

# Raglan

## style manual

Contents

Introduction

Communications policy

Chapter 1 Raglan brand & character

Introduction . . . . . 1.0

The Raglan logo . . . . . 1.1

The Raglan alternative logo . . . . . 1.2

Incorrect usage . . . . . 1.3

Colour combinations . . . . . 1.4

Raglan logo variations . . . . . 1.5

Corporate colour palette . . . . . 1.6

Departmental colour palette . . . . . 1.7

Positioning the logo . . . . . 1.8

Postioning the alternative logo . . . . . 1.11

Chapter 2 Raglan stationery

Introduction . . . . . 2.0

Head Office letterhead . . . . . 2.1

Head Office compliment slip . . . . . 2.3

Head Office business card . . . . . 2.4

Envelopes . . . . . 2.5

Affiliated letterheads . . . . . 2.7

The Quay Foyer letterhead . . . . . 2.8

West Dorset Women’s Refuge letterhead . . . . . 2.9

Chapter 3 Raglan signage

Introduction . . . . . 3.0

Siteboard . . . . . 3.1

Positioning of siteboard . . . . . 3.2

Chapter 4 Raglan new media

To follow

**Chapter 5 Raglan literature guidelines**

Introduction . . . . . 5.0  
Brochures and handbooks . . . . . 5.1  
Literature spreads . . . . . 5.7

**Chapter 6 Raglan writing & imagery**

Introduction . . . . . 6.0  
Layout and typography . . . . . 6.1  
Raglan’s golden rules . . . . . 6.4  
Unique post towns . . . . . 6.7  
Brand imagery . . . . . 6.8  
Clip art . . . . . 6.10

**Chapter 7 Raglan templates**

Introduction . . . . . 7.0  
Letterhead template . . . . . 7.1  
Compliment slip template . . . . . 7.5  
Fax cover sheet template . . . . . 7.8  
Memorandum template . . . . . 7.10

**Chapter 8 Raglan specifications**

Introduction . . . . . 8.0  
Corporate typefaces . . . . . 8.1

As Raglan grows and diversifies it is essential that our corporate style remains consistent.

The high quality of our services and the way in which they are delivered help shape peoples' perceptions of the Association. Our personal contacts with stakeholders — residents, local authority partners, funders, staff etc — help to inform opinion and raise awareness.

Our corporate style encompasses all that we do and reflects the professionalism and attention to detail that is evident in all the services we provide. Also, our style complements our personal contacts. As such it is the other half of our public face and so helps to sustain the strong reputation and positive image that our efforts elsewhere have helped to develop.

This manual contains corporate brand guidelines to ensure that the visual design elements of Raglan are applied correctly in every application. Inside you will find clear information concerning our brand mark. This will help you to brief designers and printers to deliver material in the Raglan style, and enable you to produce items such as leaflets, training booklets, forms, signage and presentation slides in the same consistent style. The manual also gives details of Word templates, which you can use to produce every-day internal Raglan documents.

Every document we produce reflects on the services we provide and the standards we strive to maintain. Therefore, it is important that we follow the guidelines carefully when creating any communication and marketing material.

Please keep this manual handy. If you have any questions relating to templates and associated layouts, please telephone Gail Phillips on 01202 338157. For all other questions relating to this manual, please telephone Mick Gauntlett on 01202 338150.



## Communications policy

### Purpose

The aim of this policy is:

- to ensure that the accessibility to information for all residents and prospective residents is recognised in the content, format and distribution of Raglan's communications and marketing material.
- to provide guidelines to ensure that the choice of photographs and text in Raglan's communications and marketing material acknowledges the minority groups among our residents and the communities in which we work.
- to provide guidelines to external agencies etc when developing communications and marketing material either for or in partnership with Raglan.

### Statement

1. This policy should be applied in conjunction with Raglan's Equality and Diversity policy.
2. Accessibility of information should be based on guidelines issued by the RNIB for print media and Bobby for websites.
3. Reference to the availability of material in large type, audio tape, Braille, or other languages (including the translation service) to meet specific needs must be included on resident and prospective resident communications, whenever practical.
4. The above reference must be included in all resident newsletters, annual reports, handbooks and the website.
5. Careful consideration needs to be given to the 'availability offer' when producing/designing new or amended material, in order that all requests can be accommodated in the most effective and cost efficient way.
6. Any photographs used in a communication must present a true reflection of the cultural and ethnic mix of our residents and the communities in which we work.

7. Stereotype compositions must be avoided. Particular care is needed when using illustrations as they can easily cause offence.
8. The tokenistic use of images is not acceptable.
9. Where available, minority group media should be considered in the communications mix for any media release or advertising campaign that offers accommodation, job or committee membership opportunities.
10. Raising Raglan's profile among minority communities should form part of any awareness campaign considerations and the relevant material produced in a format to meet local need.
11. National minority group publications will be included in the Association's corporate advertising budget.
12. Any questions relating to the application of this policy should be directed to the Communications & Marketing Manager.
13. Responsibility for monitoring this policy rests with the Company Secretary.

Ratified by the Board: March 2005

> Style Manual  
2005

> Chapter 01

>

# Raglan

## brand & character



The Association's roots date back to the 1960s when Inskip Housing Association in Poole began building rented accommodation for disabled people. Following a period of amalgamation, growth, and widening client groups, a name change in 1976 resulted in the emergence of Raglan Housing Association.

It wasn't until the early 1990s that the Association adopted a unique logo; until this time we had used our name on documents to promote ownership. The first logo incorporated a rising sun style motif to link Raglan with the qualities commonly associated with a new dawn.

By 1994 housing associations were having to be more professional and commercial in the way they communicated with their stakeholders. Against a background of growing competition Raglan updated the mark to reflect better the stature of the Association and to heighten the visibility of Raglan both at a national and local level. The final 'h' design — shown opposite — was chosen as it allowed the use of a 'full' and 'abridged' version to suit different situations. As the logo became more widely associated with Raglan it was possible to substitute the 'abridged' version for the 'full' version, with the latter generally being reserved for new markets.

In 2003 an independent survey confirmed that brand recognition was good. When the mark was reviewed last year as part of the Corporate Style project it was confirmed that the branding was strong and only a few amendments were recommended: the removal of the 'a' and reducing the size of the logo on print items.

The impact of these amendments is detailed in the following chapter, which explains the fundamental rules and principles regarding the use of our logo.

## The Raglan logo

Raglan's main logo is shown on the right. It incorporates the Association's name and an 'h' symbol. As a device that carries the corporate brand image across a wide and varied range of media, it is important that its use is carefully considered to maintain a consistent and familiar look.

### Minimum size

The minimum size for reproduction is 5.2mm in width as shown. This maintains definition and separation of the elements within the 'h' symbol. This size is formulated for output on modern litho and digital presses. When output to office printers a larger size should be used to ensure that the logo does not 'fill-in' and lose important white space between elements.

### Maximum size

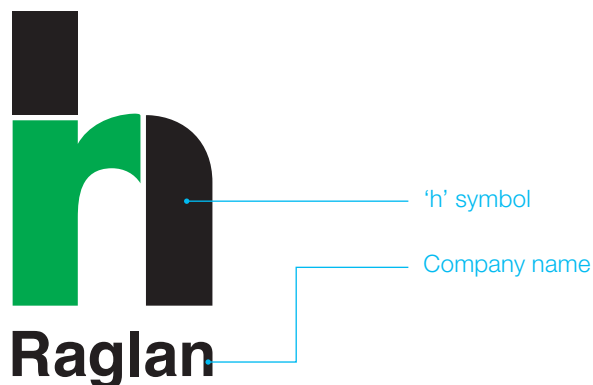
On general media the logo should never appear at sizes larger than 20% of the media height.

### Exclusion zone

The icon should be given a minimum clear space around each side — the 'exclusion zone'.

### Resizing the logo

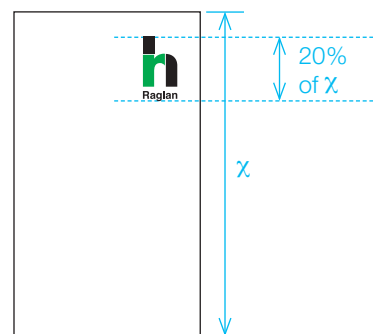
The relative sizes and positions of the elements within the logo must always remain consistent. (See page 1.3, 'Incorrect usage'.)



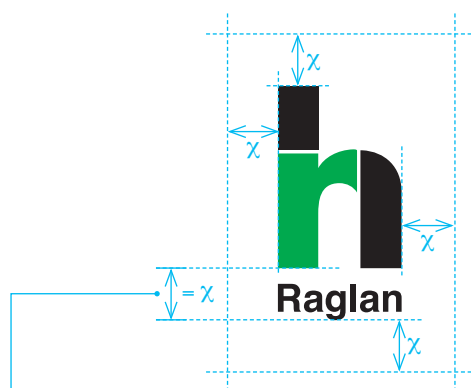
### Minimum size



### Maximum size



### Exclusion zone



The size of the exclusion zone can be found by measuring the distance from the bottom of the 'h' symbol to the bottom of the name.



## The Raglan alternative logo

The alternative Raglan logo is shown on the right. It incorporates the Association's full name and an 'h' symbol. This version is used mostly when the audience is unfamiliar with Raglan or the full name does not appear elsewhere.

## Minimum size

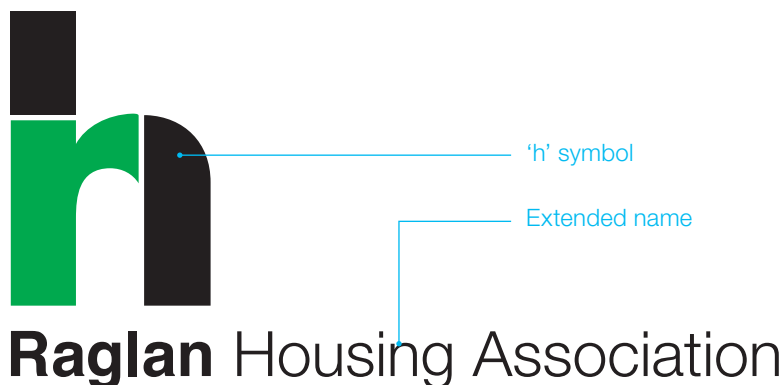
For clarity and to ensure that the logo is legible, the minimum size at which it should be used is 20mm in width as shown. This gives sufficient definition to maintain separation of the elements within the 'h' symbol. This size is formulated for output on modern litho and digital presses. When output to office printers a larger size should be used to ensure that the logo does not 'fill-in' and lose important white space between elements.

## Maximum size

On literature and general media the logo should never appear at sizes larger than 14% of the media height.

## Exclusion zone

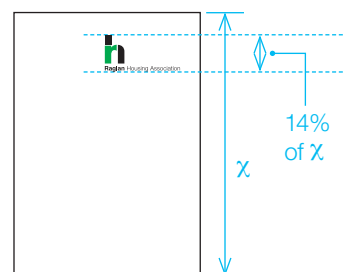
The alternative logo should be given a minimum amount of clear space around each side to prevent crowding — the ‘exclusion zone’.



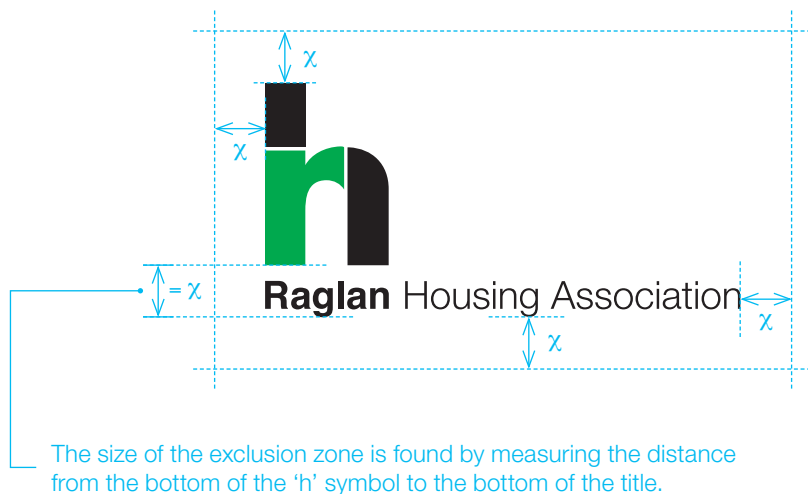
### Minimum size



## Maximum size



## Exclusion zone



## Incorrect usage

The Raglan logo may be scaled up or down as required (providing minimum and maximum sizes are considered) but the individual elements should never be scaled separately or disproportionately to each other.

The Association's name should not be split and moved from its position relative to the 'h' symbol, and should always appear in the corporate typeface when presented as part of the logo.

This page illustrates the way in which the Raglan logo should never be used.

On a few occasions the logo, or more precisely a part of the logo, has been used as a graphic design element in a publication or sign.

All such usage, whether for internal or external purposes, has to be approved by Communications & Marketing to confirm that the overall design does not compromise the Raglan style.



## Colour combinations

Wherever possible the logo should be presented in two colours on corporate media. However if the logo is going on a coloured background it may be preferable to use a single colour version, or a reversed out version.

Particular care should be taken when using the logo over similarly coloured backgrounds or photographic backgrounds. If possible place the logo away from focal points and busy areas of an image; look for even areas of tone or areas with lower detail. This helps to frame the logo and avoids creating a busy, confusing appearance.







**Raglan Build**



**Raglan Homes**



## Raglan logo variations

The Raglan logo can take on a different second colour to accommodate a family of companies/organisations that make up a group structure. Possible examples of these are shown opposite. This future variation is one reason why the Association's logo should not be reproduced with a second colour other than the corporate green.

Within Raglan two other distinct marks/logos also exist, the Quay Foyer and the West Dorset Women's Refuge. Both schemes have their own letterheads and compliments slips and these are compatible with the Word templates on the Raglan Toolbar.

This separation from the Raglan brand is important for the two schemes: it helps each to develop their own identity within the communities they serve and provides each with a unique branding to support their marketing and fundraising activities. The association with Raglan is promoted by the inclusion of the Raglan logo on the stationery. Wherever practical this practice should be repeated on all communications and marketing material produced for the two schemes.

As with the Raglan logo, the elements of both logos should always be reproduced in the same relative positions and proportions. The typefaces cannot be changed and the wording/lettering cannot be split and moved relative to the symbols. The only permissible variation to either logo is that each can be reproduced in black only.

## Corporate colour palette

### Corporate Colour Reference Guide

Colour	Pantone® Number	C	M	Y	K	R	G	B
Green	355	94	0	100	0	48	160	70
Quay Blue	286	100	66	1	2	58	81	154
WDWR Purple	253	43	95	0	0	135	27	125
Black	Pantone® Black	0	0	0	100	9	8	3

### On-line colour palette

Colours for on-line use differ from other colours in that appearances cannot be guaranteed on the target device. To counter this, a limited range of colours has been developed that can be used across PC systems without too much deviation.

Although the colours here are shown with PMS numbers, the Pantone® system is not intended to be used for on-line colours. These numbers are given solely to enable the original colours to be compared to those intended for on-line use when elements are being constructed.

### On-line Colour Reference Guide

Colour	Original PMS No.	R	G	B	Hexadecimal
Light Blue	290	168	208	224	CC FF FF
Mid Blue	2925	86	145	206	00 99 CC
Dark Blue	533	51	54	89	00 00 33

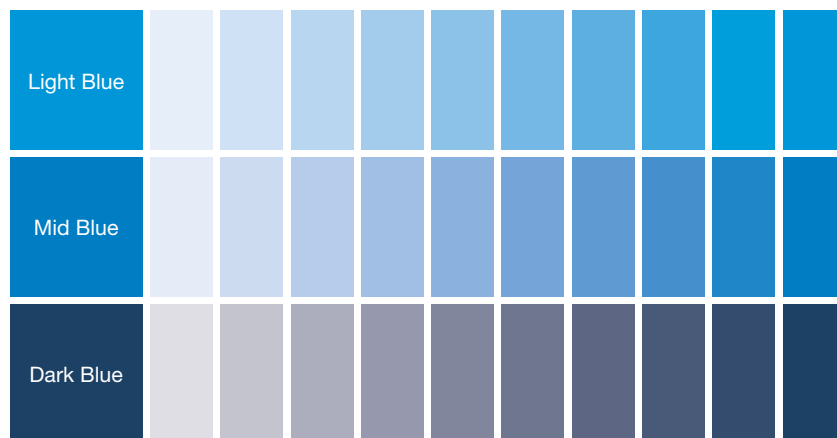
Pantone® is a registered trademark of Pantone Inc.

## Corporate colours



The values given for Black are default values. For print the black may be changed to a rich black variant as required. For screen use an alternative black value of 0 0 0 is acceptable.

## On-line colours



If possible use a JPG or other web-safe image format to carry colour elements where accuracy is paramount or where tints and variations on the three on-line colours are required.

## Departmental colour palette

This colour palette is designed to offer Raglan's internal departments an easy visual method of colour coding documents and other items. This allows users to quickly determine the origin or ownership of an item.

Raglan's corporate operations are divided into eight main areas:

**Asset Management**  
**Corporate Services**  
**Development**  
**Finance**  
**Housing Services**  
**Human Resources**  
**Information Technology**  
**Internal Audit**

Each of these departments has been allocated its own colour coding (see right). These colours are not intended to be used in-place of the main corporate palette on external media, but as an aid to internal processes. They can be used as a colour key on reports and manuals, folders, presentation slides and other items.

*Do not 'mix-and-match' colours within departmental literature or documents: using a mixture of colours defeats the idea of consistent, recognisable colour coding.*

Pantone® is a registered trademark of Pantone Inc.

## Corporate colours



## Departmental Colour Reference Guide

Department	Pantone® Number	C	M	Y	K	R	G	B
Asset Management	485	0	95	100	0	192	36	39
Corporate Services	355	94	0	100	0	48	160	70
Development	640	100	0	0	22	46	137	191
Finance	7408	0	25	95	0	233	201	47
Housing Services	241	27	100	0	2	154	0	119
Human Resources	661	100	69	0	9	54	72	141
Information Technology	165	0	59	96	0	213	136	42
Internal Audit	7496	40	0	100	38	116	141	38

## Positioning the logo

As a general rule, the Raglan logo should always be positioned in the top right-hand corner of the page. Exceptions to this are certain types of stationery, literature with heavy photographic content, committee papers and some digital media.

Although the positions shown on the following pages should be followed as closely as possible, they are intended to show the 'best-fit' in terms of position and scale for each format. In some instances it may be advisable to adjust the positioning and scaling to suit the rest of the pages content: the logo may look very different depending on the type of content it appears with.

Shown here are the logo sizes for standard portrait formats: 1/3 A4, A6 and A5.

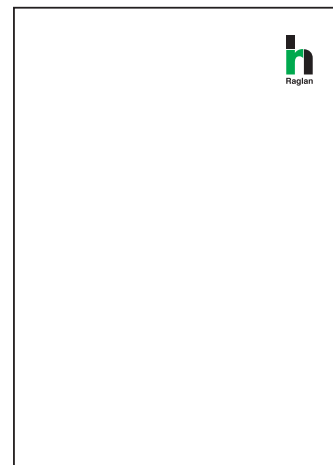
All measurements are in millimetres.

10 | 10 |



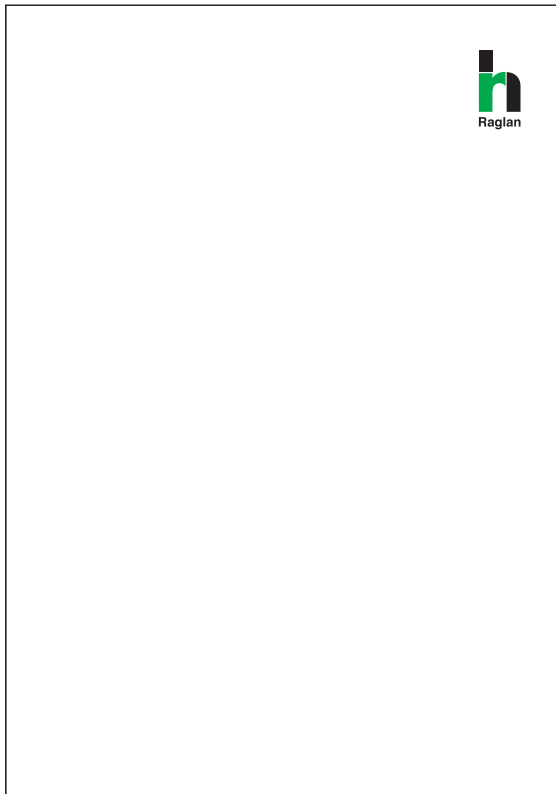
1/3 A4 Portrait

8.5 | 9 |



A6 Portrait

10 | 10 |



A5 Portrait

Shown here are the logo sizes for A4 and A3 portrait.

The Raglan logo should always be positioned in the top right-hand corner of the page.

18 23

23



12 13

13



A4 Portrait

A3 Portrait

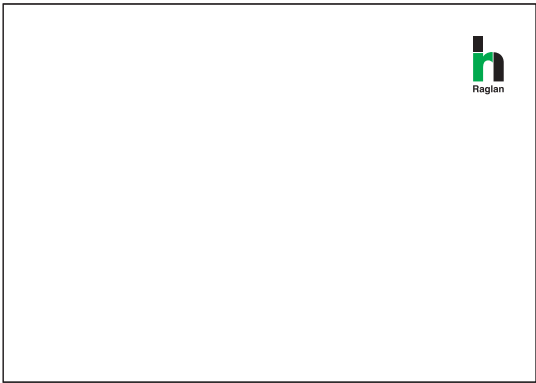
All measurements are in millimetres.

Shown here are the logo sizes for standard landscape formats: A6, 1/3 A4, A4 and A5 landscape.

The Raglan logo should always be positioned in the top right-hand corner of the page.

8.5 9

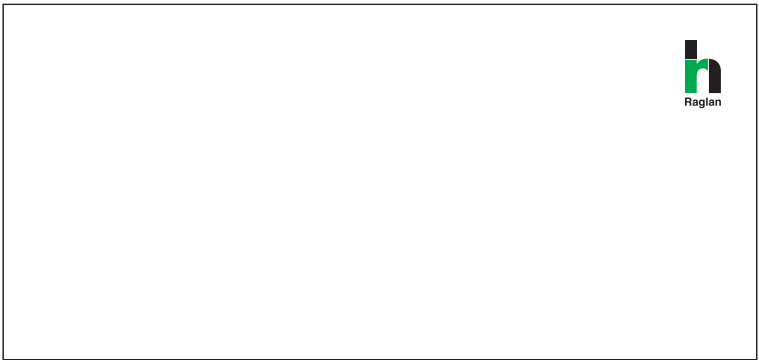
9



A6 Landscape

10 10

10



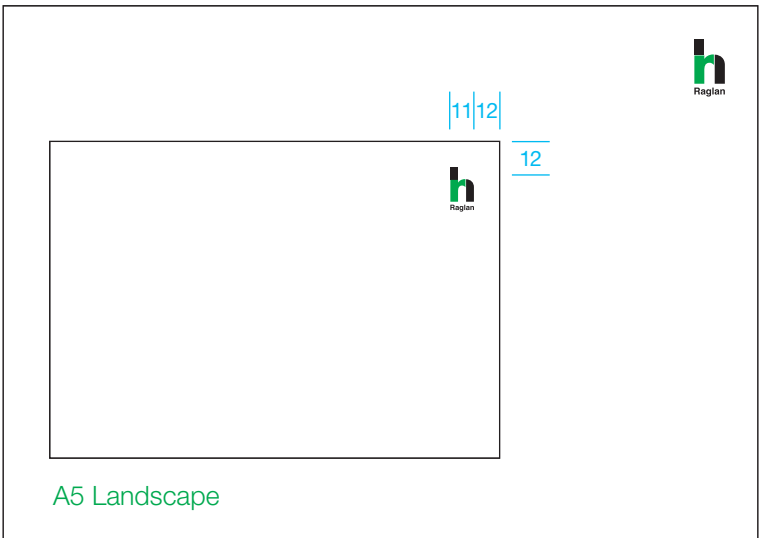
1/3 A4 Landscape

12 13

13

11 12

12



A5 Landscape

A4 Landscape

All measurements are in millimetres.

## Positioning the alternative logo

When using the alternative logo the size and positioning guides for the standard Raglan logo should be used. However, because of the extended width of the logo and its more 'open' feel, the position will need to be adjusted slightly.

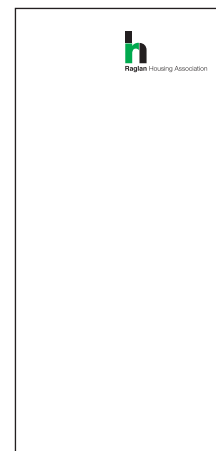
For example, moving the logo towards the right edge of the media by just two millimetres on an A4 sized sheet will be enough to help anchor the logo on the page and improve the visual balance. Moving the logo down from the top edge by a similar amount can also improve positioning.

As with the standard logo, the alternative logo should be positioned in the top right-hand corner of the page, with the same exceptions noted (see page 1.8, 'Positioning guide').

Shown here are examples of the alternative logo on standard formats adjusted as described above.



A4 Portrait



1/3 A4 Portrait



1/3 A4 Landscape



A5 Landscape

All measurements are in millimetres.

> Style Manual  
2005

> Chapter 02

> **Raglan** stationery



Our stationery is the most visible part of our corporate identity.

Everyday we send out and receive hundreds of letters, compliment slips and business cards. The following guidelines show you how Raglan stationery is to be presented in a clear and consistent manner.

Primarily this section is aimed at suppliers, and Office Services staff who order all the Association's stationery.

Actual address information will vary depending on which Area Office you are producing documents for. Note that Area Office letterheads have an additional line in the footer that does not appear on the Head Office letterhead.

## Letterhead

**Size** A4 210 x 297mm.

**Logo** 18mm high, two colour, positioned 14.8mm from top edge and 152mm from left edge.

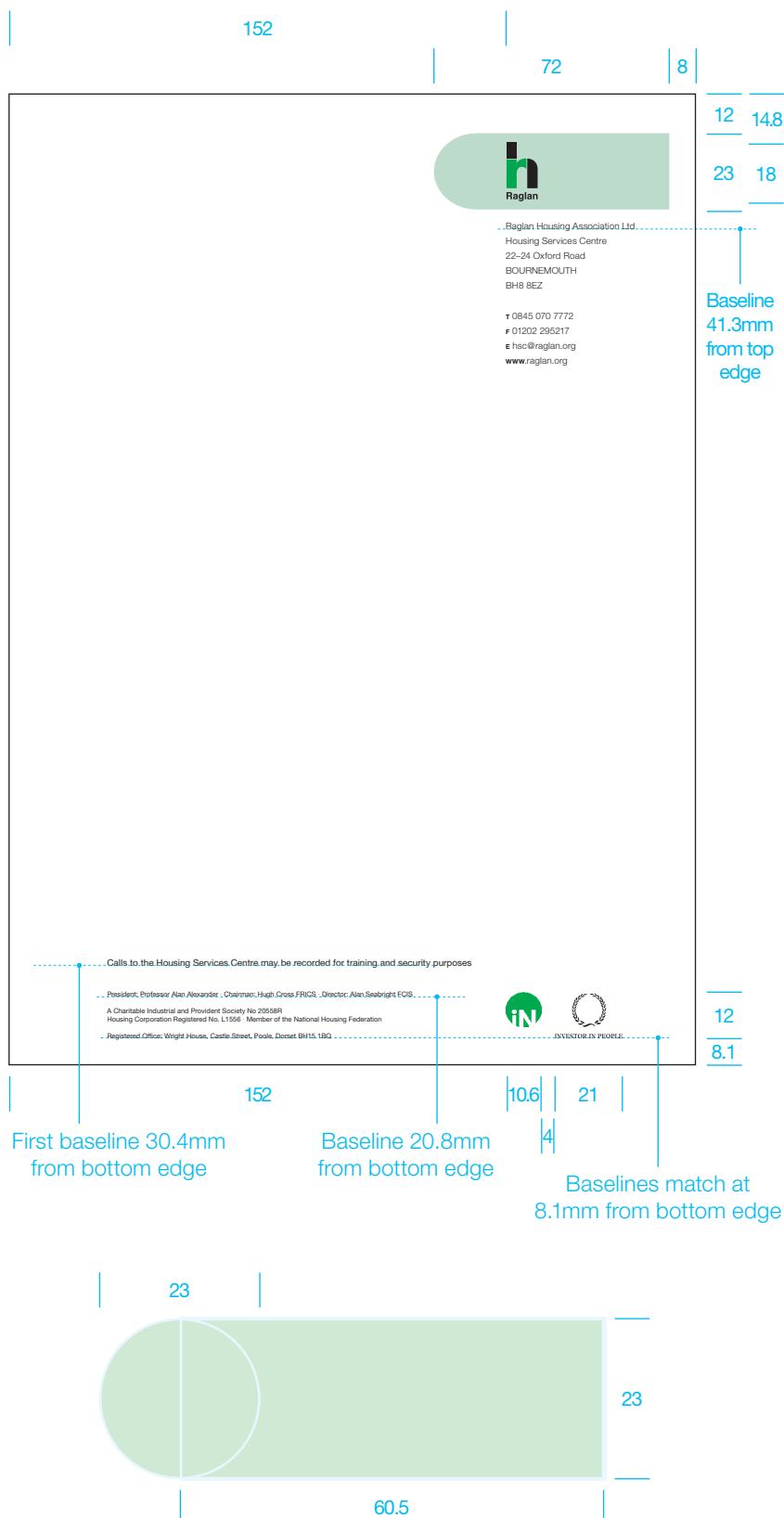
**Tint shape** is 25% Pantone 355 and comprises a 23mm diameter circle and a 60.5 x 23mm rectangle, positioned 12mm from the top of the page and 8mm from the right.

**Address** 8/13pt Helvetica Neue 45 Light, title case, ranged left, no punctuation. Allow one clear line between address and contact numbers. Post town should appear in capitals. Postcode should appear below county name. Text should start 152mm from left edge with the first line baseline at 41.3mm from top.

**T, F, E** and **WWW** highlighted with 5.6/13pt Helvetica Neue 75 Bold, upper case, ranged left.

**Footer** first line 8/9.6pt Helvetica Neue 55 Roman, mixed case, no end-of-line punctuation, 30mm from left edge, baseline 30.4mm from bottom page edge.

*NOTE: This line does not appear on the Head Office letterhead.*



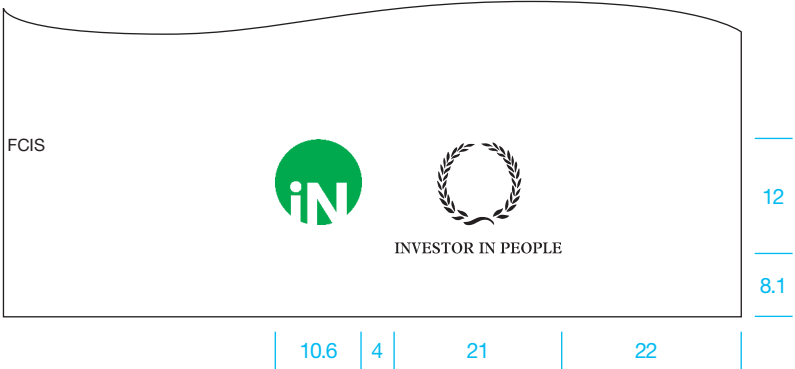
The tint shape is constructed from a circle and a rectangle overlapping to create a single squared-off lozenge, filled with a 25% tint of Pantone 355.

All measurements are in millimetres.

Main text 6/7.2pt Helvetica Neue 55 Roman, mixed case. Bullet points highlighted in Pantone 355. Allow one clear line between line 1 and 2, and between line 3 and 4. First line of text starts 30mm from left edge, with baseline, 20.8mm from bottom page edge.

**In Business** logo is 100% Pantone 355 and positioned 152mm from left edge, aligning with the address. It is 10.6mm square to match the size of the laurels on the Investor In People logo.

**Investor In People** logo is 21mm wide and placed 4mm to the right of the In Business logo. The baselines of the logo text and the last line of the footer text are 8.1mm from the bottom edge of the page.



All measurements are in millimetres.

## Compliment slip

**Size** 1/3 A4, 210 x 99mm.

**Logo** 18mm high, two colour, positioned 10.8mm from top edge and 152mm from left edge.

**Tint shape** is 25% Pantone 355 and comprises a 23mm diameter circle and a 60.5 x 23mm rectangle (see page 2.1), positioned 8mm from the top of the page and 8mm from the right.

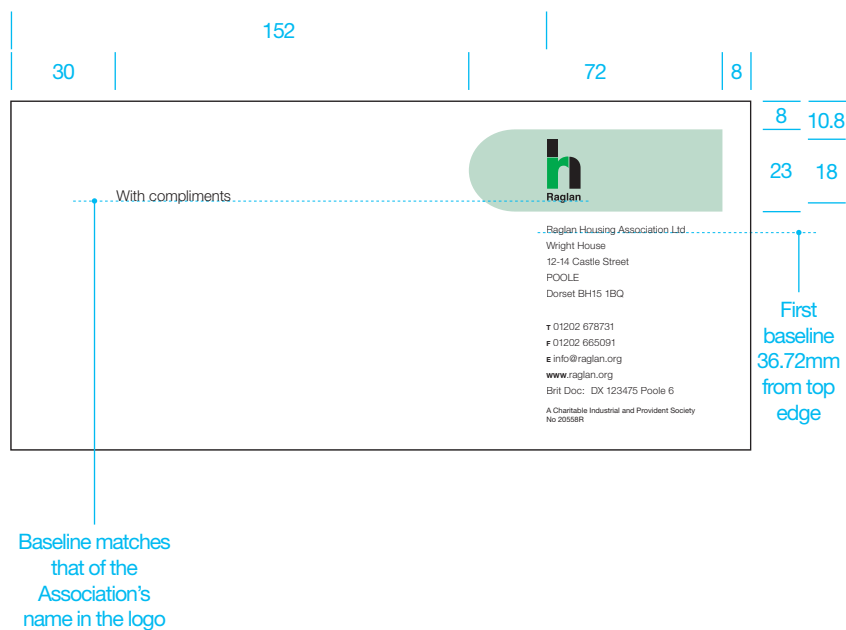
**With compliments** 12/14.4pt Helvetica Neue 45 Light, sentence case, 30mm from left page edge with baseline positioned to match the Brand Mark baseline.

**Address** 8/13pt Helvetica Neue 45 Light, title case, ranged left, no punctuation. 152mm from left edge with first line baseline 36.72mm from top. Allow one clear line between address and contact numbers. Post town appears in capitals. Postcode should appear next to county.

**T, F, E** and **WWW** highlighted with 5.6/13pt Helvetica Neue 75 Bold, upper case, ranged left.

**Registration details** 6/7.2pt Helvetica Neue 55 Roman, mixed case positioned 152mm from left edge. Lower line baseline 8mm from bottom edge.

All measurements are in millimetres.



## Business card

**Size** 55 x 85mm.

**Logo** 11mm high, two colour, positioned 5.6mm from top edge and 10mm from right edge.

**Tint shape** is 25% Pantone 355 and comprises a 14mm diameter circle and a 14 x 14mm rectangle, positioned 4mm from the top of the page and 30mm from the right.

**Employee name** 12/14.4pt Helvetica Neue 45 Light, sentence case, 30mm from left page edge with baseline positioned to match the Brand Mark baseline.

**Job title** 7/9pt Helvetica Neue 46 Light Italic, title case. Leave one clear line between title and contact details.

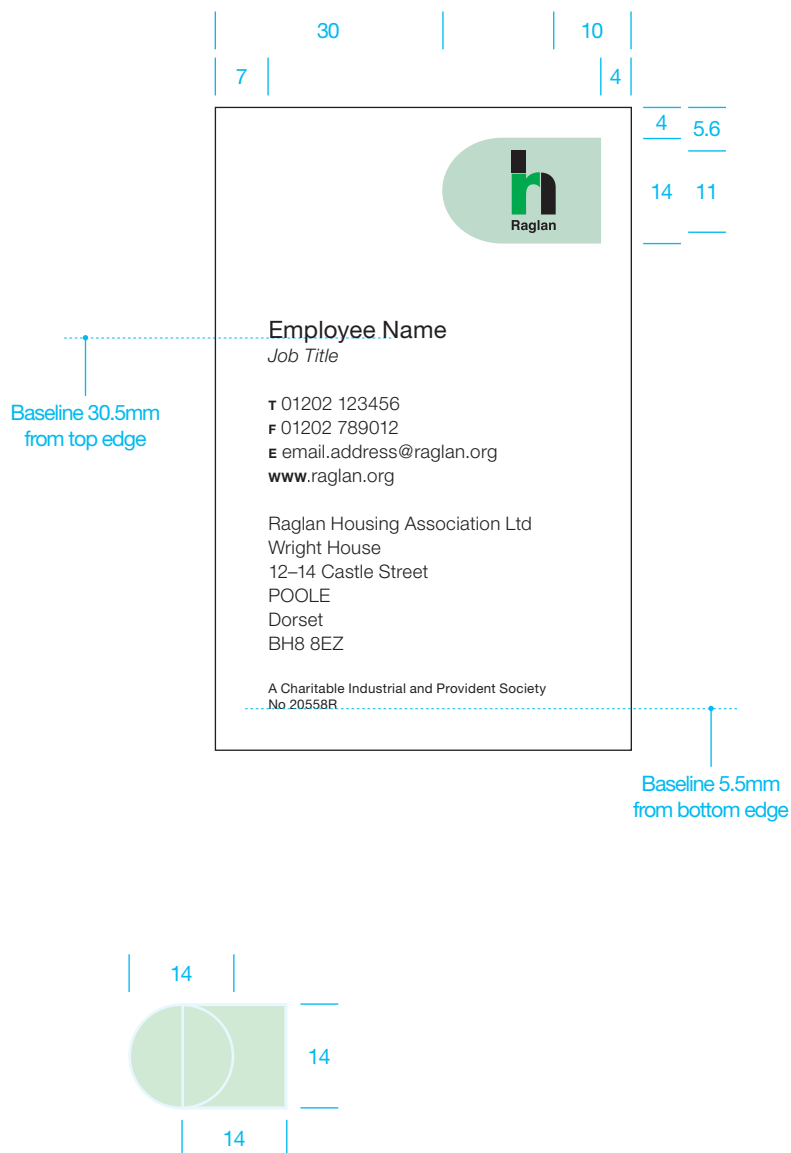
**Contact details** 7/9pt Helvetica Neue 45 Light, mixed case, ranged left.

**T, F, E** and **WWW** highlighted with 4.9/9pt Helvetica Neue 75 Bold, upper case, ranged left.

**Address** 7/9pt Helvetica Neue 45 Light, title case. Post town appears in capitals..

**Registration details** 5/6pt Helvetica Neue 55 Roman, mixed case positioned so lower line baseline is 5.5mm from bottom edge.

All measurements are in millimetres.



The tint shape is constructed from a circle and a rectangle overlapping to create a single squared-off lozenge, filled with a 25% tint of Pantone 355.

## Envelopes

### DL

**Size** 220 x 110mm.

**Brand mark** 12mm high, 14mm from left edge, 11mm from bottom edge.

**Return address** 9/10pt Helvetica Neue 55 Roman. 8mm from top edge of flap, ranged centre.

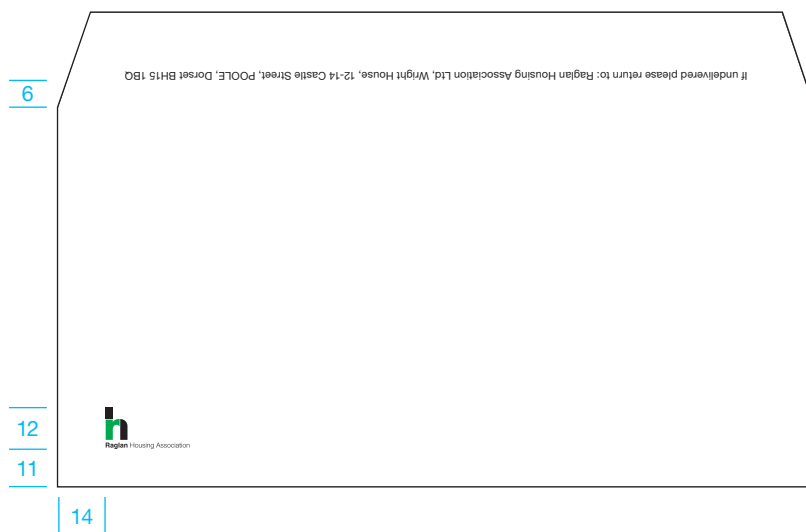
### C5

**Size** 226 x 162mm.

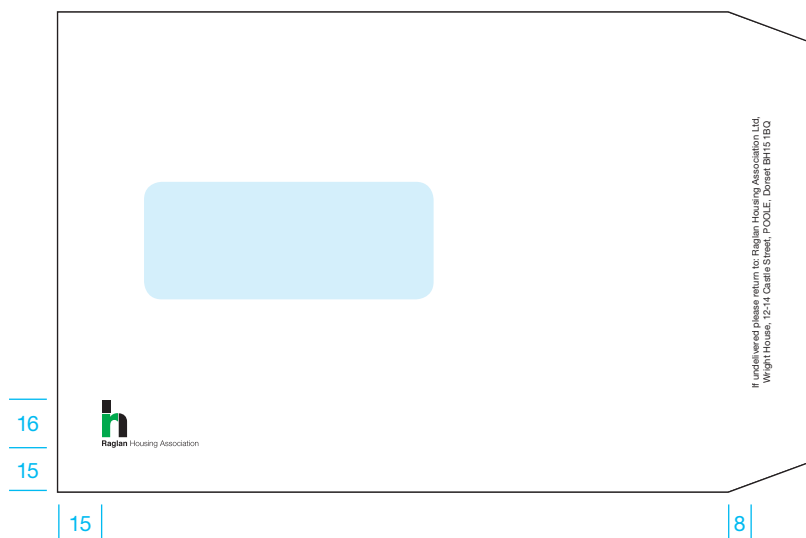
**Brand mark** 16mm high, 15mm from left edge, 15mm from bottom edge.

**Return address** 9/10pt Helvetica Neue 55 Roman, two lines of text, 8mm from top edge of flap, ranged centre.

### DL Envelope



### C5 Envelope



All measurements are in millimetres.

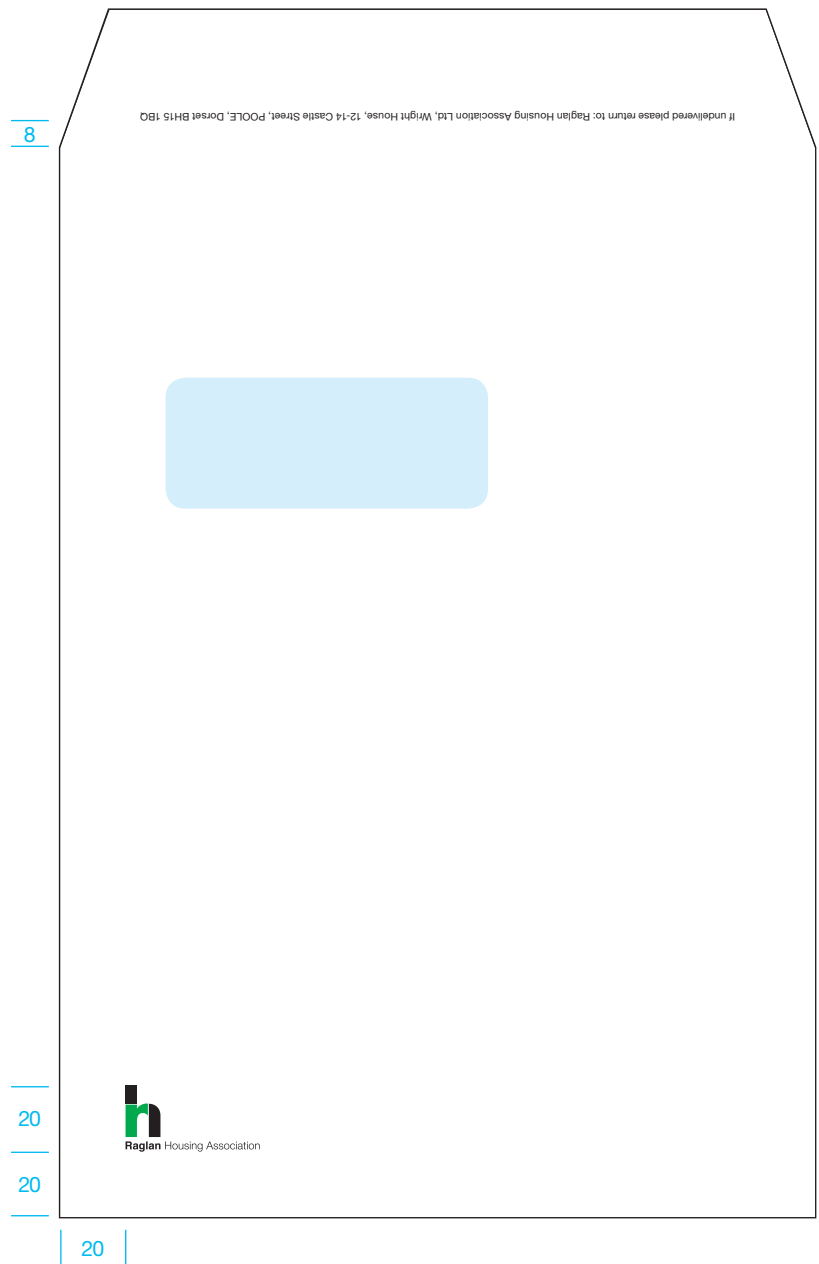
## C4

**Size** 229 x 324mm.

**Brand mark** 20mm high, 20mm from left edge, 20mm from bottom edge.

**Return address** 9/10pt Helvetica Neue 55 Roman. 8mm from top edge of flap, ranged centre.

## C4 Envelope

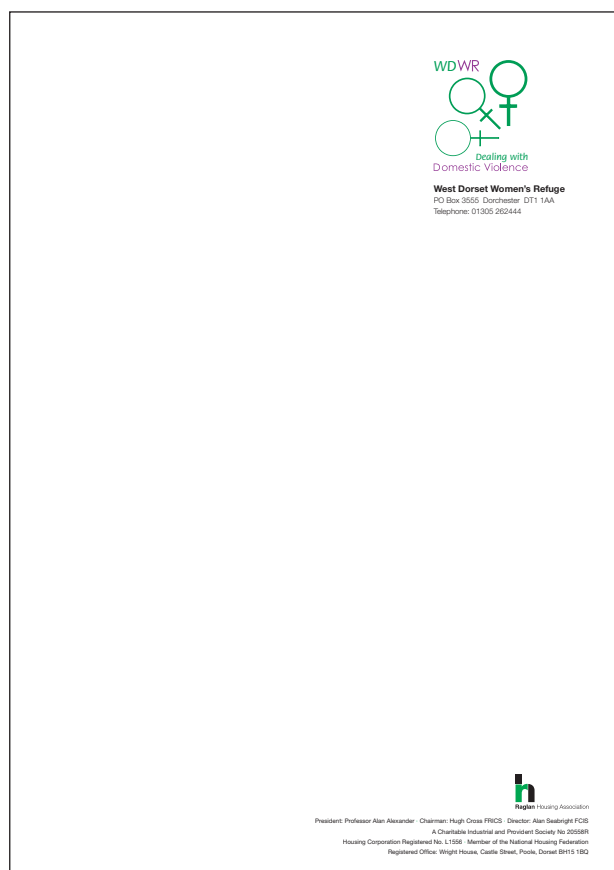


All measurements are in millimetres.

## Affiliated letterheads

The Quay Foyer and the West Dorset Women's Refuge are the only Raglan supported housing schemes that have letterheads that reflect their individual logos.

For efficiency both letterheads use the Raglan letterhead template, allowing easy production with a minimum of documents. See Chapter 7, 'Letterhead templates' page 7.1 for instructions on using the template.





## The Quay Foyer letterhead

**Size** A4 210 x 297mm.

### The Quay Foyer logo

50mm wide, two colour<sup>1</sup>, positioned 14.5mm from top edge and 12mm from right edge.

**Address** 'The Quay Foyer & Community Learning Centre':  
8/11pt Helvetica Neue 75 Bold, title case, ranged right, no punctuation. Address: 8/11pt Helvetica Neue 55 Roman, title case, ranged right, double space between address street, town, county and postcode. Punctuation after Telephone, Facsimile and Email only. Text should align 12mm from right edge with the first line baseline at 44.2mm from top edge.

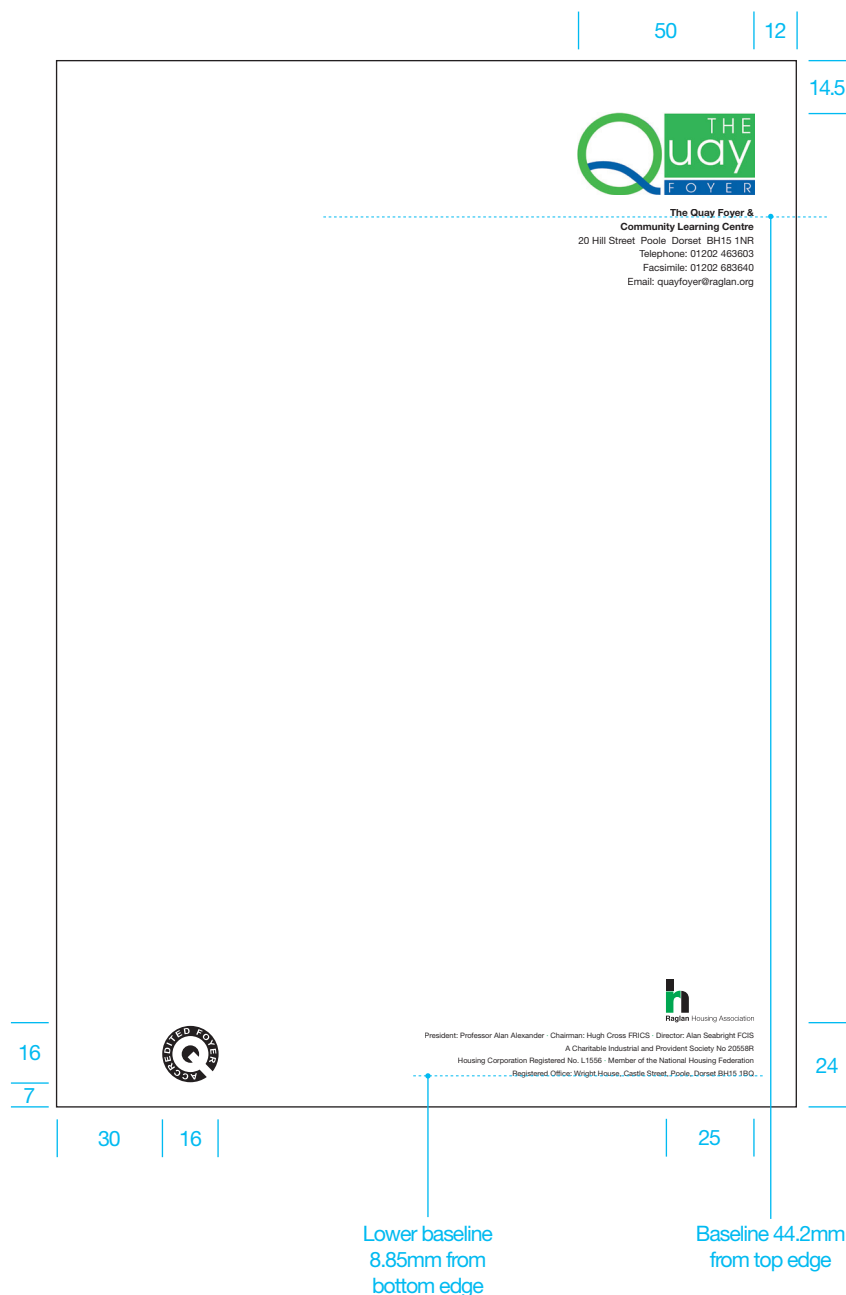
**Accreditation** black only, 16 x 16mm square, 30mm from left edge, 7mm from bottom edge.

### Raglan alternative logo

two colour, 25mm wide, 12mm from right edge, 25mm from bottom edge.

**Footer** 6/10pt Helvetica Neue 55 Roman, ranged right, 12mm from right edge, title case, no end-of-line punctuation, bullet points highlighted in Pantone 355. Lower baseline 8.85mm from bottom edge.

<sup>1</sup> For colour references see Chapter 1, page 6.1, 'Corporate colour palette'.



## West Dorset Women's Refuge letterhead

**Size** A4 210 x 297mm.

**WDWR logo** two colour<sup>1</sup>,  
positioned 145mm from left edge,  
38.5mm high, 16.5mm from top  
edge.

**Address** 'West Dorset Women's  
Refuge': 9/10.8pt Helvetica Neue  
75 Bold, title case, ranged left, no  
punctuation. Address: 7.5/11pt  
Helvetica Neue 45 Light, title case,  
ranged left, double space between  
PO Box, town and postcode.  
Punctuation after Telephone only.  
Text should align 145mm from left  
edge with the first line baseline at  
61.5mm from top edge.

**Raglan alternative logo**  
two colour, 25mm wide, 12mm  
from right edge, 25mm from bottom  
edge.

**Footer** 6/10pt Helvetica Neue 55  
Roman, ranged right, 12mm from  
right edge, title case, no end-  
of-line punctuation, bullet points  
highlighted in Pantone 355.  
Lower baseline 8.85mm from  
bottom edge.



<sup>1</sup>For colour references see Chapter 1, page 6.1, 'Corporate colour palette'.

> Style Manual  
2005

> Chapter 03

> **Raglan** signage

The following guidelines show the Raglan siteboard along with its onsite position.

This sign has been developed to maximise the visual impact of the Raglan brand onsite, whilst fitting in with the environment, and Planning and Housing Corporation requirements.

## Siteboard

The standard size for a siteboard is 8ft x 4ft, or approximately 2440 x 1220mm. It comprises of a strapline ('At home in your community'), the Raglan brand mark, formal Company title, contact information and a reference line ('A Charitable Industrial and Provident Society No. 20558R').

The Raglan site board should always appear in the corporate colours of Black and Pantone 355, with the 'r' of the Raglan symbol and the swash under the word 'home' appearing in green. All other elements appear in black.

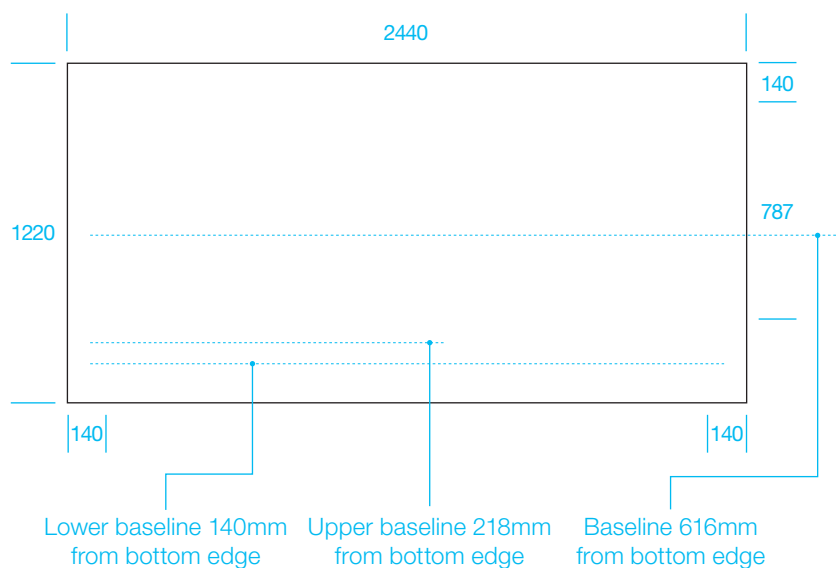
**Strapline** 406pt Helvetica Neue 45 Light, sentence case. Baseline 616mm from bottom edge of board. The swash should appear below the word 'home' in Pantone 355.

**Association name** 200pt Helvetica Neue 45 Light, title case.

**Contact number** 240pt Helvetica Neue 45 Light.

The required telephone number should be confirmed by the Development Manager, but will be either 0845 070 7772 or 01202 296991.

**Reference line** 126pt Helvetica Neue 45 Light, ranged left.



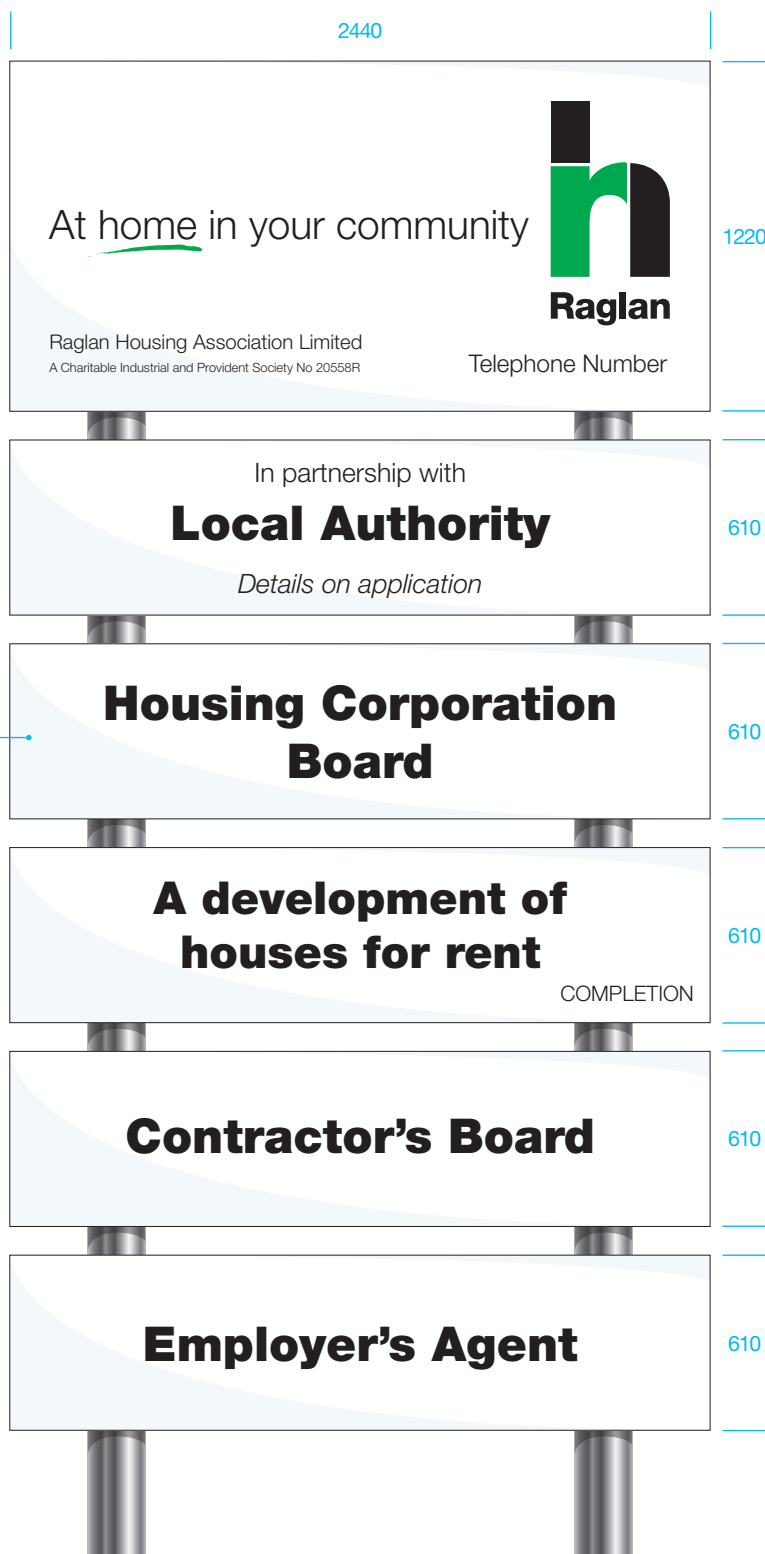
### Positioning of siteboard

This page shows the correct arrangement and positioning of siteboards for Raglan developments and projects (see also Raglan Design Brief).

The Raglan site board should always appear at the top of the display and is 2440 x 1220mm (8ft x 4ft).

All other boards are 2440 x 610mm and should be arranged as shown opposite.

For full details on how to format the Housing Corporation Board, go to [www.housingcorp.gov.uk](http://www.housingcorp.gov.uk)



> **Raglan** new media

**NOTE:** This section will follow at a later date.

New media encompasses a number of marketing tools.

The following guidelines show our HTML email signature and tips on its usage, along with our website specifications.



## HTML email

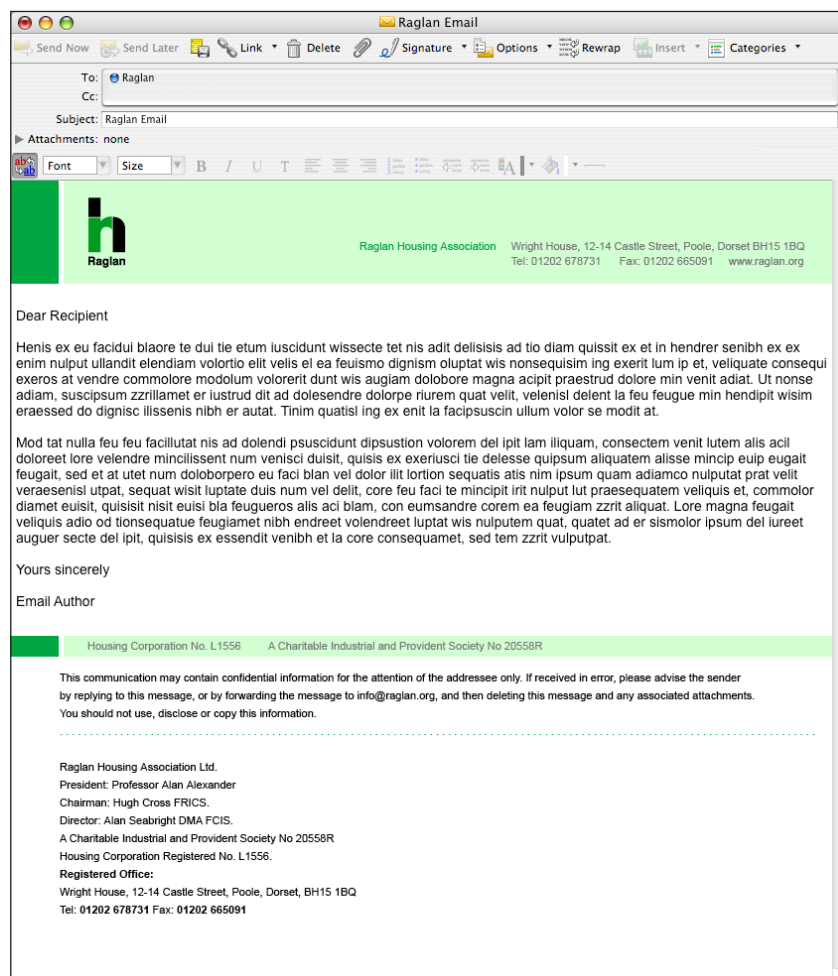
The Raglan HTML email is designed for general communications. It is designed to carry the Raglan corporate image whilst giving recipients clear information and a choice of contact methods.

The email header contains the corporate name, Head Office address, telephone number, fax number and website address. This allows quick reference to the Head Office address for reply requests and gives recipients alternative methods of contact.

Below the body of the email, and below the Housing Corporation number and Charitable society number, is a confidentiality advisory notice.

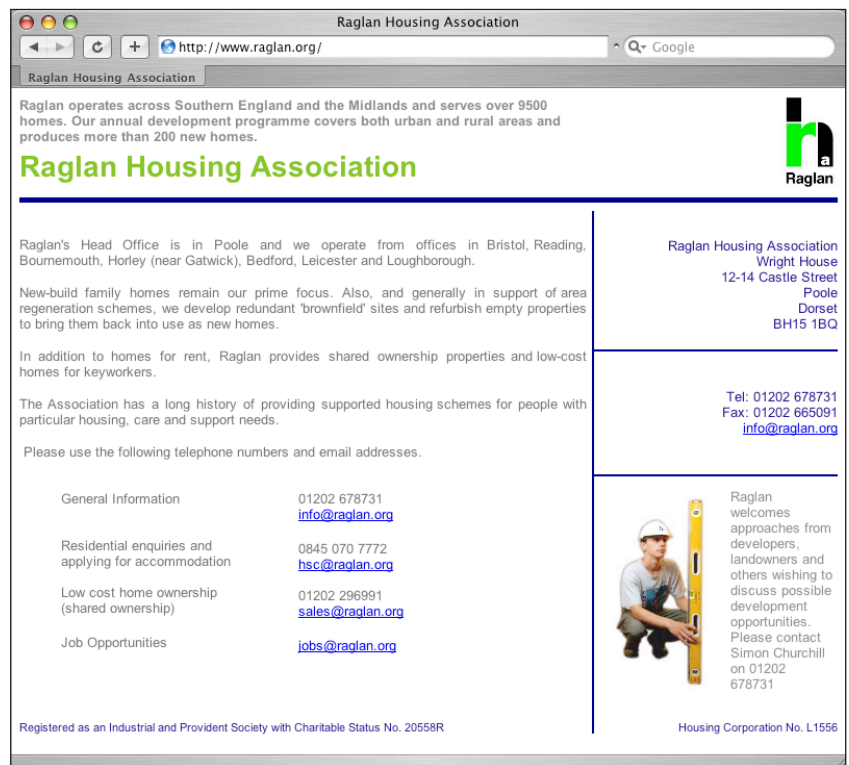
Like the corporate letterhead, the email footer gives information on the Association's registration and Charitable status, giving the email the same formal weight as the letterhead.

The body of the email should be formatted clearly with the same considerations as those for typing a letter — the style should not be too informal. Large sections of text can be harder for people to read on a VDU screen or mobile device, so consider splitting larger paragraphs into smaller sections, easing legibility.



## Raglan website

The Raglan website is designed to allow easy access to a wide range of information. Not only does the site function as a corporate presence, carrying the Raglan brand to other professionals and agencies, but it is also a help and information site for Raglan clients.



# Raglan

## literature guidelines

The Raglan style gives consistency, clarity and flexibility to a range of literature items.

It allows Raglan to be represented across many disciplines with a clear and distinctive identity.

The following guidelines refer to internal and external literature and advertising.

## Brochures and handbooks

A-series sized brochures, handbooks and other corporate marketing material, intended for general distribution and printed externally, should follow the layout shown here.

Please remember when designing documents for internal production to allow 10mm non-printing area along each edge on an A4 format.

### A4

**Size** 210 x 297mm.

**Image frame** 133 x 297mm, full-colour, full-framed. Leave a 2mm vertical white space between light horizontal and green vertical frames.

**Logo** 23mm high, two colour, spaced 13mm from the top edge of page and 13mm from left edge.

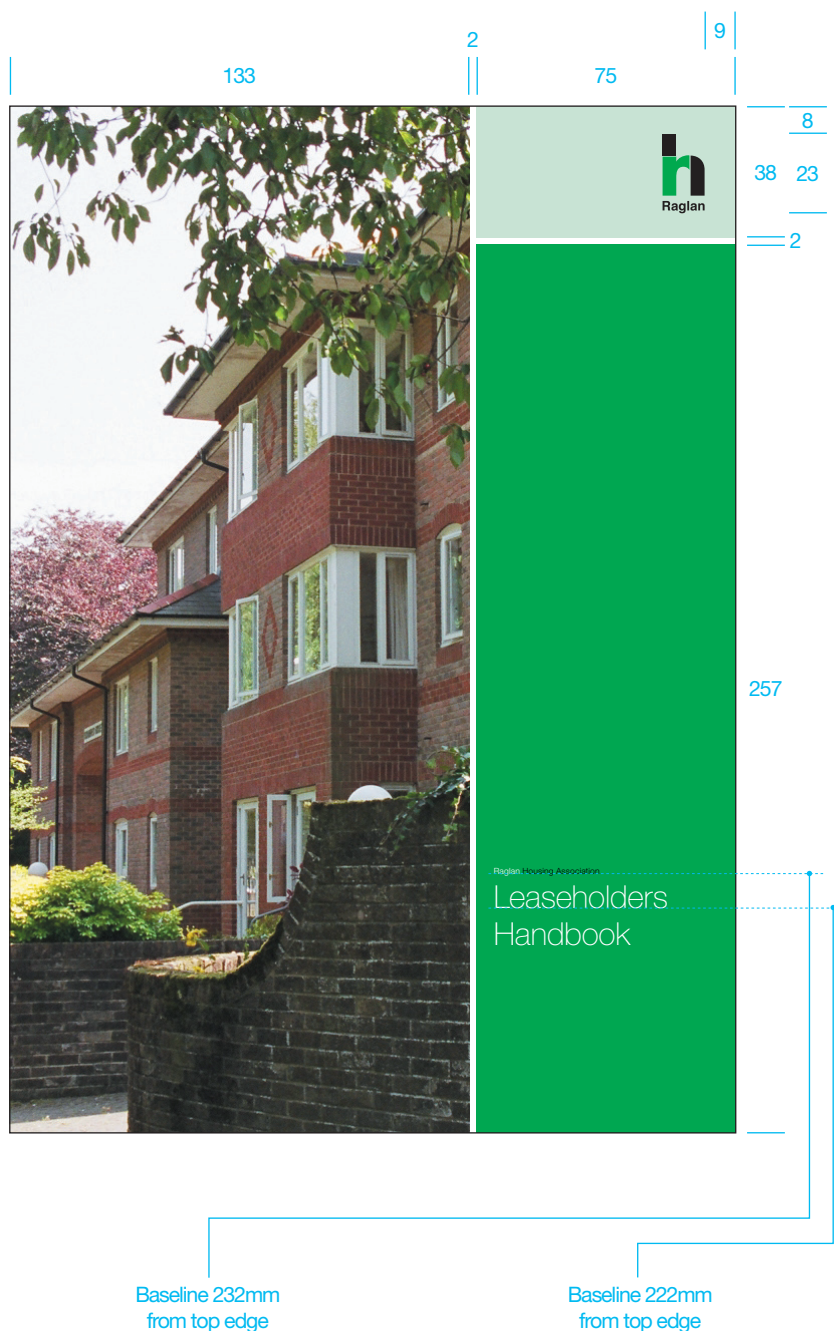
**Light horizontal frame**  
75 x 38mm, 25% tint of Pantone 355. Leave a 2mm horizontal white space between this frame and the green vertical frame.

### Green vertical frame

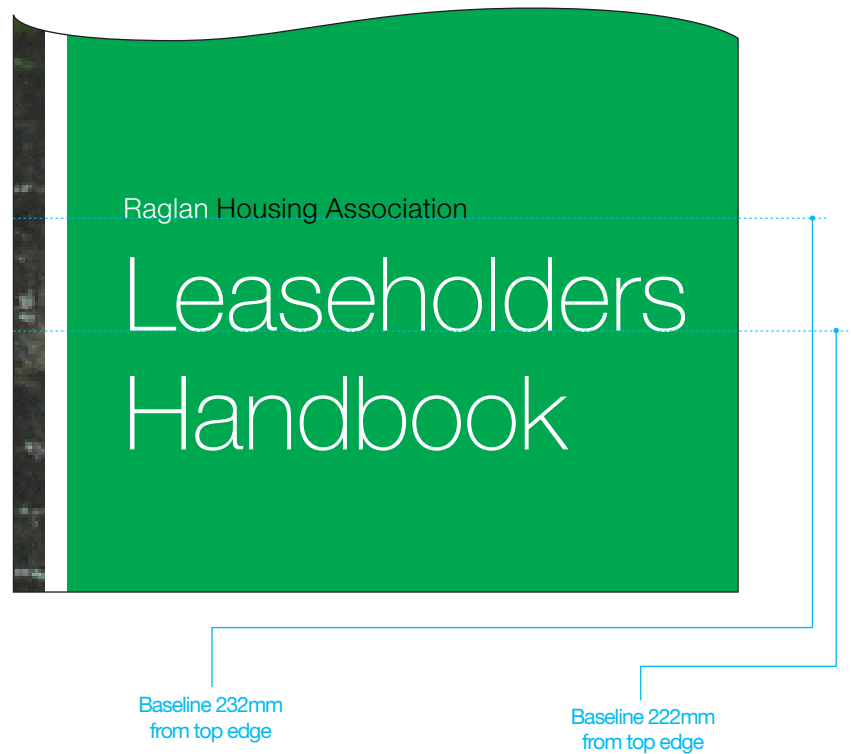
75 x 257mm, Pantone 355.

**Company title** 7/9pt Helvetica Neue 45 Light, 140mm from left edge of page, baseline 222mm from top edge of page. 'Raglan' reversed out of colour, 'Housing Association' in black.

## A4 Brochure



**Publication title** 26/30pt Helvetica  
Neue 35 Thin, 140mm from left  
edge of page, baseline 232mm from  
top edge of page, reversed out of  
green, no hyphenation.





## 1/3 A4 portrait

### 1/3 A4 Brochures & Leaflets

1/3 A4 sized brochures, leaflets and other corporate marketing material, are designed to fit into a DL size envelope. Items intended for general distribution, should follow the layout shown here.

#### 1/3 A4

**Size** 99 x 210mm.

**Logo** 12mm wide, two colour, spaced 13mm from the top edge of page and 13mm from left edge.

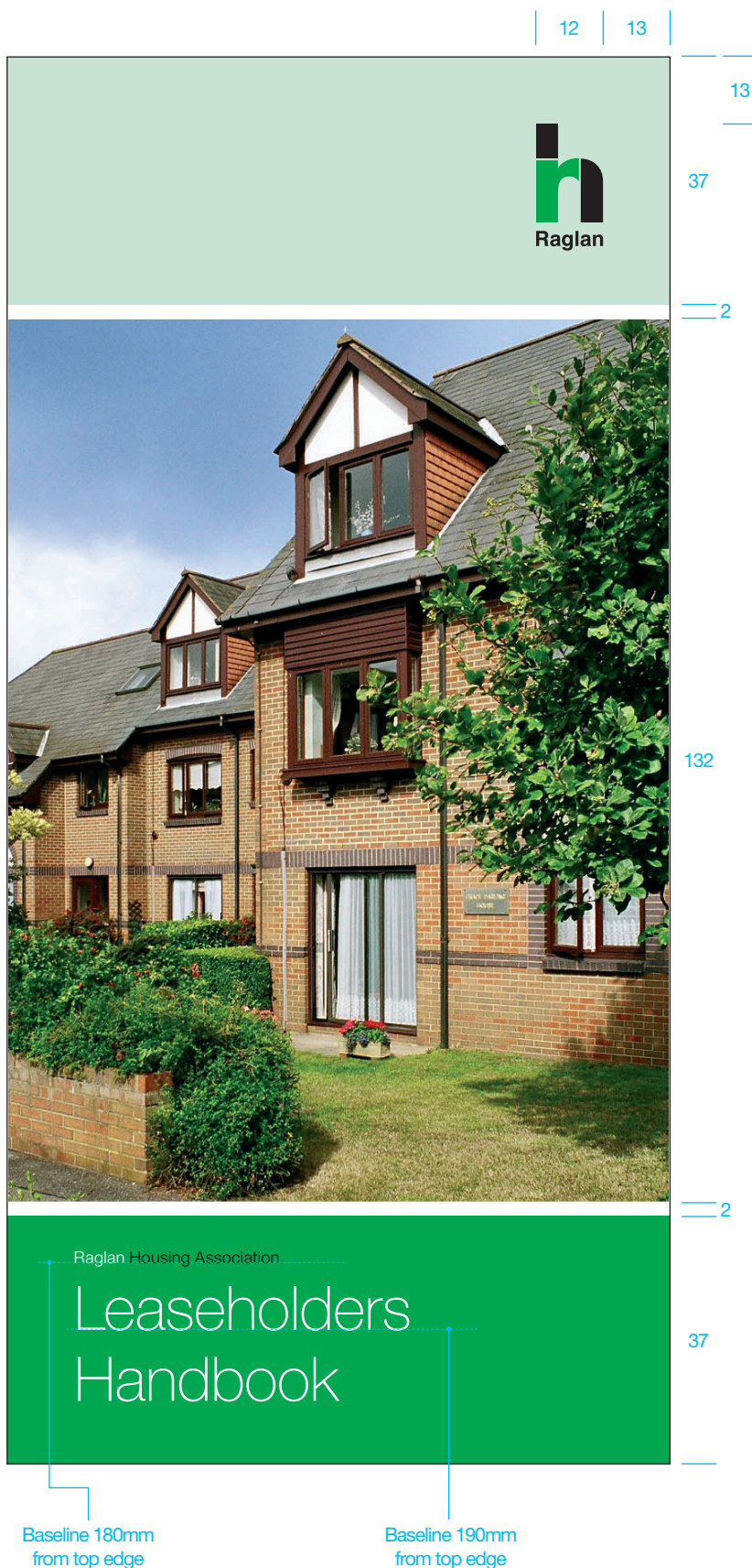
**Light horizontal frame** 99 x 37mm, 25% tint of Pantone 355. Leave a 2mm horizontal white space between this frame and the image frame.

**Image frame** 132 x 99mm, full-colour, full-framed. Leave a 2mm vertical white space between this frame and the green horizontal frame.

**Green horizontal frame**  
99 x 37mm, Pantone 355.

**Company title** 7/9pt Helvetica Neue 45 Light, 10mm from left edge of page, baseline 180mm from top edge of page. 'Raglan' reversed out of colour, 'Housing Association' in black.

**Publication title** 26/30pt Helvetica Neue 35 Thin, 10mm from left edge of page, baseline 190mm from top edge of page, reversed out of green, no hyphenation.

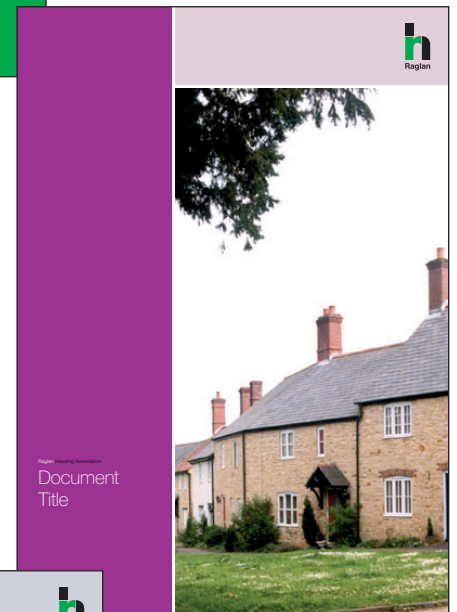


## Brochures and handbooks

The following pages show some examples of brochures, handbooks and other corporate marketing material, intended for general distribution. The designs show how variations can be used to give flexibility whilst maintaining consistency with the brand.



The different arrangements of cover elements allow greater flexibility in the choice of cover image format







Cover images are not limited to photographs but may use other graphic elements or illustrations if appropriate





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feu feugiam dui elit veliqua  
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dolorper sequips ustrud  
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dolore magnibh etum.

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cum volor sum vel ulla  
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lumn span

mns.

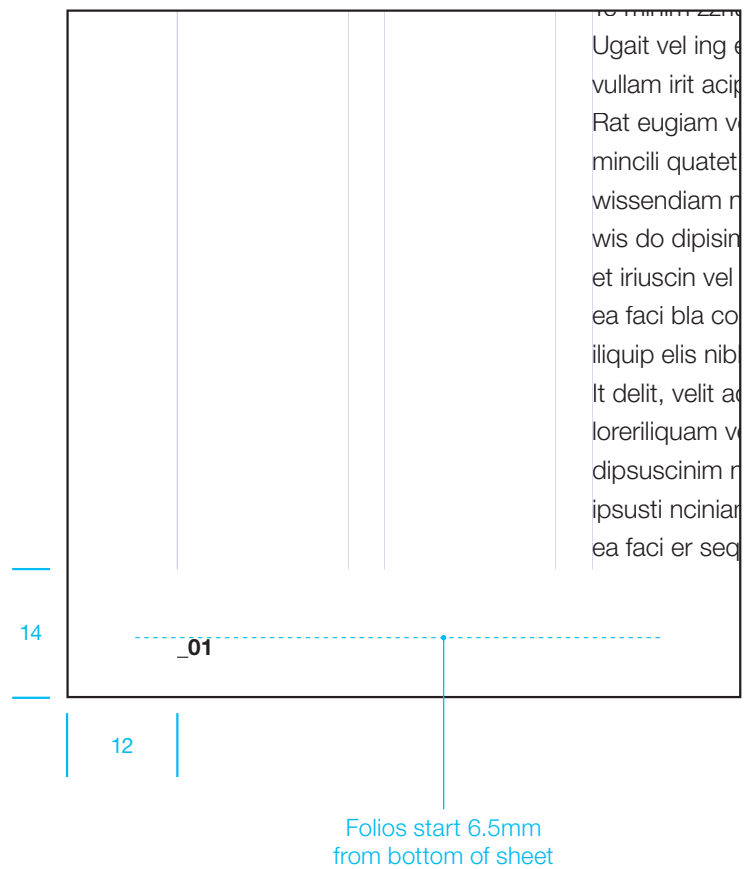
**Folios** 7/11pt Helvetica Neue  
75 Bold, 6.5mm from bottom edge,  
ranged left on left page and right  
on right page, underscore leader,  
preceding 0 for single digit page  
numbers.

**Main heading** 24/24pt Helvetica  
Neue 45 Light, Pantone 355,  
ranged left, no end-of-line  
punctuation, 6-column span.

**Introductory paragraph** 18/24pt  
Helvetica Neue 45 Light, ranged  
left, six-column span.

**Body text** 8/12pt Helvetica Neue 45 Light, ranged left, 110mm from top edge, flowed in two columns, each spanning three of the page-grid's columns.

**Highlight text** 8/12pt Helvetica  
Neue 45 Light, ranged left,  
Pantone 355.





## Literature spreads

These pages show some examples of single and two-page spreads typical of the type found in corporate brochures.



Cropping images to emphasise their shape can be used to good effect.



## Main Heading

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Using plenty of white space in your design helps  
to keep the page clean and clear — particularly  
if a large image or an image with a clear  
background is being used.



Framing a portion of the design can help  
bring the reader into the page.

> Style Manual  
2005

> Chapter 06

> **Raglan**  
writing & imagery

In this part of the guide you will find advice on writing styles, and more particularly the importance of consistency in the typed text of internal documents.

Also included is a guide on how and when to use photography to enhance the Raglan message.

Please follow these guidelines carefully as it helps us present Raglan in a professional and consistent way which will influence the reader's overall perception of the Association.



## Layout and typography

### Templates

Please refer to Chapter 7 of this manual for guidelines in how to arrange an internal document using the Word templates supplied.

### Typography

The Raglan corporate font is Helvetica Neue for published documents. The typeface Arial should be used for text on PC generated materials.

### Navigation

To assist the reader you may consider using tables, bulleted lists, summaries etc so that complicated information can be easily understood.

Large documents should be easy to navigate with clear headings, pagination and good flow of text. A contents page showing the main headings will help the reader find information quickly and easily.

## Writing style

While the following guidelines are pertinent to all communications, the writing style for committee reports may exhibit some differences in approach. Please remember that while the reports have a wide circulation they are written specifically for a narrow audience and to meet a particular need.

### Accuracy

It is important that the documents you produce on behalf of Raglan are accurate in all details.

If you are writing the material for publication then it is your responsibility to check any factual content and obtain legal confirmation/approval if required.

If you are producing or processing artwork prior to publication then you should get confirmation that the copy is approved for publishing before you begin work. Author's changes to artwork can be both time consuming and costly.

### Clear language

It is essential that our stakeholders understand any information that we may send them. Avoid using any jargon or bureaucratic language and explain all abbreviations and acronyms. Concentrate on the essential points and do not overburden the reader with too much irrelevant information. Good writers use shorter sentences and a few well chosen words to convey their message.

### Tone of language and image selection

Please consider the target audience for each communication you produce. Who is the document for? Do they have any special requirements such as large print format or audio? It is important that we always try to tailor our writing to meet the requirements of the intended audience. Guidelines on what you must take into account can be found in the Association's Communications policy, reproduced in the introduction to this manual.

### Terminology

Housing terminology is wide ranging and its use is prone to abuse. It is important that the terminology we use at Raglan is concise, consistent, accurate and understood by the audience. If in doubt, explain clearly. We do not want to confuse our readers and/or be subject to legal challenge if documents have not been carefully constructed.

### Grammar

Raglan promotes the use of good grammar, but without excessive restrictions which limit the writer's ability to provide a clear message for the reader.

The writer should always consider the potential audience and therefore the appropriateness of the grammatical style of each document.

### Spelling

Correct spelling shows good attention to detail. The spell check facility on PCs, particularly those which feature US spelling are not reliable and have been known to contain errors. It is good practice to use a dictionary for any words that you may be unsure of spelling correctly.

Familiarise yourself with commonly misspelt words, and pass this information on to others in your workplace. If unsure of the correct spelling consult with a colleague and ask them to check your work for inaccurate spelling.

It is also important that titles, names, place names etc. are spelt correctly.

### Punctuation

It is important that you do not clutter the text with unnecessary punctuation. Only use punctuation to clarify text, making it easier for the reader to understand the meaning.

Familiarise yourself with common punctuation errors. Use a grammar guide or consult with a colleague if unsure of the correct punctuation.

### Plurals

A common mistake is to use an apostrophe in the possessive form — ie 's — to denote a plural of abbreviations and dates. However '80's Hit Records' means Hit Records of 1980 only and not 1980 to 1989 (80s Hit Records). Similarly, 'the RSL's problem' means the problem of one RSL, not the problem of a number of RSLs.

## Raglan's golden rules

### Dates

Do not use 'st', 'nd' or 'th' or abbreviated numbers for dates.  
Dates should appear in this format: Monday 6 March 2005  
(see also Committee Papers).

### Times

References to times should be as the following format: 12.15 pm  
Please note space inserted after time.

### Abbreviations

Do not use punctuation in abbreviations. For example: ie (not i.e.),  
eg (not e.g.), etc

### References

Correspondence references should appear as Gp/Se/Housing.  
Note use of '/' and upper case letters.

### Names

Do not use punctuation in names. Names should appear in this  
format: Mrs A Smith.

### Addresses

The Post Office recommends this addressing format:

Name of addressees  
Name of organisation (if applicable)  
Name of building (if applicable)  
Number of building and name of street or road  
Locality name (district) (if applicable)  
Post Town in CAPITALS  
Postcode in CAPITALS

#### Example

Mr J Smith  
Manager  
Bloggs & Co  
20 High Street  
BASILDON  
Essex  
SS16 1AP

There are a number of unique Post Towns that do not require the  
inclusion of a county name (see 'Unique post towns', page 6.7).

## Headings

Letter and memo headings should always appear in bold capital letters.  
Do not underline or put in a re:/RE:

## Figures

Figures can be presented in two styles: £2,000.00 or £2,000

When typing figures in a table/schedule please note:

Date should be left aligned

Zeros are not used in days/month of date: 2.3.05 (see also  
Committee Papers)

Tenant Reference Numbers should be left aligned

A dash should be used where no figure is inserted

Number of units or amounts of money should always be right aligned

Avoid centring figures within a column

## Numbering

Please use full-stops to punctuate numbers and double brackets to  
enclose letters as shown below:

1. Example
  - (a) Example
  - (b) Example
  - (c) Example
    - (i) Example
    - (ii) Example
    - (iii) Example

## Capital letters

The following guidelines have been produced regarding the  
use of capital letters for certain words. Variations may arise,  
generally when a capital letter is used to highlight a word in  
a report. These are not viewed as grammatical inconsistencies  
but more as a way of clarifying text.

Association — Capital A when referring to Raglan, lower case  
when referring to other associations.

Area — Capital A when referring to a Raglan Area.

West Area Office; West & Thames Area Committee — West  
capital W when referring to Raglan Area. Office capital O  
when associated with Area, Local or Head. Committee  
capital C when referring to a specific committee.

Member — Capital M when referring to Raglan committees.  
A Member/s of a specific committee.

Board — Always capital B.

Titles of office holders — When referring to individuals use capital letters: Chairman; Director, Housing Officer. When referring to groups use lower case: housing officers, directors.

Policies — Implemented policies should always appear in capital letters: Equal Opportunities policy; Recruitment policy.

### Signature blocks

Signature blocks should appear in this format:

A Bloggs  
Secretarial Support Co-ordinator

Do not use bold or underlining.

### Enclosures

When enclosing documents with a letter/memo the following abbreviations should be used: Enc or Encs

### Copies

When copying in documents to others the following abbreviation should be used: cc

### Committee papers

#### Dates

When producing committee papers the following guidelines should be followed in relation to date information.

Dates in headers: 020305  
Please note the exclusion of any punctuation.

Dates at the end of reports: 2.03.99  
Please note that punctuation is included but the initial 0 is not.

Dates in reference headers: TVAC/020305  
Please note the exclusion of any punctuation in the actual date.

## Unique post towns

The list opposite shows unique Post Towns that do not require the inclusion of a county name when addressing.

Aberdeen  
Antrim  
Armagh  
Ayr  
Banff  
Bath  
Bedford  
Belfast  
Berwick-upon-Tweed  
Birmingham  
Blackburn  
Blackpool  
Bolton  
Bournemouth  
Brighton  
Bristol  
Bromley  
Buckingham  
Cambridge  
Cardiff  
Carlisle  
Chelmsford  
Chester  
Clackmannan

Coventry  
Crewe  
Croydon  
Dartford  
Derby  
Dumbarton  
Dumfries  
Dundee  
Durham  
Edinburgh  
Exeter  
Falkirk  
Glasgow  
Gloucester  
Hereford  
Hounslow  
Huddersfield  
Hull  
Inverness  
Ipswich  
Isle of Benbecula\*  
Isle of Canna\*  
Isle of Coll  
Isle of Colonsay\*  
Isle of Eigg\*  
Isle of Gigha\*  
Isle of Iona\*  
Isle of Lewis\*  
Isle of Mull\*  
Isle of Rhum\*  
Isle of Scalpay\*  
Kinross  
Kirkcudbright  
Lanark  
Lancaster  
Leeds  
Leicester  
Lincoln  
Liverpool  
Londonderry  
Luton  
Manchester  
Milton Keynes  
Nairn

Newcastle upon Tyne  
Northampton  
Norwich  
Nottingham  
Oldham  
Oxford  
Peebles  
Perth  
Peterborough  
Plymouth  
Portsmouth  
Preston  
Reading  
Redhill  
Renfrew  
Romford  
Salford  
Salisbury  
Selkirk  
Sheffield  
Shetland  
Shrewsbury  
Slough  
Southampton  
Southend-on-Sea  
South Wirral  
Stafford  
Stirling  
Stoke-on-Trent  
Sunderland  
Swansea  
Swindon  
Torquay  
Twickenham  
Walsall  
Warwick  
Warrington  
Watford  
Wolverhampton  
Worcester  
York

\* These island names serve as both Post Towns and counties



## Brand imagery

Our main purpose is to promote sustainable communities by providing quality, affordable homes and high standard services to meet the needs of the people in the areas where we work.

It is important that the images we use on our literature, advertisements and displays reflect the Raglan ethos. Communications & Marketing has a growing photographic library for consideration. Also, digital cameras are available in all our offices and offer a quick, convenient and inexpensive way to capture a suitable image. Please remember:

- All photographs representing our properties must be of bona fide Raglan homes.
- For people shots, permission to publish must be obtained from anyone who is the main focus of a picture, resident or otherwise. Communications & Marketing has a Model Release form for this purpose.
- When photographing Raglan properties it is advisable to let a resident know who you are and what you are doing, particularly if children are in the vicinity.
- Stock photographs (purchased from a commercial library) can be used to portray residents and services but they must be a true representation and not simply a glossy image.

## Colour photography

When using colour photography it is important to use colourful, contemporary images which reflect Raglan's position within the community. Use photographs which are friendly, informative and inspiring.

## Black and white photography

Sometimes print restrictions or budgetary concerns prevent the use of colour photography and then black and white photography can be considered. Also, there are occasions when a dramatic design is best achieved without the use of colour.

If black and white images are to be used please ensure they are clear and bright and not dull and dark.



### Composition of photography

When using photography in a document please consider the following points alongside the guidelines in the Communications policy which is included in the introduction to this manual.

- A photograph should always communicate a point.
- Use a strong composition — better to use a good cropped in shot than a 'speck-in-the-distance' shot.
- Where possible subjects should not look too posed. It is preferable to use natural shots.
- Try out interesting angles and look at the use of props which may help to tell the story.
- Look carefully at what the camera sees. What is in the background? Check for inappropriate cropping of words. Does the background contradict the message you are trying to convey.
- Meetings — Try to capture the interaction between the attendees.
- Portraits — Show the personality of the person. It is important to show a diversity of ethnic groups, however not every shot has to include one person from every ethnic group, but a brochure should show a good cross-section.
- Buildings and still life — Experiment with interesting angles and compositions.

### Cropping

Good cropping of a photograph can enhance the message. Decide which part of the photograph gives the whole story and where possible get rid of the rest!

### Clip art

Today the application of Clip art is mostly reserved for home PC users. Many images are dated, of American origin and overused, and inadvertently cause offence because they can characterise situations and the individuals concerned.

The minimal use of Clip art for small, infill images in newsletters and training material is acceptable when convenience is an issue and no suitable photographs are to hand. If Clip art is used then care must be taken to select images that enhance the document in style and colour, rather than detract through overfamiliarity and flippancy.

> Style Manual  
2005

> Chapter 07

> **Raglan** templates

To keep the Raglan brand image consistent a number of templates are available that should be used for all relevant communications.

The templates in this section are shown below.

1. Letterhead
2. Compliment slip
3. Fax cover sheet
4. Memorandum

Note: references to 'click on' also refer to '<TAB> to' or 'F11'.

## Letterhead templates

The Letterhead template allows you to start typing straight away and is designed to allow the minimum amount of user interaction.


Shown opposite is an example of how a correctly formatted and structured Raglan letter should look<sup>1</sup>. Below is an example of an unfilled template ready for text input. The numbers show the component parts of the Raglan letter, which is formatted as follows:

- 1 References
- 2 Date
- 3 Name and address
- 4 Notice
- 5 Salutation
- 6 Subject
- 7 Body
- 8 Complimentary close
- 9 Signatory
- 10 Enclosure
- 11 Copies (cc)



The next few pages show how to construct a letterhead to match the Raglan style illustrated here.

<sup>1</sup> This format is also used on Raglan's affiliated letterheads for The Quay Foyer and West Dorset Women's Refuge.

## A correctly formatted letter

<p>1 Our Ref: Rg/Tm Your Ref: Lt/Tm</p> <p>2 1 March 2005</p> <p>3 Mr A Nyone 123 Commercial Road Westside HOMEVILLE Dorset AN1 2YT</p> <p>4 <b>PRIVATE AND CONFIDENTIAL</b></p> <p>5 Dear Mr Nyone</p> <p>6 <b>RAGLAN HOUSING ASSOCIATION</b></p> <p>7 Sis aute dip et laortio nullandre cor sit delisit la conulputet la ad molore dolor si bla feu feugiat, volortie tem velis num exero dolobortin ullut alissi eu feummy nummy nit nim euis ad tatum quis acil ulla feum vulla feu feugait ex eumsandiam.</p> <p>8 Do odo commodo lorero eumsandre facipis augiatum ing elendit ad tatue voluptat. Dui tat alis do odolendre feugue te dignibh erostrudEd magna feum vendrem Sis aute dip et laortio nullandre cor sit delisit la conulputet la ad molore dolor si bla feu feugiat, volortie tem velis num exero dolobortin ullut alissi eu feummy nummy nit nim euis ad tatum quis acil ulla feum vulla feu feugait ex eumsandiam.</p> <p>9 Yours sincerely</p> <p>10 Letter Author (Mrs) Job Title Email: letter.author@raglan.org Direct dial: 01202 345678</p> <p>11 Enc</p> <p>cc A Person, Location A N Other, Location</p>	 <p>Raglan Housing Association Ltd Wright House 12-14 Castle Street POOLE Dorset BH15 1BQ</p> <p>T 01202 678731 F 01202 665091 E info@raglan.org www.raglan.org Brit Doc: DX 123475 Poole 6</p>
--	--

President: Professor Alan Alexander - Chairman: Hugh Cross FRICS - Director: Alan Seabright FCIS  
A Charitable Industrial and Provident Society No 20558R  
Housing Corporation Registered No. L1556 - Member of the National Housing Federation  
Registered Office: Wright House, Castle Street, Poole, Dorset BH15 1BQ

INVESTOR IN PEOPLE

Our Ref: ::	Our reference ::
Your Ref: ::	Addressee reference or leave blank ::
Date from Toolbar ::	
Name and Address here ::	
•ADD P&C HERE OR LEAVE BLANK ::	
Dear ::	
•HEADING IN BOLD CAPS ::	
Type body of letter here ::	

The Raglan Letterhead template as it appears when opened in Word.

1	Our Ref.::	Our reference ::
2	Your Ref.::	Addressee reference or leave blank ::
3	Date from Toolbar::	
	Name and Address here ::	

### Address over six lines in length

Mr A Nyone  
Government Buildings  
123 Commercial Road  
Westside  
HOMEVILLE  
Dorset AN1 2YT

**PRIVATE AND CONFIDENTIAL**

Postcode placed on the same line  
as the County or Post Town

### Address shorter than six lines

Mr A Nyone  
123 Commercial Road  
HOMEVILLE  
Dorset  
AN1 2YT

**PRIVATE AND CONFIDENTIAL**

Leave extra space

4	•ADD P&C HERE OR LEAVE BLANK ::	
	Dear ::	
	•HEADING IN BOLD CAPS ::	
	Type body of letter here::	

Once the template is opened, you will be presented with a page with grey-highlighted fields ready to accept your text. All the text in a letter is set in Arial and is 12pt in size. To format a typical letter using the Raglan letterhead template, follow the guidelines below.

## 1 References

There are two reference codes and they always appear at the top of the first page of each letter. Click on 'Our reference' and 'Addressee reference or leave blank' and replace with the reference codes you have been given. Do not use a full stop at the end of the reference lines. References always appear as two sets of letters or numbers separated by a forward slash. Only the first letter of each set of letters should be capitalised.

## 2 Date

Click on the date field and insert the date for the letter using the Toolbar.

## 3 Name and address

Click on the address field and enter the name and address. This must be a maximum of six lines in length to enable posting in a windowed envelope and takes the following format:

Title—Initial—Surname  
House Name/Number—Street  
Locality (District)  
POST TOWN  
County  
Postcode

Addresses should contain no punctuation and must show the Post Town in capital letters. For some post towns, the County should be omitted<sup>1</sup>.

For addresses over six lines in length the Postcode should be appended directly after the County or Post Town, as illustrated in the example left. Use a single space between the County/Post Town and the Postcode.

## 4 Notices (if applicable)

These show the recipient whether the contents are private and confidential or if the letter is also being sent via fax etc. There are four notices commonly used — '**PRIVATE AND CONFIDENTIAL**', '**SUBJECT TO CONTRACT**', '**WITHOUT PREJUDICE**' and '**BY FAX AND BY POST**'. Not every letter requires a notice.

<sup>1</sup> For a full list of which Post Towns do not require the inclusion of a County name, see Chapter 6 : Writing & Imagery, page 6.7 'Unique Post Towns'.

5 Dear

6 **HEADING IN BOLD CAPS**

7 Type body of letter here

8 Yours sincerely

9 Fax Author (Mrs)

### The correct complimentary close

Dear Sir or Madam  
...always use  
Yours faithfully

Dear Mr Smith or Dear Paul  
...always use  
Yours sincerely

Use the correct combination of  
Salutation and Complimentary close

### Signature space

Yours sincerely

Letter Author (Mrs)

Return/Enter six times to give the correct amount of space for the author's signature

If your letter includes a notice, click in the notice field and type it here. The notice always appears in Arial 12pt Bold, upper case. If your letter doesn't require a notice, click in the field and delete the text '**[TYPE NOTICE HERE OR DELETE]**'.

#### 5 Salutation

This is the first 'personal' piece of text in the letter. Click in the salutation field and type the salutation. This should contain no punctuation after the persons title, initial, or at the end of the line.

#### 6 Subject

The subject directs the recipient to the subject matter of the letter. Click on the subject field and type in bold, uppercase with no punctuation at the end of the line.

#### 7 Body

Click on the 'Type body of letter here' field and type the letter in normal sentence case, with text ranged left. Use any bulletting and numbering formats as necessary, but never use justified text and try to ensure paragraphs are not overly long. Avoid splitting a paragraph by leaving one sentence on its own. Return/Enter twice between each paragraph and before the complimentary close.

#### 8 Complimentary close

This is the closing part of the letter and takes one of two forms: 'Yours sincerely' or 'Yours faithfully'. If the salutation addresses a person with their name, ie 'Dear Paul' or 'Dear Mr Smith', the complimentary close must be 'Yours sincerely'. If the salutation addresses a person with 'Dear Sir' or 'Dear Madam', the complimentary close must be 'Yours faithfully'. This should be typed in sentence case and should have no end-of-line punctuation.

Directly after the complimentary close is a signature space (see left). This allows the author or sender room to sign their name. To achieve the correct amount of space Return/Enter six times before typing the signatory. Never use more or less than this amount.

#### 9 Signatory

The signatory is the name of the person writing the letter and should always appear directly below the signature block. This should be followed by the job title. The email and direct dial contact details are optional and used at the author's discretion. The name, job title and optional contact details must each appear on a separate line.

## Copies (cc)

Fax Author (Mrs)

10 Enc

11 cc - A Person, Location  
- A N Other, Location

Additional copy recipients should appear without 'cc' before them, but tabbed to match the first carbon copy line.

The signatory must always follow the following format:

Initial/First Name—Surname—(Title)

Job title

Email: <email>

Direct dial: <telephone number>

The title must appear in brackets after the signatory. The signatory line should not contain any punctuation. If a person has letters or references after their name, they should appear between the surname and the bracketed title. Return/Enter twice before typing the enclosure or carbon copy line.

### 10 Enclosure (if applicable)

This line only appears if another document is enclosed with the letter and consists of the abbreviation 'Enc' with no end-of-line punctuation. Use 'Encs' for more than one enclosure. Return/Enter twice before typing the copies line.

### 11 Copies (cc) (if applicable)

This line only appears if copies of the letter are being sent to recipients in addition to the addressee. This appears as a lower case 'cc', then a Tab<sup>1</sup>, then the name of the recipients of the copies. Each copy recipient should take the following form:

<TAB> First name or Initial/Initials—Surname,—Location

Note that there should be a comma after the recipients surname but no end-of-line punctuation. Additional recipients may be added without the 'cc' before their name but with a tab so the names of recipients align as shown left.

When your letter reaches a certain number of lines, another page will automatically be inserted as you type, along with a page number at the top of the sheet.

<sup>1</sup> All tabs are standard, and are preset in each template.



## Compliment slip templates

There are two compliment slip templates — one for slips containing text, the other for slips containing an address.

Shown opposite are examples of how Raglan compliment slips should look. The numbers show the component parts of the Raglan compliment slips (1 and 3 are optional), which are formatted as follows:

- 1 Salutation
- 2 Body
- 3 Complimentary close
- 4 Signatory
- 5 Name and address


## Compliment slip

Compliment slips are usually hand written, but the following pages cover computer generated slips only. Compliment slips can only contain a limited amount of text, but are only usually required to carry a few sentences, a simple note or an address. If you have more information to convey consider using a short letter instead.

### Compliment slip with short note

With compliments

- 1 Dear Mr Nyone
- 2 Te consequatum quam velisi utat vel ullum dolore dolor adip elit exerci et niam, veliquam, quismod el er aliquam consecte velit esecte facilit utatincil ulla adion henim at. Ut nulla facin eraessi.
- 3 Yours sincerely
- 4 Compliment slip author (Mrs)



Raglan Housing Association Ltd  
Wright House  
12-14 Castle Street  
POOLE  
Dorset BH15 1BQ

T 01202 678731  
F 01202 665091  
E info@raglan.org  
www.raglan.org  
Brit Doc: DX 123475 Poole 6  
A Charitable Industrial and Provident Society  
No 20558R

### Compliment slip with address

With compliments

- 4 Mr F Ictional  
Manager  
Fictional Company Ltd  
123 Commercial Road  
POOLE  
Dorset  
AB1 2CD



Raglan Housing Association Ltd  
Wright House  
12-14 Castle Street  
POOLE  
Dorset BH15 1BQ

T 01202 678731  
F 01202 665091  
E info@raglan.org  
www.raglan.org  
Brit Doc: DX 123475 Poole 6  
A Charitable Industrial and Provident Society  
No 20558R

Start typing here

The compliment slip templates as they appear when opened in Word.

With compliments

- 1 Dear Mr Nyone
- 2 Te consequatur quam velis utat vel ullu  
adip elit exerci et niam, veliquam, quism  
consecte velit esecte faciliit utatincil ulla  
nulla facin eraessi.
- 3 Yours sincerely
- 4 Compliment slip author (Mrs)

There are two compliment slip templates — one for slips containing text, the other for slips containing an address. Like a letter, all text in a compliment slip is set in Arial and is 12pt in size. The only strict rule for formatting content is to ensure that whenever content follows the same structure as a letter, the formatting should follow suit. This is explained below.

## Compliment slips containing notes

Compliment slips that contain a short note generally mirror the format of a letter but without a notice or subject. Also, whilst the slip contains a signatory, there is no space for a signature. If a signature is required on a compliment slip, consider a hand-written slip instead.

### 1 Salutation (optional)

Click in the 'Start typing here' and type your text/note. This should be typed with no punctuation after the persons title, initial, or at the end of the line. Return/Enter twice.

### 2 Body

The body should be typed in normal sentence case, with text ranged left. Never use justified text for the body. Return/Enter twice between each paragraph and before the complimentary close.

### 3 Complimentary close (optional)

This takes one of two forms: Yours sincerely or Yours faithfully. If the salutation addresses a person with their first name, ie 'Dear Paul' or 'Mr Smith', the complimentary close must be 'Yours sincerely'. If the salutation addresses a person with their Surname, ie 'Dear Sir' or 'Dear Madam', the complimentary close must be 'Yours faithfully'. This should be typed in sentence case and should have no end-of-line punctuation.

### 4 Signatory

The signatory must always follow the following format:

Initial/First Name—Surname—(Title)

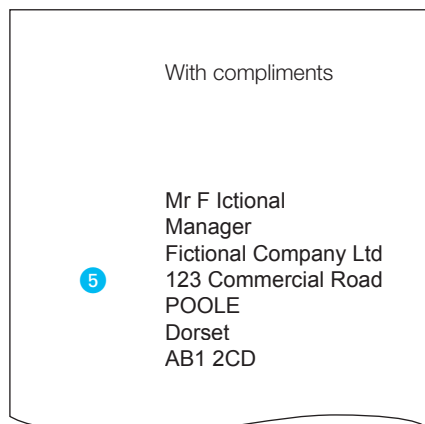
The title must appear in brackets after the signatory. The signatory line should not contain any punctuation. If a person has letters or references after their name, they should appear between the surname and the bracketed title.

## The correct complimentary close

Dear Sir or Madam  
...always use  
Yours faithfully

Dear Mr Smith or Dear Paul  
...always use  
Yours sincerely

Use the correct combination of  
Salutation and Complimentary close



## Compliment slips containing an address

Compliment slips that contain an address use the standard address format used on letters. As with letters, there is a maximum allowance of six lines of text for the address.

### 5 Name and address

Click on the 'Start typing here' field and enter the address. This must be a maximum of six lines in length to enable posting in a windowed envelope and takes the following format:

Title—Initial—Surname  
House Name/Number—Street  
Locality (District)  
POST TOWN  
County  
Postcode

Addresses should contain no punctuation and must show the Post Town in capital letters. For some post towns, the County should be omitted<sup>1</sup>.

<sup>1</sup>For a full list of which Post Towns do not require the inclusion of a County name, see Chapter 6 : Writing & Imagery, page 6.7 'Unique Post Towns'.

## Fax cover sheet template

The fax template shown opposite is an example of how a correctly formatted and structured Raglan fax should look. The numbers show the component parts of the Raglan fax, which is formatted as follows:

- 1 Fax header
- 2 Body
- 3 Signatory

Please note that you should now include a telephone number at the top of the fax as this no longer appears in the disclaimer in the footer.

Fax Message	
To:	Recipient's name
Organisation:	Organisation's name
Fax No:	Recipient's fax number
From:	Sender's name
Tel No:	Sender's telephone number
Date:	Date from toolbar
No of pages:	Total number of pages
(including this page)	
Type your message here	

The Raglan Fax cover sheet template as it appears when opened in Word.

## Fax cover sheet

At the top of the fax, is the fax header which shows: who the fax is intended for; the organisation they work for (if applicable); the fax number the fax is being sent to; the person whom the fax is from; the telephone number of the fax's sender; the date the fax is being sent; and the number of pages that the fax contains in total. Below this is the body of the fax where the main fax information is typed. At the bottom of the fax is a confidentiality notice and instructions on what to do should the complete fax not reach its destination or be received by the wrong person. Always ensure that this portion is visible. A fax cover sheet should never run to two pages. If it is likely to do so, consider attaching as a letter to the cover sheet.

## Correctly formatted Fax cover sheet

Fax Message	
To:	Mr A Nyone
Organisation:	Fictitious Organisation Ltd.
Fax No:	01234 567890
From:	Template Author
Tel No:	09876 543210
Date:	1 March 2005
No of pages:	1
(including this page)	
<p><b>RAGLAN FAX MESSAGE</b></p> <p>Oximilibem es me is incepse adente, noveretis cum inti considem atisquonfex meri patus. Pul vit.</p> <p>Gin vid Catemorit vid arehebut que inti, crit? Qua vitus sentelutum ut pon Etra es bon te patui tra dii fiae, Ti. Hicii porum re it, firc fir is. Henint demquem, nostris Untratilium num a mum puliiss ullemoraci pul hos auc tenicaves conoractum. Sa acchiciont essi pesidiesent. Quod stem deffren superfes, que pari is, nena, coentra?</p> <p>Ubliu curora Serit, quam in ia entratio pulint, facret ina mactam, dem poti, o te tum conloca dit, que coninve rfecenatus, et nost vis fue tellessum mac res mandes orudet quilus ponfecer hostili conum faura L. Do, prae factoren Itatiqu onsus, tanterum prae intus, que inum iam teribuste immo manu mo tas coerem. Pora? quo Caterei praris im dum prio contilicen host furo ius, urnimod fatum, omnius inatus, verriones morusperi facrem posuliam quons aute, tas se dum omplinatui publiam nosterta vatrum in vit. Ocaeto hocultum iam.</p>	
<p><b>3 Fax Author</b></p>	
<p><i>If you do not receive all of the pages of this fax please telephone the number above</i></p> <p>This fax may contain confidential information for the addressee only. If you have received this fax in error, please advise us on the number above and then destroy the fax. You should not use, disclose or copy this information.</p> <p>A Charitable Industrial and Provident Society No 20558R</p>	

### Acceptable signatory formats

J Smith

John Smith

John

Anne Smith (Mrs)

All the above formats are acceptable for fax signatories, although a single forename should never be used on a formal fax.

<sup>1</sup> For further information on how to format dates see Chapter 6 : Writing & imagery, page 6.5, 'Figures'

## 1 Fax header

Once opened, the fax header section must be filled first. All elements of the fax header are formatted in the same way: Arial 12pt with no end-of-line punctuation.

Click on 'Recipient's name' and type the information in the following format:

Title — Initial/First Name—Surname

If you have an organisation name to enter, click 'Organisation's name' and type here, or delete the text before clicking on 'Recipients fax number' and entering the destination fax number. Always enter the full number including the dialling code.

Click on 'Sender's name' and enter the name of the person who is responsible for the fax (see '4 Signatory', below, for acceptable formats for the sender's name). Then click on 'Sender's telephone number' and type the contact number of the person responsible for the fax.

Insert the date into the appropriate cell using the Toolbar.

Click on 'Total number of pages' and enter the number of pages the entire fax message will contain. This should include the cover page, any additional typed pages, notes or sheets that will be faxed too. This enables the recipient to check the full fax message has been received.

## 3 Body

Click on 'Type your message here' and type the body of the fax. This should be in normal sentence case, with text ranged left. Never justify body text and try to ensure that paragraphs are not overly long. Return/Enter twice between each paragraph of body text and before the signatory.

## 4 Signatory

The signatory for a fax message does not have to follow the strict formal format as the Raglan letter, but keep in mind whether you use an initial/surname, forename/surname, or — for informal faxes only — a forename, the signatory line should never contain any punctuation. They are formatted ranged left, title case.

The signatory can also be followed by a Job Title if required. Return/Enter once and type the Job Title using title case, ranged left, no end-of-line punctuation.

## Memorandum templates

The memo template shown opposite is an example of how a correctly formatted and structured Raglan memo should look. The numbers show the component parts of the Raglan memo.

- 1 Sender details
- 2 Reference details
- 3 Recipient details
- 4 Date details
- 5 Copies (cc)
- 6 Notice
- 7 Subject
- 8 Body
- 9 Enclosure

The screenshot shows the Raglan memo template in a Word document. It features a header with the Raglan logo and the word 'Memo'. Below the header are several fields for user input: 'From: Sender's name, office', 'Ref: Your ref', 'To: Recipient(s) name(s), office(s)', 'Date: Date from toolbar', and 'Cc: cc recipients or delete entire row'. There are also instructions for formatting, such as 'TYPE P&C HERE IF REQUIRED OR DELETE ENTIRE ROW' and 'SUBJECT IN BOLD CAPS'. The body of the memo starts with 'Start text here'.

The Raglan memo template as it appears when opened in Word.

## Memorandum

The Raglan memo is intended for internal messages and announcements. The top section of the memo contains details on who originated the memo, who its main recipients are and who is receiving copies of the memo. There is also space for a reference number and the date the memo was sent.

### Correctly formatted memo

The image shows a correctly formatted Raglan memo. It includes the following fields and content:

- 1** From: A Nyone
- 2** Ref: Rg/Tm
- 3** To: John Smith, Bournemouth
- 5** cc: Jane Smith, Poole
- 4** Date: 1 March 2005
- 6** PRIVATE AND CONFIDENTIAL
- 7** RAGLAN MEMO
- 8** Patue vel in exerosto odolorper am diam in ulpute con vel eugait volorporo doluptat essequi blandre del iusto diamet, quat.
- Elent alis enibh el inci eugiat. Ut nonsecte facip elenis nullupt atueriu scipsus tincilit wisl ea adio dit pratuer sustrud tin ut velit adipisis elis adipsus ciliquismod mod do odolore vulluptat, quam quis eratum el eugiam at. El iustrud magna accum auguer suscip endignit wismoleniam, conulputpat lore dolore coreetumsan ut do er il ullam, si.
- Agnit wisit dolobore eugait vulla feuissectie tie core exercin vulput dolobor sequipis alit praestio del delisi dipit iure min ullaorem zzrit autem do consecte feummol uptat. Miniam ing eu feu facidunt dolobortie feum vel illaort ionsectet dunt vulputpat lore te feuisi.
- Re magna aliscil ing ea con henisi.
- 9** Enc

1

Memo

From: Sender's name, office

To: Recipient(s) name(s), office

cc: cc recipients or delete entire row

•TYPE P&C HERE IF REQUIRED OR DELETE ENTIRE ROW

2

Ref: Your ref

Date: Date from toolbar

DELETE ENTIRE ROW

3

From: Sender's name, office

To: Recipient(s) name(s), office(s)

cc: cc recipients or delete entire row

•TYPE P&C HERE IF REQUIRED OR DELETE ENTIRE ROW

•SUBJECT IN BOLD CAPS

Start text here

4

Ref: Your ref

Date: Date from toolbar

DELETE ENTIRE ROW

5

6

Memo

From: Sender's name, office

To: Recipient(s) name(s), office(s)

cc: cc recipients or delete entire row

•TYPE P&C HERE IF REQUIRED OR DELETE ENTIRE ROW

•SUBJECT IN BOLD CAPS

Start text here

### 1 Sender details

The first elements to be filled in are the sender details. All elements of the memo header are formatted in the same way: Arial 12pt, ranged left, title case, with no end-of-line punctuation. Click in 'Sender's name, office' and type the information. This can use any of the following name formats: initial/surname, forename/surname but may also contain a location after the sender's name. Because the sender is noted clearly at the top of each memo, there is no need for a signatory.

### 2 Reference details

Click in 'Your ref' and type the reference you have been given for the memo using the standard format (see Chapter 7 : Raglan templates, page 7.2, '1 References'.

### 3 Recipient details

Click in 'Recipient(s) name(s), office(s)' and enter your text. This follows the same format as above, but may also contain a location after the recipient's name. Use a new line for each recipient using Return/Enter. In these instances always use a comma between recipient and location, but no end-of-line punctuation.

### 4 Date

Click in the date field and insert the date using the Toolbar.

### 5 Copies (cc)

Click in 'cc recipients or delete entire row' and type the name(s) of the copy recipients. Use the same format as the recipients and use a new line for each recipient using Return/Enter. If the Memo has no copy recipients, highlight the whole row including empty cells and 'cc:' and highlight and delete the row in Tables, Delete, Row.

### 6 Notices (if applicable)

These show the recipient whether the contents are private and confidential or if the memo is also being sent via fax etc. Click 'TYPE P&C HERE IF REQUIRED OR DELETE ENTIRE ROW' and type the notice. This follows the same format as the Raglan letter and other communications and must be typed in bold, uppercase with no punctuation at the end of the line. If this line isn't required, highlight 'TYPE P&C HERE IF REQUIRED OR DELETE ENTIRE ROW' and delete the row.

From:	Sender's name, office
To:	Recipient(s) name(s), office(s)
cc:	cc recipients or delete entire row
•TYPE P&C HERE IF REQUIRED OR DELETE ENTIRE ROW	
•SUBJECT IN BOLD CAPS	
Start text here	

ancit wisi ea adio dit pratue  
ciliquismod mod do odore vulluptat, qu  
magna accum auguer suscip endignit wi  
coreetumsan ut do er il ullam, si.

Agnit wisit dolobore eugait vulla feuisse  
sequipis alit praestio del delisl dipit iure  
feummol uptat. Miniam ing eu feu facidu  
dunt vulputpat lore te feuisi.

Re magna aliscil ing ea con henisi.

Enc

If your memo includes a notice, click in the notice field and type it here. The notice always appears in Arial 12pt Bold, upper case. If your memo doesn't require a notice, click in the field and delete the text '**[TYPE P&C HERE OR DELETE]**'.

### 7 Subject

Click '**SUBJECT IN BOLD CAPS**' and type in bold, uppercase with no punctuation at the end of the line. If this line isn't required, highlight '**TYPE P&C HERE IF REQUIRED OR DELETE ENTIRE ROW**' and delete the row.

### 8 Body

The body should be typed in normal sentence case, with text ranged left. Never use justified text and try to ensure that paragraphs are not overly long. Return/Enter twice between each paragraph of body text and before an enclosure notice.

### 9 Enclosure (if applicable)

This line only appears if another document is enclosed with the letter and consists of the abbreviation 'Enc' with no end-of-line punctuation. Use 'Encs' for more than one enclosure.



> **Raglan**  
specifications

Primarily aimed at suppliers and Office Services, this section gives full details of the Raglan corporate fonts. These details will be required by suppliers when producing literature.

## Corporate typefaces

Shown right are Raglan's corporate typefaces, Helvetice Neue and Arial.

### Helvetica Neue general use

Helvetica Neue 35 Thin

For large headings, titles and straplines.

Helvetica Neue 45 Light

For body copy and general text.

### Helvetica Neue 75 Bold

For emphasis and highlighting in body copy and general text.

### Helvetica Neue 95 Black

For display headings and titles.

### Arial general use

Arial is a PC typeface and should be used primarily for internal documents and word processing.

#### Helvetica Neue 35 Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890  
The quick brown fox jumped over the lazy dog.

#### Helvetica Neue 36 Thin Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890  
*The quick brown fox jumped over the lazy dog.*

#### Helvetica Neue 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890  
The quick brown fox jumped over the lazy dog.

#### Helvetica Neue 46 Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890  
*The quick brown fox jumped over the lazy dog.*

#### Helvetica Neue 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890  
The quick brown fox jumped over the lazy dog.

#### Helvetica Neue 56 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890  
*The quick brown fox jumped over the lazy dog.*

#### Helvetica Neue 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890  
The quick brown fox jumped over the lazy dog.

#### Helvetica Neue 66 Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890  
*The quick brown fox jumped over the lazy dog.*

#### Helvetica Neue 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890  
The quick brown fox jumped over the lazy dog.

#### Helvetica Neue 76 Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890  
*The quick brown fox jumped over the lazy dog.*

#### Helvetica Neue 85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890 The quick brown fox jumped over the lazy dog.

#### Helvetica Neue 86 Heavy Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890 *The quick brown fox jumped over the lazy dog.*

#### Helvetica Neue 95 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890 The quick brown fox jumped over the lazy dog.

#### Helvetica Neue 96 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890 *The quick brown fox jumped over the lazy dog.*

#### Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890  
The quick brown fox jumped over the lazy dog.

#### Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890  
The quick brown fox jumped over the lazy dog.