

Industrial Heritage Style Guide



A note about the PDF version of this guide.

All the sections below are clickable links leading directly to the relevant sections (“Bookmarks”). For ease of navigation you can also call up a panel of all the contents if you go to the main menu of your PDF reader and choose View > Navigation Panels > Bookmarks (or similar depending on your PDF reader).

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Contact details

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The aim of this guide is to ensure that all print and electronic media projects supported by the EPIP Industrial Heritage Support Programme follow a recognisable and consistent visual style which helps to develop and reinforce the programme's branding.

Although strict rules are in place for the use of logos, the more general "wave" theme is flexible and will allow designers to adapt it accordingly to their projects.

Although a majority of these projects will be designed by professionals we are also aware that less experienced contributors may be involved. With this in mind, technical guidelines have been kept as simple as possible with clear explanations where appropriate.

Copies of logos will be provided for you at the start of your project; there are also plans to make them available for download from the EPIP website in the near future.

If you have any queries regarding these guidelines, please contact Tegwen Roberts at the address on the previous page.

PRINT PROJECTS

This section includes leaflets, booklets, display boards and all other printed media.

1) The Discover East Peak Industrial Heritage Logo

This should be displayed prominently on the FRONT of any publication. Its height should be no smaller than 12.7mm on the final printed document.

The white border should be retained if the logo is placed on a coloured background, e.g.:



In all cases the colours of the logo should not be changed.

2) The Complete Partnership Logos Block

In addition to the individual logo above, the following logos for the following institutions must be incorporated in the credits section of all media.

- LEADER
- DEFRA
- English Heritage
- Discover East Peak Industrial Heritage
- EU Agricultural Fund for Regional Development

These are provided by EPIP and can also be found at the end of this document.



The logos should normally be displayed in a single row in a well-defined white block (above) preceded by

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the following (**bold**) text:

This project is part of the East Peak Industrial Heritage Programme, which is co-funded by English Heritage and LEADER (with funding from Defra and the European Union)



An example can be seen on the right.

If placed on a white (or partially white) background a border should be added similar to the above.

A border is not necessary if the block is placed on a solid-coloured background.

This block may also include other information but the logos must be prominent.

On rare occasions the logos may be rearranged but they must still be placed on a white block and approval by EPIP should be sought for the layout prior to publication.

Colours should not be changed and all logos must remain unretouched: use of, for example, Photoshop filters and any attempt to make the logos “fit” the colours of the rest of the project design should be avoided.

i) Partnership logo block sizes for leaflets, booklets etc.

All logos must have a **MINIMUM** height of 9.7mm ON THE FINAL PRINTED DOCUMENT. This refers to the actual logos **excluding** any white border in the block as shown below.



ii) Wall displays and similar

Logos should be clearly visible from the expected viewing distance of the board. Since this depends largely on the size of the board and its location, a minimum height of 30mm for an “A0” board can be taken as a guideline.

iii) General visual design for print

Text size.

Booklets, leaflets and other hand-held print media.

In a booklet (or similar) created at a resolution of 300dpi, body text should be ideally be at least 12 points wherever possible and no smaller than 10 points.

Exceptions: in some cases such as credits, the font size can be slightly smaller but please bear in mind that readability can be impaired if print quality is low or a very absorbent paper stock is used. Before committing to press, it is always a good idea to check with your printer that paper or stock quality will not have an adverse effect on smaller font sizes.

Wallcharts, posters and similar:

For comfortable reading at a distance of around 2 metres from the poster, body text should be set at around 20 points or more. This is a rough guideline because this is largely dependent on where the poster will be displayed and the expected viewing distance.

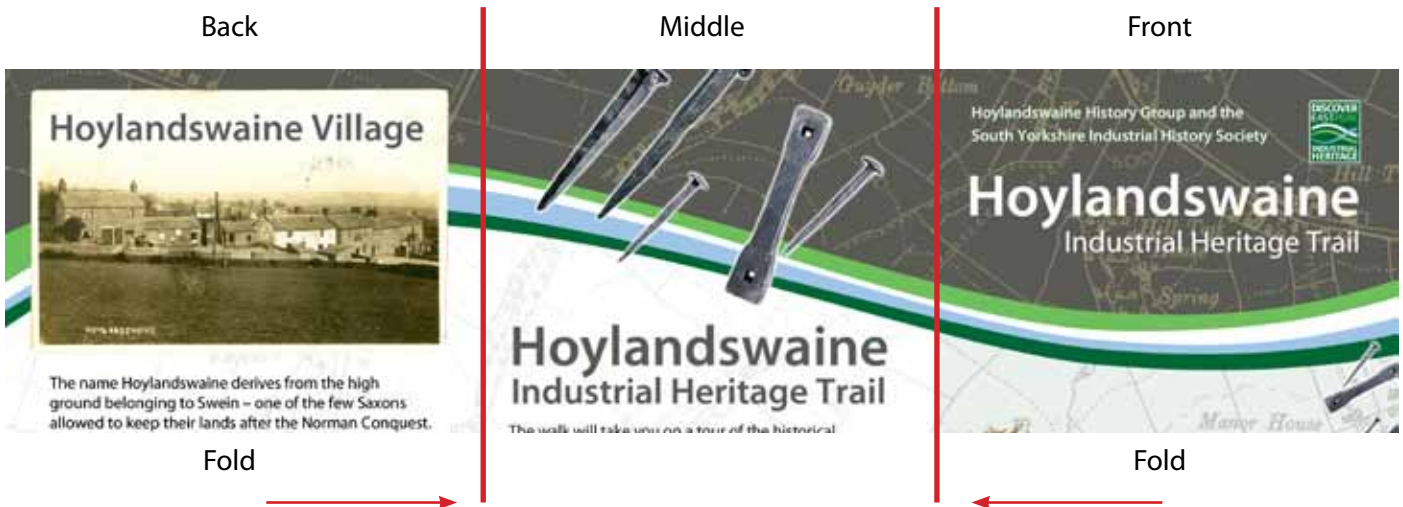
iv) The “wave”

The wave heading (or footer) is intended to reinforce elements within the Discover East Peak Industrial Heritage logo.

The actual proportions of the waves are left to the designer but please follow the following guidelines.

1) The waves should stretch across the whole width of the FRONT of the publication.

In the case of booklets, this need not be carried over to the back cover; leaflets should roughly follow the example below ie the waves should extend beyond the initial folds although not necessarily the whole width.



The waves on the front of a leaflet should closely follow the ones in the example above (although they can be proportioned to better suit the design).

2) The four waves at the bottom edge (top to bottom: light green, white, blue, dark green) should be used and the same stacking order as shown. If the wave is inverted then the colours should remain in the same stacking order (top to bottom: light green, white, blue, dark green).

Please note that the Waves are not parallel should you need to adapt them for your design.

3) The colours of the waves.

Light green: CMYK - 60, 0, 85, 0; RGB - 110, 192, 92

Dark green: CMYK - 90, 34, 98, 27; RGB - 0, 103, 55

Light blue: CMYK - 35, 12, 0, 0; RGB: 159, 198, 233

White: the white of the paper is adequate.

4) The thicker wave - the title area - can be any colour which relates to the project itself as shown above.

5) The waves can be used at the foot of a design instead of the top if preferred but the waves should be stacked in the order mentioned above.

For reference, the full layout of the Hoylandswaine Industrial Heritage Trail leaflet can be found at the end of this document.

v) QR Codes

For leaflets and books, QR codes should be printed at around 25mm x 25mm to be certain that most devices will be able to read it. There is no hard-and-fast rule for this since readability depends on the limitations of the device scanning the code and also the distance of the device from the code itself. More detailed information can be found in a variety of websites easily found by running a quick search on Google or similar.

PLEASE NOTE: we anticipate that all projects will have an associated QR code in the near future. If your project does not currently have one then please leave adequate space in the credits section for one.

The new code can then be inserted for a later print run or the space can be used for adding a sticker after publication.

WEB DESIGN & OTHER ELECTRONIC MEDIA

Unlike the branding of the print design, the wave element and logos do not necessarily need to feature as prominently.

Web design

For web design all the logos must be a minimum height of 50 pixels and grouped together. They don't necessarily have to be displayed in a row.

All logos must be included on the home page (the footer will be adequate) and the credits page.

The wave can be included but is not obligatory.

Other electronic media

Since there is a wide variety of media, it is difficult to stipulate the requirements for each project. As a general rule, logos should be prominent and easily legible without being intrusive and also feature on any credits section.

However, in all cases of electronic media other than web design, please consult with EPIP before commencing any design work in order to clarify the requirement.

LEAFLET EXAMPLE

Below is an example of a recent project which has followed the guidelines set. It is for reference only and not expected to be used as a template.

Top right: outside/cover of leaflet (please note that the guidelines for the credits have changed since it was published - please refer to the notes above for correct information).



Bottom right: inside of leaflet. Although the "wave" is used again, it is not obligatory.



LOGO FILES

The logo block can be downloaded from here (click the Funders Logos link):

<http://www.industrial-heritage.epip.org.uk/news-and-events/downloads.php>

Any other files will be provided by EPIP if necessary and sent by email.