



# Corporate Branding Policy



**NSW Police Force**



# Corporate Branding Policy

**Title:** Corporate Branding Policy

**Subject:** Policy and Procedures

**Command Responsible:** Public Affairs Branch

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## 1 Introduction

It is essential that the NSW Police Force project a consistent corporate image in all of its dealings with the community. This requires a consistent application of the *Corporate Brand* by all areas of the NSW Police Force.

The NSW Police Force name, insignia and chequered band are highly regarded and respected symbols. This policy aims to protect the police image and reputation by controlling the official use of the *Corporate Branding* design elements.

For the purposes of this policy, the police insignia, name 'police', logo or crest and the chequered band and slogan (or branding statement) are collectively referred to as the Corporate Brand.

Section 203 of the Police Act, 1990, defines police insignia as:

- *any items (being insignia, emblems, logos, devices, accoutrements and other things) that are generally recognised as pertaining to the 'NSW Police Force' or as being used by police officers, or*
- *any parts of such items, or*
- *any reasonable imitation of any such items or parts, or*
- *any thing or class of thing prescribed by the regulations as being within this definition (whether or not it may already be within this definition).*

This Corporate Branding policy outlines the process for controlling access to and use of the Corporate Brand. How to apply the design elements of the Corporate Brand is outlined in a separate document titled *Corporate Identity Guidelines*.

Public Affairs Branch through its Corporate Communications Unit is responsible for the use and application of the *Corporate Brand*.

## 2 Policy

The NSW Police Force *Corporate Brand* is applied to official police uniforms, equipment, vehicles, signage, stationery and printed items under strict control guidelines.

Any request to use the *Corporate Brand* external to the NSW Police Force must be approved by the Director, Public Affairs in accordance with the guidelines in this document.

Day-to-day use of the *Corporate Brand* within and for NSW Police Force purposes must be done so in accordance with this Policy and the *Corporate Identity Guidelines*.

In accordance with the NSW Police Force Sponsorship and Endorsement policy, the *Corporate Brand* must not be used to endorse any commercial product or service.

The *Corporate Brand* is the official identity of the NSW Police Force and must not be modified in any way.

### 3 Policy application

This policy applies to:

- All NSW Police Force business units, operational and specialist commands,
- Organisations affiliated with the NSW Police Force or those given permission to use the Corporate Brand,
- Sporting teams affiliated with the NSW Police Force.

### 4 Corporate Brand design elements

There is only one official NSW Police Force Corporate Brand. It is created by forming a relationship between the NSW Police Force insignia, logotype, website and slogan.



**NSW Police Force**  
**[www.police.nsw.gov.au](http://www.police.nsw.gov.au)**

***With your help, a safer community.***

The *Corporate Brand* must not be altered or adapted to include any internal logos or slogans on material proposed for use external to the NSW Police Force, or to an audience which may include external representatives.

Application and use of the *Corporate Brand* is outlined in the *Corporate Identity Guidelines*. These guidelines must be followed and the *Corporate Brand* must not be altered in any way.

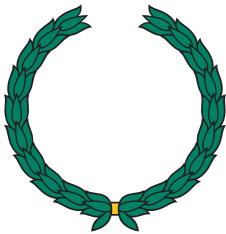
## 4.1 History of the Insignia

The NSW Police Force official insignia, credited to Sergeant Norman Merchant, was adopted in 1959 and has significant meaning. It comprises of the following elements:



### St. Edwards Crown

Also known as the Queens Crown, this is the most important item of Royal Regalia and has been the 'official' crown used on police, government and service insignia since Her Majesty, QEII, ascended the throne in 1952.



### Wreath

The wreath stands for achievement, victory and pride. It also represents an international symbol that has its roots in ancient Greece. Victors of athletic and literacy contests were awarded a coronet of wild olive leaves. This wreath was a symbol of the best and most worthy.



### NSW State Badge

The badge consists of the St. George's Cross on a white disc with an eight-pointed gold star on each arm and a golden lion in the centre. It was proclaimed in the *New South Wales Government Gazette* on 15 February 1876. The stars on the cross are considered to be representative of the Southern Cross, whilst the lion represents the royal authority of the Governor.



### Australian Wedgetail Eagle

The British Legal system that was adopted by Australia in its constitution is based on old Roman laws. The symbol of Rome was the eagle, thus the eagle here represents the law of the Sovereign State of New South Wales.

### Nemesis Scroll

Nemesis was the ancient Greek goddess of chastisement and vengeance. Here the scroll signifies retribution and justice. Together the Eagle and scroll also represent the British Crown as protector of the people, overseeing law and justice in New South Wales.



### Motto

The Latin Motto reads 'Culpam poena premit comes' which is translated as 'Punishment follows close on guilt'. A free translation would be 'Punishment is a companion pressing closely on crime', or succinctly, 'Punishment swiftly follows crime'.

## 4.2 Chequered band

The blue and white chequered band commonly used as an icon of policing throughout the world has its origin in Scotland as a hatband.



The chequered band of three rows of blue and white squares is found in a number of coats-of-arms in Scotland. It represents the tartan of the Stewart Clan and has long been a heraldic symbol. It is said that it was first created when highland soldiers wove white ribbons into the black head bands of their bonnets, thus creating the chequered effect.

In 1932, after the local community complained the police uniforms were indistinguishable at night, Glasgow Police introduced distinctive cap-bands with black and white diced cap bands. This was the idea of Chief Constable Percy Sillitoe as an initial trial with the mounted police. It was not long before it spread from the Scottish Police forces throughout the United Kingdom. Gradually, other police jurisdictions throughout the world, led by the Commonwealth of Nations, came to adopt the tartan as part of their own uniforms.

In 1963, the chequered hatband was adopted by South Australian Police force. More than a decade later it was adopted as an integral part of the uniform of the NSW Police Force. It now adorns the uniform of all Australian police forces.

The Sillitoe tartan is now an unmistakable emblem of policing itself. Its use has extended beyond the caps of police officers to mark police cars, stations, signs and community warning notices.

## 5 When the Corporate Brand must not be used

Any part of the *Corporate Brand* must not be used:

- On stationery (incl business cards) of any organisations external to the NSW Police Force, regardless of any commercial arrangements between the parties. This includes Crime Stoppers and the PCYC,
- In the manufacture or sale of merchandise unless specifically authorised in accordance with [Chapter 7](#) of this document,
- On any non-standard issue NSW Police Force uniforms or equipment,
- On sponsored vehicles unless in accordance with the Sponsorship and Endorsement Policy and the guidelines at [Appendix 2](#) of this document.

## 6 Assessment of requests

When assessing a request to use the Corporate Brand, consideration will be given to the following issues:

- Whether the application supports the NSW Police Force objective of reducing crime and the fear of crime in the community,
- Whether the association of NSW Police Force with the organisation would withstand internal/external scrutiny,
- No potential, apparent or perceived conflict of interest between the organisation and the objectives of the NSW Police Force,
- Whether anyone involved with the organisation, and/or involved with the NSW Police Force will obtain personal benefit,
- If the request relates to an existing sponsorship arrangement:  
that the use of the *Corporate Brand* conforms to the Sponsorship and Endorsement policy, and  
is a requirement under the sponsorship agreement between the NSW Police Force and the sponsor.

## 7 Approval process

The *Police Act, 1990* contains clauses dealing with the wearing or possession of police uniforms, including the police insignia (Section 203), and use of the name “police” in an operating name (Section 204).

The Director, Public Affairs has delegated authority to authorise the use of the *Corporate Brand* (refer [Section 8](#) for detail on the use of the word police and [Section 9](#) for its use in charitable or community events).

Any request to use the *Corporate Brand* for any other purpose, other than its official use within the NSW Police Force, must be approved in accordance with this document and will in general only be given where its use will support core NSW Police Force objectives.

The *Corporate Brand* may be used in connection with not for profit community or charity events, police aligned sporting groups and organisations with close ties to the NSW Police Force, eg. Crime Stoppers and Police Band. The rights to use the *Corporate Brand* will be governed by the terms of a Licence Agreement between the NSW Police Force and the applicant.

The following table summarises the approval process for various situations which involve the use of the *Corporate Brand*. While the list is not exhaustive, it covers the most common areas where the use of the *Corporate Brand* may be sought.

If in doubt, contact the Manager, Corporate Communications, E/N 53210, 9285 3210

Use	Endorsement	Approval
<b>Commercial use/gain or external to NSWPF:</b>		
Manufacture or sale of merchandise with <i>Corporate Brand</i> by an organisation or individual.		Director, Public Affairs
By a sponsor in a promotional campaign	LAC or Specialist Commander	Director, Public Affairs
In support of a one-off charity event	LAC or Specialist Commander	Director, Public Affairs
Wear or possess a police uniform (for other than a film or TV project)		Director, Public Affairs
Use of name “police” in an operating name	Legal Services	Director, Public Affairs
<b>NSWPOL use:</b>		
Non – standard issue uniforms	Uniform Standards Committee	Director, Public Affairs
Non-standard issue motor vehicles (eg. sponsored vehicles)	Fleet Management	Mgr Corporate Communications
NSWPOL promotional material or merchandise	Design & Print Co-ordinator	Mgr Corporate Communications
NSWPOL advertising	Corporate Spokesperson	Mgr Corporate Communications
Official internal use; eg. uniforms, vehicles, equipment and signage.	In accordance with style guidelines.	In accordance with supply contract.
Printed material eg. stationery, brochures.	In accordance with style guidelines.	Mgr Corporate Communications.
Use of name “police” in a police aligned sporting group.	Council of Sport	Director, Public Affairs
Use of name “police” in a police aligned social club.		Director, Public Affairs

## 8 Use of the name 'police' and other designations

### 8.1 Use of the name 'police'

Use of the name 'police' is governed by Section 204 of the *Police Act, 1990*. Section 107 of the Police Regulations lists the following organisations authorised to carry on business under Section 204 A of the Police Act:

- Justice and Police Museum,
- Police and Community Youth Clubs Pty Ltd,
- Police Legacy, and
- Police Credit Union.

While an organisation may have authority to use the name 'police' it does not mean they also have the right to use the NSW Police Force *Corporate Brand*. Authority to use the *Corporate Brand* must be separately applied for under this policy.

Any other organisation, including sporting clubs, seeking to use the name 'police' are required to make application under S 204A of the Police Act (refer [Appendix 3](#))

Each application to use the name 'police' will be treated on its merits. However, use of any part of the *Corporate Brand* for commercial benefit will not be authorised – unless such use clearly supports the core objectives of the NSW Police Force and its use is approved by the Director, Public Affairs.

Of primary concern to the NSW Police Force is the protection of its image and the prevention of inappropriate trading of the name 'police' where the use of that name can reasonably imply an association with the NSW Police Force.

Should the use of the name 'police' be approved, then the applicant is required to enter a Licence Agreement which will outline the conditions and the approved period. Such agreements will have a validity period of generally between 12 months and up to two years. Background checks may be carried out on Board or Committee members.

The Director, Public Affairs is the officer authorised to approve the use of the name 'police' and to execute an appropriate Licence Agreement.

### 8.2 Use of the term detective and other designations

Section 205 of the Police Act protects the use of the term 'detective' by non-police officers or 'private detective'. Those terms cannot be used in connection with any business, occupation or employment.

The section further prevents the use of any other designation, rank or description which may imply that a person is a police officer.

## 9 Support for charity or community events

The *Corporate Brand* may be authorised for use in community or charity events where there is no commercial benefit<sup>1</sup> or profit to be gained from such events and there is no conflict with the objectives of the NSW Police Force.

A formal request to use the *Corporate Brand* must be endorsed by the relevant LAC or specialist Commander and submitted to the Manager, Corporate Communications, Public Affairs Branch and include the following information to allow an informed decision to be made on the proposal:

- Circumstances which led to the request to use the *Corporate Brand*,
- The charity or community event involved,
- Other organisations involved in the event,
- Certification that supporting organisations are not those that the NSW Police Force currently overlooks<sup>2</sup>,
- Details of the organising committee,
- Certification that the event is a not for profit event and that no organisation will profit from the event,
- Details of the charity which is to gain the benefit,
- The event supports the core role of the NSW Police Force and will enhance community policing initiatives and the ability to reduce the fear of crime in the community,
- The support will not compromise or contravene existing sponsorship agreements entered with the NSW Police Force.

Where approval is given for the use of the *Corporate Brand*, then its application on banners, clothing, event signage or promotional items must first be approved by Public Affairs Branch. This will require event organisers to submit draft artwork for approval before the application of the Corporate Brand to products. The *Corporate Identity Guidelines* may be provided to suppliers to assist producing and applying the *Corporate Brand*.

1 There must be no commercial connection with a charity event – any profit derived from the sale of merchandise containing any part of the Corporate Brand must directly benefit the charity, eg. a manufacturer of supplies of merchandise must not receive a proportion of sales as a profit.

2 Eg. licensed premises, gaming companies, security companies, sex industry, tobacco companies, pawn brokers and second hand dealers, firearms and weapons industry.

## 10 Artwork design

The application of the *Corporate Brand* on any posters or advertising signs or other promotional material must be strictly in accordance with the *Corporate Identity Guidelines* – artwork must first be authorised by Public Affairs Branch.

The Public Affairs Branch can provide assistance in terms of design and has responsibility for authorising artwork for the design of promotional material using the *Corporate Brand* – contact the Design & Print Co-ordinator, E/N 53690 or 9285 3690.

## 11 Where to get help

Publicity/promotion advice	Corporate Communications	53229 (9285 3229)
Policy and procedures	Public Affairs Branch	45306 (8263 6306)
Uniforms Standards		50811 (9645 9811)
Fleet Management		85099 (9827 5099)
Corporate stationery	Corporate Communications	53690 (9285 3690)
Design using NSWPF Corporate Brand	Design & Print Co-ordinator, Public Affairs Branch	53690 (9285 3690)

## Appendix 1 Checklist for use of the Corporate Brand

(Refer [Appendix 3](#) for the use of the name 'police' by an organisation).

**OVERRIDING PRINCIPLE:** There must be no potential, apparent or perceived conflict of interest between an organisation or individual seeking to use any part of the Corporate Brand and the objectives or activities of the NSW Police Force. Nor must there be any perception of commercial endorsement in the use of the Corporate Brand.

Proposed use of Corporate Brand	Action
Is the use connected with a not for profit charity or community purpose? derived	May proceed, refer request to Public Affairs Branch. Certification may be required that all funds raised will go to charity, ie. there must be no profit by any party.
Will the use support the ability of the NSW Police Branch. Force to reduce the fear of crime in the community?	May proceed, refer request to Public Affairs Branch.
Will the use support the role of the police in Branch. the community?	May proceed, refer request to Public Affairs Branch.
Is the use in connection with agreements with an Branch. existing sponsor (eg. joint promotional activity)?	May proceed, refer request to Public Affairs Branch.
Will the use compromise or contravene existing sponsorship arrangements?	Do not proceed – or refer to Public Affairs Branch for advice.
Is the use in connection with any commercial benefit; eg. manufacture or sale of merchandise where the NSW Police Force is not the beneficiary? (If so specific approval and licensing arrangements apply – refer <a href="#">section 9</a> )	Do not proceed.
Is the use connected with the manufacture and sale of merchandise by the NSW Police Force?	May proceed, refer to Public Affairs Branch for consideration.
Is there any personal benefit likely to flow to any employee of the NSW Police Force from the use in a commercial application?	Do not proceed.
Is the use on NSW Police Force promotional items and advertising in accordance with the <i>Corporate Identity Guidelines</i> ?	If for internal NSW Police Force use, proceed in accordance with policy.
Is the use proposed on stationery, business cards or corporate signage in conjunction with organisations other than the NSW Police Force?	Do not proceed.

Is the use proposed on other than official issue uniforms?	Refer to Uniform Standards Committee.
Has all artwork for the proposed use of the <i>Corporate Brand</i> been endorsed by the Public Affairs Branch?	If not – refer to Public Affairs Branch prior to production of items.
Is the use proposed on non-standard vehicles, eg. sponsored vehicles?, (minor signage may be permissible in accordance with <a href="#">Appendix 2</a> and Sponsorship and Endorsement policy)	Refer to Public Affairs Branch in the first instance.
If more than one organisation/government agency involved (eg. major charity/community event); each organisation must be one with no conflict with NSW Police Force objectives	Seek guidance from Public Affairs Branch.
Does the request involve the use of police uniforms?	Refer to Public Affairs Branch.
Does the request involve the application on official police uniforms?	Uniform Standards Committee.
Is there any financial support expected from the NSW Police Force?	Do not proceed.
Is there any fundraising component associated with NSW Police Force involvement?	Refer to Public Affairs for advice.
Does the proposal involve the production of pamphlets, brochures, merchandise or advertising?	Comply with Corporate Branding Guidelines and refer artwork to: Public Affairs Branch for external use, or Printing & Design Services for internal use.
Is the Corporate Brand proposed for use on video, DVD/CD productions; (eg. acknowledgement of the NSW Police Force role in the production of an educational package)?	Refer to Public Affairs Branch.
Does the request involve the use of NSW Police Force owned film or video footage, photographic images, or equipment in external applications?	Refer to Public Affairs Branch.

## Appendix 2 Sponsored vehicle signage

Sponsored vehicles are generally provided to support community based policing initiatives, eg. crime prevention, community consultation and education.

The following guidelines are provided to assist staff when dealing with potential sponsors about signage on vehicles provided to the NSW Police Force. The guidelines will introduce a consistent approach to the use of the NSW Police Force Corporate Brand on sponsored vehicles.

A standard approach to signage will also assist commands in their dealings with potential sponsors and allow them to demonstrate how a particular vehicle may appear with signage affixed.

### Vehicle signage variation

There will be two variations in the type of signage applicable to a sponsored vehicle:

- vehicles to be driven by uniformed officers only and affixed with police markings (eg. chequered band and police signage), and
- vehicles which may be driven by non-sworn staff where the application of the chequered band and police signage would not be appropriate.

Signage outside these guidelines will be considered in support of targeted campaigns or in the case of a major sponsorship proposal where sponsor recognition may need to be greater than these guidelines provide for.

***Example:** a high performance car is to be used to connect with youth groups – it may be appropriate for the vehicle to be finished in an eye catching design, eg. a manufacturers motor racing livery<sup>3</sup> with one-off special police markings.*

or

*A manufacturer or company offers a high value sponsorship proposal that would warrant the application of higher impact corporate signage.*

Proposals such as those outlined in the above examples and others which may fall outside these guidelines must be referred to the Corporate Communications Manager prior to any commitment being entered with a potential sponsor.

<sup>3</sup> Livery must not include sponsor names associated with the manufacturers racing team or from industries that are restricted under the NSW Police Force Sponsorship and Endorsement Policy - eg. alcohol and gaming companies.

## Sample signage layout

### Vehicle type 1 (police markings)

Fitted with police signage which conforms generally to the standard National Marking Scheme (chequered band and police markings) – refer Image 1.

In this case, the sponsors name and associated wording may be applied to the rear doors and on the bootlid or rear panel or hatch.

The sponsors name may accompany the NSW Police Force slogan. Wording will be governed by the space available on the vehicle.

Sample wording:

**Smith Motors, proudly supporting the NSW Police Force.**

or

**Smith Motors, with your help, a safer community.**

or

**Smith Motors, supporting the NSW Police Force and with your help, a safer community.**



Image 1

As an alternative, the bonnet may be used to place signage recognising the sponsors link with the NSW Police Force.

Sponsor signage must not include advertising such as – Smithtown Foods – for orders ring 1234 5678.

### Vehicle type 2

Refer sample at Image 2.

These are vehicles that may be driven by civilian staff where the display of the police National Marking Scheme may not be appropriate.

However, a small NSW Police Force crest may be applied to the front mudguard adjacent to the front doors.

The front doors should contain signage in accordance with the following example:

NSW Police Force  
(Command name)  
(activity eg. Youth Liaison Officer)

As with vehicle type 1, sponsor recognition may be applied to the rear doors, bootlid, rear panel or hatch or the bonnet.

### Trailers

The signage principles and guidelines for vehicles will also apply to trailers which may be obtained through sponsorship arrangements.

Where a trailer is a fully enclosed unit:

NSW Police Force	(Sponsor name)
(Command name)	(proudly supporting the NSW Police Force)
(Purpose of trailer)	(NSW Police Force slogan: 'With your help, a safer community')

The chequered band may be applied to the trailer beneath the NSW Police Force and sponsor signage.

Signage may be applied to both side and rear panels of the trailer. The amount of signage will be governed by the panel space available.

Refer Image 3 for a sample layout.

Consult the Corporate Communications Manager if alternate signage is proposed.

### Appendix 3 Use of the name 'police'

The underlying considerations when determining whether to approve, revoke or apply conditions to the use of the name 'police' will be:

- Whether the use of the name 'police' in the operating name can reasonably imply an association or connection with the NSW Police Force,
- Whether the activities to be carried on under an operating name which includes the name 'police' will or has the potential to bring discredit on the NSW Police Force,
- The need to ensure appropriate controls are in place in relation to the activities to be conducted under an operating name which includes the name 'police'.

Some indicative conditions which might be applied in granting use of the name 'police' may include a requirement to:

- Comply with the NSW Police Force Sponsorship and Endorsement Policy,
- Keep annual audited financial statements and produce them on request,
- Have serving members of the NSW Police Force on any executive of the relevant body or organisation.
- Affiliate with another approved body or organisation.

Further, applicants may be required to submit the following details:

- Proposed use of the name 'police' (eg. NSW Police XXXX Club),
- Details of Committee/Board members
  - Names including background – eg. serving police officers,
  - Details on any other individuals including companies committee members are associated or aligned with.
- Charter or mission of the organisation,
- Financial arrangements,
- If a registered charitable organisation, evidence of registration,
- Confirmation that the group activities do not conflict with the objectives of the NSW Police Force and that there is no association with any organisation or industry over which the NSW Police Force has an oversighting role,
- The need for serving police officers (if not already represented) to be a member of the organising committee or Board.

**Appendix 4 Corporate Identity Guidelines**

**Corporate Branding Request (External Use)**

**FACSIMILE TO** Attention: Amanda Duncan, Corporate Design Coordinator  
 Corporate Communications Unit  
 Public Affairs Branch  
 FACSIMILE: 9285 3688 or EN 53688



**COMMAND NAME** \_\_\_\_\_

**REQUESTING OFFICER** \_\_\_\_\_

**CONTACT DETAILS** Phone \_\_\_\_\_ Email \_\_\_\_\_

**NAME OF PROJECT** \_\_\_\_\_

**DESCRIPTION OF PROJECT/EVENT** (Brief outline, objectives of the project/event and relevance to NSW Police)  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**DEADLINE FOR BRANDING REQUEST** \_\_\_\_\_

**DIGITAL IMAGE FILES** (For a full explanation of file names and formats, refer to the *Corporate Identity Guidelines*)

TYPE	COLOUR (Tick appropriate box/es)				FILE FORMAT (Tick appropriate box/es)				
	Full col	Black	Blue	Reverse	EPS <small>(Black or CMYK)</small>	EPS <small>(PMS)</small>	TIF <small>(CMYK)</small>	JPG <small>(RGB)</small>	GIF <small>(Reverse only)</small>
Brand A (External)									
Brand B (External)									
Insignia									
Badge									
Proud Traditions A									
Proud Traditions B									
Cheq Band 6x198									
Cheq Band 6x198 Keyline									
Cheq Band 6x285									
Cheq Band 6x285 Keyline									
Cheq Band 9x190									
Cheq Band 9x190 Keyline									
Cheq Band 9x277									
Cheq Band 9x277 Keyline									
Cheq Frame 6									
Cheq Frame 6 Keyline									
Cheq Frame 9									
Cheq Frame 9 Keyline									
Slogan									
Crime Stoppers									

**APPROVALS**

COMMANDER APPROVAL \_\_\_\_\_

SPONSOR APPROVAL (if applicable) \_\_\_\_\_

CORPORATE COMMUNICATIONS APPROVAL \_\_\_\_\_

CORPORATE COMMUNICATIONS SIGHT FINAL ARTWORK [ ] Yes [ ] No