



WILTSHIRE POLICE

Branding and style guide



CONTENTS

2	Introduction
3	Vision, Purpose and Values
4	Wiltshire Police badge
5	Badge usage
6	Fonts and colour palette
7	Templates
9	Social media
10	Photos and images
11	Style guide – Plain English
12-16	Style guide – A-Z

INTRODUCTION

A brand is a name, term, design, symbol or any other feature that identifies and differentiates one organisation from another.

It is important we present ourselves to the public in a consistent, professional way through our branding.

The Wiltshire Police badge and colours we use to represent the Force helps create a well-established, recognisable brand. It:

- Signposts people easily and quickly to information and advice about policing in Wiltshire and Swindon
- Acts as a badge or 'signature' reflecting the trusted service we provide to communities
- Represents our Vision, Purpose and Ethical principles

The way we talk and write is important too - often called our tone of voice or messaging style.

This guide outlines the core elements of our brand and how to use them professionally and consistently. It also gives advice on avoiding police jargon, replacing it with everyday language, often referred to as Plain English.

If you have any questions or would like further information, please contact the **Corporate Communications and Engagement Department**.

VISION, PURPOSE AND VALUES

VISION

The vision is our inspiration. It describes what we want to achieve.

We want to improve the quality of life of everyone.

PURPOSE

The purpose is our organisational focus. It describes our role in bringing about the vision.

OUR ETHICAL POLICING PRINCIPLES

Our ethical policing principles are the qualities that define the way we conduct our work. They describe our culture – the very essence of who we are - and help our officers, staff, partners and stakeholders understand how we operate.

They are deeper than goals. The challenge with goals is to achieve them. The challenge with principles is to live up to them consistently in every way an organisation expresses itself.

OUR VISION

A progressive and inclusive organisation, proud to deliver a consistently professional police service, built on trust, understanding and respect

OUR PURPOSE

Keeping Wiltshire Safe

There is a dedicated '**Code of Ethics**' page on Sharepoint.

You will see our Vision, Purpose and Ethical principles featured on some of our corporate literature.

OUR ETHICAL POLICING PRINCIPLES

We have three core principles:

- Public service
- Courage
- Respect & empathy

WILTSHIRE POLICE BADGE

Our Wiltshire Police badge 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 badge 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 badge and should use it confidently.

Full colour badge



Two colour badge



Mono badge



Outline badge



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

Master files of the badges are available to download from the branding toolkit on the **Branding and Style guide** Sharepoint page.

For advice using the badge contact the **Visual Communications Officer**.

BADGE USAGE

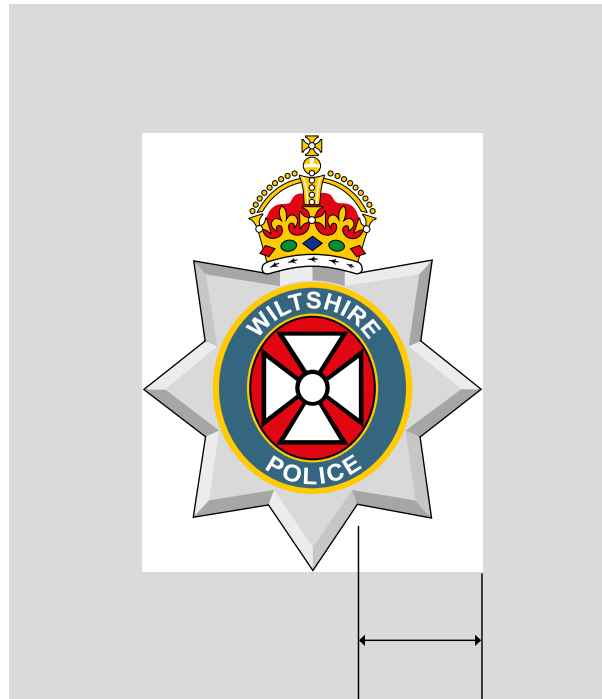
When using the badge, follow these simple rules:

- The badge 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 badge 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 badge yourself. Download a master file to use.

CLEAR SPACE

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

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



CO-BRANDING

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

Our badge 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 badge 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 badge contact the **Visual Communications Officer**.

FONTS AND COLOUR PALETTE

Alongside our badge, an important element of our branding is consistent use of fonts. While Century Gothic and Arial are the main fonts used by Wiltshire Police, a supplementary font is also available.

CENTURY GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!£ & @ " ' # *) 0 1 2 3 4 5 6 7 8 9

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!£ & @ " ' # *) 0 1 2 3 4 5 6 7 8 9

P22 POPPER BLACK PRO

(The closest system font to this is Alisha)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*(.,:;?!£ & @ " ' # *) 0 1 2 3 4 5 6 7 8 9*

FONT USE

Keep text 'aligned left' whenever possible. DO NOT 'justify' body text or use hyphenation as this alters the spacing between each word and makes it harder to read.

OUR CORPORATE COLOURS

Our colour palette consists of two primary and six secondary colours. While these are the main palette they do not preclude the use of additional colours for impact.

PRIMARY COLOUR PALETTE

Corporate blue

CMYK: 72 / 47 / 27 / 10
RGB: 82 / 115 / 146
#527392

Green

CMYK: 54 / 18 / 81 / 3
RGB: 135 / 166 / 81
#87a651

SECONDARY COLOUR PALETTE

Light green

CMYK: 40 / 4 / 84 / 0
RGB: 173 / 198 / 73
#adc649

Dark green

CMYK: 55 / 38 / 65 / 27
RGB: 112 / 117 / 87
#707557

Black

CMYK: 0 / 0 / 0 / 100
RGB: 0 / 0 / 0
#000000

Dark grey

CMYK: 37 / 29 / 29 / 8
RGB: 167 / 166 / 166
#a7a6a6

Light grey

CMYK: 18 / 12 / 14 / 0
RGB: 217 / 217 / 217
#d9d9d9

Grey tint

CMYK: 6 / 4 / 5 / 0
RGB: 243 / 243 / 243
#f3f3f3

TEMPLATES

STATIONERY TEMPLATES

We have a range of branded corporate stationery templates for all officers and staff to use.

LETTERHEAD

An A4 letterhead template is available to download from the branding toolkit on the **Branding and style guide** Sharepoint page.

BUSINESS CARDS

Business cards with personalised details are available to order using **Form 648**, which is available to download on Sharepoint from the **Corporate Communications and Engagement** page. Completed forms should be sent to the **Visual Communications Officer** for processing.

Actual business card size is 85mm x 55mm.

Letterheaded paper



Business card



TEMPLATES

POWERPOINT TEMPLATES

There are two PowerPoint presentation templates available to download from the branding toolkit on the **Branding and style guide** Sharepoint page.

When designing presentations you must not use any clipart or images you do not have copyright for.

EMAIL SIGNATURE

There are clear email signature guidelines. Your signature should look like the one pictured, featuring our Purpose. No additional fonts, emoticons or background images are to be used. A template is available to download from the branding toolkit on the **Branding and style guide** Sharepoint page.

Other stationery templates are available to download from the branding toolkit on the **Branding and style guide** Sharepoint page.



Powerpoint presentation

Email signature

SOCIAL MEDIA

Social media allows us to engage with our communities in 'real-time'. It is an important and established channel for the Force, particularly our Community Policing Teams (CPTs) and senior leaders.

The main social media platforms we use are Facebook and Twitter. We also have a Wiltshire Police Instagram account, LinkedIn business account and YouTube channel.

We need to ensure the public know they are connected to an official Wiltshire Police social media account. Using our badge and other branding makes our sites easily identifiable.

Increasing awareness of these channels widens our accessibility. Where appropriate, we include logos and handles for our main Facebook and Twitter social media accounts on our

corporate literature as well as the Force website address.

When referencing social media channels, all four main channels must be displayed with their icons beneath the main badge.

The social media channels must always follow this hierarchy from left to right or from top to bottom:

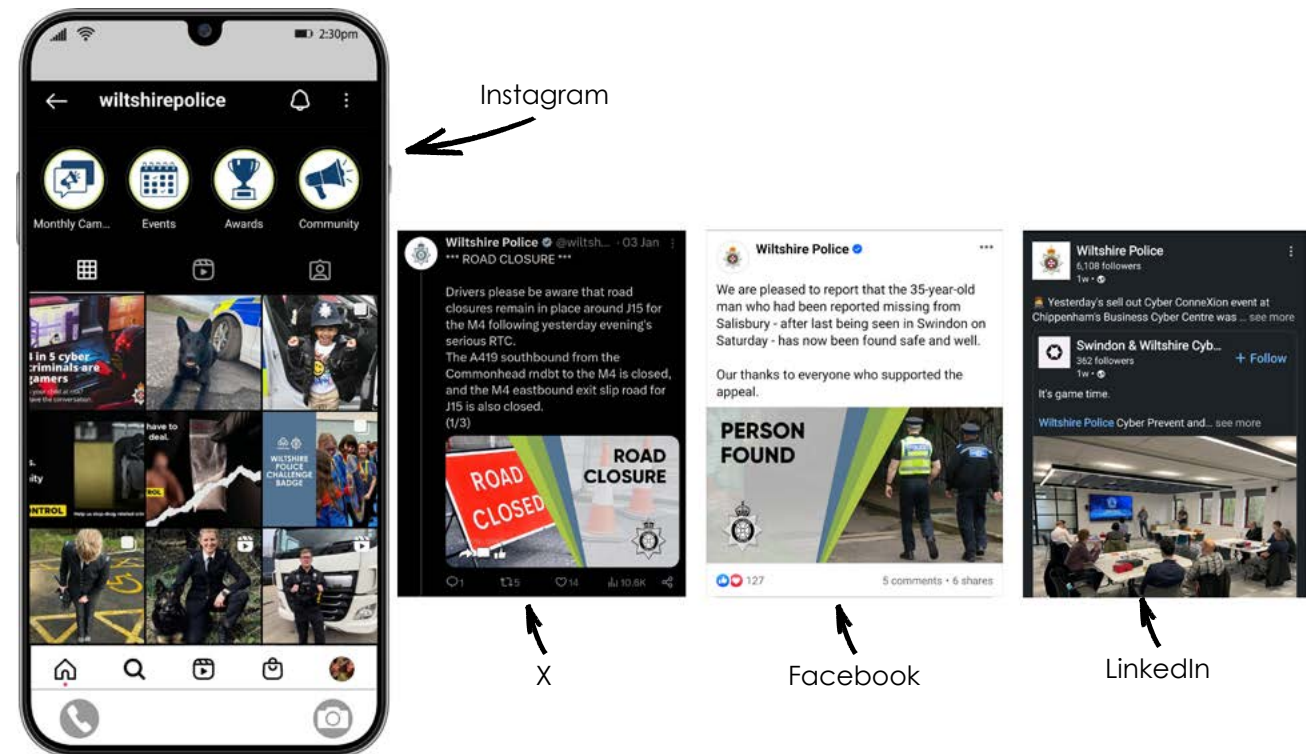
1. www.wiltshire.police.uk

2.  Facebook/wiltshirepolice

3.  X/@wiltshirepolice

4.  LinkedIn/company/wiltshirepolice

For more information, please read the **social media policy**.



PHOTOGRAPHS AND IMAGES

Social media activity is driven by good photographs and images. There are other channels / literature too where you may wish to use pictures to help tell the story.

Here are some tips on choosing the right images:

- Avoid using clip art - it looks unprofessional
- If you are taking your own photographs make sure they are high resolution
- Avoid using images that are saved from the internet. Unless it specifies otherwise most online images are subject to copyright, even if you only want to use them for social media or a presentation, and often they are low resolution so aren't good enough quality
- Images should be relevant to your text/ message



- When using pictures of people make sure they are representative of the community
- If you are photographing people get their consent. It is a requirement to get permission from a parent or guardian for children
- If you have commissioned a photographer, give them a brief of what you are trying to say with the photos and ask them to take some more creative pictures using unusual angles or different techniques.

The Corporate Communications and Engagement Department has access to a stock of Wiltshire specific images as well as a subscription to a royalty free



Photograph courtesy of David Rooksby



image website. If you are working on a particularly important project please speak to the **Visual Communications Officer** who may be able to assist you sourcing suitable images.

STYLE GUIDE: plain english

Branding focuses on images and visual identity. It is also important to be consistent and professional with our tone of voice or writing style.

By making everything we write clear, concise and informative we can make our writing easier to understand and accessible.

PLAIN ENGLISH

As a police force we have our own use of language - abbreviations and acronyms are extremely useful in an emergency situation where everyone understands them and brevity is important.

However, day to day we need to use everyday language, otherwise known as plain English. This means avoiding formal or long words when simple short words will do.

By avoiding words like those listed, other corporate jargon and old-fashioned-words, you can get your message across more easily and in a friendlier way.

For further information including useful, simple guides visit www.plainenglish.co.uk

BUSINESS SPEAK	PLAIN ENGLISH
Assist	Help
Assemble	Build / Gather / Put together
At the moment	Now / Currently
Backfill	Replace
Compulsory	(You) must
Commence	Start
Determine	Decide / Work out / Set
Discharge	Carry out
Discontinue	Stop / End
Endeavour	Try
Envisage	Expect / Imagine
Facilitate	Help / Support
Formulate	Plan / Devise

Generate	Produce / Give / Make
Inform	Tell
Implement	Put in place / Start
Liaise	Speak with
Locality	Place / Area
Per annum	A year
Persons	People / Anyone
Prohibit	Ban / Stop
Purchase	Buy
Require	Need / Want
Statutory	Legal / By law
Subsequently	Later
Thereafter	Then / Afterwards
Thus	So
Whereas	But
Whether or not	Whether
With a view to	To / So that
With effect from	From
With reference to	About
With regard to	About / For
You are requested	Please

STYLE GUIDE: a-z style guide

Abbreviations

Spell out in full in the first use with the abbreviation in brackets and then use the abbreviation. Don't put full stops after any of the letters.

Some abbreviations are so well known that it is not always necessary to spell these out in full. For example, BBC, NHS. If unsure, check on the official organisation website.

Acronyms

Formed from the initial letters of words and should be written as a single string of upper-case letters. Spell out the full name on first mention with acronym in bracket, from then on use the acronym alone.

- ✓ Community Policing Team (CPT)
- ✓ National Police Chiefs' Council (NPCC)

Active voice

Use the active rather than passive voice.

Alternative

One of a pair. Only two are possible. More than two are choices or options.

Americanisms

Don't use Americanisms, for example use organise not organize.

Ampersands (&)

Ampersands should only be used if they are part of official titles or names, otherwise write 'and'. There may be exceptions - when in doubt, check.

Apostrophes

The apostrophe has three main uses:

- 1) To show a missing letter (contractions) often used more informally:
 - ✓ I'm the Chief Constable
 - ✓ It's common for police officers to work overtime

- 2) To show the owner or possessor:

For single nouns and plural nouns which do not end in s use 's and indefinite pronouns (pronouns which don't refer to anyone or thing particularly)

- ✓ He borrowed his uncle's bicycle
- ✓ The children's toys cluttered the hallway

For plural nouns ending in s use ' after the s

- ✓ Strong tea is sometimes called builders' tea

- 3) In some expressions of time:

- ✓ We have been given a week's notice (singular)
- ✓ We have been given two weeks' notice (plural)

Brackets

Use round brackets around a phrase which adds extra information to the sentence. We would rarely use square brackets. They are often used in academic text.

STYLE GUIDE: a-z style guide

Bullet points

Bullet points are a useful way to present a list of information. When you read the introduction to the bullet points and the bullet points together, the overall text needs to make sense.

Use a bullet point list to give a list of items. There's no need to punctuate the last item.

✓ Five key themes will be covered:

- Personal safety
- Crime prevention
- Fire safety
- Sexual health
- Domestic violence

If the bullet points form a complete sentence, add a full stop to the end of the last point.

✓ Five key themes will be covered throughout December including:

- Personal safety
- crime prevention
- fire safety
- sexual health
- domestic violence.

If the text following the bullet point IS a complete sentence, it should begin with a capital letter. Although a full stop at the end is technically required it is not absolutely essential.

✓ The agenda for tonight is as follows:

- We will conduct a review of our custody provision.
- The plans for the campus programme will be discussed.

With a list that is part of a continuous sentence, start each point with a lower-case letter and put a semicolon at the end.

✓ If you can prove that:

- You were somewhere else at the time;
 - you were not related to Mary; and
 - you are over 21;
- then you will be fine.

Capitals

Words like police, chief constables, officer, indecent assault, murder, cocaine or website should be written in lower case unless part of a name or job title.

✓ Chief Constable Joe Blogs said: "I like my new job."

✓ The chief constables from the south west region met to discuss future tri-force plans.

Compared to or compared with?

Use compared to when comparing dissimilar things e.g., 'When you compare eggs to apples'. Use compared with when comparing similar thing – e.g. 'The figure for 2013 was 90 per cent, compared with 80 per cent in 2014.'

STYLE GUIDE: a-z style guide

Contractions

Formed by omitting letters from the middle of a word.

- ✓ Doctor – Dr
- ✓ Mister – Mr

You can use some contractions for more informal writing like 'they've' and 'we'll'.

Council

If writing 'the council' use lower case but make sure you have said which council you are referring to previously (town/parish council as well as Wiltshire Council and Swindon Borough Council). If using full council name use capital letters e.g., Swindon Borough Council.

Councillors

English spelling is with a double l. Spell out in full in a sentence. For example -

The councillors were very pleased with the police's work on reducing anti-social behaviour in Devizes.

When quoting a councillor abbreviate to Cllr. For example - Cllr Ray Smith said: "The police are very supportive to the council."

Dates

Write as Day Date Month Year for example Friday 3 April 2015. A 'th' is not needed.

Use 1980s (plural) not 1980's

Show year ranges as 2014 to 2015 (not 2014-2015).

e-expressions

The word email doesn't require a hyphen or a capital unless it is at the start of a sentence. All other e-expressions do require a hyphen e.g. e-learning, e-report, e-crime.

Lowercase letters should be used for internet, intranet, net and web.

Force

Use capital F when referring to our or the Force but use lower case when referring to other police forces.

Frontline

- ✓ Frontline police officers are working hard to fight crime.
- ✓ She is an officer on the front line.

Licence or license

Licence (noun), license (verb), licensee (person who holds a licence).

- ✓ I hold a UK driving licence
- ✓ The pub licensee has the right to stay open until 1am
- ✓ We are carrying out a check on licensed premises

Numbers

Spell out whole-number words for one to ten and use figures for numbers above ten.

- ✓ There were five officers on duty at the time with an additional 12 working in supporting roles.

STYLE GUIDE: a-z style guide

You can use £1m but be consistent in your use, so don't then change to £1,000,000.

Spell out words for 'first', 'second' and so on up to and including 'tenth'. Use numbers and 'st'/'nd'/'rd'/'th' for numbers above 10 when representing a rank. Don't use superscript (3rd) as this will affect line spacing.

- ✓ She was the first officer on the scene
- ✓ Police Constable Brave was the 18th officer to pass the exam that year

Per cent

Use the word 'per cent' after numbers written as words. Numbers below ten are written as words and above ten as numerals.

Use the % symbol in charts, mathematical, statistical and technical documents.

Quotes and speech marks

When quoting someone in body text use "double speech" marks. Open quotes for every new paragraph, only close quotes at the end of the final paragraph (when they've finished speaking). Use 'single speech' marks for unusual terms.

Titles

Use a capital letter for a specific job title held by that person but not for general job descriptions.

- ✓ Joe Blogs is one of the country's 43 police and crime commissioners
- ✓ Police and Crime Commissioner Joe Blogs said: "I enjoyed meeting my other 42 counterparts."

Many police titles are well used in everyday language and can be referred to as such:

- ✓ PC for Police Constable
- ✓ PCSO for Police Community Support Officer

The following police titles are less well known so use the full title for understanding in the first instance, use the abbreviation in brackets and then just use the abbreviation:

- ✓ Inspector (Insp)
- ✓ Detective Inspector (DI)
- ✓ Chief Inspector (Chief Insp)
- ✓ Superintendent (Supt)
- ✓ Detective Superintendent (Det Supt)
- ✓ Detective Chief Inspector (Det Chief Insp)
- ✓ Assistant Chief Constable (ACC)
- ✓ Assistant Chief Officer (ACO)
- ✓ Deputy Chief Constable (DCC)
- ✓ Special Constable – Sp Con

Temporary roles – use T/ as the prefix

Acting role – use A/ as the prefix

For second mentions of a name, revert to Mr, Mrs, Ms (check with the individual for personal preference). If writing a more informal article, often the first name is used after the first reference.

STYLE GUIDE: a-z style guide

Times

- Use 10am and 2pm or 6.30pm
- Hours and minutes are separated by a full stop 6.30pm
- Use midday and midnight (not 12noon or 12pm)
- For embargoed items use: embargoed until 12.01am to avoid confusing

This does not apply for operational briefings/orders – instead use the 24 hour clock.

Underlining

Do not underline titles and headings. Use a larger font size or bold the text instead.

Write for your audience

Writing a formal report is not the same as writing a media release, update for a

local council meeting, Facebook post by a local CPT, tweets or feature article for a publication. Think about the audience and how best to deliver your message.