



THE CORPORATE IDENTITY GUIDE

NORTHERN IRELAND POLICING BOARD

REVISION 5 / AUGUST 2010

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Our Role

To secure for all the people of Northern Ireland an effective, efficient, impartial, representative and accountable police service which will secure the confidence of the whole community by reducing crime and the fear of crime.

This document has been developed to help the Northern Ireland Policing Board maintain a consistently clear style of presentation across all its visual communications.

In here you will find guidance on a wide range of applications. We have tried not to miss anything out, but if you are in any doubt on a particular point, please just ask.

Introduction

Welcome to our corporate identity guidelines

The purpose of this guide is to provide guidance and assistance when commissioning or producing visual communications materials for the Board, across all media, including all forms of print and screen-based delivery.

This document covers a wide range of applications, including stationery, literature, PowerPoint presentations, press advertising and email communications. We also offer guidance on the correct use of the board logo, and advice on the corporate colour scheme.

Also covered are design guidance on display materials, branding on promotional items and the commissioning and art direction of photography.

Some of the information contained here will inevitably touch on techniques and processes specific to the design, reprographics and printing industries, but we have tried hard to maintain a jargon-free style.

The guidance contained in this document has been developed in accord with the general principles as set out in “Inclusive Design” published by the International Society of Type Designers and the Royal National Institute for the Blind.

Definitive guidance cannot be given here on all aspects of accessibility as needs vary depending on the end user. When preparing communications material, Board officials should make sure that it suits the needs of their target audiences and that alternative formats are available if necessary. Further guidance is available from the Press and Public Relations Branch.

This document is available in electronic format, and can be supplied as hard copy, or as a PDF by CD or email. It must not be altered or modified in any way without the permission of the Northern Ireland Policing Board.

The Board logo itself can be made available for use in a variety of formats directly from the Northern Ireland Policing Board.

NOTE: Additional information can be sourced from:
Press and Public Relations Branch, Northern Ireland Policing Board
tel: 028 9040 8542 email: information@nipolicingboard.org.uk

1: The NIPB logo - elements

The Northern Ireland Policing Board logo comprises two separate and distinct elements:

A: the **knot** comprising three linked strands.

B: the **title** describing the organisation's function and remit.



These elements combined provide the sole visual icon to represent the Northern Ireland Policing Board on all visual communications, including printed literature, screen-based graphics, internet presence and advertising across all media.

The Board logo is available in a variety of formats, and has been developed for use on various applications. The following pages illustrate the correct use of the logo in each instance, and provide additional guidance and direction to ensure a consistent quality of representation.

1.2: the NIPB logo - colour

Illustrated below is the master version of the Board logo. It uses two colours in both solids and tints, as indicated. This logo is typically to be used for all spot colour (Pantone PMS System) printing; for example, letterheads, business cards, etc.

Other versions of the Board logo have been produced for specific uses. These variants are detailed on page 05.



A Strand 1: 100% PMS 2766

B Strand 2: 50% Process Cyan

C Strand 3: 40% PMS 2766

D Title element 1: 100% PMS 2766

E Title element 2: 100% PMS 2766

F Title element 3: 50% Process Cyan

1.3: the NIPB logo - reproduction size

As a general rule when reproducing the Board logo, it should not appear any smaller than 30mm in overall width (Figure A, below).

However, in specific circumstances (for example, laser etching on steel pens) it may appear in mono form down to 20mm (Figure B, below). In any instance, specific guidance can be sought from the Board.

A clear (safe) zone equivalent to the diameter of the knot element should extend from the logo on all sides (Figure C, below) No other design element, including text, should intrude into this 'safe' area, with the exclusion of photographic or patterned backgrounds.

A Minimum size - full colour - 30mm



B Minimum size - mono - 20mm



C Clear (safe) zone



2: Logo variants

Specific variants of the Board logo are required for different applications, including:

Spot Colour (for stationery which only requires the colours contained in the logo itself).

Colour components are:

- Dark Blue: 100% Panone PMS 2766
- Mid Blue: 40% Panone PMS 2766
- Light Blue: 50% Process Cyan

Process Colour (typically for full-colour publications, magazines, posters etc).

Colour components are:

- Dark Blue: 100% Cyan / 87% Magenta / 34% Black
- Mid Blue: 40% Cyan / 35% Magenta / 14% Black
- Light Blue: 50% Process Cyan

RGB Colour (for screen-based media).

Colour components are:

- Dark Blue: R16 G43 B114
- Mid Blue: R136 G139 B183
- Light Blue: R108 G206 B245

Mono (for single-colour use including engraving, embroidery, acid-etching and mono press advertising).

Listed on Page 07 are the individual file types, names and details.

2: Logo variants continued



SPOT COLOUR - POSITIVE

FILE TITLE: NIPB SPOT pos.eps
FILE FORMAT: Pantone Spot Colour .EPS file
USE: Offset Litho print using spot colour inks on white or light backgrounds



SPOT COLOUR - NEGATIVE

FILE TITLE: NIPB SPOT rev.eps
FILE FORMAT: Pantone Spot Colour .EPS file
USE: Offset Litho or Digital print using process colour inks on black or dark backgrounds



PROCESS COLOUR - POSITIVE

FILE TITLE: NIPB PROCESS pos.eps
FILE FORMAT: Process Colour (CMYK) .EPS file
USE: Offset Litho or Digital print using process colour inks on white or light backgrounds



PROCESS COLOUR - NEGATIVE

FILE TITLE: NIPB PROCESS rev.eps
FILE FORMAT: Process Colour (CMYK) .EPS file
USE: Offset Litho or Digital print using process colour inks on black or dark backgrounds



RGB COLOUR - POSITIVE

FILE TITLE: NIPB RGB pos.jpg
FILE FORMAT: RGB Colour .JPG file
USE: screen-based media including web, video and motion graphics on white or light backgrounds



RGB COLOUR - NEGATIVE

FILE TITLE: NIPB RGB rev.eps
FILE FORMAT: RGB Colour .JPG file
USE: screen-based media including web, video and motion graphics on black or dark backgrounds



MONO - POSITIVE

FILE TITLE: NIPB MONO pos.eps
FILE FORMAT: Single (Mono) Colour .EPS file
USE: Any method requiring monochrome reproduction on white or light backgrounds



MONO - NEGATIVE

FILE TITLE: NIPB MONO neg.eps
FILE FORMAT: Single (Mono) Colour .EPS file
USE: Any method requiring monochrome reproduction on black or dark backgrounds



FACEBOOK VERSION - POSITIVE

FILE TITLE: NIPB Facebook pos.jpg
FILE FORMAT: RGB Colour .JPG file
USE: Facebook profile picture



FACEBOOK VERSION - NEGATIVE

FILE TITLE: NIPB Facebook rev.eps
FILE FORMAT: RGB Colour .JPG file
USE: Facebook profile picture

3: Which logo do I use?

With the exception of the mono (black, white or single-colour) version of the NIPB logo, the various file types may appear to be identical at first sight. They are, however, all radically different in their format, and each has been developed for a particular type of application.

Broadly speaking, the purpose of logo versions can be more easily understood when we look at the following questions:

POSITIVE OR NEGATIVE?

Will the logo appear on a black or generally dark background, or on a white or generally light background? Note that backgrounds may contain a photographic image or a repeating pattern (a PowerPoint presentation, for example).

DON'T USE

The positive version when the background will be dark, or vice-versa.

DO USE

Whichever version will stand out most clearly.

SCREEN OR PRINT?

Will the logo appear on screen (on a PowerPoint, website, email, TV ad, video presentation, etc.), or will it appear in print (stationery, documents, posters, press advertising, etc).

DON'T USE

The RGB version on printed materials, or vice-versa.

DO USE

Whichever version will stand out most clearly.

IN COLOUR OR MONO?

Will the logo appear in its correct colours, or is it limited to appearing in a single colour? (for instance, single-colour literature or stationery, mono press ads, faxing and photocopying).

DON'T USE

The mono version when it can appear in its correct colour.

DO USE

Whichever version will stand out most clearly.

Illustrated on Page 09 is a simple diagram illustrating the questions you need to ask when producing materials which carry the Board logo. All file names refer to individual logo types - see Page 07 for more details.

4: Correct use of the NIPB logo

The Board logo has been designed to be as legible as possible on a wide variety of backgrounds. It is important that the correct version of the logo is used in each instance, however, and illustrated on this page are examples of correct use in a variety of applications.

When preparing artwork for the Board note that the logo needs to be clearly read in the following instances:

- White or light backgrounds
- Black or dark backgrounds
- Photographic or patterned backgrounds

Care should also be taken to ensure that the Board logo appears in its correct colours wherever possible.

On literature which is printed in a single colour it is preferable that the colour used is either black or as close a match as possible to Pantone PMS 2766.

Illustrated on Page 11 are examples of CORRECT applications of the NIPB logo.

4: Correct use of the NIPB logo continued

CORRECT APPLICATION



✓ **CORRECT:** Positive Colour logo on a white background



✓ **CORRECT:** Positive Colour logo on a light background



✓ **CORRECT:** Positive Colour logo on a light photograph



✓ **CORRECT:** Positive Mono logo on a white background



✓ **CORRECT:** Positive Mono logo on a light mono background



✓ **CORRECT:** Negative Colour logo on a black background



✓ **CORRECT:** Negative Colour logo on a dark background



✓ **CORRECT:** Negative Colour logo on a dark photograph



✓ **CORRECT:** Negative Mono logo on a black background



✓ **CORRECT:** Negative Mono logo on a dark mono background

5: Incorrect use of the NIPB logo

The Board logo should not be used in any way which degrades its legibility or integrity. Care should be taken to ensure that maximum visibility is maintained in all applications, and that none of its elements are difficult to see or are rendered invisible. Illustrated on this page are examples of incorrect use.

It is also important that the logo is not manipulated or modified in any way, including:

- Adding a keyline to any version of 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

Illustrated on Page 13 are examples of INCORRECT applications of the NIPB logo.

5: Incorrect use of the NIPB logo continued

INCORRECT APPLICATION



X INCORRECT: Positive Colour logo on a black background



X INCORRECT: Negative Colour logo on a white background



X INCORRECT: Positive Colour logo on a dark background



X INCORRECT: Negative Colour logo on a light background



X INCORRECT: Positive Colour logo on a dark photograph



X INCORRECT: Negative Colour logo on a light photograph



X INCORRECT: Positive Mono logo on a dark mono background



X INCORRECT: Negative Mono logo on a light mono background



X INCORRECT: Adding a keyline to any version of the logo



X INCORRECT: Changing any colour in the logo



X INCORRECT: Altering the logo in any way



X INCORRECT: Distorting the logo in any way

6: Corporate fonts - for print

The primary font for all professionally printed Board visual communications is Linotype Helvetica Neue, and the weights to be used are:

- Helvetica Neue 95 Black or 96 Black Italic for bold headings
- Helvetica Neue 45 Light or 46 Light Italic for body text
- Helvetica Neue 35 Thin or 36 Thin Italic for document titles
- Helvetica Neue 25 Ultra Light or 26 Ultra Light Italic for document titles (optional)

This is Helvetica Neue 95 Black 12pt:

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890-=[\];',\.,/!@£\$%^&*()_+{}:~"|<>?**

This is Helvetica Neue 45 Light 12pt:

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890-=[\];',\.,/!@£\$%^&*()_+{}:~"|<>?

This is Helvetica Neue 35 Thin 12pt:

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890-=[\];',\.,/!@£\$%^&*()_+{}:~"|<>?

This is Helvetica Neue 25 Ultra Light 12pt:

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890-=[\];',\.,/!@£\$%^&*()_+{}:~"|<>?

NOTE: Helvetica Neue ©1988, 1990, 1993 Adobe Systems Incorporated.
All Rights Reserved.

Helvetica is a trademark of Linotype-Hell AG and / or its subsidiaries.

6.2: Corporate fonts - for office use

For internally produced communications, including MS Word documents, MS PowerPoint presentations, emails etc, Helvetica Neu is to be replaced with MS Arial, and the weights to be used are:

- Arial Bold or Bold Italic for bold headings and document titles
- Arial Medium or Medium Italic for body text

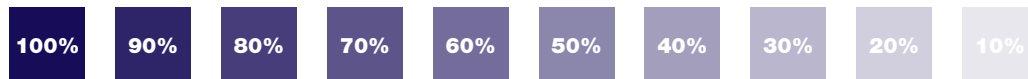
7: Corporate colours

The primary corporate colours used in Board communications are derived from the Board logo, and utilise tints (shades) of Pantone PMS 2766 and Process Cyan.

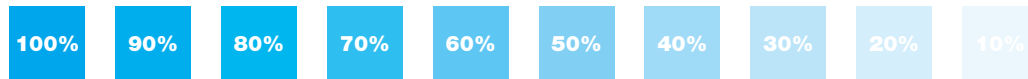
Varying percentage tints can be used for specific purposes (eg: text boxes, mastheads, background tints in photographs, rules, etc), with clarity the overriding factor when choosing a specific tint.

Other colours can be used as required providing the overall colour theme is based on the shades of blue and white allowed for by the Board logo.

Pantone PMS 2766



Process Cyan



8: Corporate stationery

The Board's stationery is intended to promote clarity through the use of simple layouts and clear typography. The font used throughout is Helvetica Neue.

All print colours are derived from the Board logo, resulting in a two colour printing process required on stationery such as letterheads, compliment slips and business cards.

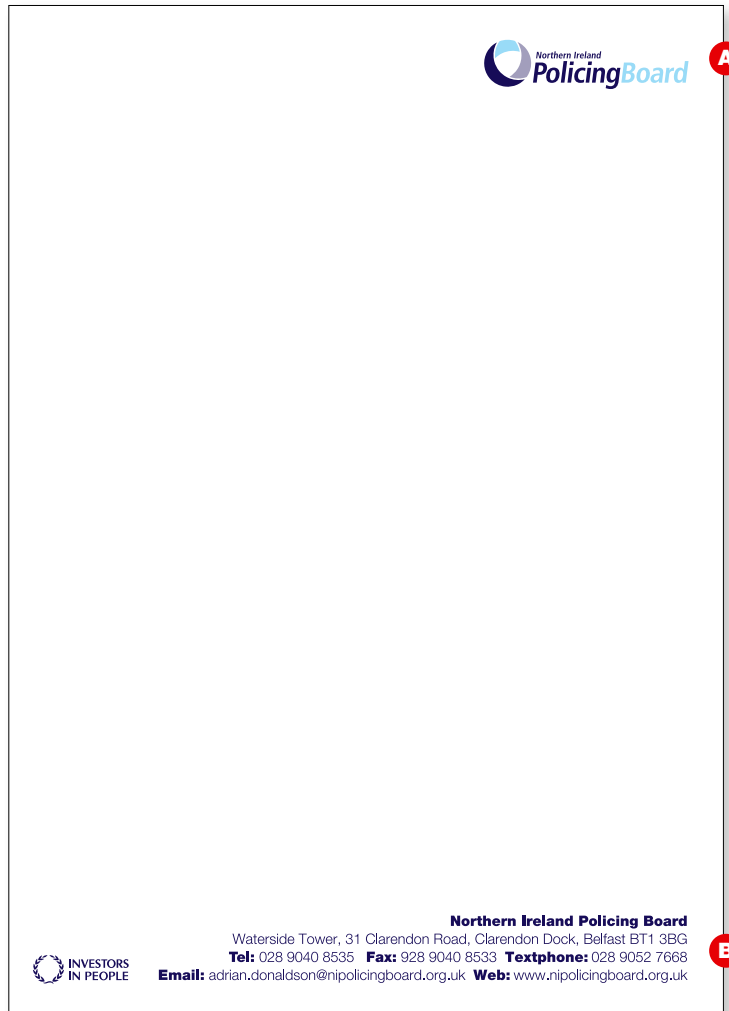
Internal stationery such as fax headers, internal reports etc which only require single colour printing can either be offset litho printed in Pantone PMS 2766 or Process Black.

Other basic internal stationery items can be easily laser-printed or photocopied providing any occurrence of the Board logo uses the solid mono version and not a "greyscale" version of the full-colour board logo.

Illustrated on Page 17 are examples of NIPB stationery.

8: Corporate stationery continued

Letterhead



- A** Letterhead / Compliment Slip:
Logo: 60mm wide,
set 10mm from top right corner
- B** Letterhead / Compliment Slip:
Address details:
Helvetica Neue 95 Black and 45 Light,
set 12pt on 15pt leading
- C** Business Card:
Logo: 47mm wide,
set 5mm from top right corner
- D** Business Card:
Employee details:
Helvetica Neue 95 Black and 45 Light,
set 12pt on 15pt leading
- E** Business Card:
Address details:
Helvetica Neue 45 Light,
set 10.5pt on 13pt leading
- F** Business Card:
Logo: 47mm wide,
set 5mm from top right corner
- G** Business Card:
Address details:
Helvetica Neue 95 Black and 45 Light,
set 12pt on 15pt leading

Compliment Slip



Business Card



9: Address and contact details

Where possible we aim to standardise the style, appearance and layout of our address and contact details.

For the sake of clarity we prefer to present our address details in a vertical, stacked arrangement so each element appears on a separate line, with a clear space separating our physical address and telephone and other contact numbers.

Where this arrangement is not possible (for instance, where space constrictions apply) a secondary layout is illustrated, with our address details appearing in a single line.

Our contact numbers also appear in single lines, with a double space, slash, double space separator between each element (this assists in legibility and assists the reader in clearly identifying each separate element of information).

Preferred layout

Northern Ireland Policing Board

Waterside Tower
31 Clarendon Dock
Clarendon Road
Belfast BT1 3BG

Tel: 028 9040 8542
Fax: 028 9040 8540
Text phone: 028 9052 7668
Email: information@nipolicingboard.org.uk
Web: www.nipolicingboard.org.uk

Secondary layout

Northern Ireland Policing Board

Waterside Tower, 31 Clarendon Dock, Clarendon Road, Belfast BT1 3BG

Tel: 028 9040 8542 / Fax: 028 9040 8540 / Text phone: 028 9052 7668
Email: information@nipolicingboard.org.uk / Web: www.nipolicingboard.org.uk

10: Email signatures

It is vital that all of the board's outgoing email communications are presented in a consistent and clear manner. A major factor in achieving this is an organisation-wide adoption of a standard email "signature" which will sit at the foot of all outgoing email messages.

The Signature includes the Board logo, personal details, and organisation contact information, together with a standard legal disclaimer.

The email signature should be installed as the default signature on all Board PCs with internet and email access.

Emails should be set out as follows in 12pt Arial Bold and Regular, as indicated:

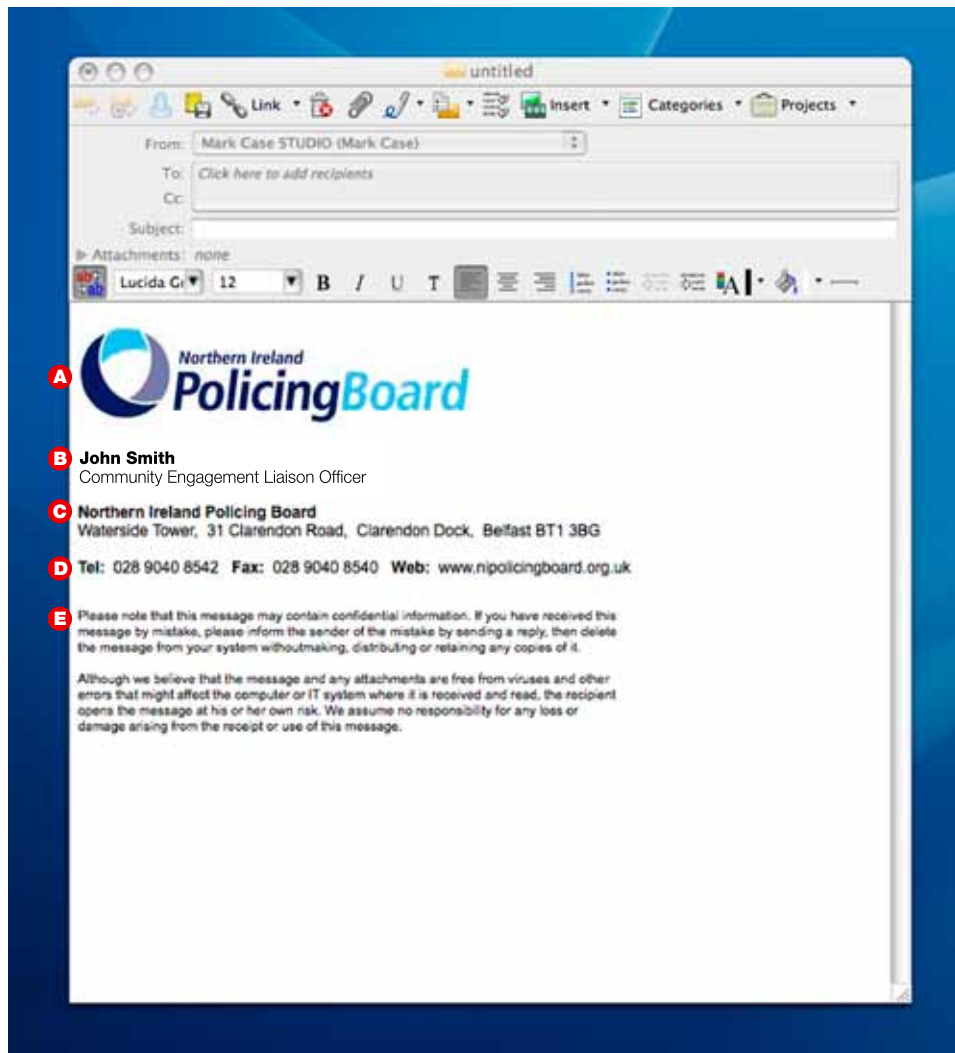
- i. Name (minimal requirement)
- ii. Title or Branch (minimal requirement, staff can choose which to include)
- iii. Direct phonenumber (minimal requirement)
- iv. Mobile (optional)

In addition, the following information will be embedded on each email together with a standard legal disclaimer:

- i. General phonenumber
- ii. General faxline
- iii. Textphone number
- iv. Full address with postcode
- v. Website address (all with icons and as opposed to letter, eg, W)
- vi. Disclaimer in line with new internet policy.

An example email signature is illustrated on Page 20.

10: Email signatures continued



EMAIL SIGNATURE

- A** NIPB logo, 300 pixels wide
- B** Personnel name and title
- C** Organisation title and address
- D** Organisation contact details
- E** Legal disclaimer

11: PowerPoint templates

Microsoft PowerPoint is the Board's preferred tool for screen-based presentations, and in order to ensure consistency a series of templates have been developed to accommodate a variety of situations and purposes.

Board presentations fall broadly into two categories: Board brand (where the only identifying logo or emblem is the Board logo) and Co-brand, where the Board logo sits alongside a partner logo

Naturally 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.

The font used must ALWAYS be Arial. Other fonts, for example Times or Comic Sans, 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. Try and avoid having too much text on an individual slide, resulting in a reduction in text size.

The use of colours other than dark blue for the text should be avoided. Bright yellow, green or red will cause legibility issues for people with reading or colour recognition difficulties. The use of 'gimmicky' sound and visual effects or transitions should also be avoided. Where specific additional multimedia capabilities (eg: embedded video, flash animation, etc) are required, please contact the Northern Ireland Policing Board Press and Public Relations Branch to discuss your requirements.

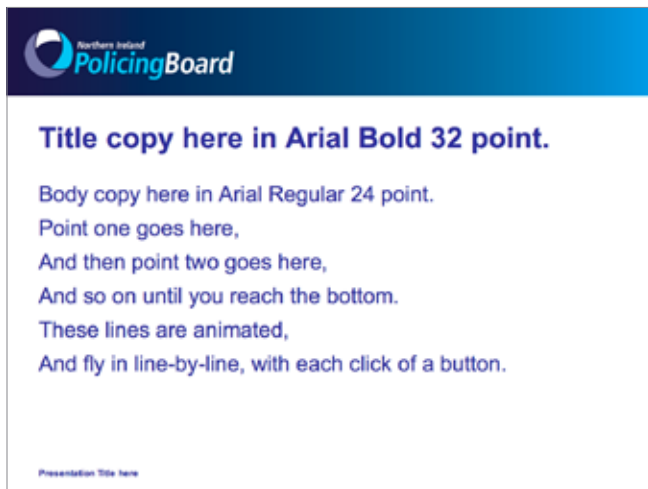
Illustrated on Page 22 are examples of a NIPB-branded PowerPoint presentation.

NOTE: a PowerPoint template is available on request from Press and Public Relations Branch, Northern Ireland Policing Board, tel: 028 9040 8542
email: information@nipolicingboard.org.uk

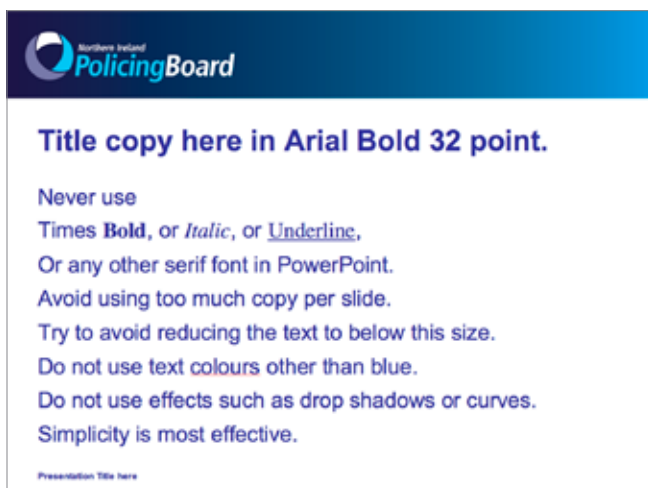
11: PowerPoint templates continued



TITLE SLIDE



EXAMPLE TEXT SLIDE



EXAMPLE TEXT SLIDE

12: Press advertising

The Board is required on occasion to place advertising in the local and regional press: for example, to notify the public of vacancies or public meetings. Such advertising is required to be high impact, clearly legible and with a consistent design. The Board also uses advertorials on occasion to inform the public of key aspects of its work.

Key information should be highlighted in an appropriate manner, and the Board logo, address details and website must be clearly visible.

The advert design should be clear and concise, with the minimum of embellishment or fussy detail, and of a sufficient size to clearly convey the Board's message.

With some notable exceptions, Northern Irish newspapers tend to have single column widths of approximately 30mm, and we therefore advise a minimum size of two columns' width with a depth appropriate to the amount of text required.

The layout of text should assist the reader, with varying text sizes and weights highlighting areas of special attention.

On occasion it may be appropriate to include a photographic image in an advert. The image should support either the specific message contained in the advert or alternatively follow the general theme or style of Board photography.

Where possible, adverts should be designed and typeset by the Board's design studio, rather than being set by the publication, to avoid dilution of the Board's visual style.

It is not possible within the terms of this guide to provide specific design templates for every possible type and size of advert, but illustrated here are three sample adverts of varying sizes to illustrate general design principles.

When booking space, make note of copy deadlines and publication dates, and also the publication's preferred method of receiving finished artwork (for example, email, ISDN, QuickCut, FileFlow, etc).

Illustrated on Page 24 are examples of a NIPB-branded press advertisements.

12: Press advertising continued



Northern Ireland Policing Board... working to make policing work for you...

Independently overseeing policing - building confidence in policing...

Policing is an essential public service and there needs to be the trust and confidence within communities that if the services of the police are required - the police response and service delivered will meet public need.

It is the Policing Board's job to make sure that the PSNI, through the Chief Constable, are held to account for service delivery so that the community can have confidence in how the police operate on a day to day basis.

A key part of that confidence building rests on public perceptions and public experiences of policing. In the latest Policing Plan published by the Board, the PSNI have been set new objectives and priorities for policing for the year ahead - all of which focus police attention on the service being delivered to the community - and in ensuring that officers are providing a service which meets community needs.

Throughout the year the Board oversees how the policing service is delivered. The Board's oversight responsibilities are grounded in and guided by legislation. Its work involves asking the Chief Constable to explain police actions and report on police performance. It involves the scrutiny of reports from the police and other organisations. It involves making sure that the policies and processes in place for policing are adhered to. Improvements in policing are directly related to oversight that the Board has provided and ensure the police work to the high standards rightly expected by the public. We know that there is still work to do in respect of some issues and the Board is working to make these improvements happen.

Listening to the community...

Through its work, the Board has been engaging with the community and finding out what the community wants from their police service, what they think about the service that is delivered and how it can be improved.

The Board believes it is important that local people have a voice on policing and encourages them to become involved in decisions that affect them, their community and their neighbourhood.

Your policing service - your say...

For the police to operate effectively they need the support and help of the community. Police officers need to be visible and responsive to the needs of local communities; and form effective partnerships to solve local issues.

The PSNI have Neighbourhood Policing Teams in place right across Northern Ireland but there is still work to do in making sure that you know who your local officer is and how you can contact them when you need to. The Board is committed to maximising the number of officers working in communities and this year an additional 600 officers will be moved to front line policing.

The Board is also keen to ensure that the public use the network of District Policing Partnerships. Supported by the Board these groups work to shape policing at local level so that it is responsive to local issues or problems. DPPs provide the forum for you to get directly involved in policing your community or to find out more about who

your local officers are, DPPs meet regularly with local police to discuss policing issues - so if you have something to say about policing in your area - good or bad - then you should get in touch with your local DPP. Everybody wants good policing, Everybody has a part to play.

Policing Plan priorities...

- To increase the number of police officers assigned to front line service delivery roles and increase the percentage of time spent by police officers on operational duty outside stations;
- To reduce the incidents of Anti-Social Behaviour and increase the percentage of people who agree the Police and other agencies are dealing with this and the crime issues that matter in their local area;
- To increase the detection rate for a range of crimes including Most Serious Sexual Crime and Sectarian, Racist and Homophobic Crimes;
- To reduce the number of domestic, and non-domestic burglaries whilst increasing the detection rate;
- To frustrate, disrupt and dismantle organised crime gangs; and
- To contribute to a reduction in the number of people killed or seriously injured on our roads.

For a copy of the 2010 - 2013 Policing Plan visit www.nipolicingboard.org.uk



The Northern Ireland Policing Board will hold its

Meeting in Public
on Thursday 1 April 2010
in the Board's Headquarters
Waterside Tower,
31 Clarendon Road,
Clarendon Dock, Belfast

The meeting will begin at 12:00 noon.

There will not be an opportunity for the public to address the meeting.

Due to fire safety regulations, the number of people admitted to the meeting will be limited. For security reasons, all bags will be searched. Anyone with a disability requiring assistance should contact the Northern Ireland Policing Board prior to the meeting.

Telephone: 028 9040 8500
Textphone: 028 9052 7668
E-mail: information@nipolicingboard.org.uk

Waterside Tower, 31 Clarendon Road,
Clarendon Dock, Belfast BT11 3BG

13: Co-branding

Broadly speaking the Northern Ireland Policing Board's logo will appear in the following two sets of circumstances:

- Board Brand (where the only identifying logo or emblem is the Board logo)
- Co-Brand (where the Board logo sits alongside a partner logo)

When the Board logo appears as a co-brand, it is preferable that both logos occupy a similar area of volume and appear to be of equal prominence. Regarding positioning it is preferable that the Board logo sits alongside other co-brands, rather than below.

On occasions, it may not be possible to reproduce the Board logo in its correct, full colour version. In these instances no attempt should be made to modify the Board logo's colours to accommodate any other design feature or printing technique, rather, the Board logo should appear in single colour (mono) form.

In every instance of co-branding where production of materials is being handled by the co-brand partner, the Board logo must be supplied as original electronic artwork, to avoid distortion or degradation of quality.

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

Illustrated on Page 26 are four examples of co-branding, illustrating equal prominence of both brands.

NOTE: Additional information can be sourced from:
Press and Public Relations Branch, Northern Ireland Policing Board
tel: 028 9040 8542 email: information@nipolicingboard.org.uk

13: Co-branding continued



14: Typography considerations

The Northern Ireland Policing Board's wide range of visual communications should be models of best practice in terms of clarity and usability, as well as design. To help us reach this standard we aim to follow simple guidelines in the treatment, manipulation and representation of text.

Where possible, all body text in our printed literature should be typeset in Helvetica Neue at a minimum of 12pt on 14pt leading. (By way of comparison, many of Northern Ireland's leading business journals use 8pt text. This is also the standard text size for many newspapers, including the Belfast Telegraph). This document has been set with main body copy in 12pt Helvetic Neue, with subsidiary notes in 8pt.

Heavier weights and italics should be reserved for headings, quotes and points of particular importance.

Care should be taken in avoiding confusing photographic or patterned backgrounds behind text, and additional type treatments or 'special effects' such as drop shadows, underlines, keylines around letters and unnatural stretching or condensing should never be used.

Body copy

This is a sample of text set in Helvetica Neue 12pt on 14pt leading.

Text effects not to be used

This is a sample of text set in Helvetica Neue 12pt on 14pt leading with underlining applied.

This is a sample of text set in Helvetica Neue 12pt on 14pt leading with colour applied.

This is a sample of text set in Helvetica Neue 12pt on 14pt leading with fill and stroke applied.

This is a sample of text set in Helvetica Neue 12pt on 14pt leading with a drop shadow applied.

This is a sample of text set in Helvetica Neue 12pt on 14pt leading with distortion applied.

15: Photography

High quality photography is a vital element in the Board's visual communications.

As it is important that the Board is seen as independent from the Police Service of Northern Ireland we avoid giving too much exposure to police, uniforms, equipment and themes related to policing, unless a specific application, publication or event requires it (for example, the publication of the annual Policing Plan).

Unless specifically required for PR or media purposes, Board-commissioned photography should ideally highlight the processes and purposes of the board through it's people, at all levels, going about their working day. Such photography should not be false or staged, and the composition of a photograph should never 'get in the way' or become the centre of attention.

A large part of the working of the Board is done in the public eye, which presents us with the opportunity to reinforce the fact that it has a vital role to play in the fabric of Northern Ireland society and culture.

Events such as public meetings provide excellent opportunities for candid photography illustrating the Board interacting with both PSNI, the media and the general public.

When dealing with photographers it is important to ensure any work commissioned is of a uniformly high standard and that a photographer is carefully briefed as to the type of image required. It is important that issues such as lighting, contrast, orientation (portrait and landscape) and cropping are understood, thus enabling the widest possible scope of applications (for instance, PR photography of a particular event required for media circulation can also be suitable for literature or online use).

When commissioning photography specifically for use in literature or publications, it is advisable to obtain input and feedback from the designer who will be working on the project to ensure the highest possible level of visual impact.

All Board photography will be managed in accordance with the Data Protection Act.

Illustrated on Page 29 are examples of NIPB photography.

15: Photography continued



16: Display materials

The Board is required to produce branded display materials for conferences, meetings in public and public consultation meetings on a regular basis. On occasion such materials may be required to carry specific designs, messages or branding to reinforce a particular publication, initiative or programme. Where this is not the case, the design should reflect the wider body of display and graphic materials currently used by the Board.

Bear in mind that on occasions, display materials may be required to be co-branded, (for example, Board and DPP; Board and PSNI etc).

When commissioning display materials care should be taken to ensure any design ties in at an appropriate level with other materials to be used, for example, reports, folders, documents, posters, multimedia, etc.



BOARD BRANDED BANNERSTAND

17: Branding

Where the Board is required to produce branded items including conference materials or promotional products, it is vital that the Board identity should be clearly and prominently placed to ensure provenance and origin.

In most applications, the only way to effectively reproduce the Board identity will be in a single colour, whether by embroidering, screen-printing or etching, but on occasion the primary full colour version of the logo can be used.



18: Resources: logo origination

Whenever commissioning new visual communications materials, it is vital that an original copy of the Board logo is used in preparation of any artwork.

All versions of the logo, and this corporate identity guide, has been produced by the Board's designers.

In the first instance though, requests for specific application guidance not covered in this guide should be made through the Press and Public Relations Branch, Northern Ireland Policing Board, tel: 028 9040 8542
email: information@nipolicingboard.org.uk



*District Policing
Partnerships*

Local people shaping local policing

SUPPLEMENTARY IDENTITY GUIDE

20: The DPP logo - elements

The District Policing Partnership logo comprises three separate and distinct elements:

- 1: the **logo** incorporating a complex colour gradient
- 2: the **title** of the organisation
- 2: the **descriptor** describing the organisation's function and remit.



B *District Policing Partnerships*

C **Local people shaping local policing**

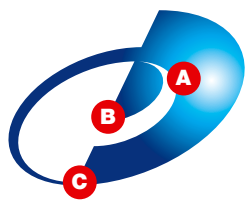
These elements combined provide the sole visual icon to represent District Policing Partnerships on all visual communications, including printed literature, screen-based graphics, internet presence and advertising across all media.

The DPP logo is available in a variety of formats, and has been developed for use on various applications. The following pages illustrate the correct use of the logo in each instance, and provide additional guidance and direction to ensure a consistent quality of representation.

20.2: the DPP logo - colour

Illustrated below is the master version of the DPP logo. It uses 3 process colours in a complex gradient pattern comprising both solids and tints, as indicated. This logo is typically to be used for all forms of printing; for example, letterheads, business cards, etc.

Other versions of the DPP logo have been produced for specific uses. These variants are detailed on Page 38.



D *District Policing Partnerships*

E Local people shaping local policing

- A** Logo colour point 1: White centre
- B** Logo colour point 2: 100% Process Cyan
- C** Logo colour point 3: 100% Process Cyan / 94% Process Magenta / 29% Process Black
- D** Title: 100% Process Cyan / 94% Process Magenta / 29% Process Black
- E** Descriptor: 100% Process Cyan

20.3: the DPP logo - reproduction size

As a general rule when reproducing the DPP logo, it should not appear any smaller than 35mm in overall width (Figure A, below).

However, in specific circumstances (for example, laser etching on steel pens) it may appear in mono form down to 20mm (Figure B, below). In any instance, specific guidance can be sought from the Board.

A clear (safe) zone equivalent to the leading between the 1st and 2nd lines of the title should extend from the logo on all sides (Figure C, below) No other design element, including text, should intrude into this 'safe' area, with the exclusion of photographic or patterned backgrounds.

A Minimum size - full colour - 35mm



B Minimum size - mono - 20mm



C Clear (safe) zone



21: Logo variants

Specific variants of the Board logo are required for different applications, including:

Process Colour (typically for full-colour publications, magazines, posters etc but also for all stationery). Colour components are:

- Dark Blue: 100% Cyan / 87% Magenta / 34% Black
- Mid Blue: 40% Cyan / 35% Magenta / 14% Black
- Light Blue: 50% Process Cyan

RGB Colour (for screen-based media). Colour components are:

- Dark Blue: R16 G43 B114
- Mid Blue: R136 G139 B183
- Light Blue: R108 G206 B245

Mono (for any appearance on a black, dark, patterned or photographic background, as well as for single-colour use including engraving, embroidery, acid-etching and mono press advertising).

NOTE: When the DPP logo was developed no consideration was given to its appearance in full colour on a black or dark background (solid colour, patterned or photographic). Therefore wherever the DPP logo is required to appear in full colour, it has been agreed that it **MUST** appear on either a plain white or light background. Where the logo is required to appear on any other type of background, the mono version **MUST** be used.

Listed on Page 39 are the individual file types, names and details.

21: Logo variants continued



***District Policing
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PROCESS COLOUR - POSITIVE

FILE TITLE: DPP PROCESS pos.eps
FILE FORMAT: Process Colour (CMYK) .EPS file
USE: Offset Litho or Digital print using process colour inks on white or light backgrounds



***District Policing
Partnerships***

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RGB COLOUR - POSITIVE

FILE TITLE: DPP RGB pos.jpg
FILE FORMAT: RGB Colour .JPG file
USE: screen-based media including web, video and motion graphics on white or light backgrounds



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MONO - POSITIVE

FILE TITLE: DPP MONO pos.eps
FILE FORMAT: Single (Mono) Colour .EPS file
USE: Any method requiring monochrome reproduction on white or light backgrounds



***District Policing
Partnerships***

Local people shaping local policing

MONO - NEGATIVE

FILE TITLE: DPP MONO neg.eps
FILE FORMAT: Single (Mono) Colour .EPS file
USE: Any method requiring monochrome reproduction on black or dark backgrounds

22: Which logo do I use?

With the exception of the mono (black, white or single-colour) version of the DPP logo, the various file types may appear to be identical at first sight. They are, however, all radically different in their format, and each has been developed for a particular type of application.

Broadly speaking, the purpose of logo versions can be more easily understood when we look at the following questions:

POSITIVE OR NEGATIVE?

Will the logo appear on a black or generally dark background, or on a white or generally light background? Note that backgrounds may contain a photographic image or a repeating pattern (a PowerPoint presentation, for example).

DON'T USE

The full colour version when the background will be dark.

DO USE

The mono version in white.

SCREEN OR PRINT?

Will the logo appear on screen (on a PowerPoint, website, email, TV ad, video presentation, etc.), or will it appear in print (stationery, documents, posters, press advertising, etc).

DON'T USE

The RGB version on printed materials, or vice-versa.

DO USE

Whichever version will stand out most clearly.

IN COLOUR OR MONO?

Will the logo appear in its correct colours, or is it limited to appearing in a single colour? (for instance, single-colour literature or stationery, mono press ads, faxing and photocopying).

DON'T USE

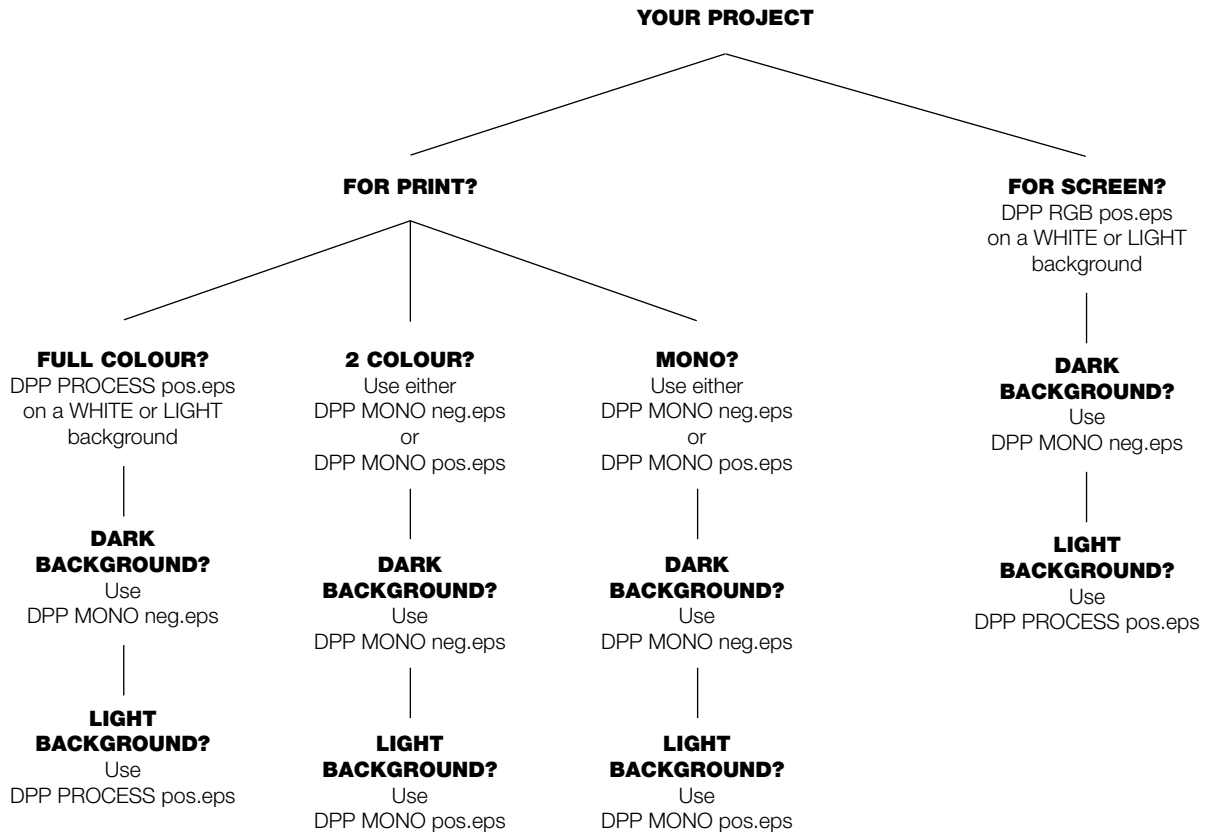
The mono version when it can appear in its correct colour.

DO USE

Whichever version will stand out most clearly.

Illustrated on Page 41 is a simple diagram illustrating the questions you need to ask when producing materials which carry the DPP logo. All file names refer to individual logo types - see Page 39 for more details.

22: Which logo do I use? continued



23: Correct use of the DPP logo

The DPP logo has been designed to be as legible as possible on a wide variety of backgrounds. It is important that the correct version of the logo is used in each instance, however, and illustrated on this page are examples of correct use in a variety of applications.

When preparing artwork for the DPP note that the logo needs to be clearly read in the following instances:

- White or light backgrounds
- Black or dark backgrounds
- Photographic or patterned backgrounds

Ideally the DPP logo appears in its correct colours wherever possible, however the correct, full colour version **MUST** only ever be used on plain white or light backgrounds.

Illustrated on Page 43 are examples of **CORRECT** applications of the DPP logo.

23: Correct use of the DPP logo continued

CORRECT APPLICATION



✓ **CORRECT:** Positive Colour logo on a white background



✓ **CORRECT:** Positive Colour logo on a light background



✓ **CORRECT:** Positive Mono logo on a light photograph



✓ **CORRECT:** Positive Mono logo on a white background



✓ **CORRECT:** Positive Mono logo on a light mono background



✓ **CORRECT:** Negative Mono logo on a black background



✓ **CORRECT:** Negative Mono logo on a dark background



✓ **CORRECT:** Negative Mono logo on a dark photograph



✓ **CORRECT:** Negative Mono logo on a black background



✓ **CORRECT:** Negative Mono logo on a dark mono background

24: Incorrect use of the DPP logo

The DPP logo should not be used in any way which degrades its legibility or integrity. Care should be taken to ensure that maximum visibility is maintained in all applications, and that none of its elements are difficult to see or are rendered invisible. Illustrated on this page are examples of incorrect use.

It is also important that the logo is not manipulated or modified in any way, including:

- Adding a keyline to any version of 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

Illustrated on Page 45 are examples of INCORRECT applications of the DPP logo.

24: Incorrect use of the DPP logo continued

INCORRECT APPLICATION



X INCORRECT: Positive Colour logo on a black background



X INCORRECT: Positive Colour logo on a light photograph



X INCORRECT: Positive Colour logo on a dark background



X INCORRECT: Changing any colour in the logo



X INCORRECT: Positive Colour logo on a dark photograph



X INCORRECT: Distorting the logo in any way



X INCORRECT: Positive Mono logo on a dark mono background



X INCORRECT: Altering the logo in any way



X INCORRECT: Adding a keyline to any version of the logo

25: Corporate fonts - for print

The primary font for all professionally printed DPP visual communications is Fontshop Meta Plus, and the weights to be used are:

- Meta Plus Bold and Bold Italic for bold headings
- Meta Plus Normal and Normal Italic for body text
- Meta Plus Bold Caps and Bold Caps Italic for headings

This is Meta Plus Bold 12pt:

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

1234567890-=[;'\,./!@£\$%^&*()_+{}:"|–.....—?

This is Meta Plus Normal 12pt:

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

1234567890-=[;'\,./!@£\$%^&*()_+{}:"|–.....—?

NOTE: Meta is Copyright (c) 1993 Eric Spiekermann. All Rights Reserved.

25.2: Corporate fonts - for print

For internally produced communications, including MS Word documents, MS PowerPoint presentations, emails etc, Meta Plus is to be replaced with MS Arial, and the weights to be used are:

- Arial Bold or Bold Italic for bold headings and document titles
- Arial Medium or Medium Italic for body text

26: Have we missed anything?

This corporate identity guide is designed to assist Board staff in the development and production of effective visual communications materials.

We have covered a broad scope of applications and purposes, but there may be occasions when additional advice and guidance is required - if so, don't be afraid to ask - both the Press and Public Relations Branch are here to help.

27: Contacts

Northern Ireland Policing Board
Press and Public Relations Branch
Waterside Tower
31 Clarendon Dock
Clarendon Road
Belfast BT1 3BG

Tel: 028 9040 8500

Fax: 028 9040 8540

Text phone: 028 9052 7668

Email: information@nipolicingboard.org.uk

Web: www.nipolicingboard.org.uk