

# Guidelines for graphic design

September 2007, revised Dec 2009

## Introduction

These design guidelines are intended to assist in several ways:

- to ensure that the NEAD brand is projected effectively, with impact and immediacy;
- to help present NEAD's brand identity in a coherent and professional manner across the wide range of printed and online documents it issues;
- to co-ordinate and streamline the efforts of the diverse community of NEAD staff, trustees and volunteers who produce documents for external dissemination.

Given the range of NEAD's activities, the limited resources at its disposal and its need to attract greater public interest and support, it is essential that it continues to develop brand awareness across Norfolk. These guidelines will be a key part of this process.

**The Brand Manager, Alaine Mukene (Media Resources Coordinator: [alaine@nead.org.uk](mailto:alaine@nead.org.uk), Norwich office)**, is responsible for administering these guidelines. Please address all queries to her in the first instance, and ensure that she approves proofs – printed (where possible) – of all finished documents before they are disseminated or signed off for printing.

It greatly assists NEAD if digital imaging, layout and illustration work are undertaken using Adobe InDesign CS, Photoshop CS and Illustrator CS, as these programmes are used in house.

## Logo and house colours

*NEAD logo*

The NEAD logo features two colours; **blue – Pantone process blue**, **orange – Pantone 021**, on a transparent background.

It may also be reproduced in greyscale form when appropriate.

The logo is available from NEAD in a series of industry-standard digital files which are intended for use in different contexts.

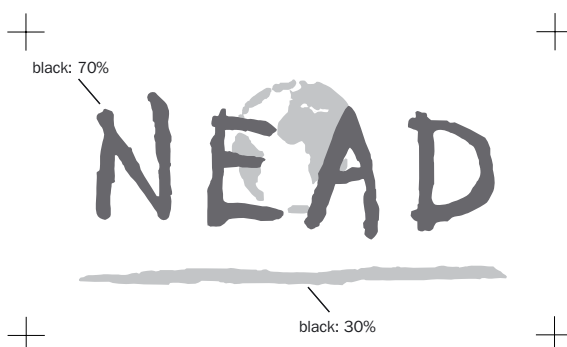
- *for office/desktop printing:* .wmf format (RGB colour or grey)
- *for screen display:* .jpeg format (RGB colour)
- *for commercial print:* a choice of files in .eps format. NB: There are different versions for documents intended to be printed in greyscale mode, using spot (Pantone) colour, and for four-colour separations printing (CMYK colour), so please indicate which you require after you have conferred with the printer.

**These files are available on request from the Brand Manager – please use no other digital versions of these images!**

C100 M9.02, Y0 K5.5  
Pantone 021



**Cross-marks indicate proportional extent of space that must be kept clear of other type and graphics**



Ensure that you leave clear space between NEAD's logo and other document elements, typographic or pictorial, as indicated here, to ensure that the logo has maximum impact. The digital files issued by NEAD's Brand Manager will include crop marks to help you ensure that these spaces are never adjusted.

The logo should never be smaller than 20mm (*not* including the designated clear space surrounding it) in maximum dimension.

#### *NEAD house colours*

- CMYK (print): orange – C100 M9.02 Y0 K5.5; blue – C76 M21 Y0 K0
- Spot colour: orange – Pantone 021; blue – Pantone Process Blue
- RGB (screen use): orange – RGB 244 100 28; blue – RGB 0 130 209
- Web use (for HTML): orange – web-exact #F4641C (web-safe – #FF6633); blue – web-exact #0082d1 (Web-safe – #0099cc)

If a background colour (other than white) is desired for a document printed in colour, ideally this should be a very pale straw colour (eg. Pantone 600 CV 10%, or CO MO Y10 K0). To fulfil the broader requirements of a specific design or layout, other background colours or motifs may be used: the background to NEAD's logo should be regarded as transparent. HOWEVER, this requires great care and discretion, as it is essential that these do not clash with, or detract from, NEAD's corporate identity in any way. Do not place the logo on a 'busy' background, or in a coloured background within a white box.

*Important: NEAD's orange does not always print convincingly from CMYK separations.* It has a tendency to lose warmth, and appear more brown than orange! Consider using spot colour for colour documents intended for offset litho printing, unless it is important that full-colour images are included.

At an early stage of any print project, agree with the printer in what format the digital file is to be submitted, and how any colour content should be managed. This is especially important for offset litho printing in colour. When printing a document featuring spot colour and black, some printers prefer that the file be set up with all content to print as orange/Pantone 021 as 'magenta', and blue/Pantone Process Blue as 'cyan' – after making plates, they then replace the 'magenta' and 'cyan' with the correct inks. If in doubt, ask!

## **Titling, name and strap-line**

Please observe these guidelines when titling documents:

- *Official Registered name:* NEAD (Norfolk Education & Action for Development). ITC Franklin Gothic Book, mixed case.
- *Strap-line:* *Working locally for global justice and equality.* ITC Franklin Gothic Book Italic, mixed case.

To be formatted in NEAD's house colours, as specified above.

The strap-line should not be split, and should be placed under NEAD's name or logo.

The name/ strap-line combination should not be deployed in titling below a minimum size of 30mm.

Ideally NEAD's logo should be placed at the top left hand of the document, with name and strap-line to its right.

## Typography

The ITC Franklin Gothic font family should be used in all printed material for external dissemination.

- Please follow standard good practice when copy-editing and preparing text for typesetting! Use single (and not double) spaces after full points. Use typographic ('smart') quotation marks rather than tick-marks. Only use double quote marks within single quotes. Use *unspaced* en-dashes (rather than hyphen) in number spans; use *spaced* en-dashes as 'dash' punctuation characters in text.
- For body text, use Franklin Gothic Book at 9pt–11pt, as appropriate. Appearance and legibility often benefits from a slight loosening of default tracking settings in most layout programmes.
- In text, set Heading 1 as Franklin Gothic Heavy, Heading 2 as Franklin Gothic Book italic.
- Franklin Gothic Book, Heavy and Helvetica may be used for display type, in grey and other appropriate colours as well as in black, but careful kerning of individual letter pairs is sometimes needed (in particular the lower case pair 'rf', which occurs frequently in the words 'Norwich' and 'Norfolk!').
- Consider text alignment and hyphenation with care. Ensure that text set in narrow columns is unjustified, and that hyphenation settings in justified text are appropriate.

## Images

Collection of images for publicity / display projects is coordinated by the Media Resources Co-ordinator, please ask her before using any image. NEAD or any stated individual photographer must be credited.

Remember, it is essential to ask permission for NEAD to use any subject's image! This can be done easily using the 'any objections' check-box on the signing in form or Photo Use Permission forms available from the Media Resources or Administration Co-ordinators. PLEASE ASK FOR ADVISE!

When adding to the Image Folder please ensure that dates and names of photographers to be credited are within the file names.

WARNING: Don't use copyright images or logo, from any source, including our website and Flickr, without permission for NEAD or other purposes!!!

## Paper

For official/external use, please ensure that only cream/off-white recycled paper is used (official NEAD stationary used Croxley Heritage–Weave, with recycled logo watermark).

## Other information

The following information must be displayed on all NEAD documents:

- Registered Charity No.: 10 10 853
- Registered Company: 223 74 24

Ideally adding our web–address: **[www.NEAD.org.uk](http://www.NEAD.org.uk)**