PCC
Office of the Police and Crime Commissioner
Devon and Cornwall

Corporate Identity Guidelines

March 2014

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1.0 Introduction

The Devon and Cornwall Police and Crime Commissioner brand is much more than our logo, strapline and business card formats. The brand is the result of many different factors that create an overall impression of the Office of Police and Crime Commissioner in people's minds. Our corporate image is the way that people think and feel when they hear the name 'Tony Hogg' or 'Police and Crime Commissioner.

The OPCC's vision is for Devon, Cornwall and the Isles of Scilly as the safest area of the country, served by the best police force and its mission is to cut crime and the fear of crime by bringing policing closer to the public.

These statements should guide our behaviour and the way in which we communicate. Every contact we have with a member of the public can have a positive or negative impact on our brand.

As the work of the OPCC develops, as we focus more on holding the Force to account while finding new ways to work with other partners to deliver excellent public services, it is important to refine our identity and brand promise to those who might use our services.

Consequently this document features a new brand for Devon and Cornwall OPCC - one which clearly states the purpose of the office, in a modern and clean way.

The decision not to use the Force crest has been taken to help the public understand the distinction between the OPCC and the Force.

1.1 Corporate identity

Our corporate identity is conveyed by our corporate image and that includes our logo and the words we use. It helps to embed messages to the public about who we are and what we do.

Everything that is branded Office of the Police and Crime Commissioner can create an impression in our communities. Quality and consistency in our corporate identity will promote the OPCC's growing professional reputation. Proper use of this corporate identity will influence our corporate image.

As guardians of the OPCC corporate identity you all have a responsibility to ensure it is applied correctly and consistently.

This guide provides guidance when commissioning or producing communication materials for the OPCC across all media, including all forms of print and digital delivery but should you have any further queries please contact the OPCC communications team.

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1.2 What's new?

- We need to present a modern and relevant visual identity to the public and our stakeholders to reflect the OPCC's growing influence on policing in the future;

- While some members of the public understand the role the OPCC has in the wider police family many still see it as just another part of the Force - it is important for the OPCC to create a healthy distance between itself and the Force;

- Although the Force crest is owned by the OPCC the use of heraldry is not indicative of the modern role the OPCC has to play in the policing landscape;

- The separation of interests achieved by not using the crest means that members of the public and partners will easier undertsand the new role of OPCC particularly in relation to commissioning and victims;

- Using the same crest as the Force is seen by some to indicate an overly close relationship between the Force and the OPCC a conflict of interests.

1.3 When does this start and what about the cost?

This is being implemented as a rolling change and should be used when new materials, forms, adverts, communication tools or buildings, etc. are produced. There have been no additional cost implications to the re-branding.

Anything currently displaying our former corporate identity should be changed as and when replacements are required for other purposes or when existing supplies of stationery, etc. are exhausted.

However, a decision has been made to no longer print and hold a stock of letterheaded paper. An electronic template should be used on all occasions - this is easier to use and will help the office to reduce costs.

2.0 Logo

The new logo comprises three elements – a map of Devon, Cornwall and the Isles of Scilly, the full name of the office and the letters PCC - this is the reference most used by the public in day to day conversation and by the media so it is sensible that it forms part of the logo.

The arrangement, spacing and positioning of the three logo elements should never be altered.

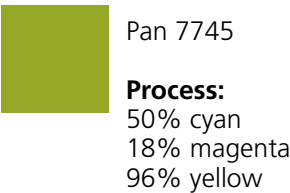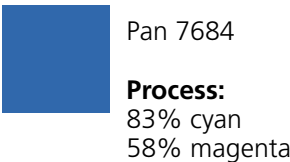All three elements of the logo must be used at all times.

The preferred version of the logo is shown below:

PCC
Office of the Police and Crime Commissioner
Devon and Cornwall

If the logo is used on our blue background the text must be white, as shown below.

PCC
Office of the Police and Crime Commissioner
Devon and Cornwall

The logo is made up of the following two colours:

Pan 7684	Pan 7745
Process: 83% cyan 58% magenta	**Process:** 50% cyan 18% magenta 96% yellow

Other acceptable colours –

Black or single colour. Only to be used when colour is unavailable.

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2.1 Exclusion zone

It is important that a 'clear space' is always maintained to ensure the OPCC logo is given prominence and can be seen clearly. The 'exclusion zone' is illustrated here:
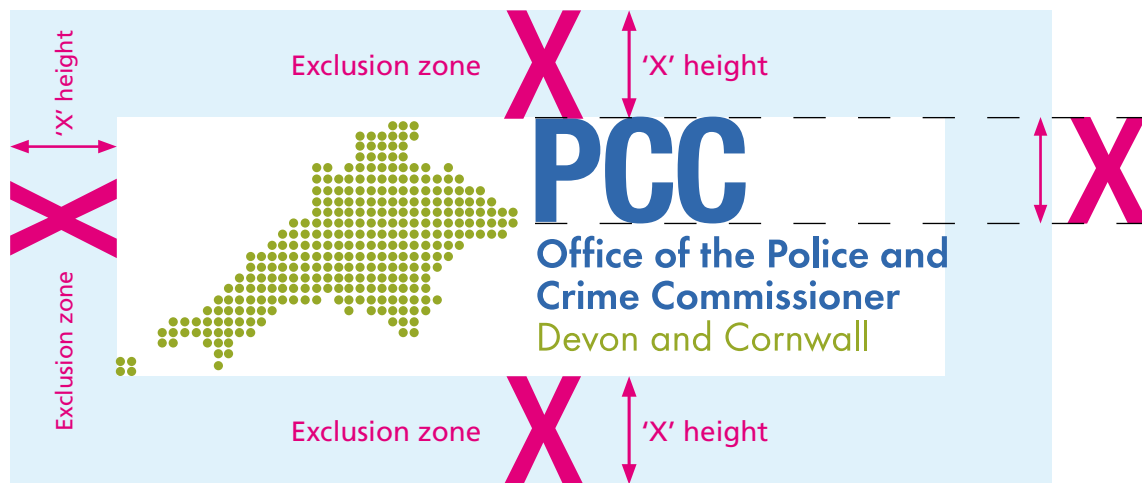
2.2 Minimum size

To ensure legibility at all times, it is important that the logo is never reproduced smaller than the minimum size shown here:

The width of the logo should never go below 40mm.

40mm minimum width

The exception to this minimum sizing is on branded merchandise, for example, on pens or pencils.
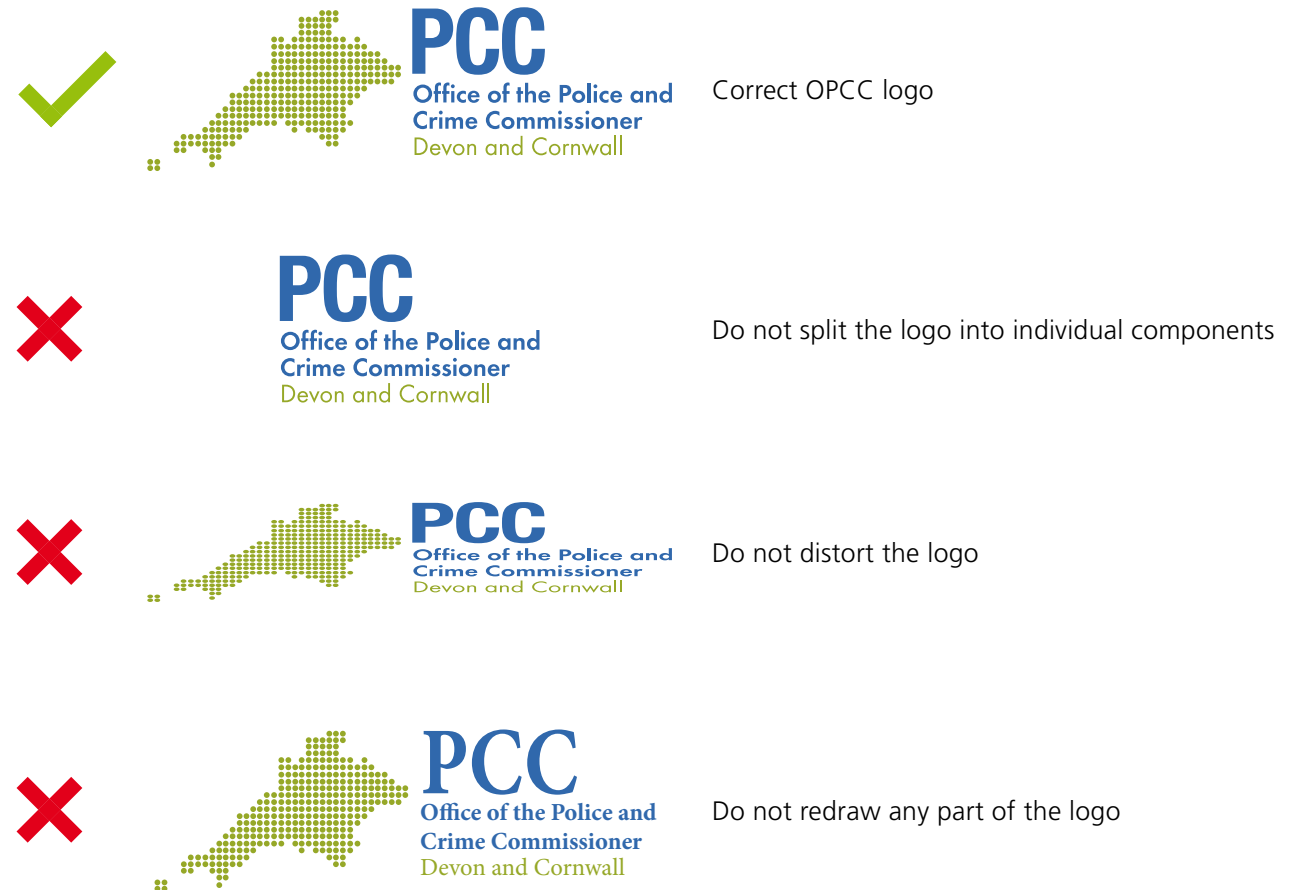
See section 11.2 for more information.

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2.3   Incorrect use of our logo

The logo must not be manipulated or modified in any way, including:

- Adding a strapline to any version of the logo
- Adding any outlines or borders to the logo
- Changing or altering any or all of the logo colours
- Altering the size or spacing of any of the logo elements
- Stretching, contracting or distorting the logo in any way

The one exception is on very small branded merchandise, for example, pens or pencils, whereby reducing the logo to such a size would not be accessible to those with visual impairments. If you believe you have an exceptional circumstance, please contact Mark Tyler, OPCC communications manager.

Correct OPCC logo

Do not split the logo into individual components

Do not distort the logo

Do not redraw any part of the logo

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2.4 Positioning of our logo

2.4.1 Print

Our logo should always be positioned at the top right-hand corner of a printed page if possible.

Credit card sized leaflets/Z-cards

Due to the small size of these media, the OPCC logo should be positioned centrally on the page.

Exceptions to this positioning are:

Certificates, PowerPoint presentation slides, business cards, exhibition banners, letters, faxes and our website.

2.4.2 Using our logo on the internet

Guidelines for the use of our logo on the internet are the same as those for printed literature except for the following:

- Our crest and text beside it should never feature smaller than 310px and should always be placed at the top left of the page.

- The full colour version of the logo should be used at all times.

- Where the logo appears on any background other than white, there should be a white halo around the whole to avoid colour clash. The thickness of the halo should be 2% of the overall logo width.

- There should always be a gap, or exclusion zone of roughly 10% of the crest's height around the crest to prevent interference from other elements.

- Pixel values should be used in favour of millimetre measurements. The crest should never feature alone.

2.5   Colour swatches

Please find some sample swatches below that can be used on publication designs along side our logo.

PCC logo clours

PCC logo clours

PCC logo clours

PCC logo clours

PCC logo clours

PCC logo clours

PCC logo clours

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3.0   Sub-branding

National logos may be used externally where they exist for national campaigns; these logos should be positioned in the bottom left corner of the printed or digital image.

No other logos should be created without the permission of Mark Tyler, the OPCC communications manager. There should be no need to create a new logo for a campaign, operation or initiative. Words, colours and images can all be used instead to give a campaign it's own identity and message.

4.0   Co-branding

When the OPCC is working in partnership with another organisation, these co-branding guidelines should be followed by external designers as well as our own designers.

Examples of co-brands might be statutory partners like the local authority or health service, Devon & Cornwall Police, the Association of Chief Police Officers, or commercial partners such as local businesses or charities.

In every instance of co-branding where production of materials is being handled by the co-brand partner agency, our logo must be supplied as original electronic artwork to avoid distortion or degradation of quality. Please contact the reprographics unit to do this for you to ensure the correct file size and quality is supplied.

Under no circumstances should our logo be scanned, copied or otherwise recreated.

Consider the nature of the partnership before co-branding. Specific branding guidance on four different types of partnership follows:

4.1   Equal stakes partnership

If both organisations have an equal stake in the partnership, then our logo and the partner logo should be sized equally.

4.2   Secondary partner

If the OPCC is supporting a piece of communication owned by another organisation, care should be taken to ensure that these guidelines on logo size, exclusion zone and background colour are followed.

4.3   Sponsorship

When organisations contribute sponsorship funding to the OPCC they will often request a certain level of recognition or acknowledgment. If an organisation is sponsoring an OPCC activity, care must be taken to ensure the logos are positioned correctly as per these guidelines.

Please note that Mark Tyler, the OPCC communications manager, must authorise and approve sponsorship requests to ensure they are not detrimental to the OPCC brand.

5.0   Accessibility

It is important that all of our communications are inclusive and accessible to everyone, adhering to disability and discrimination legislation.

The following tips should be considered:

5.1   Text

- Font that is smaller than 12 point in size can be difficult to read.
- Align text to the left – don't centre or justify text.
- Avoid underlining, using italics or writing whole sentences in capital letters.
- Do not use shading unless it is really necessary.
- Break up large blocks of text with space or bullet points.
- Avoid printing text over photographs or illustrations as this can be very difficult to read.
- Try to use diagrams when you have a lot of information to convey.

Further advice on writing style for all audiences can be found in the force writing guide.

5.2   Images

- Use images that are crisp and clear.
- Try to print images in as high a resolution as possible. Using a lower resolution can mean that images become pixelated when magnified. A minimum of 300dpi should be used when possible for printed material.

5.3   Colour, tone and contrast

- Ensure there is good colour contrast so that people with colour vision issues are able to identify parts of the image easily.
- Make sure there is a clear contrast between the text and images on the page and the background colour.
- Ensure there is good tonal contrast; using dark colours against light colours will enable features within an image to be identified easily. Black and white gives the best possible contrast.
- Avoid using colours which are similar in lightness or darkness next to one another, even if they differ in colour, for example light green and light red, as some people with low vision or colour vision issues may not be able to tell the difference between these colours.
- Avoid using achromatic colours (black, white, grey) against colours of similar lightness or darkness, for example, dark grey against black.
- An inability to distinguish between red and green is one of the most common problems with colour recognition.

5.4   Language

- At the beginning of a project, consider whether it's necessary to produce materials in different languages.

6.0   Fonts

Preferred fonts are:

- Arial
- Frutiger
- Helvetica

7.0   Stationery

Templates for the new electronic letterhead ad compliment slip are available. Please contact the admin team for examples The templates should be used at all times to make sure we present ourselves in a consistent professional manner.
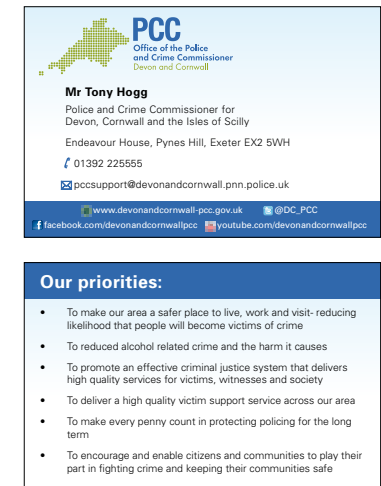
Please start to use the new letterhead and compliment slips immediately. The new business card template should be used when existing stock are depleted.

Letterhead – A4 (210 x 297mm)

Business card – (85 x 55mm)
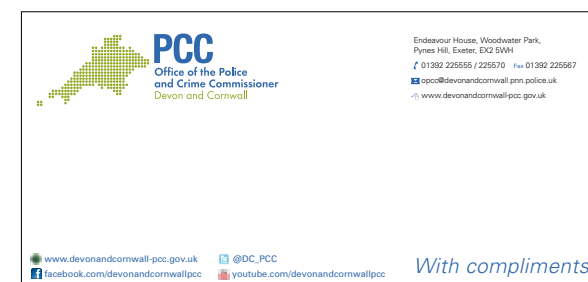
Compliment slip – (210 x 99mm)

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8.0　PowerPoint presentations

To ensure consistency a new Microsoft PowerPoint template has been developed for a variety of purposes. This can be obtained from the admin team.

It is impossible to take into consideration every possible type of presentation or the type of information to be presented (including charts, tables, diagrams, photographs, etc) but as a general rule the following guides should be observed with regard to overall style.

8.1　Logo

- The logo should always appear on the first slide.

8.2　Use of fonts in PowerPoint

- Arial or Verdana font must always be used. Other fonts should NEVER be used, even when trying to highlight a particular word or phrase or infer additional meaning.
- Text highlighting should only be achieved through the use of bold or italic text.
- Underlining should NEVER be used.
- Font sizes should be as indicated on the template.
- Avoid too much text on an individual slide, resulting in a reduction in text size.
- The title should be as brief as possible.
- Text should be left aligned.
- Use of colours other than dark blue for the text on a white background or white text on a blue background should be avoided.
- Bright yellow, green or red cause legibility issues for people with reading or colour recognition difficulties.

8.3　Use of images in PowerPoint

- Use images that are relevant to the needs of your audience. If you are selecting a range of photos stay consistent in style and tone. Using the right images can enrich the messages we are communicating.
- Never use Clip Art or cartoons as they look tacky and unprofessional.
- Do not use a background image as it can make text difficult to read.

8.4　Use of effects in PowerPoint

- Use of gimmicky sound and visual effects or transitions should be avoided.
- Where specific additional multimedia capabilities (e.g. embedded video, flash animation, etc) are required, please contact the digital media team to discuss your requirements.

9.0   Event materials and merchandise

9.1   Event materials

It is crucial to maintain consistency and continuity across all media channels if we are to build trust and credibility. That is why our event stand materials and our external posters should be as consistent as possible across all communications vehicles.

- Our logo should be displayed on all conference and event materials.

- Text should follow these corporate guidelines.

9.2   Merchandise

Our public engagement team can supply and advise you on the creation of approved OPCC merchandise.

Think carefully about what you are going to produce, whether it is appropriate for the audience and a good use of taxpayers' money.

For further information, please contact the OPCC public engagement team.

9.1 External signage

External signage at our head office is very important. It is often the first thing that people see when arriving to access our services and is often used as a backdrop for media organisations when they are filming stories relating to the OPCC.

All signs should comply with the Disability Discrimination Act (DDA).

If you have any queries please contact the OPCC communications manager.

OPCC identification signage

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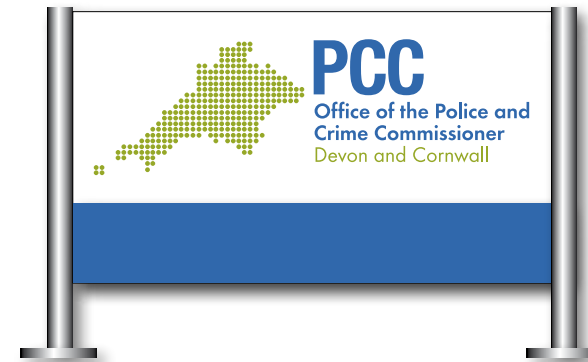
10.0   Legal

Our brand is important - we must all do what we can to protect it from misuse and exploitation.

10.1   Commercial exploitation of our logo

OPCC employees do not have authority to give permission to any agency or organisation for the commercial use of either logos or trademarks belonging to the OPCC

All external requests for use of our logo should be directed to the OPCC communications manager.

10.2   What to do if you spot logo misuse

Should any OPCC employee become aware of any misuse of our brands or imagery please notify the OPCC communications manager.

11.0   Further information

By now, you should understand how to use the key design elements of our new identity to create an OPCC feel.

If you are unsure how to implement these guidelines or for general enquiries, please contact the **OPCC communications manager**.

To request a printed copy of this document please contact the OPCC communications manager.

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