

Corporate Literature - Publishing Guidance

The definition of Corporate literature is:

Material published in support of (or to report on) organisational objectives and strategies. Publications include annual reports, corporate plans, strategies and policy documents, and internal facing guidance for Forestry Commission employees.

The corporate literature systems has been put in place to bring structure, sense and consistency to the majority of publishing for the Forestry Commission's various audiences (both external and internal). The 'lidtop' device, along with other elements such as fonts, colours and layout grids, is the core feature that brings brand consistency across all our publications in all publishing areas and to all parts of the Forestry Commission.

Within Corporate literature there are two publishing categories:

1. External Publications
2. Internal Publications.

The vast majority of publishing in 1. is produced by the various design or communication teams throughout the FC using the corporate literature system. A degree of external publishing may be produced by staff using document templates depending on the communication requirements, purpose or audience the material is aimed at.

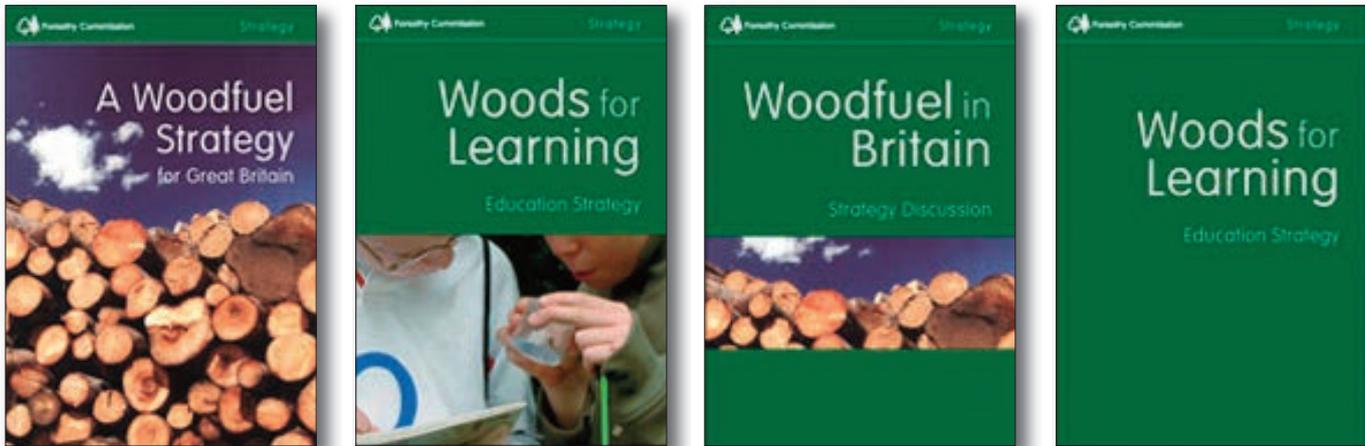
The publishing in 2. is either produced by the design or communication teams using the corporate literature system style specifically developed for internal publications or in the main by staff using document templates, as with 1, depending on the communication requirements, purpose or audience the material is aimed at.

This guidance will help demonstrate how the publishing formats (literature system or document template) are used and which format is suitable for what content, but essentially the audience and purpose of the material drives these decisions. How this is implemented in each area of the Forestry Commission may vary.

On the next pages are the two categories with examples and guidance to help decide where your document fits and how to proceed to ensure the publication is consistent with and adheres to the Forestry Commission visual brand.

If you are in any doubt about how to proceed you should seek advice from your appropriate design or communications team.

1. External Publications - Using the literature system



Purpose - The key strategic and high-level documents forming the basis of Forestry Commission, Forestry Commission England, Forestry Commission Scotland and Forest Research external corporate publication series.

These are typically the outputs of policy, strategy, reporting, delivery programmes and other high level documents that must be published formally and within the Forestry Commission visual brand.

Publications that have had a particular communication, marketing or campaign requirement identified may be developed and sit outwith the system, but they must use the 'lidtop' device, make use of the brand framework principles (e.g. fonts, colour and layout grid) and as with all publishing at this level would be carried out by the relevant design or communications team.

Audience - Government ministers and departments, local authorities, forest industry, NGOs, business and other external stakeholders.

Publishing - All publications in this category must be produced using the corporate literature system professional publishing templates and follow the design guidelines. This would be carried out by the appropriate design or communication teams (see end of document) using either in-house or out-house design resources. The final published output can either be a printed publication or an on-line PDF version available to download from the FC website or both depending on audience numbers and/or purpose.

If you are in any doubt about how to proceed you should seek advice from your appropriate design or communications team.

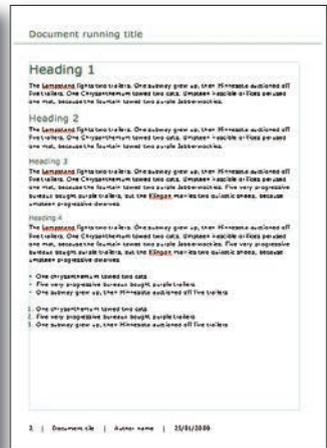
1. External Publications - Using the document templates



Corporate type 1 - Full cover and follow on lidtop headed pages



Corporate type 2 - Lidtop headed text page cover with simple follow on pages



Purpose - For any non-strategic lower level documents Forestry Commission, Forestry Commission England, Forestry Commission Scotland and Forest Research staff produce that don't require to be published using the literature system but do need to project and be consistent with the Forestry Commission visual brand.

They may typically be used for outputs such as reports, drafts for comment, consultations, or with limited circulation or resource requirement; short lived, interim or day to day business documents; any piece of information that will or should be regarded as an 'official' Forestry Commission document.

Audience - Non strategic/formal communication to Government ministers and government departments, local authorities, forest industry, NGOs, business and other external stakeholders.

Publishing - Produced using document templates means using the Microsoft Word documents templates available to download from the FC Brand Manual. This resource allows staff to produce consistent documents that sit within the FC visual brand on their PC without the need for input from design or communication teams. The final document may then be output as a hard copy print, MS Word or PDF document to email or upload to e-Connect or the FC internet.

There are two document formats available as MS Word Templates:

Corporate Type 1 - For documents of substance requiring a cover.

Corporate Type 2 - For day to day and less high profile documents.

If you are in any doubt about how to proceed you should seek advice from your appropriate design or communications team.

2. Internal Publications - Using the literature system



Purpose - The key documents forming the basis of Forestry Commission, Forestry Commission England, Forestry Commission Scotland and Forest Research internal corporate publication series.

They are normally the internal FC outputs of policy, staff guidance, support and conditions.

Audience - Forestry Commission staff.

Publishing - All publications in this category must be produced using the corporate literature system internal design style. This would be carried out by the appropriate design or communication teams (see end of document) using either in-house or out-house design resources. The final published output can either be a printed publication or an on-line PDF version available to download from E-connect or both.

If you are in any doubt about how to proceed you should seek advice from your appropriate design or communications team.

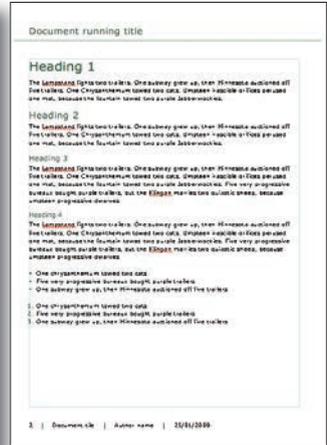
2. Internal Publications - using the document templates



Corporate type 1 - Full cover and follow on lidtop headed pages



Corporate type 2 - Lidtop headed text page cover with simple follow on pages



Purpose - For any non-strategic lower level documents Forestry Commission, Forestry Commission England, Forestry Commission Scotland and Forest Research staff produce that don't require to be published using the literature system but do need to project and be consistent with the Forestry Commission visual brand.

They may typically be used for, internal reports, drafts for comment, consultations; day to day business documents; and any documents produced by staff on PC's that have a purpose to communicate information to other FC staff.

Audience - All Forestry Commission staff

Publishing - Produced using document templates means using the Microsoft Word documents templates available to download from the FC Brand Manual. This resource allows staff to produce consistent documents that sit within the FC visual brand on their PC without the need for input from design or communication teams. The final document may then be output as a hard copy print, MS Word or PDF document to email or upload to e-Connect.

There are two document formats available as MS Word Templates:

Corporate Type 1 - For documents of substance requiring a cover.

Corporate Type 2 - For day to day and less high profile documents.

If you are in any doubt about how to proceed you should seek advice from your appropriate design or communications team.