

Draft edition 22nd January 2010



Community Path Leaflets

Design Guidelines

Foreword

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Introduction

Walking, and particularly short walks of one to five miles, is the most popular outdoor activity in the National Park. Providing good information about such routes around communities will encourage more people to use these paths.

Existing Community Path Leaflets

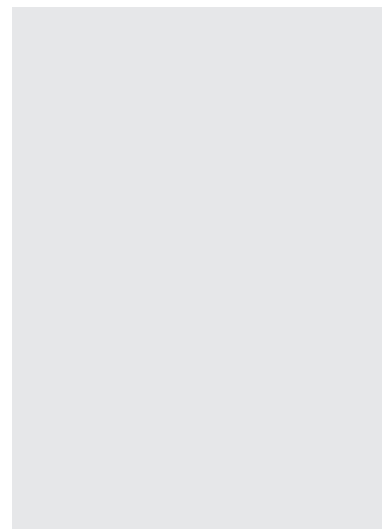
Many communities in the National Park already have path leaflets. However, there is no consistent style to these leaflets and as some are quite old they do not meet current best practice in providing information that is easy for all to understand. Few leaflets make links to other local networks and few make the most of their location in the National Park.

To help improve the quality of path information the Cairngorms National Park Authority and partners have developed this design guidance for community path leaflets. To help us we have used feedback from community workshops, Inclusive Cairngorms and the Royal National Institute for the Blind (RNIB). Research and specialist input was provided by David Warnock and Stirling Surveys.

Cairngorms National Park

The Cairngorms National Park is now widely seen as a strong and recognisable identity and evidence suggests that visitors to a National Park expect to have a high quality experience.

Using these guidelines will ensure that path leaflets are produced to current best practice. Visitors seeing these leaflets will know they are in a National Park and as a consequence many are likely to behave more responsibly



Using these guidelines

This guidance is for people who want to produce a leaflet promoting the paths around their community in the Cairngorms National Park. It will also be useful for designers working with path groups to produce such leaflets.

One of the main reasons that visitors come to the National Park is for walking and short 'low level' walking is the most popular outdoor activity undertaken by visitors. This guidance is designed to produce a leaflet that encourages people new to the area to explore the low ground paths in and around villages.

The guidance provides advice on the design and layout of path leaflets, encourages use of best practice and develops a recognisable 'family of Cairngorms Path Leaflets'.

We recommend that you read the entire document before starting any work. It is important to consider that the whole process from the initial idea to the sight of visitors using your leaflet and enjoying your paths is likely to take between six months and a year, possibly longer! However, help is at hand; officers of CNPA will be pleased to help you if needed (see Section 10 at the end). If you are thinking about a leaflet then please let us know to avoid possible duplication of effort.

What makes an Effective Path Leaflet

Evidence indicates that a good community path leaflet:-

1. Promotes a network of four to six easy to use short paths (one to five miles) based around one or two starting points: your path network.
2. Provides good reasons to explore the paths around your community and tells the visitor what is special about your part of the National Park: your stories.
3. Is a convenient size and has an effective front cover one that clearly tells you what it is about and 'sells' the paths in your area.
4. Uses text and route descriptions that are easy to read and understand.
5. Has a map that is easy to use and understand.
6. Contains attractive photographs or drawings that 'sell' the paths in your leaflet.
7. Provides basic visitor information so that people can plan their day out.
8. Provides information on responsible access so that visitors enjoy their day out.

Keep referring back to this 'project checklist' to measure progress and avoid problems later on in the process.

I. Your path network

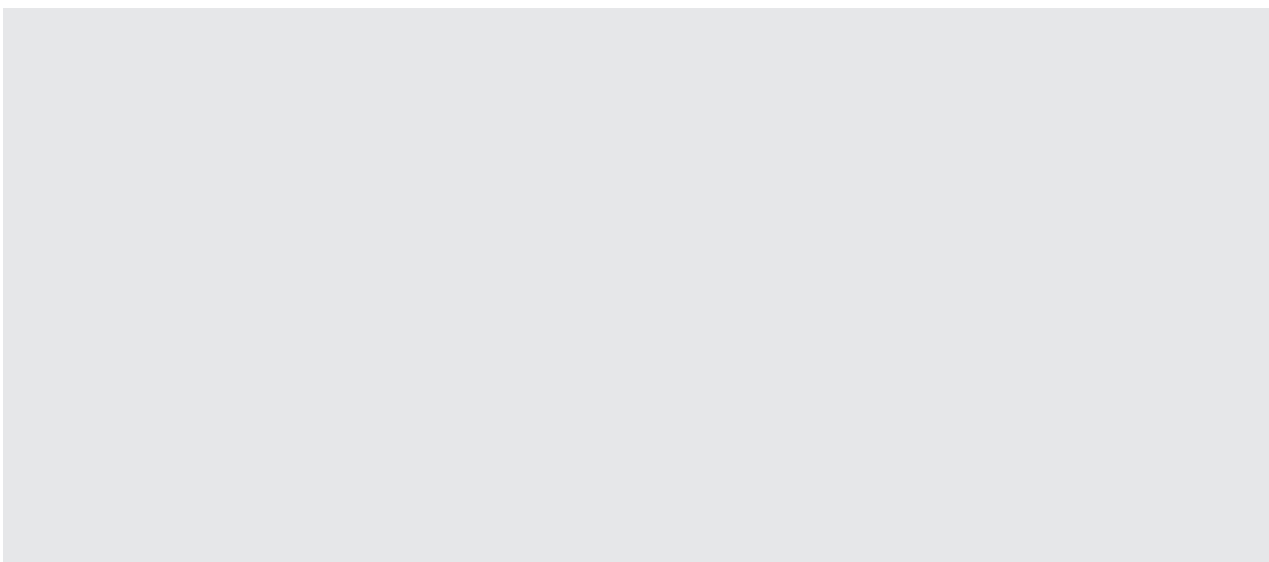
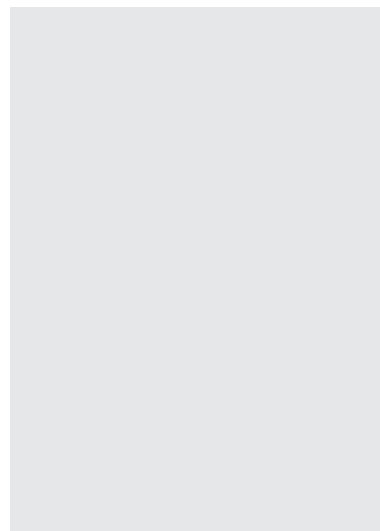
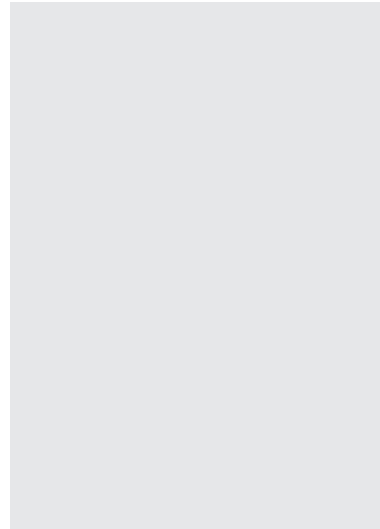
Before creating a leaflet you need to be clear what paths you want to promote. This will be affected by what you want to show people about your community (see Section 2).

Most visitors to the Cairngorms want short walks of 1 -5 miles. The path leaflet is your opportunity to highlight the best paths in and around your community. It doesn't always help to equally promote all the paths.

Evidence and our experience suggests that promoting four to six good paths around one community is ideal, and that well signed and way marked routes will be used by more people see CNP Design Guidance for Directional Path Signs.

For example, the Anagach Woods (Grantown) path leaflet promotes three easily followed, colour coded paths. However, the map also shows a lot of other paths that are not way marked but can be used by more confident visitors and those with local knowledge. Promoting all the paths equally would be very confusing to visitors.

If you are promoting new paths you should consult with the land manager see CNP Guidance on Responsible Promotion of Outdoor Access



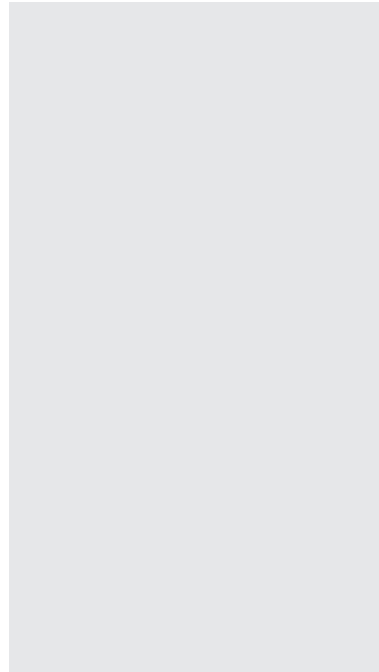
2. Your stories

Visitors are likely to want to know why a path is recommended. Think about why you enjoy a walk and incorporate that into the name and route description e.g. 'Viewpoint Walk' worth the climb to the top of the hill for the fantastic views of the Cairngorms.

When deciding which paths to promote consider how they link to existing interpretation. If people want more information about an historic feature where can they find it?

You won't have space to tell visitors everything about your village so work out what is particularly special, what is attractive about your area and use the walks, text and photographs to present your village.

Reading the **CNP Interpretation Guidance** will help you think about what is special about your part of the National Park.



The Railway → →

In 1863 the railway arrived in Nethy Bridge, and at Broomhill, bringing a faster, more efficient and more reliable means of transport to markets for timber, livestock and whisky.

You can still see the station yard where great stacks of wood stood awaiting transport, just downstream of Nethy Bridge. Light railways - the Puggy Lines - were built to move cut timber to the main railway line.

You can also still experience a trip behind a steam train, as the Strathspey Railway have reopened Broomhill Station. Combining a train trip and one of our way-marked walks is a great and 'green' way to get to and from Nethy Bridge. There is also a regular bus service.



If you enjoyed 'Exploring Abernethy' then look out for other community paths leaflets covering other parts of the National Park.

attribution text Nethy Bridge

3. Size and Cover

We recommend a leaflet size of:-

- 1/3 A4 (i.e. A3 paper folded three times or A4 folded twice or) 99 x 210mm

This size has a number of benefits:-

- Standard paper size keeps production costs lower.
- Standard size fits distribution racks and storage boxes.
- It allows large maps to be reproduced on one side of the leaflet.
- Additional maps/leaflets can be printed from standard A3 printers and copiers.

The **front cover** is the part of the leaflet that grabs people's attention.

We recommend a standard front cover design template that informs people that:-

- this is a Path Leaflet
- this is about paths around 'Glenbogle'
- this was produced by...this is the place to use your community logo or brand
- this is part of a network in the National Park

Cover photos or illustration should be big and clear, interesting and bright. This is your opportunity to show what is special and distinctive about your community.

The **back cover** layout includes a location map that shows your community and surrounding villages. This map will help direct users to other local path networks.

This is also the place to recognise partner support and provide other useful visitor information.



attribution text Nethy Bridge

4. Text

The design impact of text is often overlooked. However, legible text is a very important part of the overall leaflet appearance.

Keep sentence and paragraph length short.
Make it as easy as possible for the reader.
Be ready to edit rigorously sometimes less is more.

Large blocks of type set in capitals are difficult to read. A paragraph set in all capitals takes 15% longer to read and takes up 40% more space.

Route descriptions can be very helpful, particularly for those who are not confident map-readers. Include information about route distance, path conditions, barriers (gates etc) and gradients. Use descriptions that everybody is likely to understand e.g. 'narrow path, rough in places, muddy when wet, one short steep hill.'

Consider highlighting routes that are barrier free with a good surface and low gradient: accessible to a wide range of users.

Use plain English throughout including straightforward, conversational words that are friendly and encouraging. SNH 'Writing Effective Interpretation' is a useful aid.

Type and Layout

The typeface used throughout these guidelines is Humanist. This font was chosen for its legibility and range of styles.

Other simple, clear fonts are Arial and Gill Sans.

Broomhill Walk

River walk by open fields between Nethy Bridge and Broomhill Station

Distance: 3 miles (return)

Approximate time: 1½ - 2 hours

Start: Community Centre

Terrain: low-level riverbank path with stiles.

Warning: path may be impassable when river level is high. Keep dogs on leads near farm animals.

Wilderness Trail

Circular walk through pine woodland.

Distance: 1½ miles

Approximate time: 1 hour

Start: Causer car park

Terrain: Low level forest paths, some parts can be muddy in wet weather, kissing gates.

River Walk

Circular walk alongside the River Nethy and through pine woods.

Distance: 1½ miles

Approximate time: 1 hour

Start: Community Centre

Terrain: Low-level forest paths. Some parts can be muddy in wet weather. Kissing gates. Riverside path is all-abilities.

An easy to read leaflet

The best leaflets are those designed to be able to be used by as many people as possible. Therefore, the Disability Discrimination Act (DDA) and RNIB guidelines on clear and accessible print given below should be followed in the design of all publications:

- Text should contrast clearly with the background.
- Keep headings aligned to left.
- Use clear and uncomplicated layout.
- Text should be set horizontally.
- Do not set text over images.
- Minimum use of upper case letters- use title case for proper names only.
- Range text from left.
- Use minimum coloured text i.e. to highlight potential hazards.
- Avoid underlining and italics, use bold instead for emphasis.
- Avoid 'light' or condensed font styles.
- Avoid watermarking.
- Use minimum 12 point size as here; possibly use 14 point for websites and telephone numbers.
- Have some large print versions at minimum 14 point size available at outlets such as Visitor Centres and Visitor Information Centres.



Welcome to Nethy Bridge!

The village of Nethy Bridge lies within the Cairngorms National Park; on the River Nethy beside historic Abernethy Forest, with the impressive backdrop of the Cairngorm Mountains to the south.



Walks → → → → → → →

A network of way-marked paths, including an all-abilities trail, provides a great opportunity to discover more about the Abernethy area. The paths are generally low level, with minimal gradients, and range from 1½ to 5 miles in length. Each route's way-markers are a different colour for easy route finding (see above). The network links with the neighbouring villages; to Boat of Garten via the Strathspey Steam Railway, and to Grantown-on-Spey via the Speyside Way long-distance route.

Explore Abernethy

Before starting out on a walk, why not drop into the Explore Abernethy Ranger Base in the Community Centre, to check on things to look out for on your chosen route?

Browse the displays to find out more about the natural and cultural history of Abernethy Forest and the surrounding area.

attribution text Nethy Bridge

5. Maps

Producing maps that are easily understood probably presents the greatest challenge in developing a path leaflet. The key to a good map is simplicity and clarity. You are likely to require help from a specialist map maker or designer who not only knows how to produce good maps but will also be able to provide advice on copyright law.

Recent research has found that people use a variety of ways for reading and interpreting mapped information.

Many people are simply not used to reading maps. Therefore, in order to reach the widest possible audience it is good practice to supply information in a variety of forms maps, way markers and route descriptions (see sections 1 and 4).

When designing maps keep the content as simple and uncluttered as possible.

Ways you can do this include:

- Use traditional 'bird's eye' maps rather than perspective or oblique views.
- Show distinctive features and way marks for navigation.
- Use colour in a simple and consistent way, linked to features in a predictable fashion, e.g.:
 - Green is usually woodland.
 - Blue is usually water.
 - Red is usually something important
- Avoid using similar colours together when showing different paths.
- Show paths by making the route as big and bold as possible. **Remember, the paths are the most important thing you are trying to highlight.**



Nethy Bridge Paths



attribution text Nethy Bridge

- Use standard blue icons to show visitor information such as information centres, car parks, toilets & view points.
- Consider highlighting routes that are barrier free with a good surface and low gradient.
- Only show topography if it adds information essential to the route and then use a simple design. Contours are not understood by many people.
- Reduce the words on the map to those that help the user.
- Show obvious landmarks such as churches, castles etc.

Other points

If the map shows way-marked routes make sure that the way markers are actually in place on the ground and match to colour/design on the map.

For those who have real difficulty reading maps or need additional information consider making some expanded text descriptions of the route available either 'on-line' or in Visitor Centres or Tourist Information Centres.

Before you go to print ask a few people who have not been involved with the leaflet and don't know the area to take a mock up of the map out to test it.



6. Photographs & Drawings

Link the photo's to your paths and what's special about your community. Plan what photo's you will need at the start of the project.

Quality

All images should be high resolution, a minimum of 300 dpi (dots per inch) at the same size they are going to be printed. JPEG format is usually most suitable. Your designer or printer should be able to give detailed guidance.

A large original photo gives more flexibility, allowing you to crop a section of the photo without loss of quality.

Use authentic photos of your area: people can spot a fake.

Use pictures as large as possible. This gives them more impact and makes it easier to see detail. Don't be tempted to squeeze in too many photos.

What about old photos?

You can still use older photos taken in print or slide format by getting them electronically scanned.

Historic views can be great for showing contrasting 'then and now' views. For example, if you have a section of path that follows a disused railway you can show the route's former use. However, remember to use only good quality originals.

Style

One of the reasons why communities want to produce path leaflets is to help give a welcome to visitors. So images, as well as reflecting the subject of the leaflet should also show people relaxed and enjoying the outdoors. Avoid wooden', posed 'set-ups' and think about the old saying 'a picture speaks a thousand words'!



photo credit



photo credit



photo credit

Copyright issues

Make sure you get written permission to reproduce any photograph from the copyright holder. You should also get peoples permission to use their image in leaflets. You must get parents/guardians permission to use photographs of children.

Illustrations

Good illustration can be useful for showing things as they were. For example, a building that is now a ruin.

Illustrations are also helpful to give a clearer idea of things that are hidden. For example, the cross-section of a landform.

A clear, simple line drawing is often more effective than a complex illustration.

In general, (as with photos) use quality illustrations as large as possible.



caption

7. Visitor Information

Visitors are likely to find a wide range of other information useful but it is important to present this information in a clear and consistent way.

- Toilets
- Car Parks
- Bus stops
- View Points
- Information Points

Can all be shown on the map using internationally recognised blue icons.

National Nature Reserves and Long Distance Routes can be named on the map alongside their brand.

Naming individual businesses is only suggested if they are key landmarks such as golf courses or historic buildings.

Useful websites can be listed on the back cover. Again, avoid the temptation to write too much.



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8. Responsible Access

Your leaflet is the opportunity to promote **specific areas of responsible access** for the benefit of path users and land managers. So if your local woodland has ground nesting birds advise walkers; ***'to protect ground nesting birds please keep dogs on a lead or under close control from March to August.'***

Use the 'Know the Code Logo' to strengthen the impact of these messages. For details see:- www.outdooraccess-scotland.com



9. All those things not previously covered

● Number of Leaflets

Leaflets date quickly and are relatively inexpensive to reprint so don't be tempted to produce too many at once.

● Distribution and sale

Consider in advance of producing the leaflet where and how you can distribute it. Try to work with neighbouring community path groups promoting each others routes. If you want to sell the leaflet consider how you are going to collect income and take specialist advice on copy write issues particularly relating to maps.

● Use of CNP Brand

We want to see communities present themselves as part of the National Park by using the brand but please consult the National Park Authority prior to any use.

● A Park for All

Making you leaflet easy to use will encourage more people to use the paths around your community. Following these guidelines should ensure that your leaflet can be used by most people and as a consequence will cover your requirements under Disability Discrimination Act.

Nevertheless, consider consulting Inclusive Cairngorms or others with specialist knowledge to help make sure that the leaflet is accessible to a wide range of people. Think about producing large print, foreign language and audio versions of path descriptions.

For further information visit www.direct.gov.uk

10. Role of Cairngorms National Park Authority

One of the key outcomes in the National Park Plan is to encourage a wider range of people to enjoy the outdoors. We see promoting local paths as really important way of helping us do this so if you want help with a path leaflet contact us on 01479 873 535.

Other sources of useful Information:

Publications

BT Countryside for All A Good Practice Guide to Disabled People's Access in the Countryside,
Fieldfare Trust, 1997

See it Right,
Royal National Institute for the Blind, 2007

CNP Design Guidance for Directional Path Signs

CNP Interpretation Guidance

CNP Design Guidance for Public Facing Leaflets

CNP Guidance on Promoting Outdoor Access

SNH Writing Interpretation

Websites

Scottish Natural Heritage
www.snh.org.uk

Paths for All Partnership
www.pathsforall.org.uk

Royal National Institute for the Blind
www.rnib.org.uk

Fieldfare Trust
www.fieldfare.org.uk

Outdoor Access
www.outdooraccess-scotland.com

