

malvern hills

Area of Outstanding Natural Beauty

Malvern Hills AONB brand values and guidelines

A corporate identity is far more than just a name or a logo. It's about how that brand is applied in a consistent and controlled manner to ensure that the integrity of the brand - and in turn, the organisation, is maintained under all conditions and in every situation - as far as possible.

Careful use of the brand, following the corporate guidelines, helps to clarify the name and what it stands for. It ensures a consistent message is given whatever the medium - on the screen and in print.

The guidelines are sufficiently wide to allow for interpretation and flexibility in the use of the brand, and to endeavour to ensure that the brand will always be 'workable' both now and for the future.

Within these guidelines you will find two headings: 'MANDATORY' - these rules must be followed. And 'IDEALLY' - where we are establishing a principle that, wherever possible, should be adhered to, with examples shown by way of explanation. Use of the logo must be approved by the Malvern Hills AONB office, and the logo must not be passed on to third parties without the knowledge and agreement of the Malvern Hills AONB office.

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The standard logo

MANDATORY - only these logos are to be used for MHAONB material



The standard Malvern Hills AONB logo - full colour

Download CMYK eps file (*for print*)

Download spot colour eps file (*for print*)

Download jpeg file (*for inhouse or screen use*)



The standard Malvern Hills AONB logo - mono

Download eps file (*for print*)

Download jpeg file (*for inhouse or screen use*)



The standard Malvern Hills AONB logo - white out with green 'loops' - for use on darker background colours

Download CMYK eps file (*for print*)

Download spot colour eps file (*for print*)

Download gif file (*for inhouse or screen use*)



The standard Malvern Hills AONB logo - fully white out - for use on paler background colours*

Download CMYK eps file (*for print*)

Download gif file (*for inhouse or screen use*)

* For very pale background tints, use the full colour logo



For some publications where the MHAONB logo is also to be placed, where we have less control over its positioning and size and/or where the logo appears against a 'busy' backdrop, the logo should be placed on a white panel.

Download CMYK eps file (*for print*)

Download jpeg file (*for inhouse or screen use*)

The Partnership logo

MANDATORY - only these logos are to be used for MHAONB materials



The Malvern Hills AONB Partnership logo - full colour

Download CMYK eps file (*for print*)

Download spot colour eps file (*for print*)

Download jpeg file (*for inhouse or screen use*)



The Malvern Hills AONB Partnership logo - mono

Download eps file (*for print*)

Download jpeg file (*for inhouse or screen use*)



The Malvern Hills AONB Partnership logo - white out with green 'loops' - for use on darker background colours

Download CMYK eps file (*for print*)

Download spot colour eps file (*for print*)

Download gif file (*for inhouse or screen use*)



The Malvern Hills AONB Partnership logo - fully white out - for use on paler background colours*

Download CMYK eps file (*for print*)

Download gif file (*for inhouse or screen use*)

** For very pale background tints, use the full colour logo*



For partner publications where the MHAONB Partnership logo is also to be placed, where we have less control over its positioning and size, the logo should be placed on a white panel.

Download CMYK eps file (*for print*)

Download jpeg file (*for inhouse or screen use*)

The 'Supported by' logo

MANDATORY - only these logos are to be used for material that promotes or explains projects that are supported by the AONB Sustainable Development Fund



The Malvern Hills AONB 'Supported by' logo - full colour

Download CMYK eps file (*for print*)

Download spot colour eps file (*for print*)

Download jpeg file (*for inhouse or screen use*)



The Malvern Hills AONB 'Supported by' logo - mono

Download eps file (*for print*)

Download jpeg file (*for inhouse or screen use*)



The Malvern Hills AONB 'Supported by' logo - white out with green 'loops' - for use on darker background colours

Download CMYK eps file (*for print*)

Download spot colour eps file (*for print*)

Download gif file (*for inhouse or screen use*)



The Malvern Hills AONB 'Supported by' logo - fully white out - for use on paler background colours* keyline around the 'Fund' strapline to ensure legibility

Download CMYK eps file (*for print*)

Download gif file (*for inhouse or screen use*)

* For very pale background tints, use the full colour logo



For partner publications where the MHAONB 'Supported by' logo is also to be placed, where we have less control over its positioning and size, the logo should be placed on a white panel.

Download CMYK eps file (*for print*)

Download jpeg file (*for inhouse or screen use*)

Logo colours

MANDATORY - only these colours are to be used for the MHAONB (and partnership) logos with the variants as described on the previous two pages.



malvern hills
Area of Outstanding Natural Beauty



Pantone PMS 457

CMYK C: 0, M: 15, Y: 100, K: 28

RGB R: 195, G: 162, B: 4

HTML Hex: #C3A204



Pantone 60% Process Black

CMYK C: 0, M: 0, Y: 0, K: 60

RGB R: 128, G: 130, B: 133

HTML Hex: #808285



Pantone Process Black

CMYK C: 0, M: 0, Y: 0, K: 100

RGB R: 35, G: 31, B: 32

HTML Hex: #000000

Correct logo usage



MANDATORY: **EXCLUSION ZONES**

The minimum amount of space that should be left clear to the left and right of the Malvern Hills AONB logo is calculated using the width of the 'm' in the logo itself. The same applies for the space above and below the logo - using the height of the 'm' in the logo. This rule should be followed, whatever size the logo is placed.

No other elements should be placed within these margins, to ensure that the logo can be clearly seen and separated from other matter on the page.



IDEALLY: **MINIMUM SIZE**

The logo can be used in a variety of sizes, but when it is placed too small, legibility is reduced and its impact is diminished. The minimum size is determined by the width of the logo, which - wherever possible - must not be less than 35mm.



Incorrect logo/colour usage

EXAMPLES OF INCORRECT USAGE

MANDATORY: The full colour logo should not be placed on a strong colour or image that renders it illegible, or a colour that is very similar to its colour palette (ie grey). Likewise, the white out logo should not be placed on too pale a colour.

MANDATORY: The strapline (Area of Outstanding Natural Beauty) is an integral part of the MHAONB logo and must never be separated nor styled in any other manner. The logo must not be placed at less than 100% opacity, and the elements of it must not be split away - i.e. it must always be placed in its entirety.

Examples of the logo placed on background colours that do not work



The logo must not be separated from the strapline



The strength of the colours of the logo must not be changed



The logo must not be altered in any way



The logo can only be placed on an illustrated background where all the elements of it will be clearly visible.



Logo positioning

PUBLICATIONS

MANDATORY: For all publications originating from Malvern Hills AONB, the logo should be placed in the top right area of the page on all front covers.

Minimum margins surrounding the logo must be adhered to (see below).

A consistency of style for all covers of externally printed documents must be maintained, irrespective of their size and format, to enable a uniform and easily recognisable style and identity to develop for all MHAONB material.



Literature layout

LITERATURE LAYOUT

Wherever possible, the intention is to establish a format that will work for most items of literature - irrespective of the size of the document.

MANDATORY: For the covers, the principle is to take the centre of the depth and split the information in two - above and below that centre point. This should apply to ALL covers for MHAONB literature.

IDEALLY: Other details given in the margin are intended as guidelines only, and show how this example was set up.

COVER DESIGN - Example: Management Plan (2009)

midway point

- See 'logo positioning' for size and position of the MHAONB logo
- See 'use of the logo loops'
- Solid colour (see use of colour) in upper half of the page.
- Title - always prefixed by the MHAONB copyline in Neo Sans regular. Main title in Neo Sans light - large to suit the width. Reverse white out or black (or dark colour) according to legibility. Font size guide: MHAONB: 19pt Title: 43pt for an A4 cover
- Inset photos with close spaces between (don't butt up). No printing frames
- For this cover layout we have the main photo (see use of photos) occupying the lower half of the page

LITERATURE LAYOUT - A4 TEXT PAGES

The main principles of text layout are as follows:

Identity guidelines 10/20

MANDATORY: All text ranged left, no hyphenation, follow the typographic style guidelines for fonts to be used. No new paragraph indents, use line spacing instead.

IDEALLY: Avoid running text to the full measure for A4 pages (portrait and landscape formats). Use narrow outer margins for notes and expanded quotes where relevant to the adjacent text. Use foredge bars for folios and section headers where a multi-page document is clearly split into sections, to help in the understanding of the content.

See typography notes later for more specific text styles to follow.

The layout example below is shown for example purposes only, with the detail set out beneath.



A Text: Neo Sans light. 10pt on 15pt. with 3mm para spacing - no indents. All text ranged left.
Main heads: 30pt Neo Sans light
Sub heads: Neo Sans medium. 14pt.

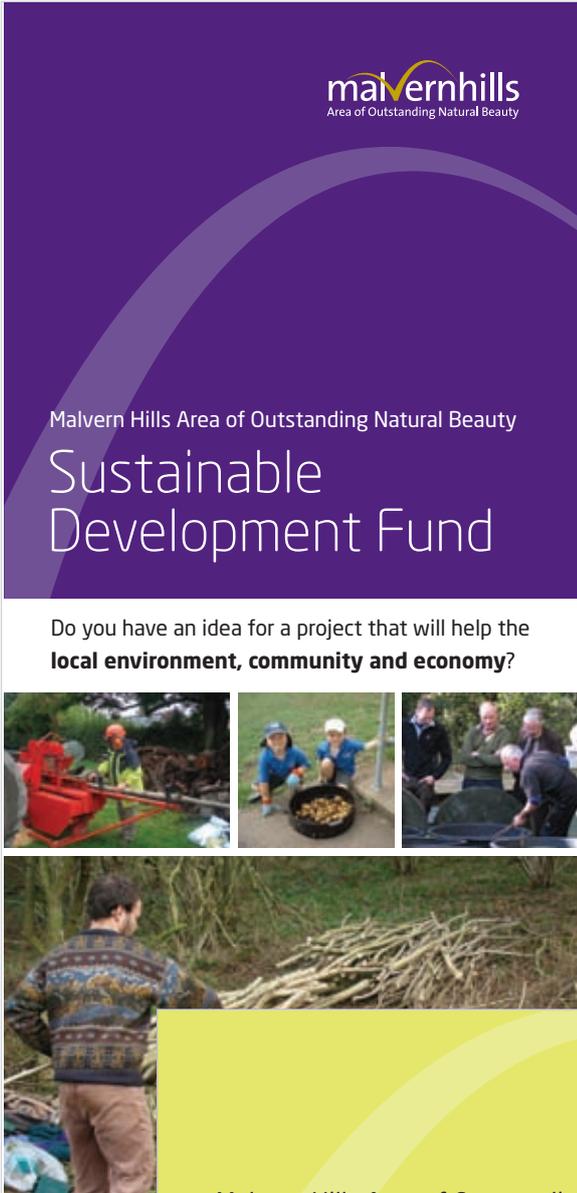
B Photo captions: 9pt Neo Sans regular on a tint of colour used elsewhere (or 10% black) - panel of colour containing the caption to butt up to the photo. Where a photographer needs to be credited, place this information vertically to run within the image from the foot of the photo running vertically up, set in 6pt Neo Sans regular. White out or black on, depending on the image: e.g. 'Photograph © John Smith'.

C Where appropriate, foredge bars can help to segment the content and be an easy reminder for the reader. Foredge bars can also carry the folio at the foot.

Text in 21pt Neo Sans light. Ensure the text sits close in to the content of the page. Reading up on left pages and down on right pages.

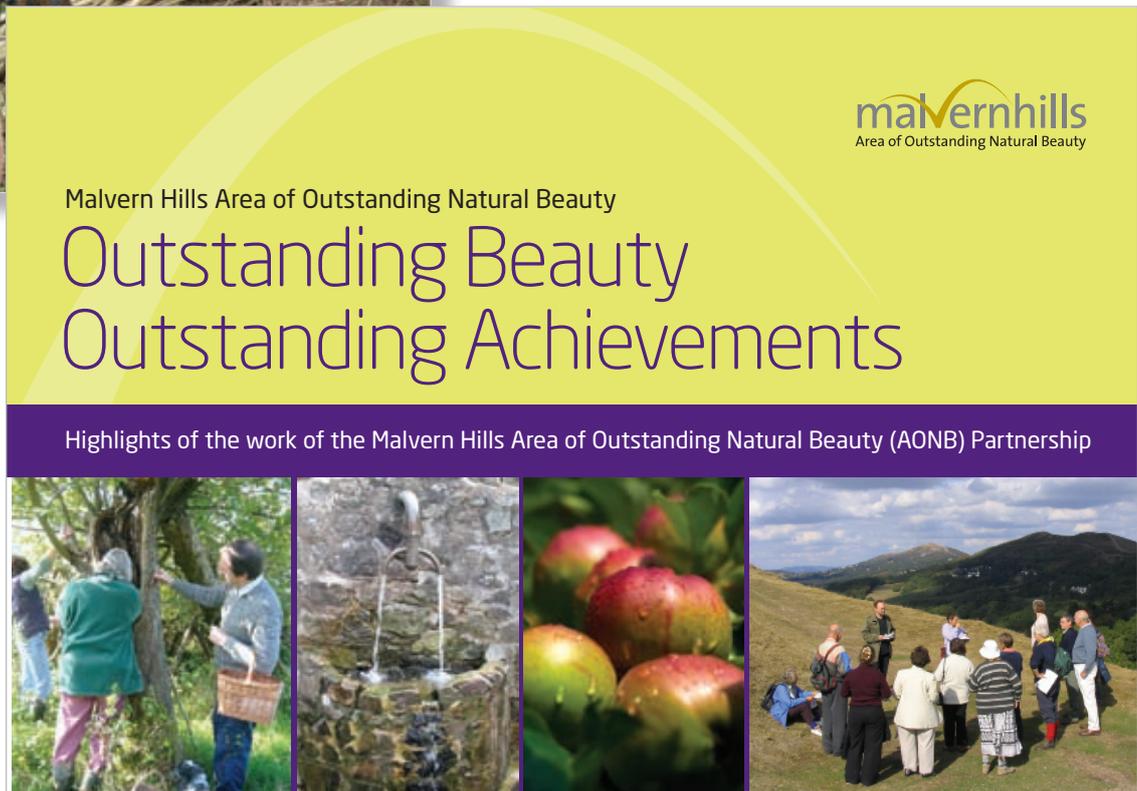
D Bullet points: use a single indent with a generous tab. Use square bullet points.

E Expanded quotes in the margin: adjacent to relevant copy - where space permits: 14pt on 19pt Neo Sans regular, tinted.



Despite the change in shape and format for a DL leaflet or an A5 booklet, the same principles of cover design should apply, where space allows, using photos to complement the contents

Examples here show a DL portrait cover and an A5 landscape cover



LITERATURE LAYOUT - DL LEAFLET - INSIDE SPREAD

The principles of text layout are the same as those for an A4 portrait brochure, to achieve a uniform look. See typography notes later for more specific text styles to follow.

Identity guidelines 12/20

IDEALLY: Use colour sparingly - ideally two main accent colours to complement the images used, and in solid and tint as appropriate. Square bullets can have a drop shadow to add a little interest, and clearly segment the text into its relevant sections, to help the understanding of the document.

Sustainable Development Fund

The Malvern Hills Area of Outstanding Natural Beauty (AONB) Partnership has a grant scheme to assist projects that will help to look after the AONB now and for the future.

What is the grant scheme?
The Sustainable Development Fund (SDF) is available to support projects that promote sustainable development in the AONB. The money for the fund comes from DEFRA via Natural England.

What is sustainable development?
Sustainable Development is activity that will promote and enhance the environment, the economy and the community, ensuring a better quality of life for everyone, now and for generations to come.

Who can apply?
Public, private and voluntary sector organisations, community groups, businesses and individuals can apply, and grants can also be used to fund existing projects. You do not have to live or work within the AONB to be eligible, but you must be able to demonstrate that your project will have a positive impact upon the area.

What kind of project is eligible?
The fund can support projects such as practical work, awareness raising, training, group or partnership development, feasibility studies and research. Possible subject areas include renewable/green energy, sustainable transport, environmental building design, innovative products or initiatives, community youth schemes or conservation activities. Projects should:

- Further the purposes of the AONB
- Help deliver the AONB management plan
- Show sustainable development principles
- Have community support or involvement



“Our Eco Club has been an enormous success . . . everyone involved has been surprised at the level of interest this project has inspired”
(Bronwyn Mabey, Headteacher, St Mary's School Bromesberrow)

Between 2006 and 2009 the SDF supported 40 local projects including:

- The establishment of an 'Eco Club' at St Mary's School, Bromesberrow, where pupils learnt how to grow vegetables, plant trees and create wildlife areas.
- A company called Bubble House Worms conducted a trial of a new form of technology for composting canteen waste. The trial was carried out at two local schools and the Malvern Hills Outdoor Centre.
- The creation of the 'Malvern Hills Coppice Network' and a web-based directory offering services and products associated with woodland management. Network members also benefited from new machinery and valuable training.
- Financial support to allow the Colwall Orchard Group to survey the condition of local orchards and to carry out essential practical management on trees. Funding also went towards training volunteers and creating orchard management plans, as well as some fun community activity days including a Colwall Apple Day, which took place at a local school.



Caves Folly 'Organic' Shop



Apple juicing at Colwall Apple Day



Eco Club at St Mary's School, Bromesberrow

- The owners of Caves Folly Nurseries, Colwall, diversified their existing Organic Plant Nursery and created a sustainable bunkhouse, organic shop and campsite.
- The development of several 'sustainable' trail guides including four recreational brochures for The Malvern Showground and a geological guide to Midsummer Hill.
- The provision of practical advice to a range of landowners on conservation management, use of wood fuel and the availability of grants.

LITERATURE LAYOUT - A5 LANDSCAPE - INSIDE SPREAD




Providing a welcome

The AONB Partnership works closely with the local community to ensure that residents and visitors value and enjoy their environs. The Partnership is also committed to enhancing tranquillity and to reducing car use.

Access for all

- In 2007 the **Malvern Access Group** produced a guide that highlights the accessibility of a range of shops and businesses within the town of Malvern. Financial support from the AONB enabled this guide to be expanded to include information on access opportunities in the wider countryside.
- A small grant to **Worcestershire County Council** has been used to promote a community transport service around Alfrick and Suckley, leading to greater social mobility for both young and old and fewer cars on the road.

“Miles without Stiles” is a Herefordshire Council programme to make the countryside of the AONB more accessible to those with reduced mobility. AONB funding over three years has enabled the Council to audit the accessibility of paths and tracks in the area and to ‘open up’ 12 kms of path by replacing 42 stiles with gates. It is intended that a barrier-free route will eventually link the three villages of Colwall, Mathon and Cradley. Information about Miles without Stiles routes can be downloaded from www.herefordshire.gov.uk

Green tourism and transport

- A grant to **Caves Folly Nurseries** helped in the establishment of a small bunkhouse, campsite, 'organic' shop and visitor centre on site. The proximity of the Nurseries to the train station and the centre of the village allows this site to be used as a test-bed for sustainable tourism. Only visitors arriving on foot, horse or bicycle can stay at the camp site.
- An AONB collaboration with the **Malverns Showground** resulted in a series of leaflets promoting walks, a horse ride and a cycle ride starting from this popular visitor attraction. The aim is to reduce car use and to encourage visitors to extend their stay in the AONB, thus benefiting local businesses.

■ A grant to the **Cotswolds and Malverns Transport Partnership** has supported the publication of a guide promoting the AONB to users of the Oxford-Hereford rail line.

■ The Hills Hopper is a local bus service formerly funded through the **Malvern Hills Rural Transport Partnership**. The service runs on weekends and bank holidays (April - September). Over 8000 people have used the bus since 2005.

■ **Worcestershire County Council** has produced a series of Parish Paths leaflets providing local people with a map of paths and bridleways to be found on their doorstep, together with key information about points of interest. It is hoped that these guides will reduce car use amongst local walkers and riders.



Top left: Enjoying the Malvern Hills AONB
Left: Train leaving Colwall Station

Right: 'Organic' shop at Caves Folly Nurseries

Use of photos/images

GENERAL NOTES

IDEALLY: use a single, strong image on the front of colour publications, bleeding off. Where small, detailed shots are included on the cover, ensure they are simple, ideally containing single subjects, i.e. a landscape shot used very small, generally will not work. The subjects of small shots on a cover should be chosen to give an indication of the contents of the publication. Cover shots do not need captioning but where necessary, a caption to the cover photo/s can be put on an early text page.

Wherever possible, avoid putting a keyline around photographs - either butting up or with a small margin around (examples right). If this has to be done - for example, where a sky is very pale and is placed on a white or pale background, a 0.35 keyline can be placed, but ideally in 50% of black and butting up to the edge of the photo.

Avoid butting up photographs together - always put a very small gap between.



CAPTIONS

Always give a clear explanatory caption to the photo where space permits. Captions should be set close to the image, 1 point size smaller than the body copy in Neo Sans regular in black or the colour of a specific section where necessary, and sitting on a 10% - 20% tint of colour or black (strength of tint depends on strength of colour). The tint bar should butt up to the top (particularly where the photo bleeds off the foot of the page, or bottom edge of the photograph - one style to be used throughout the same publication where possible), and be set to the same width. Tint bar to be min depth just sufficient to contain the caption copy.

Wherever possible and where a number of photos are used from the same source/by the same photographer, it is better to credit the source/photographer at the end of the publication along with other imprint info.

OTHER DETAIL

Print images in full colour or mono (generally most photos do not work when printed in a single colour other than black).

Avoid putting text on top of photos except where the photo is to simply provide background interest or pattern or where a sufficiently dark area of an image can easily accommodate reverse out copy.

For printing purposes, photos should be used at 300dpi and not reproduced greater than 100% enlargement. Careful cropping of the image can greatly improve (or ruin!) a shot. Avoid any clear vertical or horizontal lines or areas in a photo that sit close to a vertical or horizontal edge, unless the photo can be adjusted to align with the edges without apparent distortion.



Wooded lane at XYZ

Typography

General notes

ALIGNMENT

MANDATORY: All body copy text ranged left - avoid mixing centered text with ranged left/right text. For margin notes - ranged left on right pages and right on left pages.

MANDATORY: No justified text anywhere!

NUMERALS v WORDS

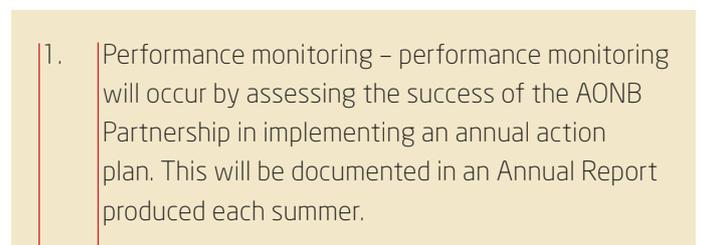
MANDATORY: in text, put numerals in words up to and including nine. Put in numerals from 10 onwards except at the start of a sentence. e.g: "Twelve areas of the county were ...". Exceptions are dates for which the style should be: **3 April 2009** (avoiding 'th', 'nd' etc); tabulated copy where, if placed in full, too much space would be occupied and where sections are numbered in bullet pointed style. Weights/ measures, no space between numeral and abbreviation. e.g. **12lb 37gm 238ft.**

LEADING AND SPACING

MANDATORY: Make sure leading (line spacing) is at least 20% of body size. The longer the line length of text, the greater the leading needs to be, to aid legibility, and avoid setting body copy text to the full width of an A4 page.

MANDATORY: Use paragraph spacing rather than indents.

Typically, 3mm para spacing for text that is set in 9 - 10 point on a leading of 14 to 15 point



8mm

BULLET POINTS & NUMERALS WITH INDENTS

Bullet points: use a single indent with a good width tab - e.g. 8mm from the edge of the text measure and use a hanging indent (see example opposite). Use square bullet points - with the addition of a drop shadow where necessary to 'lift' the page. Bullet points are a good opportunity to add colour to the page.

COLOUR IN TEXT

Black text on a white or pale background gives maximum legibility. Main publication titles and more major sub titles can be set in colour, depending on the background treatment, but ensure the colour does not detract from the legibility. Text in a colour is usually less legible. Avoid large areas of reverse out text (i.e. text knocked out of a background colour).

Avoid setting copy in capitals (capitals are less legible than upper and lower case). Ideally use initial caps for the start of a sentence and for proper nouns, otherwise, use lower case.

Neo Sans regular - in 19pt with no minus letter spacing needed

LETTER SPACING

Where necessary, main headings and document titles can be minus letter spaced and minus word spaced to improve the appearance. However, this should be done cautiously to avoid changing the character of the type. MANDATORY: On no account should type be distorted - i.e. italicised or stretched. Where italics are needed, use the proper italic version of the font.



Neo Sans light - in 43.5pt with -50 letter spacing

GENERAL NOTES

MANDATORY: All hyphenation must be turned off - this applies to all headings and text. For font details - see page 14. Avoid excessive use of punctuation.

MANDATORY: Always use initial caps when referring to the MHAONB in full - i.e. "Malvern Hills Area of Outstanding Natural Beauty".

Standard features

SIGN OFF BLOCK

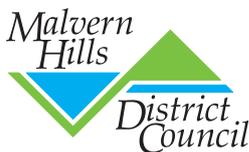
	<p>Malvern Hills AONB Partnership Manor House, Grange Road Malvern, Worcestershire WR14 3EY</p>	<p>align with 'x' height of 'malvern hills' in logo</p>
	<p>Tel: 01684 560616 Fax: 01684 577457 Email: aonb@worcestershire.gov.uk Web: www.malvernhillsaonb.org.uk</p>	

It is most important that contact details at the end of a document are clearly legible, and ideally are always set to the same style, as shown above. Set here in Neo Sans regular. Avoid commas at the end of lines, and tab the tel, fax etc. and where the address block sits with the MHAONB logo, align the first line of the address with the top of the 'x' height (top of the lower case letters) of the first line of the logo, as indicated.

Always keep the contact numbers in the same order as shown above.

PARTNERSHIP BRANDS

The following bodies provide financial support to the Malvern Hills AONB Partnership



Where partner logos need to be shown, set them within a panel, and ideally each logo to approx the same area to give equal emphasis and with an explanatory line of text above.

LITERATURE DATING

Where relevant, for record keeping purposes, it is always useful to print a date to help record the date of production of each publication. This information needs to be set small, foot right on the outside back cover or final page of the document: 5pt Neo Sans regular: Where straight reprints are produced, then the date ref. would not change. Where amends are made - or a new document produced, then the date it was printed/produced should be used, giving the month and year: 04/2009

Corporate typefaces

MANDATORY: The Malvern Hills AONB corporate typeface is Neo Sans, which has many weights (some of which are shown here).

For internal publications and online, Arial is to be used.

NEO SANS

Usage: externally printed material

Abc defghijklmnopq
rstuvwxyz 123456789

Neo Sans Light - ideal as a text weight

Abc defghijklmnopq
rstuvwxyz 123456789

Neo Sans Light Italic

Abc defghijklmnopq
rstuvwxyz 123456789

Neo Sans Regular

Abc defghijklmnopq
rstuvwxyz 123456789

Neo Sans Italic

Abc defghijklmnopq
rstuvwxyz 123456789

Neo Sans Bold - ideal for emphasis in text

Abc defghijklmnopq
rstuvwxyz 123456789

Neo Sans Bold Italic

Arial

Usage: internally produced material

Abc defghijklmnopq
rstuvwxyz 123456789

Arial

Abc defghijklmnopq
rstuvwxyz 123456789

Arial Italic

Abc defghijklmnopq
rstuvwxyz 123456789

Arial Bold

Abc defghijklmnopq
rstuvwxyz 123456789

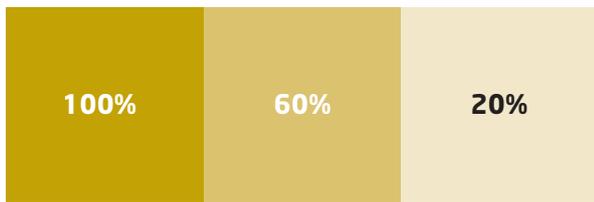
Arial Bold Italic

Neo Sans is a readily available font from Monotype Imaging - suitable for both Mac and PC formats. It is legible even down to small sizes and has a distinctive character that will help to bring all externally produced literature for Malvern Hills AONB into a clearly defined identity.

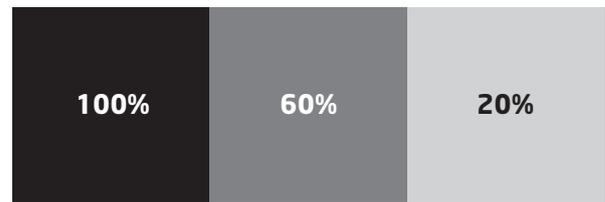
Use of colour

Colours chosen are based on their consistency across printing methods, on coated and uncoated stocks, their integrity across CMYK, RGB and spot colour and how they render on screen.

MANDATORY: PRIMARY COLOURS (AS USED IN THE LOGO)

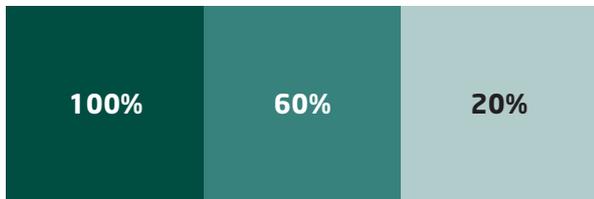


Pantone 457

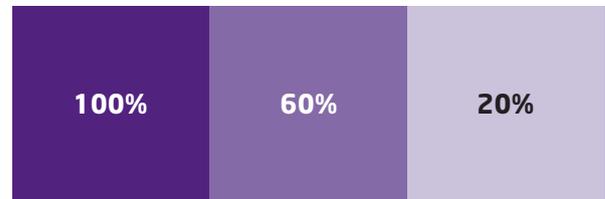


Pantone Process Black

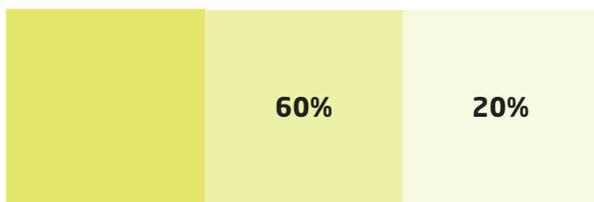
SECONDARY COLOURS



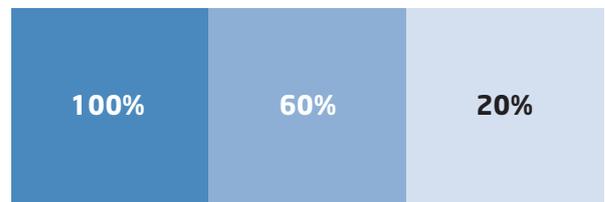
Pantone 3302



Pantone 2617



Pantone 380



Pantone 646

Further colours may be added as the needs demand, but must not clash with or be so close as to not be easily distinguished from the main primary colours shown above. The choice of secondary colours is based on their integrity when used on different media - e.g. coated and uncoated stocks and on the screen. Any other colours adopted must equally not be affected by the media on which they are printed or viewed.

Use of the logo 'loops'

IDEALLY: The 'loops' add further 'character' to the material and they provide a further means of identifying the material as belonging to the Malvern Hills AONB - as an extension of its identity. Use only the right loop on outer front covers, and the left loop on outer back covers. They may also be used on text pages, but sparingly and they should not detract from the legibility of any type nor should they overpower any illustrations or photographs they may be placed on. The loops should always be set at a low opacity level of the solid colour (or photograph) on which they are placed and not at full strength.

The loops must be used only as a background effect, and not be overused.

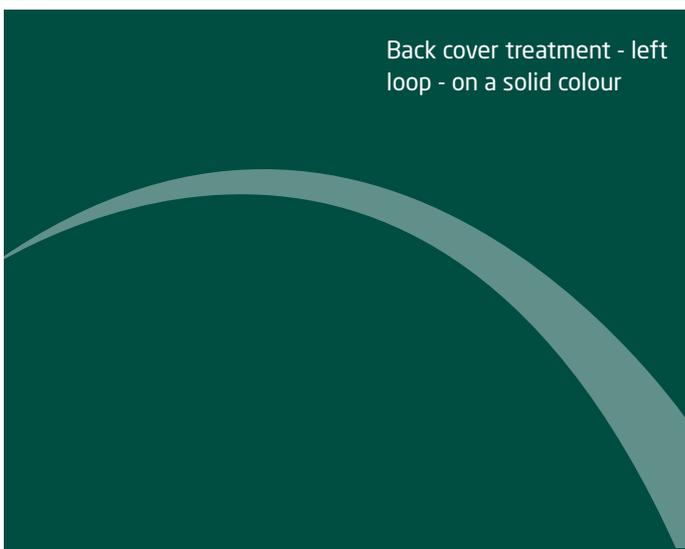
See page 7 for examples of use on front covers.



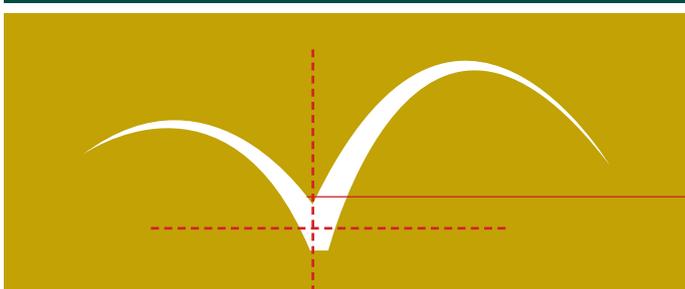
Example of right loop used on a photograph

Position the loops carefully to enhance any images they sit on, and to help lead the eye into the document (when used on a front cover)

Here the loops are set at 25% opacity of the photograph



Back cover treatment - left loop - on a solid colour



Split the loops at the lowest point 'v' and wherever possible, place as shown above. The extreme ends of both loops should ideally bleed off and be large enough to encompass the majority of the panel of colour/photograph on which they sit.

Choice of papers and boards

For all printing it is appropriate to use 'environmental' stocks, ideally with a minimum of the following content:

A greater percentage of post consumer waste/recovered fibre, and a minimum % of virgin fibre .

Totally chlorine free (TCF) and sourced from sustainable forests. Papers and boards should ideally come from an FSC registered source.

Typical papers and boards are '9 Lives' and 'Revive' (coated and uncoated) . Both offer a wide range of weights and finishes and are ideally suited to full colour work. Since this is a rapidly changing market we feel it would be inappropriate to insist on the use of a particular brand, but are keen that the environmental credentials are always considered carefully.

For full colour, externally produced material:

COATED - SILK FINISH

Text weight: 115gsm - a fairly lightweight stock, suitable for documents with a large number of text pages, and where there is minimal ink coverage (i.e. where show-through would not be a problem).

Cover weight: 250gsm - to match the same colour and finish as the text weight stock.

Folders etc: 300 - 350gsm - for greater stability, particularly where a pocket is needed for a folder.

Text weight self cover: 130gsm - 150gsm (i.e where the same weight of stock is used for both the text pages and the cover pages) a heavier weight of paper for lower extents of pages where bulk would not be an issue and where there is a fair degree of ink coverage, the heavier weight minimising show-through issues.

Use an uncoated stock for stationery and other internal documents, but with comparable environmental credentials: letterheads and compliment slips: 100gsm and business cards: 350gsm.

It is most important that on any printed material, where space allows, brief information is stated on the environmental aspects of the stock used. This can be set at a min size (6 - 7pt) and ideally placed on the last page/back cover, set to run vertically or horizontally at the foot of the page.

For example:

Printed on 80% recovered fibre and 20% virgin TCF fibre sourced from sustainable forests

Contact details

If you have any queries about the Malvern Hills AONB corporate guidelines, please contact

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