

# 6.0

## Contact details and translation information on back covers

- 6.1 Back covers
- 6.2 Information checklist

Accessibility is a key element of our identity. This is why back covers should **always** include:

- contact information
- further information
- how to access the information if your first language isn't English, or if you require an alternative reading format
- publication date
- environmental statement.

The following guidelines explain how to apply our set template and wording.

For more information about organising alternative language and reading formats, see the next section.

## Translation panel

A template has been set for back covers of standard sized publications. Where possible, printed material should be available in alternative languages to English. Space restrictions may limit the number of languages included.

The preferred colour for this panel is a 20% tint of the lime green. However, if your leaflet has a particular colour theme and the green does not complement this, then you can use any other colour from the palette as a 20% tint.

The following information should **always** appear in bold and 14pt at the top.

**Do you need this information in another language or reading format such as Braille, large print, audio or Easy Read?**

**Please contact 020 7527 2000.**

This can then be followed by the appropriate language translations.

In very rare circumstances you will be unable to include the translations panel due to space restrictions. This should only ever happen on items that are smaller than DL. Even if the translation panel cannot be included the contact details panel must appear as detailed in the samples below and overleaf.

### Contact details

This includes the web address with its appropriate section reference eg [www.islington.gov.uk/recycling](http://www.islington.gov.uk/recycling).

The contact number should be the most easily accessible by residents. For example, if you are promoting a specific service with a designated telephone line then you should use that number. If not, you should list Contact Islington as the example below shows.

### Further information

Take the opportunity to provide signposting to other relevant sources of information where appropriate.

### Publication date and print information

Printed on xx% recycled paper using vegetable based inks. Published [month and year].

### Smaller than DL back cover



Contact details.

Print and material information, along with publication date.

Further information about other council services (if applicable).



Symbols are recommended to indicate telephone numbers, email etc as they can be more easily understood than letters.

## DL back cover

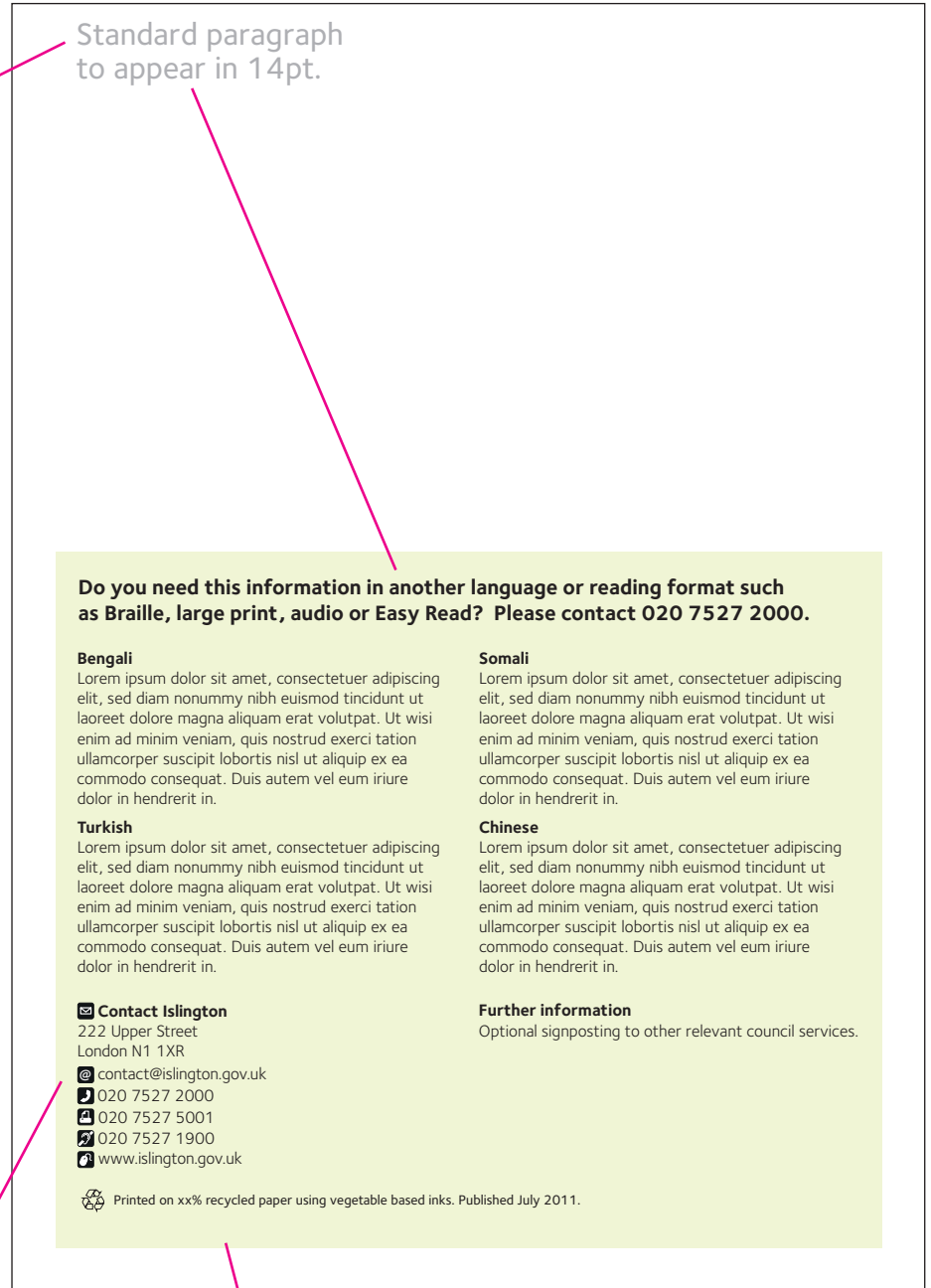


Contact information.

Print and material information, along with publication date.

Contact details.

## A4 back cover



Print and material information, along with publication date.

**Important:**

Recycled logo and 'Printed on xx% recycled paper using vegetable based inks' should be used when appropriate. It is important to make sure that all information stated is correct.

## Information checklist

The following information should be on the reverse of all publications as shown.

- ✓ 'Do you need this information in another language or reading format such as Braille, large print, audio or Easy Read? Please contact 020 7527 2000.'  
The number given should be that of the person originating the document. Copy to be set in Foundry Sterling Bold, 14pt on 17pt leading.
- ✓ Information on other ways we can communicate, eg SMS, Textlink, Language Line and Interpreter Hotline (when required).
- ✓ Translations (when required).
- ✓ Address details set in Foundry Sterling Book 11pt on 13pt leading. Details to include: Department name (in Foundry Sterling Medium) Islington Council. Full address details including postcode, telephone, fax, email and website.
- ✓ Further information (where appropriate) about other council services.
- ✓ Relevant symbols including Chartermark, liP, Beacon logo, disability symbol, stonewall accreditation (when required).
- ✓ Published date.
- ✓ Recycled logo and 'Printed on xx% recycled paper using vegetable based inks' text only to be used when appropriate.
- ✓ Print date and details.