



Parks Canada  
Brand Standards

# Publications



Parks Canada  
Parcs Canada

Canada

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# Legislative and Policy Requirements

As an Agency of the Government of Canada, Parks Canada is required to meet all legislative and policy requirements related to the communications function. The following requirements set out in the *Official Languages Act*, the *Policy on Communications and Federal Identity* and the *Directive on the Management of Communications* are applicable to publications.

Please consult the Parks Canada Brand Standards or the Government of Canada website for more information.

<http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=30683>

## Official Languages

- Information must be provided in both official languages.
- Canada's official languages must be presented with equal prominence, including their use of the same colour, style, size and type.
- Official languages are presented in a side-by-side format.
- When both languages appear together on the same page the language positioned to the left is the official language of the province from which the product is issued.

## Government of Canada Identity

- The Government of Canada's identity is applied consistently, projected equally in both official languages, has primacy over the identity of individual departments, and is not overshadowed by other logos.
- The applied title "Parks Canada" will appear in all of the agency's communications products and activities.

## Official Symbols

- The Government of Canada's official symbols—the Canada wordmark and the Parks Canada signature—are applied to all publications.
- The official symbols are displayed prominently, free from other visual elements and visually conflicting backgrounds.

# Introduction

The *Parks Canada Brand Standards for Publications* apply to both printed and electronic publications. They include products such as books, reports, brochures, posters, bulletins, etc.

The foundation for a strong brand starts internally. For this reason, these brand standards must be applied to all Parks Canada publications, whether they are destined to an internal audience or external audience.

More information about the *Parks Canada Brand Standards* can be found at:

<http://intranet2/our-work/brand.-web.-new-media/brand/>

Do you have questions about the *Parks Canada Brand Standards*? Inquiries can be sent to:

[marque.brand@pc.gc.ca](mailto:marque.brand@pc.gc.ca)

# Identity Elements

The following identity elements are used in combination to identify Parks Canada on publications. They include the Canada Wordmark, the Parks Canada signature, the beaver symbol and the unique identifier.

The wordmark for Canada, featuring the word "Canada" in a serif font with a small maple leaf above the letter 'a'.

Canada Wordmark

The Parks Canada signature, consisting of a stylized maple leaf icon followed by the text "Parks Canada" and "Parcs Canada" stacked vertically.

Parks Canada Signature



Beaver Symbol

The Banff National Park Unique Identifier, featuring the Beaver Symbol on the left and the text "Banff National Park" to its right.

Banff National Park Unique Identifier

# Proportional Measurement System

The expected results of the *Policy on Communications and Federal Identity* is that the Government of Canada's identity is applied consistently, has primacy over the identity of individual departments, and is not overshadowed by other logos.

To comply with this policy requirement, a proportional measurement system has been developed to ensure the Canada wordmark, Parks Canada signature and unique identifier are always applied in a consistent manner on Parks Canada products.

The height of the Canada wordmark is used as a unit of measure. The Parks Canada signature and unique identifier are always scaled in proportion to the size of the Canada wordmark.

Throughout these standards, "x" is equal to the height of the Canada wordmark and is referred to as "1x". The size of "x" will vary depending on the size of the publication. For example, an 8.5" x 11" publication will have an "x" measurement of 18 points.

## Minimum Size of "X"

The minimum "x" measurement for publications is 12 points.



### Size of Canada Wordmark

The height of the Canada wordmark is equal to "x".



### Size of Parks Canada Signature

Baseline of the Parks Canada signature and Canada wordmark are aligned. The top of the flag in signature aligns with bottom of the flag in wordmark.



### Size of Unique Identifier

The height of the beaver is equal to "1x" measured from the hump of the back to the bottom of the tail.

| Publication Size | Size of "x" |           |             |             |
|------------------|-------------|-----------|-------------|-------------|
|                  | Points      | Picas     | Millimeters | Inches      |
| 4" x 9"          | 18 points   | 1.5 picas | 6.35 mm     | 0.25 inches |
| 8.5" x 11"       | 18 points   | 1.5 picas | 6.35 mm     | 0.25 inches |
| 11" x 17"        | 24 points   | 2 picas   | 8.47 mm     | 0.33 inches |
| Minimum size     | 12 points   | 1 pica    | 4.23 mm     | 0.17 inches |

# Corporate Zone

The policy on Communications and Federal Identity and associated standards provides direction on the use and application of the Parks Canada signature and the Canada wordmark. The Federal Identity Program (FIP) specifies that these identity elements must be displayed on a solid background. To support this requirement a corporate zone for the Parks Canada signature and the Canada wordmark has been created following FIP specifications.

The corporate zone is reserved for Parks Canada identity elements. Do not place any other graphics in the corporate zone.

## Full Bleed Printing

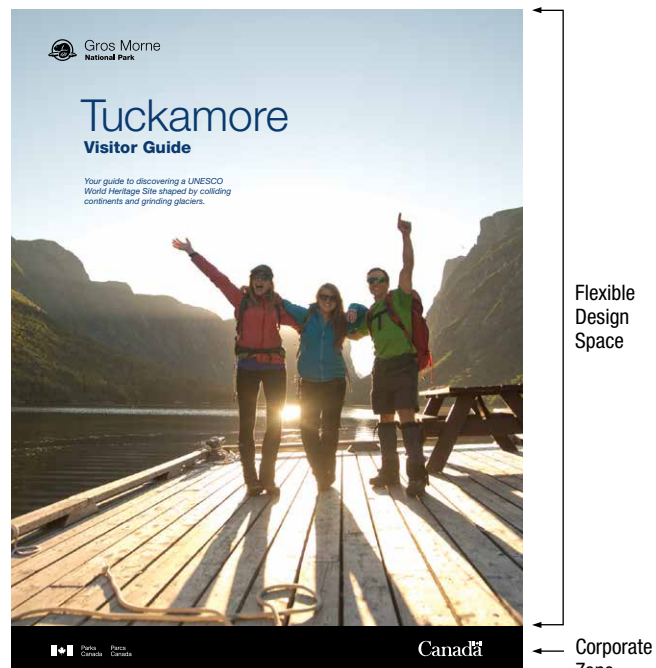
Full bleed printing is when an image or element on a page touches the edge of a page, leaving no margin. Printing an area slightly larger than the final size of the desired product on an oversized sheet and trimming the excess to yield the desired size create bleeds.

## Colour

A full bleed publication will present the identifiers in white on a black background. The bulk of Parks Canada publications are full bleed.



Corporate zone with black background.



Sample 8.5" x 11" full bleed publication with white identifiers on black corporate zone background.

Corporate Zone (continued)

**Non-bleed Printing**

For documents printed on a desktop ink-jet, laser printer, or photocopied, full bleeds are no longer possible.

When printing non-bleed documents ensure that the identity elements are not accidentally clipped during the printing process. This can be avoided by moving the identity elements out of the non-printable area, the margin around the perimeter of the page.

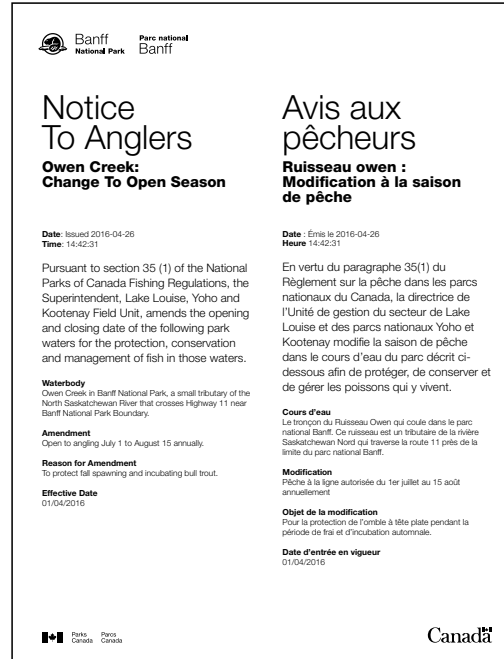
**Colour**

A non-bleed publication will present the identifiers in black on a white background.

**Microsoft Word Templates**

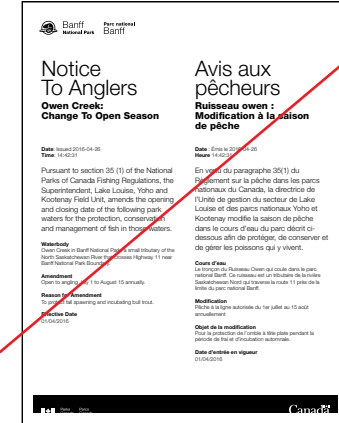
Microsoft Word publication templates have been created for low volume printing on an office printer and are available on the Intranet. The corporate zone background is white because these templates have been created for non-bleed printing on an office printer. It is recommended that professional page layout software (Adobe Creative Suite) be used for high volume commercial printing.

<http://intranet2/our-work/brand.-web.-new-media/brand/applying-our-brand/publication-templates-in-microsoft-word/>



**Sample 8.5" x 11" non-bleed publication**

Identity elements have been move out of the non-printable area.



**Sample 8.5" x 11" full bleed publication printed on office printer**

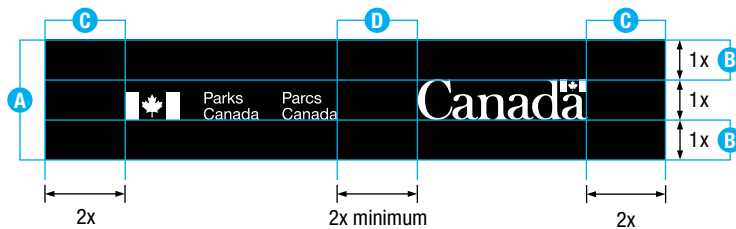
Identity elements and black corporate zone background are clipped because they are placed in non-printable area.



## Corporate Zone (continued)

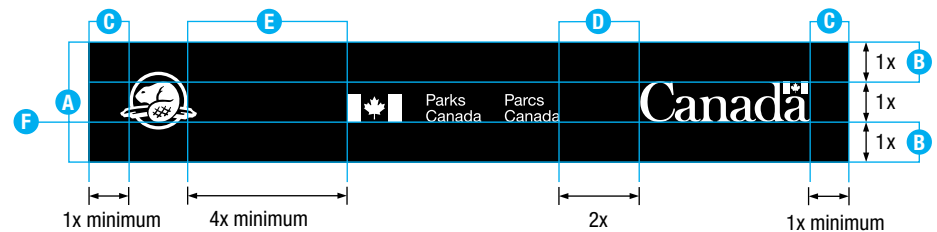
The standard positioning for the Parks Canada signature and Canada wordmark in the corporate zone is in a side-by-side format.

When a publication is not specific to a place the unique identifier is replaced by the beaver symbol. The beaver symbol is placed in the corporate zone when there is adequate space.



### Corporate Zone Specific to a Place

- A** Height of corporate secure zone is 3x.
- B** Margins at the top and bottom of the corporate zone are 1x.
- C** Standard margins to the left and right side of the corporate zone are 2x. The margins can vary in size to align with other element in the layout. Minimum margins to the left and right side of the corporate zone are 1x.
- D** The minimum space between the Parks Canada signature and the Canada wordmark is 2x.



### Corporate Zone Not Specific to a Place

- A** Height of corporate secure zone is 3x.
- B** Margins at the top and bottom of the corporate zone are 1x.
- C** Minimum left and right margin is 1x.
- D** Standard space between the Parks Canada signature and Canada wordmark is 2x.
- E** Minimum space between the beaver symbol and Parks Canada signature is 3x.
- F** Bottom of beaver tail aligns with bottom of Parks Canada signature and Canada wordmark.

# Publications Specific to a Place

When a publication is specific to a place a unique identifier is positioned at the top of the front cover. The unique identifier can be presented in black, white or heritage green. The corporate zone is placed at the bottom of the front cover.

Ensure that there is maximum contrast between the background and the unique identifier to ensure maximum legibility. When the background is too busy and will impede legibility place a white version of the unique identifier over a solid colour.



**Sample 4" x 9" Publication Cover**  
Unique identifier is placed over the image.



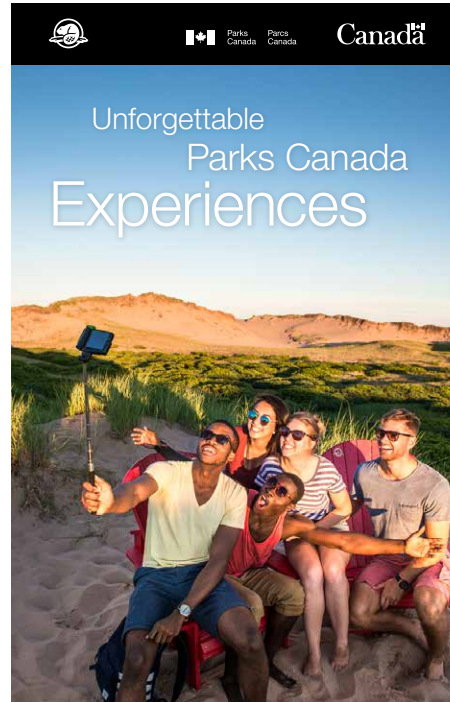
**Sample 4.25" x 6" Information Card**

National Marine Conservation Blue is used as a background colour to achieve maximum contrast between the unique identifier and background.

# Publications Not Specific to a Place

When a publication is not specific to a place the unique identifier is replaced by the beaver symbol.

The beaver symbol is placed in the corporate zone when there is adequate space. The corporate zone is moved to the top because the beaver symbol must always appear at the top of a publication cover.



**Sample 5.5" x 8.5" Publication Cover**

The beaver symbol is placed in the corporate zone when there is adequate space.

Publications Not Specific to a Place *(continued)*

The beaver symbol is placed at the top of the flexible design space for narrow publications that cannot accommodate the beaver symbol in the corporate zone. The corporate zone is placed at the bottom of the page.

The beaver symbol can be presented in black, white or heritage green. Ensure that there is maximum contrast between the background and beaver symbol to ensure maximum legibility. When the background is too busy and will impede legibility, place a white version of the beaver symbol over a solid colour.



**Sample 4" x 9" Publication Cover**

Beaver symbol is placed over the image.



**Sample 4" x 9" Publication Cover**

Heritage Green is used as a background colour behind the beaver symbol to increase legibility.

Flexible Design Space

Corporate Zone

# Font Palette

## Helvetica Neue LT

The main typeface for Parks Canada publications is Helvetica Neue. This typeface is used for titles, headings and call-out text.

## Helvetica Neue Condensed

The condensed version of Helvetica Neue is typically used in captions and tables or when there is limited space available.

## Georgia

Georgia is typically used for body text.

## Komika Text

Komika is the font used in speech bubbles. Do not use this font for any other purposes. Speech bubbles are typically required in children's products.

### Helvetica Neue LT Collection

45 Light  
46 *Light Italic*  
55 Roman  
56 *Italic*  
75 **Bold**  
76 ***Bold Italic***  
85 **Heavy**  
86 ***Heavy Italic***

### Helvetica Neue Condensed Collection

57 Condensed  
57 *Condensed Oblique*  
77 **Bold Condensed**  
77 ***Bold Condensed Oblique***  
97 **Black Condensed**  
97 ***Black Condensed Oblique***

### Georgia

Regular  
*Italic*  
**Bold**  
***Bold Italic***

### Komika Text

*Regular*  
**Bold**

### Komika Display

*Regular*  
**Bold**



Sample illustration with speech bubble.

# Title Typography

The standard approach for publication titles is to set the text in upper and lower case letters using Helvetica Neue 45 light. A secondary title can be included to enhance communications. Helvetica Neue 85 heavy is used for the secondary text.

## ***Title Hierarchy***

The proportional relationship between a main title and a secondary title will vary depending on the number of characters in the titles. The type size for the secondary title is typically half the type size of the main title or less.

## ***Alignment***

The standard alignment for titles is flush left, ragged right.

## ***Headline Colour***

The colour for titles is selected from the Parks Canada colour palette.

A grey rectangular background containing the text "Step Back in Time" in white, sans-serif font. The text is left-aligned and occupies most of the width of the rectangle.

Step Back in Time

Standard title set in Helvetica Neue 45 light.

A grey rectangular background containing two lines of text in white, sans-serif font. The first line is "Visitor Guide" in a larger font size, and the second line is "Your Guide to Discovering a Wildlife Oasis" in a smaller font size. Both lines are left-aligned.

Visitor Guide  
Your Guide to Discovering a Wildlife Oasis

Standard main title set in Helvetica Neue 45 light and secondary title set in Helvetica Neue 85 heavy.

A grey rectangular background containing two lines of text in white, sans-serif font. The first line is "Need an Escape?" in a smaller font size, and the second line is "Parks Canada has You Covered" in a larger font size. Both lines are left-aligned.

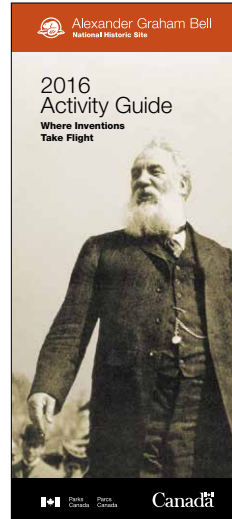
Need an Escape?  
Parks Canada has  
You Covered

Standard main title set in Helvetica Neue 45 light and secondary title set in Helvetica Neue 85 heavy.

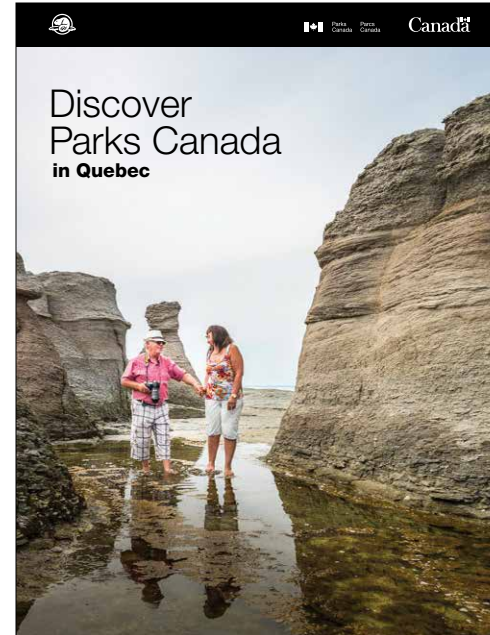
## Title Typography (*continued*)



Sample 8.5" x 11" cover with main title. Publication is specific to a place.



Sample 4" x 9" cover with main title and secondary title. Publication is specific to a place.



Sample 8.5" x 11" cover with main title and secondary title. Publication is not specific to a place.

# Colour Palette

The Parks Canada colour palette includes a series of 23 colours that can be used in publications.

## Agency Colour

















Heritage green is the official Agency colour. When producing national products that are not specific to a place, consider incorporating heritage green into the publication.

## Program Colours

The program colours include national park green, national historic site terra-cotta, national marine conservation area blue and national urban park plum. These colours can be used to signify each program and highlight the different program areas where necessary.




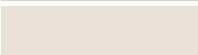



## Neutral Cobblestone Colours

The neutral cobblestone colours are typically used as secondary colours.

|   | Colour                                    | CMYK              | RGB             | Web Smart | Pantone ® |
|---|---|-------------------|-----------------|-----------|-----------|
|    | Spring                                    | 28 / 0 / 92 / 0   | 200 / 216 / 80  | #c8d850   | 382       |
|    | Fern                                      | 50 / 0 / 96 / 0   | 158 / 197 / 81  | #9ec551   | 376       |
|    | National Park Green                       | 70 / 0 / 100 / 35 | 85 / 131 / 59   | #55833b   | 364       |
|    | Heritage Green                            | 60 / 0 / 55 / 80  | 43 / 70 / 53    | #2b4635   | 553       |
|    | Brass                                     | 0 / 30 / 100 / 0  | 236 / 183 / 49  | #ecb731   | 130       |
|    | Autumn                                    | 0 / 64 / 95 / 0   | 217 / 122 / 51  | #d97a33   | 158       |
|    | National Historic Site<br>Terra-cotta     | 0 / 80 / 100 / 20 | 173 / 76 / 36   | #ad4c24   | 180       |
|    | Brick                                     | 12 / 95 / 59 / 54 | 102 / 21 / 45   | #66152d   | 188       |
|    | Eggshell                                  | 49 / 0 / 8 / 0    | 149 / 206 / 228 | #95cee4   | 630       |
|    | Sky                                       | 68 / 3 / 0 / 0    | 106 / 186 / 236 | #6abaec   | 298       |
|   | National Marine<br>Conservation Area Blue | 100 / 50 / 0 / 0  | 30 / 113 / 184  | #1e71b8   | 2935      |
|  | Midnight                                  | 95 / 72 / 9 / 38  | 37 / 60 / 108   | #253c6c   | 534       |
|  | Flora                                     | 25 / 45 / 0 / 0   | 177 / 147 / 193 | #b193c1   | 7439      |
|  | Lavender                                  | 45 / 70 / 0 / 0   | 137 / 101 / 167 | #8965a7   | 2583      |
|  | National Urban Park Plum                  | 40 / 100 / 0 / 10 | 127 / 33 / 127  | #7f217f   | 512       |
|  | Merlot                                    | 35 / 100 / 0 / 40 | 99 / 0 / 93     | #63005d   | 261       |



Colour Palette (*continued*)

|   | Colour               | CMYK              | RGB             | Web Smart | Pantone ®   |
|---|----------------------|-------------------|-----------------|-----------|-------------|
|  | Cobblestone          | 0 / 9 / 17 / 46   | 156 / 144 / 132 | #9c9084   | Warm Gray 8 |
|  | Cobblestone, Tint #1 | 0 / 6 / 13 / 34   | 180 / 170 / 159 | #b4aa9f   | Warm Gray 6 |
|  | Cobblestone, Tint #2 | 0 / 3 / 9 / 22    | 206 / 199 / 188 | #cec7bc   | Warm Gray 4 |
|  | Cobblestone, Tint #3 | 0 / 2 / 5 / 10    | 231 / 225 / 218 | #e7e1da   | Warm Gray 2 |
|  | FIP Red              | 0 / 100 / 100 / 0 | 235 / 45 / 55   | #FF0000   | 032         |
|  | Black*               | 0 / 0 / 0 / 100   | 0 / 0 / 0       | #000000   |             |
|  | White                | 0 / 0 / 0 / 0     | 255 / 255 / 255 | #FFFFFF   |             |

\* All supporting graphics for the design standards have black specified as a 0/0/0/100 CMYK combination. Some fabricators may request that graphics be created with a “rich black” (e.g. 20/20/20/100 CMYK combination). Follow fabricator instructions when preparing files that include black. Check fabricator proofs to ensure that black is printing properly.

Colour Palette (continued)

**DISCOVER PARKS CANADA**

Discover new activities and experiences to add to your itineraries. From hands-on history like firing a cannon to spectacular guided hikes, your clients will love these suggestions to make their visit to a national park or national historic site truly memorable.

Give your clients the opportunity to explore places few have ever been. They'll connect with people steeped in rich traditions and history and see awe-inspiring landscapes while enjoying surprising comforts far from home.

Escape to the outdoors in La Mauricie National Park (600 km from Montreal), or step by Laurentian National Historic Site, home to two of Canada's Prime Ministers (Ottawa). Parks Canada's 160 National Historic Sites tell the stories of Canada's rich history and this is the perfect time to try something new. You may just find a new favourite.

Add a special program to your visit! Guided tours, interactive activities or behind-the-scenes experiences bring our places to life. Your clients will enjoy tasting heritage chocolate at the Fortress of Louisbourg National Historic Site or relaxing in the Canadian Rockies Hot Springs. These special enhanced programs will allow your clients to create exceptional memories (fee apply).

Parks Canada's travel trade team would be pleased to suggest new programs at the places you will be visiting, or additional places to visit that would fit well within your current itineraries. We look forward to seeing you and your clients in 2017!

For more information about 2017 reservations and how to access free admission:  
[parksCanada.gc.ca/traveltrade](http://parksCanada.gc.ca/traveltrade)

**CANADIAN SIGNATURE EXPERIENCES**

Parks Canada's new **Canadian Signature Experiences** invite your clients into immersive experiences at some of the country's most special places. They will dip their hands into steamy thermal waters at Cave and Basin National Historic Site, or raise their glass with a Viking before hearing dramatic tales from the Viking sagas at Latane and Mowdown National Historic Site, home to the first known evidence of a European presence in North America. They'll be inspired as they watch the sun set over the mountains plunging into the sea in Cape Breton Highlands National Park and be touched by the powerful stories of the Irish immigrant quarantined at Grosse Ile National Historic Site as they step inside the disinfecting showers.

The **Canadian Signature Experiences** collection is an inventory of trade-friendly, once-in-a-lifetime experiences that show the world the best Canada has to offer. Include one on your next trip! For more information and a full list of Parks Canada's **Canadian Signature Experiences**  
[parksCanada.gc.ca/signatureexperiences](http://parksCanada.gc.ca/signatureexperiences)

**Planning Your Visit**

Parks Canada's newly updated website contains valuable trip planning information. Discover new activities and experiences to add to your current itineraries and find regional visitor guides available for download with top-10 lists, literary suggestions and more.

[parksCanada.gc.ca/visit](http://parksCanada.gc.ca/visit)

**FOR MORE INFORMATION**

**Contact us:**  
Travel Trade Advisor  
Jennifer Burnell  
[jennifer.burnell@pc.gc.ca](mailto:jennifer.burnell@pc.gc.ca)  
204-984-4555

**Visit our website:**  
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Sample Two Page Interior Spread (8.5" x 11" Brochure)

Interior spread includes colours from the Parks Canada colour palette.

# Photography

The recommendation is to feature one main cover image on publications that are used to promote a Parks Canada place, activity or event. The image selected should feature the target audience engaged in an activity or experience that reflects their interests and motivations. The ideal image is one that has an iconic background that is specific to the place. The facial expressions of the models reflect the enjoyment of the experience they are having. It is the combination of the facial expressions, activity and background scene that visually communicates the sense of connection to a Parks Canada place through a photograph.



# Accessible Typography

The following are some pointers to producing publications that meet accessibility guidelines. They are provided for your consideration in ensuring that Parks Canada publications meet Government of Canada accessibility standards.

## Font Usage

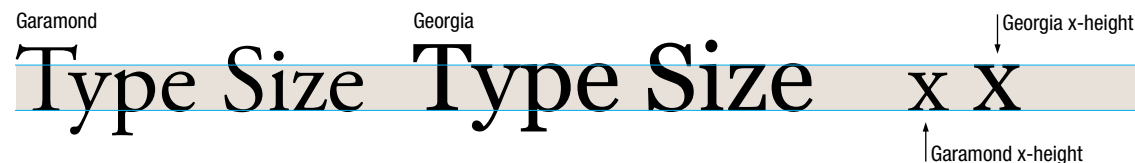
Georgia Regular should be used for body text in any publication where reading for an extended time is a requirement. To create contrast, and when building text hierarchy in your document, the complete Georgia and Helvetica Neue font families should be considered. Avoid using italic and bold versions of these fonts for extended reading. Text set in upper case letters should only be used for titles, headings or highlighting a small amount of text.

## Choosing the Right Type Size

In typography x-height refers to the distance between the baseline and the mean line of lower case letters. This is typically the height of the lower case “x” in the font and is measured in points which is the standard measurement system for type.

The x-height of a font affects its readability, and will make different typefaces look larger or smaller at the same point size as illustrated in the example below. This is one of the reasons why it would be wrong to say all typefaces should be a certain size to ensure maximum readability. Other factors such as leading, column width, gutters, tracking, alignment and contrast between background and text must also be considered.

The body text in this document is Georgia Regular set at 9 point with 12 point leading. The Column width is roughly 50 characters per line. The gutter between each column of text is approximately 10% of the column width. The default setting for tracking is applied to the text. All text is flush left, ragged right.



### Two Typefaces with Different X-heights

The above examples show how the x-height will vary from one font to the next. Both examples are set at 36 points however the larger x-height of Georgia gives the impression that it is larger than other non-brand fonts like Garamond.

## Accessible Typography (continued)

### Leading

Leading is the space between two lines of type. Appropriate leading will increase the legibility of the text, helping the eye scan to the end of the line and return to the beginning of the next line. As a minimum, apply leading at a value of 20% of the type size. Increasing the leading typically improves readability.

Lorem ipsum dolor sit amet, eu eius corrumpit vis. Labore theophrastus id nam. Pri et elit recteque dignissim. Te vis reque interesset. At quo reque doctus corpora. Vim aperiri tamquam veritu in, usu ei dicta decore legimus, pro eu propriae occurreret. Per ne nibh honestatis. Id habeo omittantur nec, no facer simul reprimique sea, id omnesque eleifend rationibus sit. Eos id facer novum dissentiet, ne vel tempor mnesarchum vituperata, vidit labore nec ex. Duo ut nemore deseruisse theophrastus, ex augue audiam sit. Falli movet vel ad. Denique facilisi te vis.

Text with appropriate leading.

~~Lorem ipsum dolor sit amet, eu eius corrumpit vis. Labore theophrastus id nam. Pri et elit recteque dignissim. Te vis reque interesset. At quo reque doctus corpora. Vim aperiri tamquam veritu in, usu ei dicta decore legimus, pro eu propriae occurreret. Per ne nibh honestatis. Id habeo omittantur nec, no facer simul reprimique sea, id omnesque eleifend rationibus sit. Eos id facer novum dissentiet, ne vel tempor mnesarchum vituperata, vidit labore nec ex. Duo ut nemore deseruisse theophrastus, ex augue audiam sit. Falli movet vel ad. Denique facilisi te vis.~~

Avoid text set with little or no leading because it decreases legibility.

## Accessible Typography (continued)

### Column Width

A column width is expressed in characters per line. Large amounts of text should not be formatted using narrow columns with less than 20 characters per line, and extremely wide columns of text with more than 55 characters per line. When the line length is too long, the ability to efficiently scan text from the end of one line to the beginning of the next is significantly reduced. When too short, words or phrases that should be read as a unit are broken.

Lorem ipsum dolor sit amet, eu eius corruptit vis. Labore theophrastus id nam. Pri et elit recteque dignissim. Te vis reque interesset. At quo reque doctus corpora. Vim aperiri tamquam veritus in, usu ei dicta decore legimus, pro eu propriae occurreret. Per ne nibh honestatis. Id habeo omittantur nec, no facer simul reprimique sea, id omnesque eleifend rationibus sit.

Appropriate column width of 35 characters.

Lorem ipsum dolor sit amet, eu eius corruptit vis. Labore theophrastus id nam. Pri et elit recteque dignissim. Te vis reque interesset. At quo reque doctus corpora. Vim aperiri tamquam veritu in, usu ei dicta decore legimus, pro eu propriae occurreret. Per ne nibh honestatis. Id habeo omittantur nec, no facer simul reprimique sea, id omnesque eleifend rationibus sit. Eos id facer novum dissentiet, ne vel tempor mnesarchum vituperata, vidit labore nec ex. Duo ut nemore deseruisse theophrastus, ex augue audiam sit. Falli movet vel ad. Denique facilisi te vis.

Appropriate column width of 50 characters.

Lorem ipsum dolor sit amet, eu eius corruptit vis. Labore theophrastus id nam. Pri et elit recteque dignissim. Te vis reque interesset. At quo reque doctus corpora. Vim aperiri tamquam veritus in, usu ei dicta decore legimus, pro eu propriae occurreret. Per ne nibh honestatis. Id habeo omittantur nec, no facer simul reprimique sea, id omnesque eleifend rationibus sit. Eos id facer novum dissentiet, ne vel tempor mnesarchum vituperata, vidit labore nec ex. Duo ut nemore deseruisse theophrastus, ex augue audiam sit.

A column width of more than 55 characters decreases legibility.

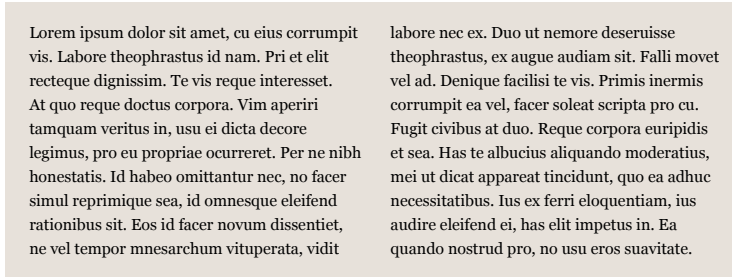
Lorem ipsum dolor sit amet, eu eius corruptit vis. Labore theophrastus id nam. Pri et elit recteque dignissim. Te vis reque interesset. At quo reque doctus corpora.

A column width of less than 20 characters decreases legibility.

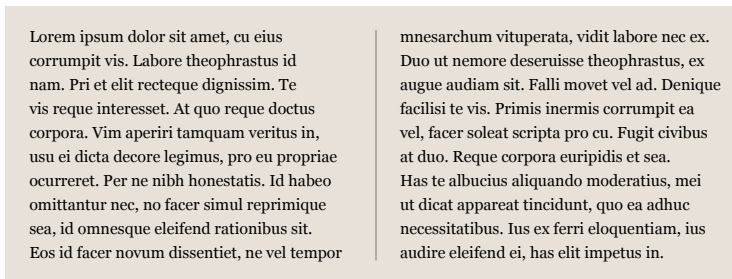
## Accessible Typography (continued)

### Gutters

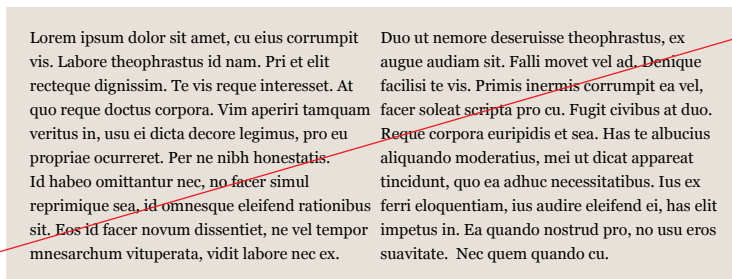
A gutter is the space separating two columns of text, or the space separating a text column and a graphic. For maximum legibility a gutter should be no less than 10% of the column width. A thin vertical rule down the centre of the gutter can further reduce the tendency to read across the gutter into the next column.



Appropriate gutter space.



Appropriate gutter space with line rule.



Narrow gutter space decreases legibility.

## Accessible Typography (*continued*)

### Tracking and Kerning

Tracking is a term used to describe the space between a string of words and letters in a sentence or paragraph. Adjustments to tracking are typically applied to body text globally, with the intent of improving legibility.

Kerning which is adjusting the space between individual letters, is usually only a concern when working with larger display type found in publication titles or headers. Because each letter form has a unique shape, the combination of specific letters, AV, Te, for example may yield irregular gaps and impede legibility, or disrupt the visual integrity of a word. Adjusting the space between letters, to achieve an overall uniformity of letterspacing within a word will improve legibility.



#### Standard Tracking

Notice how the space between the “p” and “a” is exaggerated. The space between the “a” and “r” is too small.



#### Kerned Type

By adjusting the spaces between letters the word has a more unified appearance.



## Accessible Typography (continued)

### Type Alignment

Text is more legible when set flush left, ragged right. Flush-right, ragged left or centred setting are difficult to read, as the eye, moving from left to right, cannot easily find the beginning of each line. Justified text is more difficult to read because the letter and word spacing is not uniform.

**This example increases legibility and is appropriate for large amounts of text.**

Lorem ipsum dolor sit amet, eu eius corrumpit vis. Labore theophrastus id nam. Pri et elit recteque dignissim. Te vis reque interesset. At quo reque doctus corpora. Vim aperiri tamquam veritus in, usu ei dicta decore legimus, pro eu propriae occurreret. Per ne nibh honestatis. Id habeo omittantur nec, no facer simul reprinique sea, id omnesque eleifend rationibus sit. Eos id facer novum dissentiet, ne vel tempor mnesarchum vituperata, vidit labore nec ex.

Flush left, ragged right text

**The following examples decrease legibility and should be avoided for large amounts of text.**

~~Lorem ipsum dolor sit amet, eu eius corrumpit vis. Labore theophrastus id nam. Pri et elit recteque dignissim. Te vis reque interesset. At quo reque doctus corpora. Vim aperiri tamquam veritus in, usu ei dicta decore legimus, pro eu propriae occurreret. Per ne nibh honestatis. Id habeo omittantur nec, no facer simul reprinique sea, id omnesque eleifend rationibus sit. Eos id facer novum dissentiet, ne vel tempor mnesarchum vituperata, vidit labore nec ex.~~

Flush right, ragged left text

~~Lorem ipsum dolor sit amet, eu eius corrumpit vis. Labore theophrastus id nam. Pri et elit recteque dignissim. Te vis reque interesset. At quo reque doctus corpora. Vim aperiri tamquam veritus in, usu ei dicta decore legimus, pro eu propriae occurreret. Per ne nibh honestatis. Id habeo omittantur nec, no facer simul reprinique sea, id omnesque eleifend rationibus sit. Eos id facer novum dissentiet, ne vel tempor mnesarchum vituperata, vidit labore nec ex.~~

Centred text

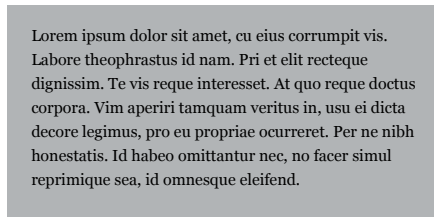
~~Lorem ipsum dolor sit amet, eu eius corrumpit vis. Labore theophrastus id nam. Pri et elit recteque dignissim. Te vis reque interesset. At quo reque doctus corpora. Vim aperiri tamquam veritus in, usu ei dicta decore legimus, pro eu propriae occurreret. Per ne nibh honestatis. Id habeo omittantur nec, no facer simul reprinique sea, id omnesque eleifend rationibus sit. Eos id facer novum dissentiet, ne vel tempor mnesarchum vituperata, vidit labore nec ex.~~

Justified text

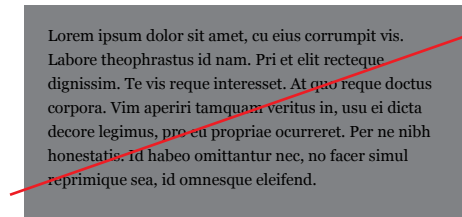
## Accessible Typography (continued)

### Contrast Between Background and Type

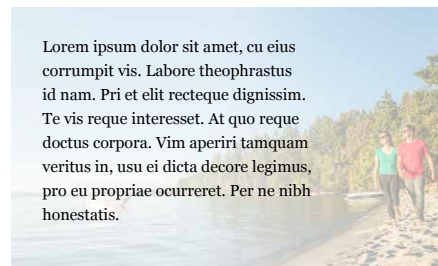
Patterns, images and colours placed behind type may interfere with legibility. Interference will be reduced if there is maximum contrast between background and text. When overprinting type, the value of the background should not exceed 35% of the type colour, ensuring a minimum contrast value of 65% between type and background.



Black text on 35% black background.



Black text on 60% black background.



Ghosted image is below 35% threshold of type colour.

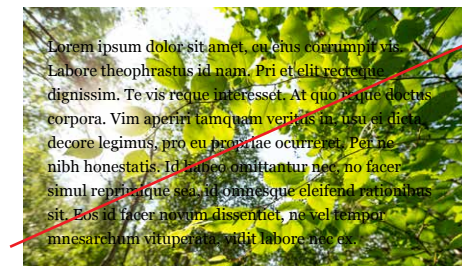
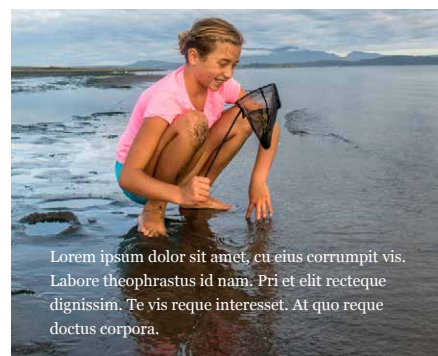


Image exceeds 35% threshold of type colour. Image has light and dark areas which further reduces the legibility of the text.



Text is placed in image area that provides acceptable contrast between text and background.