

WILTSHIRE POLICE CREST

Our Wiltshire Police crest is the most recognisable part of our brand identity.

It appears on our police cars, building signage, website, intranet, social media, corporate literature and uniforms.

The crest is an instantly recognisable logo for us, our partners and communities.

It has inspired the look and feel of the other elements of our brand.

We are proud of our crest and should use it confidently.

Full colour crest



Two colour crest



Mono crest



Outline crest



There are four versions of the crest available - a full colour crest, a two colour crest, a mono crest and an outline crest. Please use the most appropriate version to suit your project.

Master files of the crests are available to download on the [Shared Communications Hub](#) page on Sharepoint.

For advice using the crest contact the [Visual Communications Officer](#).

CREST USAGE

When using the crest image, follow these simple rules:

- The crest should always be reproduced from a master file. It should be used in JPEG or PNG format
- It should never be scanned from letterheads or leaflets
- DO NOT squeeze or stretch the crest when adding to documents
- If superimposed over an image or block of colour ensure you use the PNG version
- Please DO NOT attempt to re-create the logo yourself. Download a master file to use

CLEAR SPACE

To protect our logo and ensure it always appears in a consistent way, the crest has a 'clear zone' around it.

This clear zone stops the crest from being cropped off a page and other elements being placed too close.



CO-BRANDING

Our crest will often sit alongside other logos, such as the Police and Crime Commissioner and local authorities.

Our crest usage principles apply in these instances too.

It is important to have the correct logos from any other organisations and permission to use them on corporate material.

MINIMUM SIZE

In print and when using the crest format, a minimum size must be adhered to so that legibility is retained. The minimum height should never be less than 25mm.



For further advice using the crest contact the [Visual Communications Officer](#).