

6. Photographs and drawings

Photos should show your paths and what's special about your community. Plan what photos you will need at the start of the project.

Quality

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

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

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

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

What about old photos?

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

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

Style

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



© Hendy Pollock / Strathspey Railway Company



© Highland Council



© Sandy McCook / Explore Abernethy

Copyright issues

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

Illustrations

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

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

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

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



Attack on Ruthven Barracks, Kingussie, August 1745
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7. Visitor information

Visitors are likely to find a wide range of other information useful but it is important to present this information in a clear and consistent way. These can all be shown on the map using internationally recognised blue icons.

- toilets 
- car parks 
- bus stops 
- viewpoints 
- information points 
- all-abilities trail 



National Nature Reserve

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

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

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



Long Distance Route

8. Responsible access

Your leaflet is the opportunity to promote **specific areas of responsible access** for the benefit of path users and land managers. So if your local woodland has ground nesting birds, advise walkers, for example: **'Help us to protect ground - nesting birds. Please keep your dog on a lead from 1st April to 15th August'**.

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



9. Other things to consider

- **number of leaflets**

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

- **distribution and sale**

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

- **use of the Cairngorms National Park brand**

We want to see communities present themselves as part of the Cairngorms National Park by using the brand, but please contact the Cairngorms National Park Authority for permission.

- **A Park for All**

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

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

For further information visit www.direct.gov.uk

10. Role of the Cairngorms National Park Authority

One of the key outcomes in the Cairngorms National Park Plan is to encourage a wider range of people to enjoy the outdoors. We see promoting local paths as a really important way of helping us do this. So if you want help with a path leaflet please contact us on 01479 873535.