

Peak District National Park

Village Trail Leaflets

Leaflets and guides help with the planning of what there is to see and do and how far to go and allow those that know their area best to tell others what they like best.

Before you start:

- Reasons – be clear about what is special about your area and who you want to communicate it to
- Easy to use - make sure your paths are suitable for your audience and that you have permission to promote them
- Key paths – consider providing a short network of paths instead of promoting all paths equally
- Attractiveness – design your leaflet so that it looks good, is of a convenient size, and is easy to read and understand
- Engaging – be interesting but brief giving details of where to find out more
- Timeless – be careful about providing information which can date quickly

To help make your leaflet stand out:

1) Layout

Size – A4 landscape folded into thirds or A5 portrait are the most suitable for fitting into leaflet racks, for ease of printing, and for using when out and about.

Front cover – photos or illustrations should be eye-catching with the title at the top of the leaflet

Back cover – include a location map, directions, and other visitor information

Text – simplify layouts, provide a contrast with background, do not set text over images, use bold in preference to underlining or italics, minimise use of upper case.

2) Maps & Illustrations

Simplicity - show the paths as big and bold, highlight key features and visitor information, use colours and symbols consistently, have a key

Copyright – seek permission for maps and photographs and if in doubt speak to a specialist map designer

Testing – ask others to try out your draft maps

Quality – use high resolution photographs which are welcoming and reflect the subject of the leaflet

3) Information

Paths – give a description and an idea of distances and highlight easy access routes with details of path surfaces, stiles or gates and gradients

Responsible access – identify areas of environmental or other sensitivity

Language – be friendly using plain English and short sentences

4) Links

Websites – provide a link to community webpages so that people can find out more.

Branding – promote your village as being within the special landscape of the Peak District National Park

Contact us. We are happy to help. Please visit www.peakdistrict.gov.uk/villagetrails for details