

4. Text

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

- keep sentence and paragraph length short
- make it as easy as possible for the reader
- be ready to edit rigorously - sometimes less is more

Large blocks of type set in capitals are difficult to read. A paragraph set in all capitals takes 15% longer to read and takes up 40% more space. See the next page for further guidelines on clear and accessible print.

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

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

Use plain English throughout including straightforward, conversational words that are friendly and encouraging. **Writing Effective Interpretation** (SNH, 2008) is a useful guide.

Type and Layout

The typeface used throughout these guidelines was chosen for its legibility and range of styles. Recommended fonts are Gill Sans, Arial and Humanist.

Broomhill Walk

River walk by open fields between Nethy Bridge and Broomhill Station

Distance: 3 miles (return)

Approximate time: 1½ - 2 hours

Start: Community Centre

Terrain: low-level riverbank path with stiles.

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

Wilderness Trail

Circular walk through pine woodland.

Distance: 1½ miles

Approximate time: 1 hour

Start: Causer car park

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

River Walk

Circular walk alongside the River Nethy and through pine woods.

Distance: 1½ miles

Approximate time: 1 hour

Start: Community Centre

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

An easy to read leaflet

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

- text should contrast clearly with the background
- keep headings aligned to left
- use clear and uncomplicated layout
- text should be set horizontally
- do not set text over images
- minimum use of upper case letters, use title case for proper names only
- range text from left
- use minimum coloured text, ie to highlight potential hazards
- avoid underlining and italics, use bold instead for emphasis
- avoid 'light' or condensed font styles
- avoid watermarking
- use minimum 11 point size or 12 point where possible as here; possibly use 14 point for websites and telephone numbers
- have some large print versions at minimum 14 point size available at outlets such as Visitor Centres and Visitor Information Centres

Visit www.rnib.org.uk for further guidance.

Welcome to Nethy Bridge!

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



Walks →→→→→→→→

A network of way-marked paths, including an all-abilities trail, provides a great opportunity to discover more about the Abernethy area.

The paths are generally low level, with minimal gradients, and range from 1½ to 5 miles in length. Each route's way-markers are a different colour for easy route finding (see above). The network links with the neighbouring villages; to Boat of Garten via the Strathspey Steam Railway, and to Grantown-on-Spey via the Speyside Way long-distance route.

Explore Abernethy

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

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

5. Maps

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

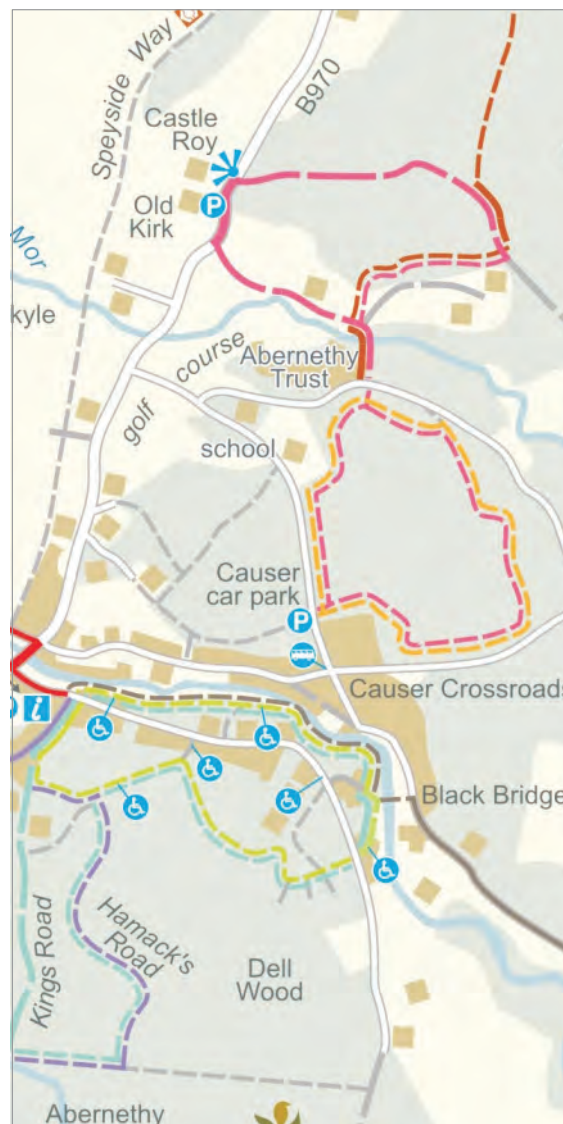
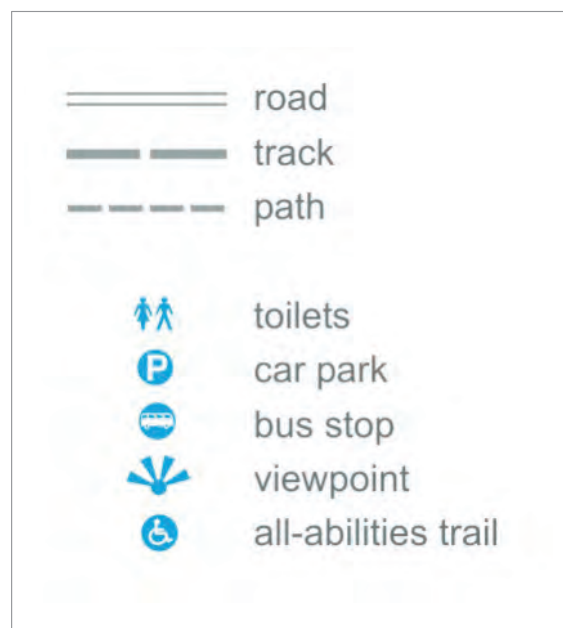
Recent research has found that people use a variety of ways to read and interpret mapped information.

Many people are simply not used to reading maps. Therefore, in order to reach the widest possible audience, it is good practice to supply information in a variety of forms: maps, waymarkers and route descriptions (see sections 1 and 4, p5 and p8).

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

Ways you can do this include:

- use traditional 'bird's eye' maps rather than perspective or oblique views
- show distinctive features and waymarks for navigation
- use colour in a simple and consistent way, linked to features in a predictable fashion, for example:
 - green is usually woodland
 - blue is usually water
 - red is usually something important
- avoid using similar colours together when showing different paths
- show paths by making the route as big and bold as possible - **remember, the paths are the most important thing you are trying to highlight.**



- use standard blue icons to show visitor information such as information centres, car parks, toilets and viewpoints
- consider highlighting routes that are barrier free with a good surface and low gradient
- only show topography if it adds information essential to the route and then use a simple design - contours are not understood by many people
- reduce the words on the map to those that help the user
- show obvious landmarks such as churches, castles etc

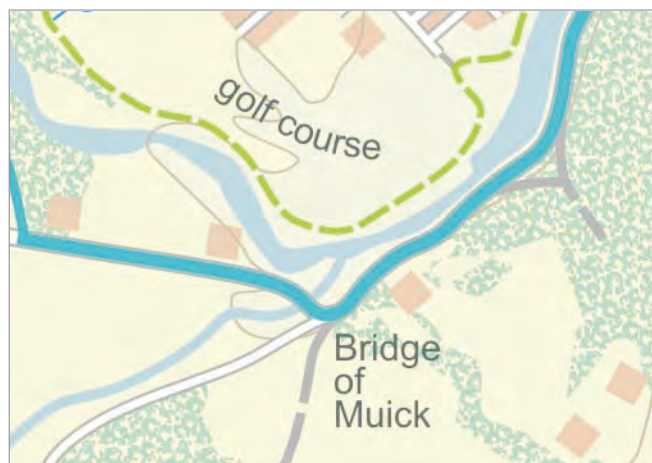
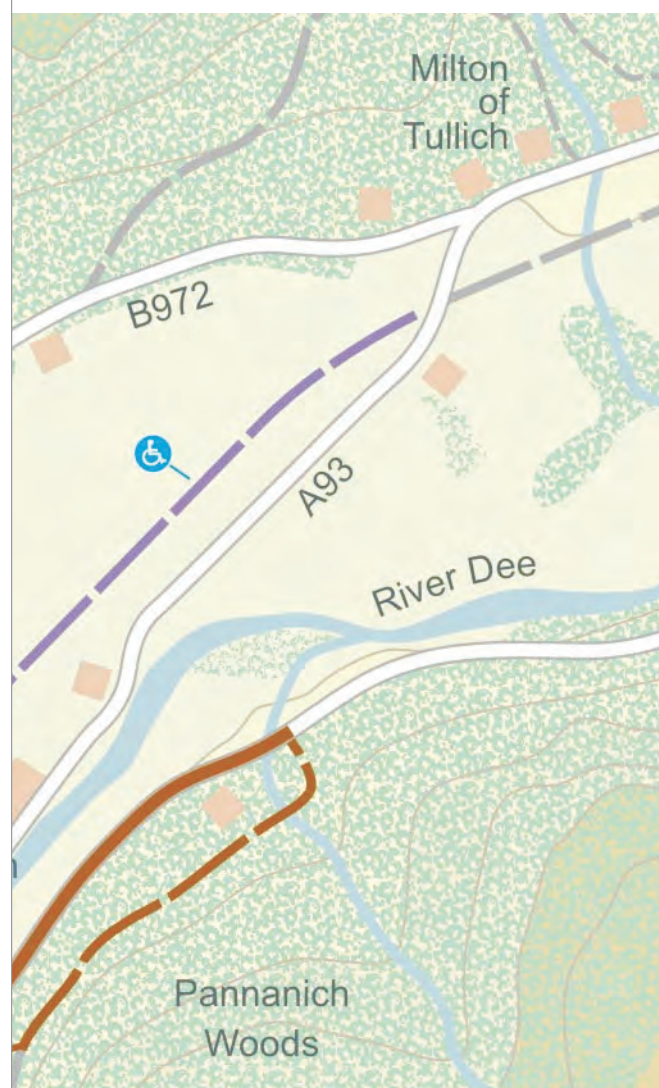
Other points

If the map shows waymarked routes make sure that the waymarkers are actually in place on the ground and match the colour/design on the map.

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

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

Ballater Paths Map



Enjoy Scotland's outdoors responsibly

- take responsibility for your own actions
- respect the interests of other people
- care for the environment.



SCOTTISH
OUTDOOR ACCESS CODE

**KNOW THE CODE
BEFORE YOU GO**

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