



BRAND GUIDELINES

VERSION 1.0 | AUGUST 2026

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ABOUT THE BOARD

The Policing Board is an independent public body made up of 10 Political and 9 Independent Members to ensure for all the people of Northern Ireland an effective, efficient, impartial, representative and accountable police service. It's primary statutory duty is oversight of the Police Service of Northern Ireland and detail on key duties can be found on our [website](#).

These guidelines have been developed to help the Northern Ireland Policing Board maintain a consistent and clear style of presentation across visual communications and this document provides advice on a wide range of applications.

If you need any further assistance please contact the Communications Team by email at: information@nipolicingboard.org.uk.

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THE LOGO

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, online 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.

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THE LOGO | FULL COLOUR

The Policing Board logo can be used in any of the following ways. Choose which version of the logo to use depending on the contrast with the background.



POSITIVE | FULL COLOUR

The Primary version should always be the default choice against a white / light background.



NEGATIVE | FULL COLOUR

When using against the Primary Navy background, the Negative version should be used.

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THE LOGO | MONO

When using against a busy background or in print situations where colour isn't possible, white or black versions of the logo can be used.



POSITIVE | MONO



NEGATIVE | MONO

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THE LOGO | MINIMUM SIZE

Where possible keeping the logo at its minimum size helps ensure it stays legible and accessible. If it's too small, it can lose detail and be harder for some users to read or recognise.

As a general rule when reproducing the logo, it should not appear any smaller than 30mm / 120px in overall width.



Minimum width:

30mm / 120px

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THE LOGO | CORRECT USAGE

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 we have included 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.

When inserting the Board logo on photography, please ensure the logo remains legible. Place the logo on the plainest part of the image, or if this is not possible, include an overlay that adds a solid colour behind the logo.

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.



The full colour logo on a light background.



The mono logo on a dark background.

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THE LOGO | INCORRECT USAGE

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.

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

- Do not alter the colours within the logo
- Do not distort, stretch or skew the logo
- Do not apply drop shadows or effects
- Do not use against overly busy backgrounds



**Do not use
against overly
busy backgrounds.**



**Do not alter
the colours
within the logo**



**Do not distort,
stretch or
skew the logo**



**Do not apply
drop shadows
or effects**

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THE LOGO | EXCLUSION ZONE

Maintaining clear space around the logo is essential to ensure its visibility, impact, and legibility. By respecting clear space guidelines, we preserve the logo's integrity and ensure it remains a strong and recognisable brand asset.



The clear space area is defined by the height of the letter 'P' in the word 'Policing'.

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THE LOGO | CO-BRANDING

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.

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.



PCSP Guidelines are available to view on the [PCSP website](#).

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THE LOGO | BILINGUAL

Two bilingual versions of the logo have also been produced, incorporating Irish (Gaeilge) and Ulster Scots. All of the guidelines outlined on the previous page also apply to this version.



IRISH (GAELIGE)



ULSTER SCOTS

In line with Board policy, documents will be made available on request in alternative formats or languages. Requests should be made to the Northern Ireland Policing Board.

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CORE BRAND COLOURS

Our core brand colours are navy and sky blue.

These form the foundation of the brand palette, with navy as the core colour that anchors the visual identity.

Accent sky blue also sits alongside to add impact and help the brand feel more modern.

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

Navy

Pantone 2766 C
CMYK 81 84 31 24
RGB 69 57 101
#473561

80% 60% 40% 20%

Sky Blue

Process Cyan
CMYK 50 0 0 0
RGB 108 206 245
#6CCEF5

80% 60% 40% 20%

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TYPOGRAPHY | PRIMARY TYPEFACE

The primary font for all communications is Helvetica Neue.

This font family offers a wide range of weights and glyph support. It includes condensed versions and a comprehensive selection of letters, numerals, punctuation, and special symbols, making it suitable for various levels of communications.

Helvetica Neue Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@£%&*?()":;.,

Helvetica Neue Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@£%&*?()":;.,**

Helvetica Neue Condensed Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@£%&*?()":;.,**

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TYPOGRAPHY | SECONDARY TYPEFACE

There will be occasions where Helvetica Neue is not available for use, such as within certain applications or platforms.

Where standard system fonts are available, Arial should be used.

In cases where system fonts are unavailable, the closest replacement should be used. This should always be a sans serif, low contrast typeface with a focus on accessibility.

More information on appropriate font sizes can be found under Publications.

Arial Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@£%&*?()":;.,.

Arial Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@£%&*?()":;.,.**

Arial Bold Italic

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@£%&*?()":;.,.***

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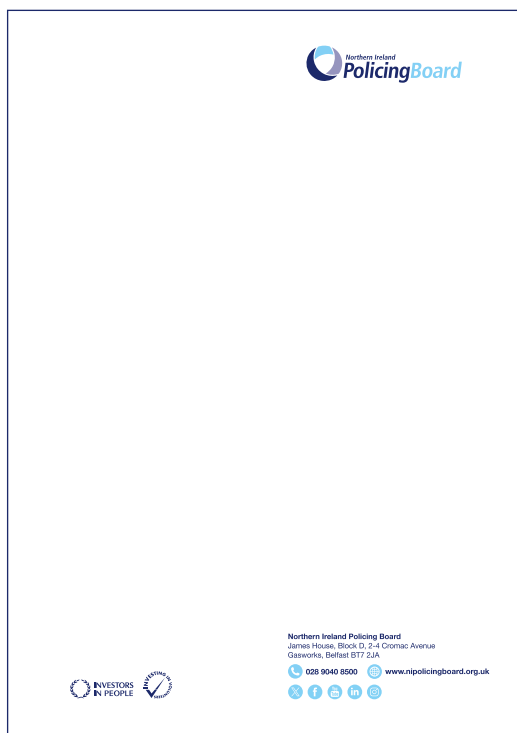
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CORPORATE STATIONERY

LETTERHEAD



CONTINUATION PAGE



Any text within a piece of correspondence which does not fit on the initial page should be written on a continuation page. All correspondence should have only one letterhead page.

Arial font size 12 is the standard font to use on Board correspondence.

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CORPORATE STATIONERY | BUSINESS CARD

PERSONALISED FRONT



Employee Name
Employee Title

+44(0)28 9012 3456 07123 456789

Name@nipolicingboard.org.uk

Employee Name:

Helvetica Neue 85 Heavy
12pt / 14pt leading

Employee Title:

Helvetica Neue 45 Light
12pt / 14pt leading

Contact details:

Helvetica Neue 45 Light
10pt / 12pt leading

GENERIC REVERSE



Northern Ireland Policing Board
James House, Block D, 2-4 Cromac Avenue
Gasworks, Belfast BT7 2JA

028 9040 5800 www.nipolicingboard.org.uk


Address:

Helvetica Neue 75 Bold / 45 Light
8pt / 10pt leading

Contact details:

Helvetica Neue 75 Bold
10pt / 12pt leading

COMPLIMENT SLIP



Northern Ireland Policing Board
James House, Block D, 2-4 Cromac Avenue
Gasworks, Belfast BT7 2JA
028 9040 5800 www.nipolicingboard.org.uk


Address:

Helvetica Neue 75 Bold / 45 Light
8pt / 10pt leading

Contact details:

Helvetica Neue 75 Bold
10pt / 12pt leading

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EMAIL SIGNATURE

Email Signatures should be laid out as follows:

John Smith (He/Him) | Policy Officer

Tel: 028 9040 8512 | **Mobile:** 078 2345 6789

Email: john.smith@nipolicingboard.org.uk



Northern Ireland Policing Board
James House, Block D, 2-4 Cromac Avenue
The Gasworks, Belfast BT7 2JA



We invite members of staff at the Board to display their personal pronouns in their email signature. This creates an inclusive environment where the pronouns of transgender and non-binary employees are respected, and where cisgender employees have the option to add their pronouns to their signature.

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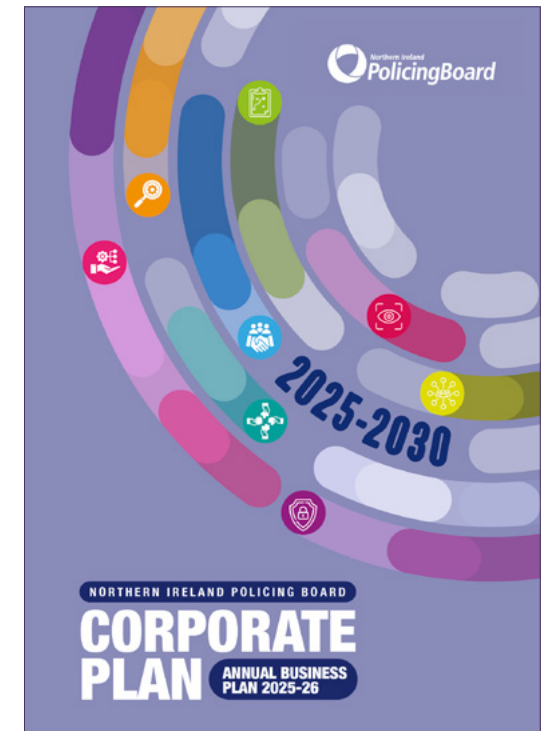
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PUBLICATIONS | EXTERNAL

EXAMPLE REPORT COVERS



All Board documentation should, where possible, be made accessible to WCAG AA standard.

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PUBLICATIONS | GENERIC COVERS

The recommended sizes for common document formats are illustrated here.

Page Layout

Page size: A4 Portrait

Top Margin: 3.5 cm

Bottom Margin: 2.5 cm

L&R Margins: 2.5 cm

Front Cover

Document Title: 35pt Arial bold

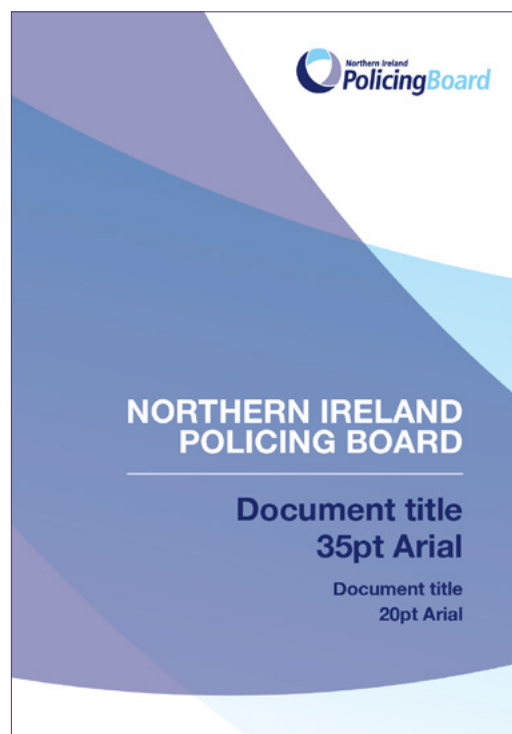
Subtitle: 20pt Arial bold

Back Cover

Address block: 10pt Arial

Document details: 10pt Arial

A4 DOCUMENT | FRONT COVER



A4 DOCUMENT | BACK COVER



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PUBLICATIONS | GENERIC INSIDES

The recommended sizes for common document formats are illustrated here.

Page Layout

Page size: A4 Portrait

Top Margin: 3.5 cm

Bottom Margin: 2.5 cm

L&R Margins: 2.5 cm

Inside

Heading: 18pt Arial bold (Navy)

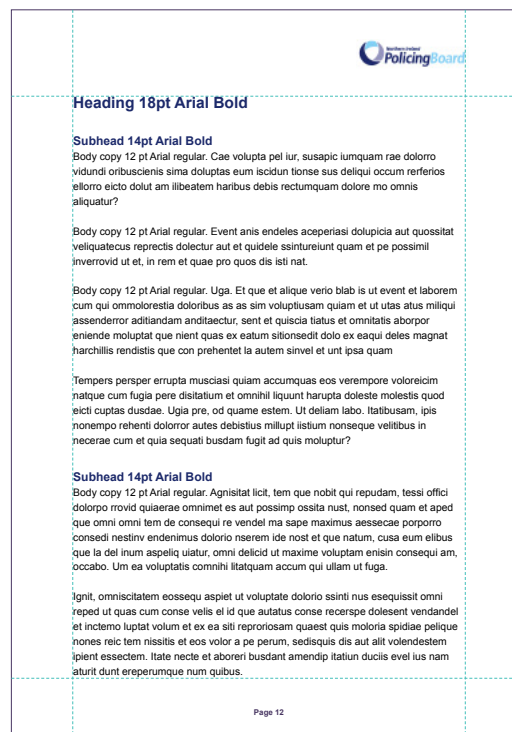
Subhead: 14pt Arial bold (Navy)

Body: 12pt Arial (Black)

Line spacing: 1.2

Arial font size 12 should be the standard font used on all internally produced publications

A4 DOCUMENT | INSIDE TEMPLATE



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PRESENTATIONS | POWERPOINT

The recommended sizes for common presentation formats are illustrated here. However, content and slide layouts may vary, which can affect sizing, spacing, and overall appearance.

Titles: 36-44pt Arial Bold
Subhead: 28-36pt Arial Bold
Body: 24pt Arial
Line spacing: 1.2

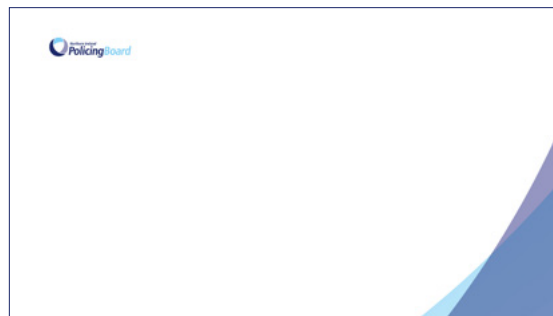
COVER SLIDE



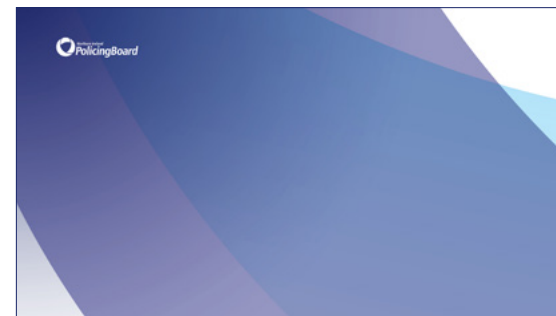
INSIDE SLIDE | VERSION 1



INSIDE SLIDE | VERSION 2



INSIDE SLIDE | VERSION 3



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CORPORATE MATERIALS | DISPLAY STANDS

The Board is required to produce branded display materials for conferences, meetings in public and public consultation meetings on a regular basis. 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 need to be co-branded, (for example, Board, DOJ and PCSPs; 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 and multimedia.



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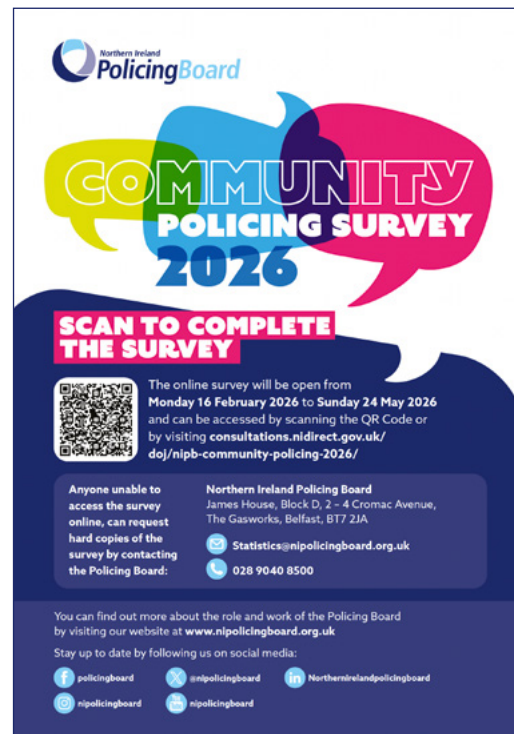
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CORPORATE MATERIALS | PRINT

A5 FLYERS



All flyers or promotional material should where possible be produced with a QR code included in the design.

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CORPORATE MATERIALS | PROMOTIONAL ITEMS

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.



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INTERNAL BRANDING

For internal communications, we step away from our standard corporate style to create a more approachable and engaging visual approach. The colourful stripe pattern introduces a sense of energy and personality, giving internal materials greater flexibility while distinguishing them from external communications.



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SOCIAL MEDIA

Social media is a recognised way to engage and connect with people online. It allows two way communication and is an important channel for providing information on an organisation's work and for reaching new audiences.

It is important that the Board's presence on social media is consistently and corporately branded. Social media details should be promoted and included in all communications activity.

Written or verbal consent is required for all images used in Board social media posts and publications. If this cannot be provided, an image should not be used.

If images are more than a year old, consent should be confirmed before use.

The Board has the following social media platforms to promote and support its work:

**policingboard****@nipolicingboard****nipolicingboard****Northernirelandpolicingboard****nipolicingboard**

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SOCIAL MEDIA | TEMPLATES

Example of social media post.



Post with text only



We've published our Northern Ireland Policing Plan 2020-2025 and Annual Performance Plan 2021/22



Post with publication / text

“

Quote...

PHOTO

”

Firstname Lastname
Policing Board Chair



Post with image/quote

“

Quote...

Firstname Lastname
Policing Board Chair



Post with long quote

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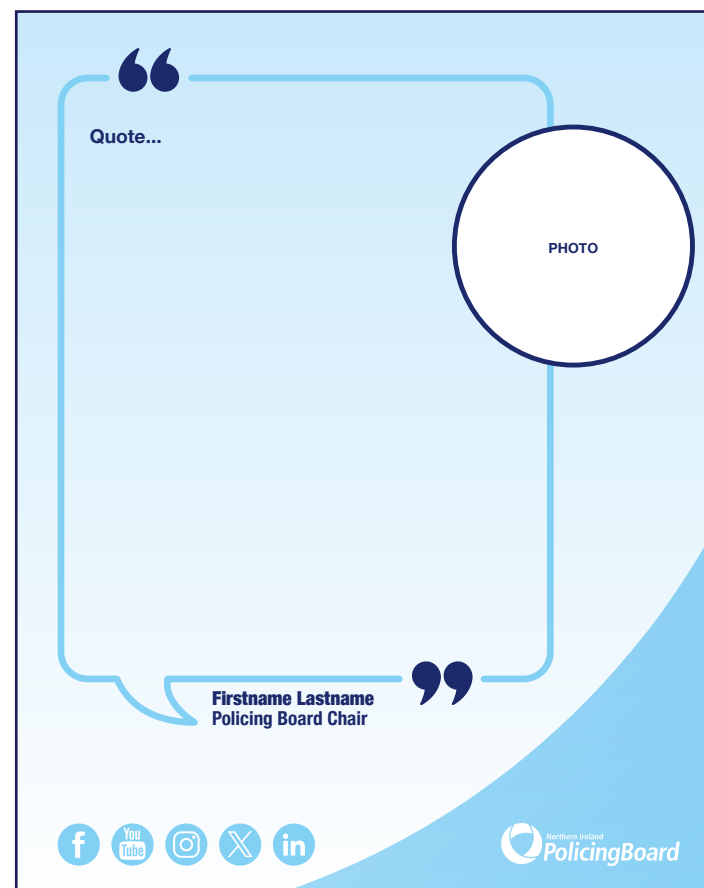
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SOCIAL MEDIA | INSTAGRAM TEMPLATES

Example of social media post for Instagram.



Post with text only



Post with image/quote

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SOCIAL MEDIA | VIDEO PRODUCTION

Videos produced for Board social media should always begin with a title card and end with the Board's social media details and video logo.

Videos should, where possible and relevant, have captions. These should be positioned either at the top or the bottom of the video in a legible font size with a solid colour background. Do not exceed two lines of text in a single section.

A name card should be included at the start of all videos for a reasonable period of time, then transitioned into the Board's three knot logo.





Northern Ireland Policing Board
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 **028 9040 8500**  **www.nipolicingboard.org.uk**

