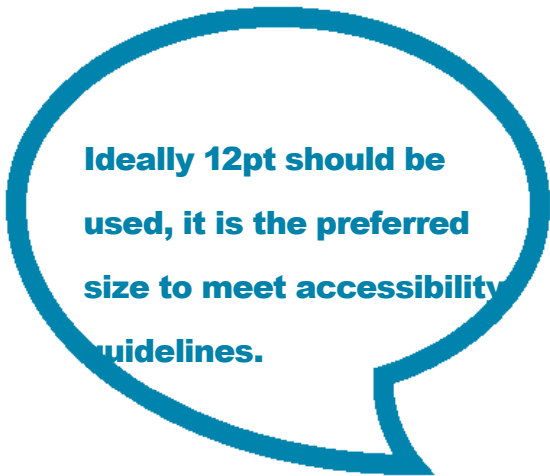


# 04 Typeface/font

The agreed typeface/font for all Cumbria County Council communication is Arial. This typeface/font has been chosen for its clarity and legibility. No other typeface should be used.



Arial  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Arial Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

*Arial Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

***Arial Bold Italic***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

**Arial Black**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Arial is the only font that can be used for the body copy in letters, emails and reports etc.

**Arial Bold**, *Arial Italic*, ***Arial Bold Italic*** and **Arial Black** should only be used for:

- headlines
- sub headlines
- highlighting text such as quotes

# 04 Typeface/font

## Technical Information

- Character spacing should not be left as metrics but set to optical with negative tracking applied to tighten its appearance. Italics should be avoided.

Arial Regular weight	tracking -15
Arial Bold weight	tracking -30
Arial Black weight	tracking -50
Arial Narrow weight	no tracking
Arial Narrow bold weight	tracked -15

- Telephone numbers **01228 606060** web addresses **www.** and email addresses @ **gov.uk** should be picked out in **Arial Black**.
- Captions appear in **Arial Narrow Bold** ▼ and use a round cornered triangular directional arrow if needed.
- Text in narrow columns can be set in Arial Narrow or **Arial Narrow Bold**. This will help the text fit, and from a design perspective, offers a slight visual contrast to the main copy.
- On posters, flyers, display panels and covers type should largely appear in the primary blue colour. This isn't scientific and a good degree of common 'visual' sense should be used. But keep in mind that the overall, fundamental appearance of the brand is blue on white. Take a look at the examples at the end of this guide.

**Carers Survey**

Do you support or care for a family member or friend? If you do we need your views to help develop the Carers Support Service.

The county council currently delivers a number of carers support services directly and through other organisations. The current service is being reviewed by the county council with the aim of introducing a new service in October 2013. Views of carers are needed to help to inform this proposed service.

**This consultation**  
As part of a wider opinion process there is an online survey of opinions on the consultation where you can share your views. If required the survey can be made available in different formats via contact details below. The consultation closes on 27 November 2012.

**Contact**  
Julian Legat  
e-mail julian.legat@cumbria.gov.uk  
telephone: 01524 713072

**Past consultations: Proposals for changes to Cumbria's Household Waste Recycling Centres(HWRC)**

**We Asked:** To improve efficiency we proposed closing six HWRC sites. You said: There was considerable opposition to the closures. We did: Acting on the results of the consultation the decision was made not to proceed with the closures.

Cumbria County Council 17

## Type style

- As a general approach, try to keep things compact and avoid unnecessary line spaces that tend to fragment the layout. Use font weights to help break up text.

Cumbria County Council

### Our benefits

We want our employees to get the most out of life. work/life balance, we offer an excellent salary pack scheme and some excellent staff benefits.

**Professional development**  
We want you to reach your full potential. To help, we blended learning opportunities available to all employees to your job.

**Flexible working**  
Our Flexible working scheme allows you to manage your life more easily. NB: Not all posts are eligible for flexible working.

**Annual leave**  
Our annual leave allowance isn't bad either. 28 days after four years' service.

**Pensions**  
The Scheme provides you with a secure future and share prices and stock market fluctuations. The cost is twice as much into your pension as you do and regular increases.

**We're listening**  
We like to receive feedback and listen to our employees. Meet Diane and informal Chief Exec staff roadshows your thoughts openly with our Chief Executive, Director of Corporate Services.

**Childcare vouchers**  
We've introduced a more flexible way for employees to share the cost of childcare. You can choose to take part of your salary as insurance exempt childcare vouchers, which could reduce your tax and National Insurance contributions.

**Cycle to work scheme**  
We're committed to greener transport solutions. We encourage employees to cycle to work. Our scheme offers significant discounts on the price of a new bike and accessories.

**Eye tests**  
We provide all display screen users with a free eye test and a corporate eye care scheme which includes contact lenses if required for display screen use.

**Well-being for life**  
We want to improve the well-being of our employees. Our Well-being for life initiative provides ideas to raise awareness of 'Your health, Your safe mind and Your time.'

12

## Bullet pointed list

Main bullet points in text documents and display items should be presented as the example below where the bullet point is the height of the capital letter. The bullets may be tinted, white out, or in secondary palette colours if they are being used.

## Technical Information

### Find out more!

- Coffee morning courses
- Brush up on maths
- Keep fit with zumba

Drop in for a cuppa!

Bullets will need a small amount of negative baseline shift to align them properly. They should align with the height of the letters 'O' or 'C'.

● Coff  
● Brus  
● Kee

- **Second level**
  - should use a regular option/alt8 bullet point as shown here.

## 04 Typeface/font

### Body text guidelines

To maintain legibility and ensure all our documentation and correspondence is easy to read, we have outlined our preferred styles when using paragraphs of body copy.

The font size and 'leading' (spacing between each line) are both measured in increments called 'points' and will vary according to the size of the document being produced.

We recommend the font size/leading ratio as follows:

#### **A4 document:**

##### **12pt body copy on 14pt leading:**

This is an example of 12 point text set onto 14 point leading.

Dis dolumquatem. Olut occupta sit eosamus doles et venis doles quiberest que ex esto blam voles min cum adi sinum audit arisciur.

#### **A5 document:**

##### **9.5pt body copy on 12pt leading:**

This is an example of 9.5 point text set onto 14 point leading. Dis dolumquatem. Olut occupta sit eosamus doles et venis doles quiberest que ex esto blam voles min cum adi sinum audit arisciur.

### Paragraph styles

Try to keep text 'range left/ragged right' whenever possible. This paragraph is an example of that style.

Do not 'justify' body text or use hyphenations as this makes the text more difficult to read by altering the spacing between each word.

~~Omnime ma quas enimpos andit, idellab in repuda poresequis et qui odic tectum doloriam erferec uptur, eum eatatis nusdaep ererum voloraecti dolupta ssimus.~~

~~Labor alisimodit poressi nimusam sam estiosa eperrovidest doluptatem diciist in et vel et et et ex enissite volorrore conem am is voluptati volumquo blacepe liquis dunt as dolo moluptatis aliasped ma voloria dolecest aditatquo volorepre corepere plis dus dolore veliquia venisse quiatur?~~