to time. Let your country design team have your suggestions for new topics or if you have ideas to improve existing signs.

The messages don't say enough.
We want people to read these signs and most visitors don't like to be told things! People won't read very much on a sign and generally won't take in more than one idea at a time. So, we've been quite ruthless in cutting the texts down to the bare essentials. The texts are also based on the principles of "persuasive communication" - let us know if you want to know more.

5.2.1 Pick the right sign

There are lots to chose from in the gallery.
Using the right sign in the right situation is important:

- Only use **one message at a time**. Be selective. Visitors won't usually take in more than one message at a time. What's most important? You can't tell them everything.
- **Hard or soft?** Some of the signs are quite hard-hitting - particularly for trail/route closures. Use hard messages very sparingly and only on sites where a softer messages has failed. Shock tactics might only have a short-term impact.
- **Don't sign more than necessary.** Signs aren't always necessary. Don't put out signs you can't look after. Remember - you'll have to take them all back in again as soon as they're no longer relevant.
- **Not got what you're looking for?** We'll be adding new messages from time to time. Let your country design team have your suggestions for new topics or improvements.

5.2.2 Download, fill in & print

1. Double-click the sign you want and it will download into Adobe Acrobat.
2. We've left some spaces for you to type in your local details.
3. And print! These signs are designed to be printed at A3 so please only use an A3 colour printer.
4. Laminate to weather-proof and stick it out on site - simple!

Where do I stick my Map? (for trail/route closures)

- Do you **really** need to use a map?
- Surprisingly few visitors are confident with maps. They can look scrappy and cause more confusion than good.
- Could you use a waymarked diversion instead or simply advise of the closure at the entry point?
- If you're **still sure** a map is essential for visitors, download the map frame sign we've provided and stick on your paper map before you laminate it. Use a map from your trail leaflet if there is one.

Always use this map frame sign **together** with one of the trail closure signs. You'll obviously need a big backing board - large enough for two A3 signs, side by side.

5.2.3 Fixing and placing signs

Laminate and fix to a board
Once you have selected, completed and printed your sign the next stage is to:

- Laminate the A3 colour printed sign.
- Fix it to a suitable backing board (Correx or plywood) Spray on adhesive works well. Some people use self adhesive laminate pouches. Try to avoid staple gunning the sign - puncturing the laminate lets water in very quickly.
- If you're planning to use a stake to put up your sign on site, fix the stake to the board before you stick your sign onto it.

For fixed points that need new signs regularly, England often use these stick and strip panels.

Where on site?
Some signs talk about restricted access - explaining why a site is closed. Place these signs with your normal safety signage on operational sites. See Managing Public Safety on Harvesting Sites booklet.

Manage the signs together too. If the site is inactive and the safety signs need to come down - take the additional signs down too. Manage as a pair.

Something more long - lasting?
You might want to re-use some signs over again (such as the What a **** Mess one on deadwood). Maybe you want something a bit more long lasting than laminated signs?

Someone in your office probably has the full version of Adobe Acrobat - ask them to save your sign with your local details filled in. You can now send that pdf file to a local company to screen print it onto correx.

Get in touch with your country design team if you're unsure.

Please remember though - these are **temporary messages**. Whatever they're printed on, they need managing and taking back in when no longer relevant. Show our visitors you care - take in all out of date signs.

5.3 Interpretative Signage

The experience our visitors have in our forests and woodlands forms a large part of the whole Forestry Commission brand. Any visit is made better or worse by the quality of the facilities on offer, how welcome and safe

the visitor feels, how good the information on what to see and do is and what unique features or events makes the visit memorable.

Interpretation plays a major role in delivering all of that, through a mixture of the content itself, the way it is delivered and the media that delivers it.

Implementing standard brand solutions for interpretation is a fine balance; on one hand we have standard structures (e.g. lecterns, signal signs, banners, roundwood system) that use panels (which can themselves be more than a simple rectangule shape) to deliver the content, which can follow brand guidelines; on the other there are more innovative media such as sculpture, sandblasted rock or one-off site specific solutions which are less easy to brand but become part of the brand experience themselves.

This section will expand soon with information on all standard signage structures used in each country, brand guidance for media such as panels and guidance on the general approach to more innovative media. Some basic advice is available on the right-hand menu, otherwise contact your country Design & Interpretation team for further information.

5.4 Temporary signage

Currently temporary sign templates for various purposes (e.g. noitces, events, information) are available from country design teams. These will become available on the brand manual soon, meanwhile continue to refer to your relevant design contacts.

For the downloadable signs developed for the operational and behavioural signage project see Signmaker in the left-hand or right-hand columns.

5.4.1 England temporary & event posters

A3 poster template

A4 poster template

Events poster with photo V1

Events poster with photo V2

Events poster text only

5.5 Standard symbols

A standard set of recreation symbols for use on mapping, site signage and other on-site media has been in use across the 3 countries for many years.

As part of the branding project these have been formally adopted as the common set of recreation symbols to be used to bring consistency to recreation provision in all media (mapping, website, publishing, signage, interpretation and GIS).

The symbols are based on an internationally recognised standard (ISO 7001), some examples are shown below. A download showing the full set is available from the right-hand menu.

Parking Information Easy-access facilites Toilets Cafe Refreshments Cars Shop

Trail symbols Prehistoric monument Horse riding Mountain biking Play area Picnic area Barbeque

6 Vehicle livery

In a similar way to our signs, our vehicle fleet is instantly recognisable as belonging to the Forestry Commission. The distinctive green and yellow livery, if used correctly, is a very effective and economical way of exposing and advertising our work. Professionally designed and

produced livery and graphics on well-maintained and well-driven vehicles contribute greatly to raising the profile of our business – in towns and cities and especially in rural areas, where the Forestry Commission is a part of the community. This section of the Manual sets out standards and gives guidance on the correct use of both standard and other livery.

6.1 Overview

All new vehicles ordered will be delievered in the correct Forestry Commission paint colour with the appropriate livery already applied. Mechanical Engineering Services provide this service and work to a Vehicle Livery Manual that specifies the paint colour and how the livery is applied to each type of vehicle. The manual is updated with new vehicle types and managed by the Design teams in each country and Forest Research.

The most important part of staff involvement with vehicle livery (apart from checking the vehicle is the correct colour) is to remember that the condition of the vehicle and the manner it is driven is as much a part of the FC brand as the livery.

6.2 Standard Livery

The majority of the FC vehicle fleet carries our distinctive green paint, yellow high visibility stripe and white logo decals and this gives us a highly visible brand asset.

You can see examples of a Berlingo, Astra van, Land Rover and Transit in the appropriate country and Forest Research livery very by clicking on the links on the right-hand menu.

6.2.1 England Vehicles

Our vehicle livery is consistent across all parts of the Forestry Commission. The only differences are the country or Forest Research white logo decals. FC England vehicles use the decals below. You look at some examples of livery in England by following the links on the right-hand menu.

An example of a Citreon Berlingo in full Forestry Commission England vehicle livery.

An example of a Ford Ranger in full Forestry Commission England vehicle livery.

An example of a Land Rover in full Forestry Commission England vehicle livery.

An example of a Ford Transit in full Forestry Commission England vehicle livery.

6.2.2 Scotland Vehicles

Our vehicle livery is consistent across all parts of the Forestry Commission. The only differences are the country or Forest Research white logo decals. FC Scotland vehicles use the decals below. You look at some examples of livery in Scotland by following the links on the right-hand menu.

An example of a Citreon Berlingo in full Forestry Commission Scotland vehicle livery.

An example of a Ford Ranger in full Forestry Commission Scotalnd vehicle livery.

An example of a Land Rover in full Forestry Commission Scotland vehicle livery.

An example of a Ford Transit in full Forestry Commission Scotland vehicle livery.

6.2.3 Wales Vehicles

Our vehicle livery is consistent across all parts of the Forestry Commission. The only differences are the country or Forest Research white logo decals. FC Wales vehicles use the decals below. You look at some examples of livery in Wales by following the links on the right-hand menu.

An example of a Citreon Berlingo in full Forestry Commission Wales vehicle livery.

An example of a Ford Ranger in full Forestry Commission Wales vehicle livery.

An example of a Land Rover in full Forestry Commission Wales vehicle livery.

An example of a Ford Transit in full Forestry Commission Wales vehicle livery.

6.2.4 FR Vehicles

Our vehicle livery is consistent across all parts of the Forestry Commission. The only differences are the country or Forest Research white logo decals. Forest Research vehicles use the decals below. You can look at some examples of livery in Forest Research by following the links on the right -hand menu.

An example of a Citreon Berlingo in full Forest Research vehicle livery.

An example of a Ford Ranger in full Forest Research vehicle livery.

An example of a Land Rover in full Forest Research vehicle livery.

An example of a Ford Transit in full Forest Research vehicle livery.

The majority of Forestry Commission vehicles will be supplied by the manufacturer to Mechanical Engineering Services (MES) with FC 'Deep Bronze Green' paint (in some cases MES will spray the vehicle). There are some circumstances where vehicles will be suppied white, but the presumption is that all our vehicles should be green. All green vehicles will carry the appropriate livey decals together with our distinctive high visibility yellow safety stripe down each side and across the rear. White vehicles will carry black decals only. All livery is applied by MES before being delivered to the customer.

FC 'Deep Bronze Green' - ICI Autocolour Ref. 5FB9

Vinyl stripe on green vehices - Topaz Yellow

Vinyl for decals on green vehicles - White

Vinyl for decals on white vehicles - Black

6.3 Other livery

Why are some of our cars white with black livery?

The simple answer is: cars that are a standard vehicle industry colour (such as white) have a higher resale value, whether they are leased or purchased vehicles, than cars that have been resprayed. Added to that is the initial cost of a special FC green respray, application of the livery, then reversing the process (which can cause damage) to sell or return to a lease company, so a decision was taken by FC senior management to use white as an second colour. Use the right-hand menu link to see an example of a white Astra in black livery.

Promotional vehicle wraps and temporary graphics

Our vehicles are valuable brand assets and using them for site promotion, campaign support or marketing purposes must be carefully considered, to avoid diluting the strength of our brand. A limited number of wraps (e.g. Peregrine Watch, see right-hand menu) and temporary marketing promotions (e.g. Real Christmas Trees) have been run, but only when a business or marketing requirement has been identified.

In all of these instances the appropriate design teams have been fully involved and the decision to use vehicles in this way taken for specific communication reasons. The design of any additional graphics must complement the underlying FC livery, not overwhelm it, and the FC brand must remain highly visible.

6.3.1 White livery example

An example of a white Vauxhall Astra Estate in black only Forestry Commission England vehicle livery.

6.3.2 Vehicle wrap example

An example of a current vehicle wrap on an FC Scotland vehicle. The wrap draws attention without overwhelming the underlying vehicle livery.

6.3.3 FC Scotland White Astra

Forestry Commission Scotland Astra Estate Car

An example of a white Vauxhall Astra Estate in black only Forestry Commission Scotland vehicle livery.

6.3.3 FC Wales White Astra

Forestry Commission Wales Astra Estate

An example of a white Vauxhall Astra Estate in black only Forestry Commission Wales vehicle livery.

6.3.5 FR White Astra

Forest Research Astra Estate

An example of a white Vauxhall Astra Estate in black only Forest Research vehicle livery.

7 Corporate clothing

Corporate clothing is an important part of our brand, both in terms of how we present ourselves externally and also as a motivator for staff working in the forest and in public-facing roles. Our clothes should look professional and well designed, and as an outdoor-based organisation it is also crucial that they are fit-for-purpose. Our existing range of clothing is currently under review, so this section of the Manual will provide updates on that process and ordering arrangements for replacement clothing until the new range becomes available. Our aim is to provide clothing that our staff will want to wear, be proud of, and that supports the image of a forward-looking organisation that delivers for government, local communities, the forestry industry and the general public.

7.1 Update

Work is ongoing on the review of Forestry Commission corporate clothing. The review, which included a survey of the views of staff, was completed in April 2008. A small team has since been looking at the best way to manage this key part of the Forestry Commission brand identity, and the procurement phase of the project is now up and running.

Procurement Services have been liaising with the Brand Management Group keeping them up-to-date on progress, and have now appointed a Steering Group to ensure the views of staff in all areas of the business are accounted for during the tender process. Details of Steering Group Members and their remit are contained within the Terms of Reference (see opposite). The project plan aims to appoint a supplier in April next year, with field trials and a phased roll-out of the new range thereafter.

The new clothing range will include standard garments such as poloshirts, sweatshirts and fleeces, but will also cover wet weather clothing and some hi-visibility clothing. In the meantime, staff should continue to purchase fleeces, poloshirts and sweatshirts from Wolseley, the contracted supplier, and should continue with their local arrangements for all other garments.

We will keep you up to date on the progress of the exercise here, and we want to continue to hear your views on what you want from practical clothing. There will be an opportunity for a group of staff to meet the prospective supplier during the tender phase to ensure that your views are taken into account when the final garments are offered. We also want to run an event later in the project, where shortlisted suppliers present their ideas on Forestry Commission clothing to another group of staff, before the final decisions are made.

7.2 Clothing

The full Forestry Commission logo (FC GB, England, Scotland, Wales, Forest Research as appropriate) will be used on corporate clothing, instead of just the tree symbol as at present. The new procurement process should ensure that the clothing we wear for work looks professional and is fit-for-purpose. The aim is to reduce the variations in colours and materials that we have seen in the past to project a more consistent and effective image of the Forestry Commission brand to the public.

7.3 Badges

To identify members of staff, whether wearing corporate or non-corporate clothing, standard name badges will become available. The badge will carry the Forestry Commission logo (FC GB, England, Scotland, Wales or Forest Research) and the member of staff's name and job title. These badges may also have a further line added to enable local site identification or for use at an event or for any other one-off purpose (e.g. Forestry Commission England badge, Susan Spruce, Ranger, Bedgebury Pinetum).

For general use by any member of staff, at any time Forestry Commission button badge will also be available.