

6. Mapping: **Key delivery milestone - TBA**
 Key sign-off milestone - TBA

To look into the possibility of creating a consistent mapping style that can be adopted for all core FC recreation literature. This project may be informed by research outcomes from a possible investigative mapping research project funded by SNH and other interested bodies. A DEG sub group may then be set up to consider implications and delivery for the FC.

7. Writing Styles: **Key delivery milestone - End Dec 07**
 Key sign-off milestone - End Sept 08

To define consistent writing styles for FC literature (corporate, forest support and recreation) and develop and revise guidance for writers to be fit for purpose and meet FC brand aims.

8. Brand Manual: **Key delivery milestone - End Sept 08**
 Key sign-off milestone - End Dec 08

To create a single source of information where all staff can obtain guidance on all aspects of the FC brand. This will be published through the web to enable external contractors to access brand resources as well. This project is wide ranging and brings together many of the other project areas listed, it is therefore dependent on completions of these. It will be carried out on a rolling basis with new areas being added on completion. The current Corporate Identity pages on econnect will be revised and moved to this new portal and form its core start point. Corporate clothing will also be one of the areas covered, but a separate working group is currently looking at this issue.

9. Vehicle Livery: **Key delivery milestone - TBA**
 Key sign-off milestone - TBA

A DEG sub-group will be set up to look at vehicle livery and consider whether we should retain our current livery, revise it or renew it completely. This is pencilled in to start summer 08.

Until then the current vehicle livery must be complied with.

10. FC Corporate Signage: **Key delivery milestone - TBA**
 Key sign-off milestone - TBA

As with vehicle livery a DEG sub-group will be set up to look at FC signage (defined as our green wooden threshold, etc signs) to consider whether we should retain our current signage, revise it or renew it completely. This is pencilled in to start summer 08.

Until then the current existing signage must be complied with.