4.0
Typography

Corporate typeface for publishing

Foundry Sterling has been chosen as the primary corporate typeface for external communications because of its contemporary, unique feel and for its legibility in small and large point sizes.

This font has been approved by the Royal National Institute of Blind and Partially Sighted People (RNIB).

All design supplied on the matrix have this font. The minimum point size for body copy in publications is **11pt**. This conforms to the minimum 'x' height of 2mm as recommended by the RNIB in its clear print guidelines. See section 4.3 for further guidance. The RNIB has recommended that Foundry Sterling Light is not used.

Important:

Foundry Sterling **must** be used for all external communication. Arial should only be used for PC-produced documents.

Checklist for using Foundry Sterling

✓ Is the publication for external use?

✓ Is the minimum point size for body copy 11pt?

✗ Do not use Foundry Sterling Light

Foundry Sterling Book
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()_+<>
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Foundry Sterling Medium
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()_+<>
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Foundry Sterling Demi
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()_+<>
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Foundry Sterling Bold
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()_+<>
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Foundry Sterling Extra Bold
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()_+<>
ABCDEFGHIJKLMNOPQRSTUVWXYZ

PC typeface

Arial has been chosen as the secondary corporate typeface for internally-produced and on-screen documents because of its clarity and readability.

This typeface is available as a system font on all computers.

Ideally use a minimum point size of **12pt** for body copy in Word documents – and no smaller than 11pt.

Checklist for using Arial

✓ Is the publication for internal use?

✓ Is the minimum point size for body copy 12pt?

Arial

abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()_+<>
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold

**abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()_+<>
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Typography and readability

Clear and consistent use of typography is one of the most effective ways to build and maintain a strong identity.

The following rules will help make materials easier for all readers – but are especially important for making documents more accessible for people with sight problems.

For more detailed advice to enable you meet the information needs of blind and partially sighted customers, please contact the Communications team who have a reference copy of the RNIB's 'See it Right' information pack.

Alignment
The preferred layout is to have all text ranged left. Right-aligned and centred text should be avoided and text should never be justified.

Leading/line spacing
If leading is too tight or too open, it can make the text difficult to read. As a general rule, the space between one line and the next should be 1.5 to 2 times the space between words on a line.

Column spacing
If you are using text in columns, make sure the margin between the columns clearly separates them.

Line length
As a general rule, long line lengths should be avoided as they are difficult to read. Ideally, line length should be between 60 and 70 characters per line.

Letter spacing
Do not widen or tighten letterspacing, stretch lines of type or single words. The font's default setting has been considered in order to provide maximum legibility.

Case
Upper and lower case should be used to aid legibility. Small caps and block caps should be avoided where possible. If necessary, capitals may be used to give emphasis to single words or short phrases (for example, for titles but not to set large blocks of text).

Effects
Underlining, drop shadows, italics, outlining and other effects should be avoided. These should not be necessary and they make it more difficult for people to recognise the shape of the letters. Use bold for emphasis.

Colour contrast
Care should always be taken when reversing text out of colour. Make sure that the type size is large enough and that the contrast between type and background colour is enough for clear legibility. Emboldening text can sometimes help. Large blocks of white text on a colour background should be avoided.

Ensure main body text is printed black. Colours may be used on headings and sub-headings as long as the colour is dark enough to be read easily.

Figures in charts and tables
You can use fine keylines or discreet shading to help guide the reader's eye down or across columns of information to help make it easier to read.

Accessibility:

By law, the council needs to make information accessible for people with sensory and learning disabilities. See section 7.2 'Alternative reading and language formats' for more information.

Clear
Accessible
Simple
Consistent