

Project standards

Issue 0 12/13

Publications and Communications

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Foreword

Kingston Pound (K£) intends to produce a wide range of Communications

The design standard has been created to show the rules that must be followed when producing publications on behalf of K£.

If you have any queries please contact Peter@kingstonpound.org:

1 Typography

Headers

These are set in **Gabriola** mixed upper and lower case. Wherever possible, the darkest blue should be used.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£/.,“()::
Gabriola

K£

Calibri

The typeface to be used in all Communications and Presentations wherever possible is **Calibri**, which should be set in mixed upper and lower case.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£/.,“()::
Calibri

Body text

Body text should be set Calibri mixed upper and lower case.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£/.,“()::
Calibri light

1.1 Typographic policy

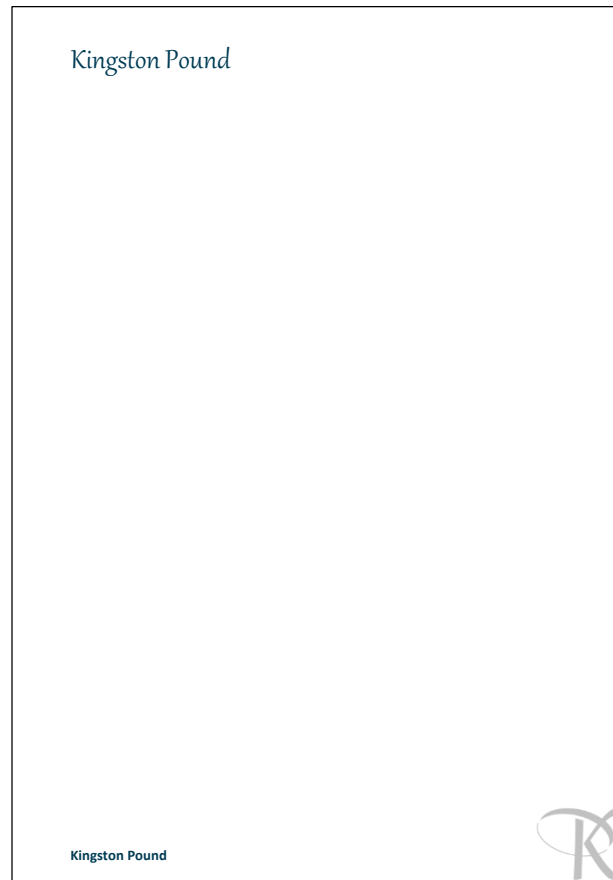
In consultation with the Royal National Institute for the Blind (RNIB), K&E will follow a code of practice for setting type so that it is legible to those with visual impairment.

The main directives of this policy is set out as follows:

- Text should always be set in mixed upper and lower case (never all upper case - even with headings)
- The minimum point size for headings and body copy is 12pt
- Text within a footer or header (such as page numbers) should be no smaller than 10pt
- Text should always be ranged left (never justified, centred or ranged right)
- Do not use italics
- Do not use drop caps
- To emphasise a word, use a different type weight (bold)
- Ensure good, legible colour contrast between text and background colour
- Do not adjust the character spacing of the font
- Do not adjust line spacing (leading)
- Do not indent the first line of a paragraph, but use additional leading to achieve clear separation of paragraphs
- Bullet point indentations are allowed so long as text follows the indent
- Do not place text over an image unless the area on which the text is to be placed is flat and clear (such as a clear blue sky)

2 Branding

Each printed document must be correctly branded with our logo (only one logo is ever to appear on a piece)



2.2 Logo

There are several different variations of the Kingston Pound Logo available



3 Colour

Modal colours

This page identifies the corporate colour of the K£

The colours refer to colour reproduction using the Pantone Matching System and CMYK process on coated or uncoated paper.

Selection 1 - R0,G172,B234: C87,M0,Y0,K0

Selection 2 - R0,G142,B199: C100,M6,Y0,K17

Selection 3 - R0,G130,B183: C100,M6,Y0,K27

Selection 4 - R0,G60,B84: C75,M5,Y0,K81



#00ACEA
RGB
0,172,234



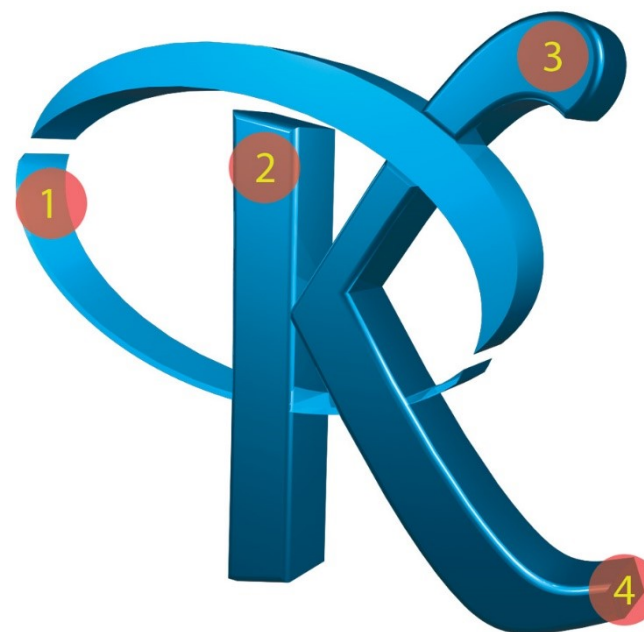
#008EC7
RGB
0,142,199



#0082B7
RGB
0,130,183



#003C54
RGB
0,60,84



4 Image policy

Photography and images very strongly determines the look and feel of a publication and the 'visual voice of K£'.

Its selection is therefore very important, with specific brand and technical requirements.

Technical requirements

- All photography must either be owned with full rights across all media or be free of any copyright
- All photography should be available at 300dpi (so we can use it in print as well as web)
- Ideally all photography should be reproducible in A4 without loss of image quality
- Model sign-off forms must be used for all people 'actively engaged with the camera'



5 Layout examples

The following pages demonstrate the options available for branding layouts on corporate publications.

5.1 Layout Cover examples

Example 1

This option demonstrates the use of the white branding strip at the foot of the front cover.

