

## 1. Purpose of LINK's Style Guide

To standardise written materials prepared on behalf of LINK by different people within the Scottish Environment LINK network.

The style guide is one part of LINK's communications strategy and has the objective of presenting a consistent, coherent voice.

## 2. Main Documents

This LINK Style Guide should be referred to when preparing:

- Press Releases
- Briefings (Parliamentary or others)
- Consultation Responses
- Official letters
- Reports

Please also refer to [LINK Social media guidelines](#).

## 3. Target Audience(s) for LINK outputs

Internally: individuals, groups and committees in the LINK network and its member organisations.

Externally: individuals, groups and committees mainly in the areas of Scottish Government and agencies, Parliament, policy, media and other environmental, social, business and academic organisations in the UK and internationally.

## 4. How to write Scottish Environment LINK

Our name for general use is 'LINK' and should be used in this form on all communication materials.

Ensure you use the full name, written as such: Scottish Environment LINK once at the first mention in a text or document, or section or chapter in a long document. Thereafter you may use 'LINK'.

Do not use the acronym SEL.

## 5. Tone

The overall style of the writing should be:

- Informative
- Clear

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- Purposeful
- Accurate
- Substantiated

## 6. Logos

LINK logos: There are several types of LINK logos. In all cases the proportions should be retained in any resizing. The main LINK logo that should be used is:



This is the main LINK logo and should be used on white backgrounds. See below for reverse logos.

### Usage

#### *Placement*

The logo should be placed in the top left or right of cover designs.

#### *Exclusion zone*

The minimum space all round the logo would be the height of the letter S in the logo at the size it is being used on the document.

#### *Sizes*

The minimum size is 30mm

A5 - 30mm

A4 - 40mm

A3 - 56mm

A2 - 80mm

A1 - 115mm

### Colour

#### *Colour Codes*

These are the only colours which should be used in our communications materials. Colour

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breakdowns are given for printing and for web use.

Main Logo	Other	Our Society
Pantone 568 C Red 0 Green 110 Blue 107 #006e6b	Pantone 5425 C Red 97 Green 129 Blue 141 #61818d	Pantone 157 C Red 217 Green 129 Blue 67 #D98142

We also have the logos in reverse and this should be used where the background is coloured, for example on LINK business cards. The full suite of logos are available on Sharepoint -

Information & Publicity - Documents\Logos\LINK logos\LINK logos current

*Secondary LINK Logo where space is limited*



*LINK Mini-Logo*



This can be used within LINK reports or publications as primarily a header then a footer. This can also be incorporated into flyers or leaflets or other ad hoc communication materials where space is limited or minimal reference to LINK is sufficient. You may also wish to use

*LINK Mini-Banner*



Scottish Environment LINK the voice for Scotland's environment

## 7. Typeface

The LINK typeface is Calibri 12 pt (Regular, Bold, Italic).

- Text should be no smaller than 12pt
- Headings should be bold and if space allows it no smaller than 14pt but no larger than 16pt.

## 8. Copyright and date

Photographs/Images – LINK must have prior written permission to use **any** image both in published documents and on social media and (where applicable) the photographer should be credited. See Photo library/consent forms.

For written materials, the copyright for the concept, text and illustrations is Scottish Environment LINK, unless otherwise noted and should be written out as such:

© Copyright Scottish Environment LINK <YEAR>

Ensure there is always a date on every publication and a contact address / website as appropriate.

## 9. Charitable Status

LINK's charitable status must be included at the end of all documents and should be written out as such:

LINK is a Scottish Charity (SC000296) and a Scottish Company Limited by guarantee (SC250899), core funded by Membership Subscriptions and by grants from NatureScot, Scottish Government and Charitable Trusts.

Registered Headquarters: 5 Atholl Place, Perth PH1 5NE

## 10. Acknowledgements

Acknowledgements should be included at the end of report or document. Give full acknowledgements to individuals, organisations, funding supporters, other publications or internet-based sources (in format URL, date and time of access), if not already noted, in particular those outwith the LINK network. Seek Senior Staff advice on current core funders to be acknowledged.

If a report or other publication is associated with specific funding this may need to be additionally included but please check with a LINK staff member if in doubt.

## 11. Authors and Contact Details

# LINK Style Guide



<Name> Convener of the <INSERT> LINK Group,  
ADD contact details here

Or

Add LINK staff contact and details eg

Dan Paris  
Director of Policy and Engagement  
[dan@scotlink.org](mailto:dan@scotlink.org)

Example:

Helen Todd Co-Convener of the LINK Hilltracks Group  
helen.todd@ramblers.org.uk

## 12. Signatory Organisations

List alphabetically at the end of the document. For reports where there is member sign-up, the logos can be listed alphabetically at the back of the publication if warranted.

## 13. LINK Explanatory Notes

The LINK explanatory notes should be included at the beginning of a report as follows:

Scottish Environment LINK is the forum for Scotland's voluntary environment community, with over 45 member bodies representing a broad spectrum of environmental interests with the common goal of contributing to a more environmentally sustainable society.

LINK can also be described, for example in a press release, as follows:

‘Scottish Environment LINK, a coalition of Scotland’s leading environmental charities’.

For the most up to date wording please also check appropriate template – section 17 (e.g. Press release, briefing etc.) available on Sharepoint – Admin folder/ Templates/ LINK Current stationery for current wording.

## 14. Figures and Tables

Give full details of source of data and credit line if not LINK.

## 15. Annexes or Appendices

Use same style as main text for title, headings and body text. Give full source or credit lines.

## 16. Other Publications and Reports

On occasions there are other LINK publications and reports that need specific design needs and therefore do not follow the Style Guide guidelines or ready-made templates. In these cases, a designer needs to be used whether externally or in-house.

It is important that Tone, Logo, Copyright, Charitable Status, Acknowledgements, Authors, Contact Details, Signatory Organisations and Introductory Paragraph guidelines from this document are included and followed.

## 17. Templates

[LINK Consultation Response template](#)

[LINK e letterhead](#)

[LINK Press release template](#)

[LINK Parliamentary briefing template](#)

## 18. Text Tips

Abbreviations: Use sparingly and according to common convention.

Acronyms: Use according to common convention. Normally you need to use the full name only once at the first mention in a text or document, or a section or chapter in a longer document. Thereafter you may use the acronym.

Contractions: Use sparingly and according to common convention. Formed by omitting the middle of a word for example, Ltd, Dr. Avoid informal contractions for example: we've, shouldn't, mustn't.

Dates: Use 8 April 2005 or Monday 12 December 2007.

Footnotes and links: Use for definitions and references, sources and data to substantiate a point. Any explanations or clarifications should be given within body text.

Numbers: Spell out one to nine, others in figures. Avoid mixing both types in one sentence; in this case, use words in preference to numbers.

Parentheses: Use Round Brackets sparingly for digressions and explanations or as an alternative to dashes. Square brackets are for comments or corrections.

Plurals: Use the general public does/has/thinks; the council/committee/forum has; the government has/is/does; Marks & Spencer has/is does.

Scientific Names: Latin names for trees, flora and fauna are italic, but not the authority.

Symbols and Notations: Must be in the correct format. Common ones are km<sup>2</sup>. % is given as per cent. Use ‘&’ only where part of a name or brand and never instead of ‘and’, for example, Smith & Son Ltd.

Time: Be consistent with time format. Use 12-hour clock with space but no point, for example, 4.00 am, 6.15 pm, 9.15 am or use the 24 hour clock, for example, 09:15, 15:30, 18:00.

## 19. Paper and Other Formats

All publications and outputs should be converted to PDF format, saved in the relevant folder on SharePoint and sent to LINK’s Communication Officer for publication on the LINK website. The number printed should be to the minimum and alternatives to any printing includes creating QR links to the publication on our website for view/download.

## 20. Equalities

In text use, for example:

chair not chairman/chairwoman

business person not businessman

unemployed person not the unemployed

disabled people not the disabled, the blind etc.

wheelchair users not wheelchair bound/confined.