Police & Crime
Commissioner
Warwickshire

Brand
Guidelines

2024

Reduce crime | **Support victims** | **Make communities safer**

Contents

01
Overview

The 'brand' of the Office of the Police and Crime Commissioner for Warwickshire (OPCC) is not simply a collection of logos, fonts and designed materials. It forms a critical part of the overall impression the public and partners have of the work of the Police and Crime Commissioner and, as such, must be integral to the way we engage and communicate.

The role of Police and Crime Commissioner is relatively young and while public familiarity has grown considerably since 2012, there is still some way to go until recognition becomes widespread.

Every interaction we make can therefore have a positive or negative impact on the way in which people think about the Commissioner and the PCC more widely. It is therefore important that way our corporate identity is clear, well understood and consistently applied.

Our corporate identity is formed both by graphical elements such as our logo, as well as the words that we use. Every member of OPCC staff has a responsibility to ensure it is correctly and consistently applied to help create a positive impression in our communities.

These guidelines have been developed to bring coherence to all aspects of the OPCC corporate identity and branding. They are designed to support

the PCC's vision for a safer, more secure Warwickshire and to help professionalise our day-to-day approach, building better public recognition of the work we do.

While some elements within these guidelines are expected to evolve with time (for example if there is a change in Police and Crime Commissioner or a broadening of the PCC's remit) this document has been designed to ensure the bulk of its content can carry over between administrations to ensure consistency of approach and to help to continue to build public recognition.

This guide should be used as a reference when commissioning or producing communications material for the OPCC across all forms of media, including all forms of print and digital delivery.

Should you have any further queries, please contact the OPCC Head of Media and Communications.

02
Our logo

Logo
Primary identity

This is the Police & Crime Commissioner Warwickshire logo. The relationship between the logo elements are fixed and should not be altered in any way.

The logo shown opposite is the primary version and should be used wherever possible. Additional logo versions are available for specific uses. This is covered in more detail later in the guidelines.

Logo
Exclusion zone

The exclusion zone is the area of space around the logo into which no other element can intrude.

The minimum clear space is equal to the height of the 'P' from the logotype around the logo. This clear space must run around the outer edges of the logo at all times.

Logo
Colours

Our logo comes in two different colourways to create consistency and aid accessibility. The one you use will depend on your background image or colour.

For light-image backgrounds
Use the logo with the blue typeface.

For dark-image backgrounds
Use the logo with the white typeface.

PCC Warwickshire logo blue

PCC Warwickshire logo white

Logo
Mono

Although the primary logo should be used wherever possible, a mono version is also available for use in specific circumstances.

This version should only be used when print limitations require a single colour logo and the logo is appearing on a lighter background.

Always ensure the legibility of our logo is not compromised by the background it is placed onto.

Police & Crime
Commissioner
Warwickshire

Logo
Minimum size

We want people to see our logo clearly across all our communications. To make sure it's visible to everyone, we have a minimum size for print and digital formats.

There will be occasional exceptions, such as merchandise and stationery, but please stick to the minimum sizes wherever possible.

Print:
Minimum width 35mm.

Digital:
Minimum width 49px.

Minimum width 35mm/49px

Logo

Where production of materials is being handled by the co-brand partner agency, our logo(s) must be supplied as original electronic artwork to avoid distortion or degradation of quality.

Equal stakes partnerships
If both organisations have an equal stake in the partnership, then the OPCC logo and the partner logo should be sized equally. Generally this will be the case for initiatives with Warwickshire Police.

Secondary partnerships
When supporting partner-owned communication, ensure the guidelines for size, exclusion zone, and background colour are followed.

PCC Warwickshire logo and Warwickshire Police logo - landscape

PCC Warwickshire logo and Warwickshire Police logo - stacked

Please contact the Head of Media and Communications to provide the file in the correct format, file size and quality.

Logo
Don'ts

Our logo is central to our brand, so please take care when you use it. Here you'll find some things to avoid.

Police & Crime Commissioner **Warwickshire**

Don't use any other colours.

Police & Crime Commissioner **Warwickshire**

Don't rearrange the type and icon.

Police & Crime Commissioner **Warwickshire**

Don't distort the logo.

Police & Crime Commissioner **Warwickshire**

Don't add a drop shadow to the logo.

Police & Crime Commissioner **Warwickshire**

Don't use a non-contrasting background.

Police & Crime Commissioner **Warwickshire**

Don't tilt or slant the logo.

Police & Crime Commissioner **Warwickshire**

Don't use without the bear icon.

POLICE & CRIME COMMISSIONER **WARWICKSHIRE**

Don't change the type or capitalise it.

Logo
The Bear and Staff

The Bear can be used as a branding element to enhance communications where imagery isn't in use. See the examples for approved usage.

It should only be used as a watermark on plain backgrounds and positioned to the right on the layout, away from prominent text.

Key settings to follow:
Background colour Ink Blue
Bear colour Steel Blue
Opacity 20%

Background colour Steel Blue
Bear colour White
Opacity 10%

Logo
Social media avatars

The OPCC uses social media accounts like Twitter, Facebook, LinkedIn, and YouTube, which display round or square avatars.

Since the rectangular OPCC logo doesn't fit these formats, a special avatar featuring only the bear from the logo has been created.

This bear icon should be used for online avatars and is the only time the icon can appear without the wordmark.

03
Colours

Colour palette
Primary colours

Our colour palette is used to reflect the essence, tone and purpose of branded material. Our primary colour palette is derived from the OPCC Warwickshire logo These form our brand logo and play key roles in our communications.

Ink Blue

CMYK: 100/90/35/35
RGB: 39/44/81
HEX: #272c51

Steel Blue

CMYK: 72/28/10/19
RGB: 87/130/168
HEX: #5782a8

Chalk White

CMYK: 00/00/00/00
RGB: 255/255/255
HEX: # FFFFFF

Black

CMYK: 00/00/00/00
RGB: 0/0/0
HEX: #000000

Colour palette
Supporting colours

A secondary colour palette has been developed to further enhance the visual language and core brand values of the OPCC Warwickshire visual identity. The secondary colours are to be used as complementary colours only and must not override the primary colour palette.

Varying tints of the primary and secondary colours may be used where appropriate.

Dynamic Blue

CMYK: 100/86/10/0
RGB: 47/61/131
HEX: #2f3d83

Marine Turquoise

CMYK: 83/0/40/11
RGB: 71/155/153
HEX: #479b99

Kingfisher Blue

CMYK: 100/42/25/7
RGB: 22/108/147
HEX: #166c93

Pear Green

CMYK: 44/0/100/10
RGB: 161/183/49
HEX: #a1b731

Sky Grey

CMYK: 50/20/10/0
RGB: 150/178/208
HEX: #96b2d0

Burnt Orange

CMYK: 13/78/95/0
RGB: 186/83/41
HEX: #ba5329

Lavender

CMYK: 60/45/0/0
RGB: 122/134/191
HEX: #7a86bf

Ruby

CMYK: 50/100/25/0
RGB: 128/38/107
HEX: #80266b

Colour palette
Primary and supporting colours together

Ink Blue and Steel Blue are the most distinctive and important parts of our brand identity.

The range of secondary colours should be used alongside the primary colours by use of percentages. When applying colour please use the following percentage system: 60% of all materials should be Ink Blue, Steel Blue or white. The remaining allowance of 40% can be used be used with complimentary colours.

Here are some colour palettes opposite based on the percentage system.

Ink Blue	**Ink Blue**
Kingfisher Blue	**Marine Turquoise**
Sky Grey	**Pear Green**

Steel Blue	**Steel Blue**
Dynamic Blue	**Burnt Orange**
Kingfisher Blue	**Ruby**

04
Typography

Our brand typeface
Primary typeface

Lato is our main brand typeface chosen for its readability and modern aesthetic.

This typeface is free to download and can be used without restrictions.

Humanist Feel: Lato blends classical proportions with modern touches. The overall structure is clean, with slightly rounded edges that give it a friendly, approachable feel.

Versatility: Lato is highly versatile and comes in multiple weights. This flexibility makes it suitable for both display and body text.

Download Lato typeface here:
https://fonts.google.com/specimen/Lato

**Lato Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

**Lato Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

Lato Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Lato Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

N.B. Our system typeface is Arial and should be only used when Lato is not available for use.

Our brand typeface
Primary typeface - usage

Although type sizes and styling may vary depending on format and audience, we use some basic typographic principles to help ensure consistency across all our communications.

Please follow this guidance across all documents for consistency and accessibility.

Weights and uses

Lato Black

Used for headlines and big stats.

Lato Bold

Used for lower level subheadings, pull quotes and for adding emphasis within body copy.

Lato Regular

Used on body copy and on dark backgrounds when Lato light is not accessible.

Lato Light

Used for footnotes For an alternative approach Lato Light can also be used for large headlines and/ or subheadings.

In detail

- Text should be left aligned.

- Don't use justified type.

- Avoid breaking sentences over pages.

- The recommended size for body copy is Kľpt.

- Smaller copy such as captions and footnotes should be no smaller than 9pt.

- Headings should be set in sentence case.

- Hyphenation should be turned off.

- Tracking should generally be set to '0', but may be negatively spaced if required.

05
Visual Toolkit

Graphic device
Overview

Our graphic device – the dynamic angle is the visual embodiment of our brand proposition.

It echoes the geometry found in the icon of the bear and gives our communications purpose and energy.

The graphic angle can be used in a variety of ways to hold content and create dynamic layout approaches. It is flexible and versitile by differentiating colours, orientation and sizes.
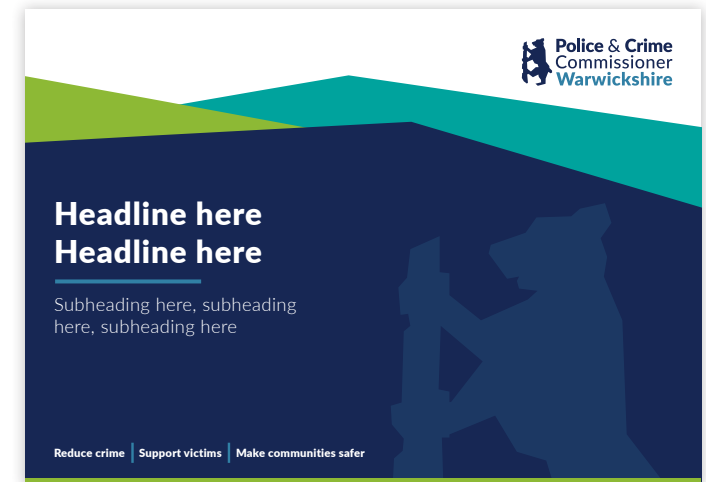
Publications
Overview

We have a flexible design system for creating a range of distinctive publications by using the dynamic angle device in a variety of ways.

By combining brand assets, we can vary the style of the publication to suit the audience it is intended for.
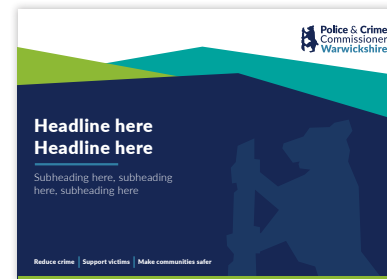
Publications

Landscape covers - Examples

The examples shown illustrate how we can utilise our dynamic angle to contain and frame different types of imagery and/or text.

If an image isn't available or suitable, the angled device can be used to create purely graphic covers.

Create your own design by combining our brand principles.
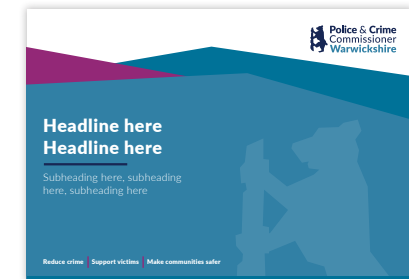
Publications

Portrait covers - Examples

The examples shown illustrate how we can utilise our dynamic angle to contain and frame different types of imagery and/or text.

If an image isn't available or suitable, the angled device can be used to create purely graphic covers.

Create your own design by combining our brand principles.
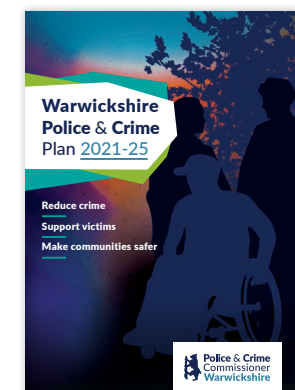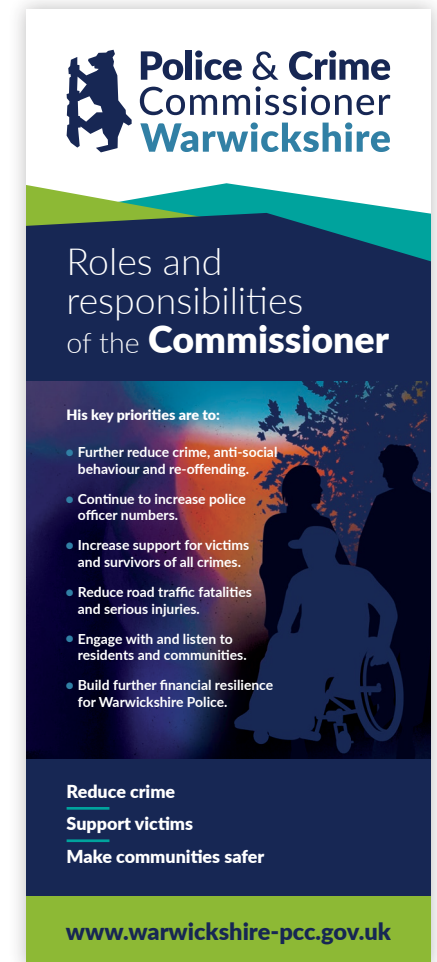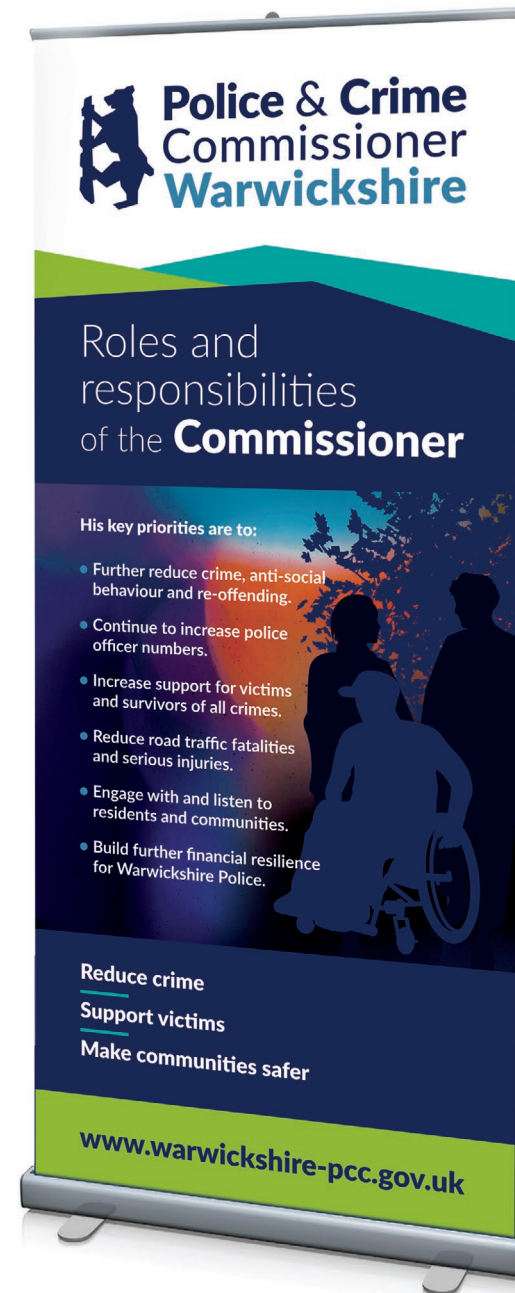
Exhibitions
Pull up banner

All messages and images should be bold and confident. Any copy must be clearly visible from a distance.

General guidance
The OPCC logo should always appear at the top.

Keep key information high – at least 100cm from the floor.

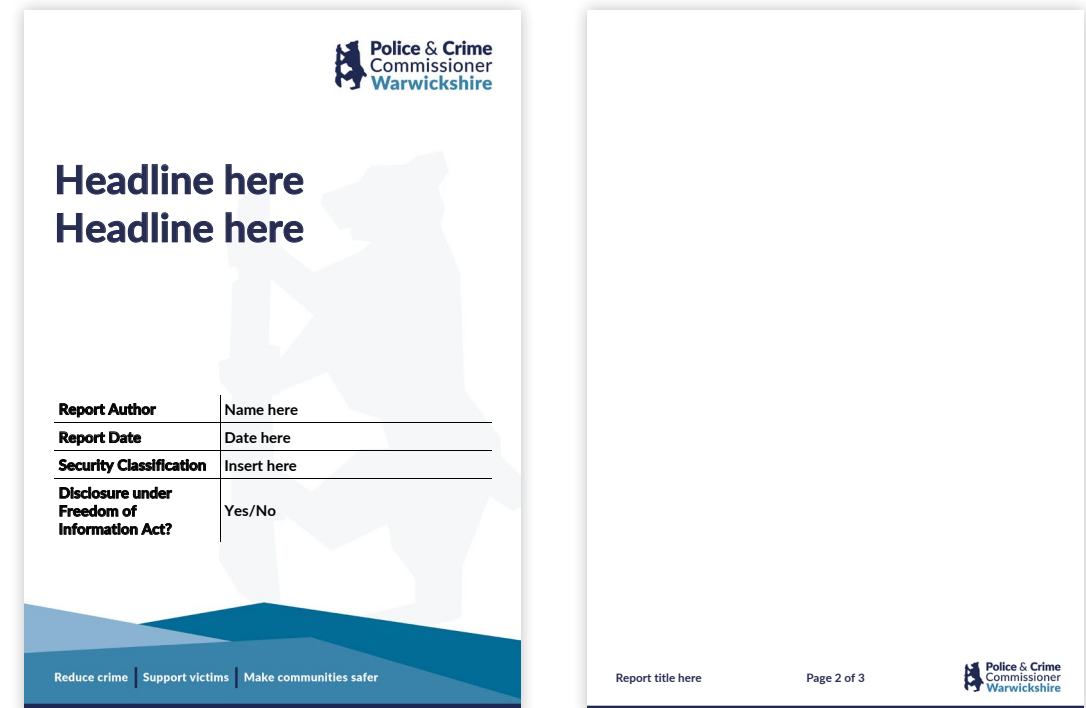Make sure height of text is consistent across banners.

Publications

Report document

Our report document is uncluttered and bold, giving maximum prominence to our logo and key information.

A master word template is available on the OPCC One Drive.

A second version is available without the cover sheet.

Police & Crime
Commissioner
Warwickshire

Headline here
Headline here

Report Author	Name here
Report Date	Date here
Security Classification	Insert here
Disclosure under Freedom of Information Act?	Yes/No

Reduce crime | Support victims | Make communities safer

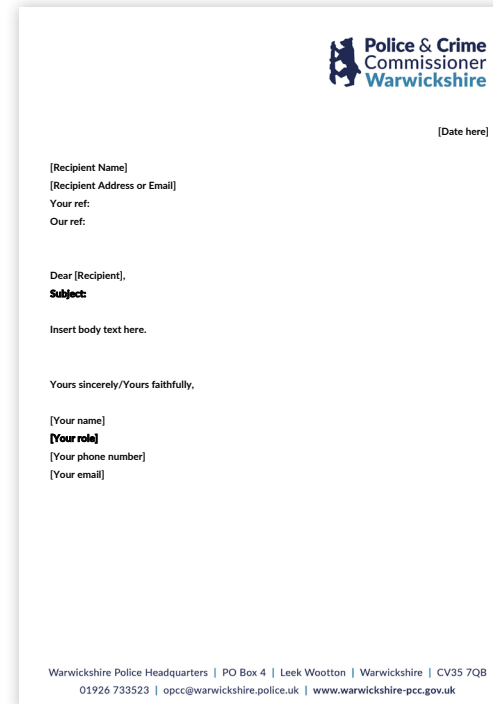Report title here   Page 2 of 3   **Police & Crime** Commissioner **Warwickshire**

Stationery
Letterhead & Business Card

Stationery is one of the most effective ways of communicating the OPCC brand.

It is uncluttered and bold, giving maximum prominence to our logo and contact information.

A master word template is available on the OPCC One Drive.

OPCC Warwickshire Letterhead

Police & Crime
Commissioner
Warwickshire

[Date here]

[Recipient Name]
[Recipient Address or Email]
Your ref:
Our ref:

Dear [Recipient],
Subject:

Insert body text here.

Yours sincerely/Yours faithfully,

[Your name]
[Your role]
[Your phone number]
[Your email]

Warwickshire Police Headquarters | PO Box 4 | Leek Wootton | Warwickshire | CV35 7QB
01926 733523 | opcc@warwickshire.police.uk | **www.warwickshire-pcc.gov.uk**

OPCC Warwickshire Business Card

Police & Crime
Commissioner
Warwickshire

Name Here
Job title here

T: 01926 733523
M: XXXXX XXXXXX
name.surname@warwickshire.police.uk

www.warwickshire-pcc.gov.uk

**Reduce crime**

Support victims

Make communities safer

Warwickshire Police Headquarters | PO Box 4
Leek Wootton | Warwickshire | CV35 7QB

Presentations
PowerPoint presentations

PowerPoint presentations should be created using the standard OPCC template, which is available on the OPCC One Drive.

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 by following the rules in these guidelines will retain the brand principles.
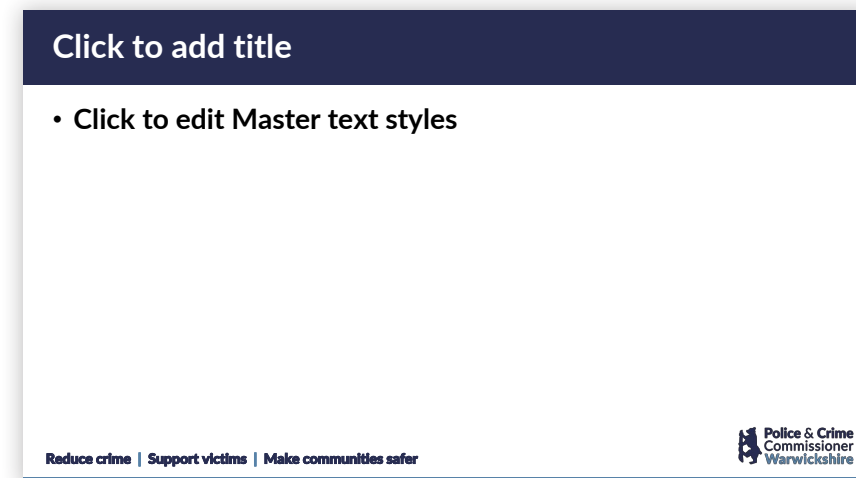
Our signage
Internal options

Our internal signage should convey the visual identity of the OPCC.

'Lato' should be the only typeface used on signage.

For external signage, colour use is restricted to the primary colour palette and black. For internal signage, the full colour palette is allowed to be used.

Due to the wide ranging use of signage only 2 examples are shown here.

Contact

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