New South Wales Police Force

Corporate Branding Policy and Standards

Public Affairs Branch

14 December 2018
CORPORATE BRANDING POLICY AND STANDARDS

This policy aims to protect the police image and reputation by clearly defining the Corporate Brand and how it can be used, to ensure the brand’s consistent and appropriate application across the NSW Police Force.

ESSENTIAL SUMMARY

The police insignia (crest), logotype (‘NSW Police Force’), chequered band (Sillitoe tartan) and the word ‘police’ are collectively referred to as the Corporate Brand. The Corporate Brand and the Corporate Brand/NSW Government logo co-brand are the official identities of the NSW Police Force to the community.

The Corporate Brand must be used in internal communications, for operational and ceremonial purposes, and on uniforms. The Corporate Brand/NSW Government logo co-brand must be used in paid advertising and in external communications where the NSW Police Force interface with the public in a non-operational capacity.

No other police logo can be used externally unless formally approved by the Commissioner’s Executive Team or the Cabinet Standing Committee on Communication and Government Advertising. All logos approved for external use must be registered by the Corporate Communications Unit, Public Affairs Branch.

Any request to use the Corporate Brand outside the approved templates, or for any purpose other than its official use within the NSW Police Force, must be approved by the Public Affairs Branch. Examples include use in connection with a police endorsed event, a sponsorship agreement or with a police aligned sporting group or organisation.

The Corporate Communications Unit, Public Affairs Branch, must sight and approve the design and proposed use of the Corporate Brand in any artwork before its application. Artwork forwarded for approval must include sign off by the relevant commander that the event the artwork is being designed for has been approved for police participation.

Internal Logos are approved for internal use only. Internal Logos must not be used or visible in any official interaction with non-police staff. Internal Logos must not to be included in police signature blocks (emails), police social media sites or placed on any ‘hand out’ and collateral material that could leave or be used outside police premises.

Sponsored vehicles for use by sworn officers only are to be fitted with police signage consistent with the standard National Marking Scheme. Sponsored vehicles for use by unsworn staff must not display any signage that indicates it is a police vehicle. Sponsored motor vehicles must not be fitted with emergency warning devices (for example, light bars) and must not be used for operational duties. Sponsor recognition must not overshadow the Corporate Brand or include advertising.

A licence to use the word ‘police’ in an operating name may be sought from the Public Affairs Branch by a not for profit community organisation, charity, or police aligned sporting group or organisation. In some circumstances organisations or individuals may also apply for a licence to possess, use, manufacture or sell police insignia.
Unclassified

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<td>Corporate Branding Policy published</td>
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<td>Corporate Branding Policy and Standards revised, especially Part A sections 2, 3, and 8 and Part B sections 9.3-5 and 9.7.</td>
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PART A
Corporate Branding Policy
1. INTRODUCTION

1.1 THE CORPORATE BRAND

The NSW Police Force has a clear Corporate Brand that is highly regarded and respected, representing law enforcement, trust, integrity and safety. It is a powerful brand which must be carefully managed.

This policy protects the police image and reputation by clearly defining:

- the Corporate Brand,
- how it is co-branded with the NSW Government Waratah logo, and
- how it can be used.

The aim is to ensure the brand’s consistent, professional and appropriate application across all areas of the NSW Police Force. Creating a consistent corporate image in our communications reflects a professional and attractive policing identity.

Section 203 (8) of the Police Act 1990 defines ‘police insignia’ as:

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

For the purposes of this policy, the police insignia (crest), logotype (‘NSW Police Force’), chequered band (Sillitoe tartan) and the word ‘police’ are collectively referred to as the Corporate Brand.

1.1.1 Corporate Communications Unit

The Public Affairs Branch through its Corporate Communications Unit is responsible for ensuring use of the Corporate Brand, the Corporate Brand/NSW Government Waratah logo co-brand and other police logos is consistent with the Corporate Branding Policy and Standards.

The Corporate Communications Unit assists commands by providing advice on the branding policy and in the design of artwork and promotional material using the Corporate Brand.

The Unit must sight and approve the design and proposed use of the Corporate Brand or Corporate Brand/NSW Government Waratah logo co-brand in any artwork prior to its application. The forwarding of artwork for approval must include sign off by the relevant Commander that the project or event that the artwork is being designed for has been approved for NSW Police Force action or participation.
1.2 **OBJECTIVES AND SCOPE**

The *Corporate Branding Policy and Standards* set style, design elements and accountabilities for managing, controlling access to, and using the NSW Police Force *Corporate Brand* and other police logos.

The *Corporate Branding Policy and Standards* apply to all:

- NSW Police Force commands and business units
- NSW Police Force employees
- persons or body of persons who have been granted consent to use the word “police” in their operating name in accordance with section 204B of the *Police Act 1990*
- sporting teams, clubs or police employees participating in a national police team (for example, police cricket, football, netball and cycling teams) or other organisations affiliated with the NSW Police Force who have been given permission under licence to use the *Corporate Brand*.

1.3 **WHERE TO GET HELP**

<table>
<thead>
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<th>Position</th>
<th>Contact Details</th>
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</table>
| Design services or using the NSWPF Corporate Brand | Corporate Design Coordinator, Corporate Communications Unit | E/N: 45480  
PH: 8263 6480  
Email: #corpdesign |
| Corporate Branding Policy and Standards    | Corporate Design Coordinator, Corporate Communications Unit | E/N: 45480  
PH: 8263 6480  
Email: #corpdesign |
| Corporate templates (certificates, covers, PowerPoint) | Corporate Design Coordinator, Corporate Communications Unit | Corporate Design intranet page in the first instance.  
E/N: 45480  
PH: 8263 6480  
Email: #corpdesign |
| Advice on publicity or promotional items (banners, posters etc) | Marketing and Events Team, Corporate Communications Unit | E/N: 45304  
PH: 8263 6304  
Email: #marketing |
| Sponsorship Policy, including vehicles Endorsement Policy | Marketing and Events Team, Corporate Communications Unit | E/N: 45304  
PH: 8263 6304  
Email: #marketing |
| Stationery and forms                       | E-Bisprint (for printed forms and stationery) | E-Bisprint  
Order form: P375A  
PH: 4352 7777  
Email: nswpoliceorders@ebisprint.com.au |

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1 Employees: persons engaged to assist the NSW Police Force to undertake its responsibilities in accordance with the *Police Act 1990* including Police Officers, Administrative Officers, Ministerial Employees, Volunteers in Policing and temporary employees.
### 1.4 RELATED POLICIES

The following policies and documents are also applicable:

- **Code of Conduct and Ethics (Standards of Professional Conduct Booklet)** Professional Standards, 2013
- **Dress Policy**, Commissioner’s Office, 2016
- **Endorsement Policy and Procedures**, Public Affairs, 2015
- **Sponsorship, Donation and Fundraising Policy**, Public Affairs, 2014
- **The NSW Government Branding Guidelines**, Department of Premier and Cabinet, August 2017
2. THE CORPORATE BRAND

2.1 CORPORATE BRAND ELEMENTS

The Corporate Brand consists of the insignia (or crest) logotype (‘NSW Police Force’) chequered band and the word ‘police’.

The Corporate Brand is also co-branded with the NSW Government logo.
2.2 APPROVED USE OF THE NSW POLICE FORCE CORPORATE BRAND

The NSW Government Branding Guidelines set policy on what branding NSW government agencies may display publicly.

On 19 October 2017, the Cabinet Standing Committee on Communication and Government Advertising decided the NSW Police Force:

- may retain its separate Corporate Brand (without the NSW Government Waratah logo) for use for operational and ceremonial purposes and uniforms
- must use the Corporate Brand combined (co-branded) with the NSW Government Waratah logo for advertising and externally facing communications
- must use the Waratah only for project signage.

No other police logo or branding may be used externally under any circumstances unless it is formally approved as set out in section 2.4 below.

2.3 CONSISTENT CORPORATE IMAGE

The Corporate Brand and the Corporate Brand/NSW Government Waratah logo co-brand (the ‘co-brand’) are the official identity of the NSW Police Force to the community.

It is essential that the NSW Police Force projects a consistent corporate image in all its dealings with the community. This requires a uniform application of the NSW Police Force Corporate Brand and co-brand by all commands. To ensure a uniform style, application and message, the use of the Corporate Brand and co-brand is set out in this document and must be followed.

The Corporate Brand and co-brand must not be altered in any way.

2.3.1 The Corporate Brand - Internal and Operational Communications

The Corporate Brand must be used in internal communications, for operational and ceremonial purposes, and on uniforms.

This includes items for internal use only such as internal signage, intranet material and internal use only forms as well as all external operational items such as stationary, business cards, uniforms, official notebooks, media releases, equipment and vehicles.

2.3.2 The Corporate Brand/NSW Government Logo Co-brand - External Communications

The co-brand must be used in paid advertising and in external communications where the NSW Police Force interface with the public in a non-operational capacity.

This includes items such as paid press advertisements, posters, flyers, out of home media, large format banners, flags and marquees, digital advertising such as video, mobile and display, and external facing NSW Government communications.
Signage for projects fully or partially funded by the NSW Government must only feature the NSW Government logo, not the police co-branded version. This includes items such as hoardings and construction site banners.

2.4 APPROVAL TO EXTERNALLY USE OTHER POLICE LOGOS

The external use of any other police logos is prohibited unless approval is obtained:

- from the Commissioner’s Executive Team (CET) if the proposed logo is allowed by or is outside the scope of the NSW Government Branding Guidelines
- from the Cabinet Standing Committee on Communication and Government Advertising as an exemption if the proposed logo contravenes the NSW Government Branding Guidelines.

All applications must be submitted in writing via the chain of command through the Public Affairs Branch, which will determine if the proposal is allowed by or contravenes the NSW Government Branding Guidelines.

As the NSW Police Force has a Corporate Brand, the submission must contain:

- compelling reasons for why the logo needs to be used externally to further police objectives and justifying the risk of competing with or diluting the Corporate Brand and co-brand
- a description of how the logo would be used externally (e.g. what situations would it be used in, and on what objects/media, such as on vehicles, clothing, banners or websites)
- the target audience, and
- what message the actual logo design seeks to communicate.

Any approval granted will include details on how the logo may be used externally.

2.4.1 Existing Approvals No Longer Valid

The release of the revised NSW Government Branding Guidelines on 7 August 2017 means that any pre-existing approval for the external use of other police logos is no longer valid and a new approval must be sought in accordance with section 2.4 above.

2.4.2 Established Major Police Programs

Logos relating to an existing major corporate police program, similar to the International Students, Multicultural Liaison Officer (MCLO) and Eyewatch programs, that has a well established public presence are consistent with the NSW Government Branding Guidelines. Applications can be submitted to CET for approval if the Department of Premier and Cabinet informally agrees.

2.4.3 Business Unit logos

The external use of business unit logos, such as logos for the Security Licensing & Enforcement Directorate (SLED) or the Tactical Operations Unit are prohibited by the NSW Government Branding Guidelines. Applications for the external use of business
unit logos must be submitted via the Commissioner and Minister for Police to the Cabinet Standing Committee on Communication and Government Advertising.

The Department of Premier and Cabinet has advised that the Cabinet Committee is unlikely to approve an exemption for business unit logos unless an exceptional case can be mounted.

2.4.4 External Logo Design

The design of all logos developed for use external to the NSW Police Force must be sighted and approved by the Corporate Design Team, Public Affairs Branch.

2.5 Registration of External Logos

All logos approved for external use by CET or the Cabinet Standing Committee on Communication and Government Advertising must be registered with the Corporate Communications Unit, Public Affairs Branch.

A register of all approved logos is published on the Public Affairs Branch intranet site, including an image of the logo, the RMS number of the approval submission and details on how the logo may be used externally.

Only logos appearing on the register may be used externally.

2.6 Signature Blocks (Emails)

Police signature blocks for the sign off of emails must only feature the Corporate Brand in designs approved by the Commissioner’s Executive Team.

There is only one approved design for email signature blocks. See section 9.7.1 for an example. An approved HTML email signature block can be generated by searching the intranet for "email signature."

No other police logo or design, regardless of whether it is otherwise approved for internal or external use, can be included in any police email signature blocks.

In situations where no signature block is used, such as in emails from mobile phones, the sign off must only include (as a maximum) the name, rank and command in the same font, size and colour used in the body of the message.

2.7 Badges

Only five badges are authorised to be worn on the NSW Police Force uniform. The badges must clearly represent either community functions or skills related to the core business of the NSW Police Force. See the NSW Police Force Dress Policy for details.
The design must be approved by the Executive Director, Public Affairs Branch and must meet Dress Policy specifications. Approval for use of the badge must be obtained from the Commissioner’s Executive Team and Uniform Standards Committee.

2.8 CORPORATE STATIONARY

The NSW Police Force has an agency wide standard for corporate stationery which is endorsed by the Commissioner’s Executive Team. Corporate stationery includes letterheads, business cards, with compliment slips, victims of crime cards and fax cover sheets. All corporate stationery features the Corporate Brand only. No other logos or mottos are permitted.

Exemptions may be granted for special corporate wide events such as the 150th celebrations or major activities involving multiple agencies. All requests for an exemption must be submitted in writing via the chain of command to the Executive Director, Public Affairs Branch, for approval.

Details on corporate stationery standards, options available for their use, design and layout, certificates, report covers and power point presentations can be found on the Corporate Design intranet page of the Corporate Communications Unit, Public Affairs Branch.

3. INTERNAL LOGOS

There is only one official NSW Police Force Corporate Brand and co-brand. Regardless of the business unit, command or program staff members work within, they are employed by and represent only one organisation, the NSW Police Force. To the community we are the NSW Police Force. A consistent corporate image must be provided in all interactions with the community.

3.1 INTERNAL USE ONLY

Internal Logos may be approved for internal use only. Internal Logos must not be:

- used or visible in any official interaction with non-police employees, or
- used in circumstances where they will be seen by people who are not police employees
- unless an exemption has been granted under section 2.4 above.
For example, a police employee giving a presentation to an audience that includes non-police employees must not wear any clothing with Internal Logos visible to the audience. Internal Logos must also not be included in the presentation.

Internal Logos must not be included in official police social media sites such as PAC/PD Eyewatch pages or included on any small ‘hand out’ material or promotional items (such as caps, hats and pens) that have the potential to leave or be used outside of police premises.

Items such as banners, shirts, ties etc., which include Internal Logos must not be used outside police premises if they are visible to the general public. Internal logos must never be used in email signature blocks.

Internal Logos must not be displayed in those areas of police premises which are open to the public, or in police rooms where meetings take place with non-police employees.

However, a visitor to police premises seeing an Internal Logo in an area that is closed to the general public, and is not a meeting room, is not a breach of this policy.

3.1.1 Internal co-branding

If using the Corporate Brand and an Internal Logo together, such as on the same page, ensure the Internal Logo is:

- smaller than or equal to the Corporate Brand in size
- never placed above the Corporate Brand
- not included on any documents or items created for use outside the NSW Police Force unless an exemption under section 2.4 is granted.

Always use the colour corporate logo (insignia & logotype) if the Internal Logo is in colour. The Corporate Brand must always be the prominent branding.

3.1.2 Stationery

Commands cannot design their own internal stationery. All police stationery features the Corporate Brand. No other logos or mottos are permitted.

3.2 Authorisation

3.2.1 Internal Logo Authorisation - Commands

Non-Field Operations commands that report directly to a Deputy Commissioner or equivalent, such as the State Crime Command, and Finance and Business Services, can choose to submit a request for approval to create and use an Internal Command Logo.

Equally, non-Field Operations commands that report directly to an Assistant Commissioner or equivalent, such PoliceLink, or Financial Services may also choose to seek approval for an Internal Command Logo.
Internal Command Logos for units below those that report directly to a Deputy Commissioner or Assistant Commissioner or equivalent are prohibited, unless there is an exceptional and demonstrable need to publicise such a unit.

All requests for approval to create and use an Internal Command Logo must be submitted in writing up the chain of command for approval by that command’s Assistant Commissioner or equivalent and the Executive Director, Public Affairs Branch.

The submission must:

- justify why a logo is needed to internally publicise the unit
- prove an exceptional and demonstrable need to internally publicise the unit if the business unit is lower than those that report directly to a Deputy Commissioner or Assistant Commissioner or equivalent
- describe how the logo would be used internally (e.g. what situations would it be used in, and on what objects/media)
- outline the target audience, and
- describe what message the actual logo design seeks to communicate.

All Internal Command Logo designs must be sighted and approved in writing by the Manager, Corporate Communications Unit and the relevant Assistant Commissioner or equivalent.

3.2.2 Transitional Arrangements

Units lower than those that report directly to a Deputy Commissioner or Assistant Commissioner or equivalent that had an Internal Logo before 1 July 2014 may retain the Internal Logo until the unit undergoes a change to its name or functions, or seeks a redesign or update of the existing Internal Command Logo. The revised unit may then apply for a new Internal Command Logo only if an exceptional and demonstrable need can be identified.

3.2.3 Internal Logo Authorisation – Conferences, Systems etc

All requests for approval to create and use an Internal Logo for internal conferences, programs, major exercises or systems must be submitted in writing, explaining how the logo is essential to further the project, via the chain of command for approval by that command’s Assistant Commissioner or equivalent and the Executive Director, Public Affairs Branch.

The Internal Logo designs must be approved in writing by the Manager, Corporate Communications Unit and the relevant Assistant Commissioner or equivalent.

3.2.4 Registration of Internal Logos

All new approved internal logos must be registered with the Corporate Communications Unit, Public Affairs Branch.

The register contains an image of the logo, the RMS number of the approval submission and sets out how the logo may be used.
4. USING THE CORPORATE BRAND

4.1 CORPORATE BRAND APPLICATION

The Corporate Brand and co-brand can be used in accordance with the conditions set out in this policy in Part A and reproduced according to the requirements set out in Part B.

Any request to use the Corporate Brand or co-brand outside the corporately approved templates, or for any purpose other than its official use within the NSW Police Force, must be approved in accordance with this policy. The Public Affairs Branch has delegated authority to approve the use of the Corporate Brand and co-brand. In general, authorisation will only be given where its use will support core NSW Police Force objectives.

One example of an external application of the Corporate Brand or co-brand is its use in connection with a police endorsed event being held by a government agency, not for profit community organisation or charity. See section 5.1 for details.

Section 204A of the Police Act 1990 prohibits the use of the word “police” in the operating name of an external organisation without the Commissioner’s consent. See section 6 for details.

Another example is when the Corporate Brand or co-brand is used in connection with a sponsorship agreement with an external organisation or person. See the Sponsorship, Donation and Fundraising Policy for details plus section 7 of this policy for sponsored vehicles.

Section 203 of the Police Act 1990 limits the wearing or possession of police uniforms and police insignia. Under section 203(7) of the Police Act 1990, the rights to use the Corporate Brand is governed by the terms of a licence between the NSW Police Force and the applicant. Police aligned sporting groups and external organisations with close ties to the NSW Police Force may, for example, seek approval to use the Corporate Brand. See section 8 for details.

Use of any part of the Corporate Brand or co-brand for commercial benefit will not be authorised unless such use clearly supports the core objectives of the NSW Police Force and is approved by the Executive Director, Public Affairs Branch.

4.2 WHEN THE CORPORATE BRAND MUST NOT BE USED

Any part of the Corporate Brand or co-brand must not be used:

- on stationery (including 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 section 4.4 of this document
on any non-standard issue NSW Police Force uniforms unless approved by the Commissioner’s Executive Team
on any non-standard issue NSW Police Force equipment, unless approved
to endorse any commercial organisation, product or service; consistent with the NSW Police Force Endorsement Policy and Procedures
on sponsored vehicles or trailers unless in accordance with the Sponsorship, Donation and Fundraising Policy and section 7 of this policy.

4.3 DESIGNING ARTWORK

Commands must consult with the Corporate Communications Unit in the development of any proposed artwork, including its design and planned internal or external use.

The Public Affairs Branch can also assist commands in the design of artwork and promotional material using the Corporate Brand or co-brand. Contact the Corporate Design Coordinator via email at #corpdesign for assistance.

The application of the Corporate Brand or co-brand in all instances must be strictly in accordance with this Policy.

4.4 THE APPROVAL PROCESS

4.4.1 Corporate Brand Use requiring Approval

Requests for external use of the Corporate Brand or co-brand, or use in artwork outside of the corporately approved templates, must be approved by the Public Affairs Branch prior to its application or use. Examples include:

- posters, calendars, brochures, banners, books and fact sheets
- artwork for use in endorsement or sponsorship arrangements
- joint artwork where other logos will be present (co-branding), especially when used in collaboration with non-government agencies and private companies.

See section 4.5 below for approval requirements.

All original artwork must be sighted and approved by the Corporate Communications Unit, Public Affairs Branch, prior to publication.

4.4.2 Assessment

Information to be submitted with the proposed artwork must include proof of sign off by the relevant commander that the project, initiative, event, sponsorship or endorsement the Corporate Brand artwork is to be used for, has been approved for NSW Police Force participation.

For example, if a Police Area Command wishes to use the Corporate Brand as part of its endorsement of a youth forum held by a local council, then the PAC Commander must first approve the endorsement of the youth forum, consistent with the requirements of the Endorsement Policy and Procedures.
When assessing a request to use the Corporate Brand or co-brand, consideration will be given to:

- whether the application supports the NSW Police Force objective of reducing crime and the fear of crime in the community
- whether the association of the NSW Police Force with the organisation or event would withstand internal and/or external scrutiny
- whether there is any potential, apparent or perceived conflict of interest between the organisation, individual or event, and the objectives or activities of the NSW Police Force
- if the request relates to an endorsement arrangement, that the use of the Corporate Brand or co-brand complies with the Endorsement Policy and Procedures. For example, whether there is any commercial endorsement in the use of the Corporate Brand, contrary to the policy’s requirements
- if fundraising for charity, whether all monies raised will go to charity. Costs may be covered but there must be no profit to any party (see section 5.1)
- whether anyone involved with the organisation and/or the NSW Police Force will obtain a personal benefit
- if the request relates to a sponsorship arrangement, that the proposed use of the Corporate Brand or co-brand:
  - conforms with the Sponsorship, Donation and Fundraising Policy and/or the Endorsement Policy and Procedures, and
  - is a requirement under the sponsorship agreement between the NSW Police Force and the sponsor.

If a licence is granted to an external organisation to use the Corporate Brand, the licence may include conditions on its use. The licence may also be amended or withdrawn if circumstances change, such as those identified at section 8.1.1 below. See section 8 for further details on insignia licences.

4.4.3 External Agency Logos

When planning to use the logo of another agency or organisation such as Crime Stoppers, approval from that agency must also be obtained. Any guidelines provided by that organisation on the allowed use or design of their logo must be followed.
## 4.5 Approval Summary

The Corporate Design Team, Corporate Communications Unit, can advise on the approval process. See section 1.3 for contact details.

The table below summarises the approval process for the most common situations where the use of the *Corporate Brand* or co-brand may be sought.

<table>
<thead>
<tr>
<th>Use</th>
<th>Support</th>
<th>Approval</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proposed use of the <em>Corporate Brand</em> or co-brand</td>
<td>Agreement that the proposal proceed</td>
<td>Approval to proceed (authorisation)</td>
</tr>
</tbody>
</table>

**Commercial use/gain or use external to the NSW Police Force:**

| Manufacture or sale of merchandise with the Corporate Brand by an external organisation or individual. | Relevant Superintendent or equivalent | Executive Director, Public Affairs Branch    |
| Use of police insignia by an external organisation or individual on memorabilia for display. | Manager, Corporate Communications Unit Public Affairs Branch. | Executive Director, Public Affairs Branch    |
| Use of police insignia by an external organisation or individual on restored vehicles for display | Manager, Corporate Communications Unit Public Affairs Branch. | Executive Director, Public Affairs Branch    |
| By a sponsor in a promotional campaign | Relevant Superintendent or equivalent | Executive Director, Public Affairs Branch, or Manager, Corporate Communications Unit |
| In support of a one-off charity or community event (endorsement) | Relevant Superintendent or equivalent | Executive Director, Public Affairs Branch, or Manager, Corporate Communications Unit |
| Use of word “police” in an operating name | Office of the General Counsel | Executive Director, Public Affairs Branch    |
| Use of word “police” in a police aligned sporting group. | NSW Police Council of Sport | Executive Director, Public Affairs Branch    |
| Use of word “police” in a police aligned social club or other organisation. | Relevant Superintendent or equivalent at a command from which advice is sought. | Executive Director, Public Affairs Branch    |
5. ENDORSEMENT

5.1 SUPPORT FOR AGENCY, CHARITY OR COMMUNITY EVENTS

5.1.1 Use of the Corporate Brand in Police Endorsements

The Public Affairs Branch may authorise the use of the Corporate Brand or co-brand by a NSW Police Force command to support activities or events organised by a government agency, not for profit community organisation or charity, provided the activity or event:

- supports the NSW Police Force mission to work with the community to reduce violence, crime and fear
does not create an actual, potential or perceived conflict of interest between the organisation and the NSW Police Force

- provides a positive image for the NSW Police Force, and
- does not provide a commercial benefit or profit.

This use of the Corporate Brand or co-brand is an endorsement and must be organised and approved in accordance with the Endorsement Policy and Procedures.

No individual or organisation can make a profit from the use of the Corporate Brand or co-brand at a police endorsed event. Any money made from the use of any part of the Corporate Brand or co-brand must directly benefit the objective of the event, agency, charity or community. While some of the funds raised may be used to pay reasonable costs and expenses for the event, none can be transferred directly or indirectly by way of dividend, bonus, profit or return of capital to any person or organisation.

Where approval is given for the use of the Corporate Brand or co-brand, its design and use on banners, clothing, event signage or promotional items etc., must also be sighted and approved by the Corporate Communications Unit, Public Affairs Branch. See section 4.4 above. This will require event organisers to submit draft artwork for approval before the application of the Corporate Brand or co-brand to any products. A copy of Part B of this policy can be given to suppliers to assist in correctly applying and reproducing the Corporate Brand or co-brand.

It is an offence under section 203(2) of the Police Act 1990 to manufacture or sell an item bearing the Corporate Brand unless a licence is granted to that person or organisation to do so. See section 8 for details.

### 6. USE OF THE WORD ‘POLICE’

#### 6.1 USE OF THE WORD ‘POLICE’ AND OTHER DESIGNATIONS

##### 6.1.1 ‘Police’

Clause 145 of the Police Regulation 2015 lists the following organisations as authorised to carry on a business using a name that includes the word ‘police’:

- Justice and Police Museum
- Police Citizens Youth Clubs NSW Ltd
- New South Wales Police Legacy Limited
- Police Bank
- anybody that has, among its primary objects, the object of providing public entertainment (other than a body that also has, among its primary objects, the object of promoting or conducting any sporting activity).

Any other organisation seeking to use the word ‘police’ in its operating name is required to make application under section 204B of the Police Act 1990. The Executive Director, Public Affairs Branch, is the officer authorised to approve the use of the word ‘police’ in an operating name and to execute an appropriate licence agreement.
Use of the word ‘police’ may be sought by a not for profit community organisation or a charity, a police aligned sporting group or organisations with close ties to the NSW Police Force.

Each application to use the word ‘police’ will be treated on its merits. Of primary concern to the NSW Police Force is the protection of its image and the prevention of inappropriate trading on the word ‘police’ where the use of that word can reasonably imply an association with the NSW Police Force.

Background checks may be carried out on Board or Committee members or senior officers of the applying organisation.

Should the use of the word ‘police’ be approved, then the applicant is required to enter into a licence agreement which will outline the conditions and the approved period. Such agreements will have a duration of generally between 12 months to two years. Longer licenses may be granted in exceptional circumstances.

Applications to extend an existing license must be assessed using the same criteria and processes as an application to grant a licence for the first time.

While an organisation may be granted authority to use the word ‘police’ this does not mean they also have the right to use the NSW Police Force Corporate Brand or co-brand. Authority to use the Corporate Brand or co-brand must be separately applied for under this policy. See section 8 for details.

### 6.1.2 Detective and other Designations

Section 205 of the Police Act 1990 protects the use of the terms ‘detective’ or ‘private detective’ by non-police officers. Those terms cannot be used in connection with any business, occupation or employment.

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

### 6.2 APPROVAL CRITERIA AND LICENCE CONDITIONS

#### 6.2.1 Key Approval Criteria

The key considerations when determining whether to approve, revoke or apply conditions to the use of the word ‘police’ are:

- whether the applicant is a not for profit community organisation or a charity, a police aligned sporting group or an organisation with close ties to the NSW Police Force
- whether the use of the word ‘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 word ‘police’ will or has the potential to bring discredit on the NSW Police Force
whether the organisation conflicts with the NSW Police Force mission to work with the community to reduce violence, crime and fear
the need to ensure appropriate controls are in place on the activities to be conducted under an operating name which includes the word ‘police’.

To assist with the assessment applicants may be required to submit:

- the proposed use of the word ‘police’ (e.g. NSW Police XXXX Club),
- details of Committee/Board members:
  - names including background – e.g. serving NSW Police Force employees
  - details on any other individuals, including companies the committee members are associated or aligned with
- the charter or mission of the organisation
- details of the organisation’s financial arrangements
- evidence of registration if it is a charitable organisation
- confirmation that the applicant’s activities do not conflict with the objectives of the NSW Police Force
- confirmation that supporting or associated organisations or industries are not regulated or inspected (oversighted) by the NSW Police Force (see 6.2.2).

Advice on the organisation’s application may also be obtained from relevant Police Area Commands, Police Districts or specialist commands.

6.2.2 Licence Agreement Conditions

A licence agreement permitting the use of the word ‘police’ in an operating name may be subject to conditions, such as a requirement to:

- keep annual audited financial statements and produce them on request
- have a significant presence of current NSW Police Force employees on any executive of the relevant body or organisation
- affiliate with another approved body or organisation. For example, a sporting association must obtain affiliation with the NSW Police Council of Sport within six months of a licence being granted
- have rules, a constitution or by-laws which enable the executive of the body or organisation to suspend or expel from membership, but only in accordance with the rules of natural justice, a member who brings the organisation into disrepute
- not suggest that the NSW Police Force sponsors or endorses the applicant’s organisation, services, products or activities.

The applicant must also comply with the NSW Police Force Sponsorship, Donation and Fundraising Policy and the Endorsement Policy and Procedures by agreeing to not accept sponsorship or endorsement from, or support, sponsor or endorse organisations or any individuals which or who:

- have objectives or aims that conflict with the NSW Police Force mission to work with the community to reduce violence, crime and fear
- would make it inappropriate for the NSW Police Force to be associated with, through the body or organisation
- have products or services that are inconsistent with the objectives, products and services of the NSW Police Force
are subject to regulation or inspection by the NSW Police Force, such as:
- licensed premises, including clubs and hotels
- the liquor industry
- the gaming and racing industry
- the security industry
- commercial agent and private inquiry agent industry
- the adult entertainment industry
- the tobacco industry
- the tattoo industry
- the pawnbroker and secondhand dealer industry
- the firearms and weapons industry
- the combat sports industry
- the tow truck industry; and
- any other industry which the NSW Police Force notifies the licensee.

6.2.3 Modifying or Terminating Licence Agreements

The Executive Director, Public Affairs Branch, may modify or terminate a licence if changed circumstances mean the organisation no longer meets the terms of the licence agreement, for example:

- a significant change in the organisation’s mission or objectives, products or services that makes them conflict with the mission of the NSW Police Force
- the organisation ceases to be a not for profit community organisation, a charity, a police aligned sporting group or an organisation with close ties to the NSW Police Force
- serving employees of the NSW Police Force no longer form a significant presence on the executive of the organisation
- the organisation becomes subject to regulation or inspection by the NSW Police Force
- the actions of the organisation results in public criticism that reflects poorly on the NSW Police Force, or brings the integrity of the NSW Police Force into question.

7. SPONSORED VEHICLES

7.1 SPONSOR VEHICLE SIGNAGE

Police Area Commands, Police Districts or other commands may seek vehicles through sponsorship. Vehicle sponsorship must be approved in accordance with the Sponsorship, Donation and Fundraising Policy and a vehicle sponsorship agreement entered into with the sponsor.

The requirements below provide for a consistent approach to the use of the NSW Police Force Corporate Brand on sponsored vehicles. They also assist employees when dealing with potential sponsors about signage on vehicles provided to the NSW Police Force. Employees can demonstrate how a particular vehicle may appear with signage affixed.
There are two versions in the type of signage applicable to a sponsored vehicle:

- marked - vehicles to be driven by sworn officers only and affixed with police markings (e.g. chequered band and police signage), and
- unmarked - vehicles which may be driven by unsworn staff which must not be affixed with police markings of any kind.

Sponsored motor vehicles must not be fitted with emergency warning devices (for example, light bars) and must not be used for operational duties.

### 7.2 VEHICLE SIGNAGE RULES

The Manager, Corporate Communications Unit, Public Affairs Branch, must sight and approve any signage, logo, branding or wording proposed for sponsored vehicles.

#### 7.2.1 Marked sponsored vehicles

Sponsored vehicles for use by sworn officers only are to be fitted with police signage which generally conforms to the standard National Marking Scheme (chequered band and police markings).

Sponsor signage on sponsored vehicles driven by sworn officers must not overshadow or dominate the NSW Police Force Corporate Brand.

The sponsor’s name, logo and/or associated wording may be applied to the rear doors and on the boot lid or rear panel or hatch. However, sponsor branding can be displayed on no more than three panels of the vehicle.

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

Sponsor signage must not include advertising or details about products or contact details (phone numbers, company websites, #hashtags etc). For example, Fairfield Fine Foods: for orders ring 1234 5678.

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

Sample wording:

**Proudly Sponsored by Smith Motors**

Or **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.**
Three examples are provided below.

![Image of unmarked sponsored vehicles]

### 7.2.2 Unmarked sponsored vehicles

Sponsored vehicles for use by unsworn employees are prohibited from fitting any signage or branding that would indicate that the vehicle is a police vehicle. Vehicle signage must not refer to the Police Force or to any obviously police led program or operation.

For example, signage on a sponsored vehicle for unsworn staff can include the words ‘Community and Road Safety Education Scheme’, but cannot include words referring to the ‘Community Awareness of Policing Program’.

Sponsor recognition (name, logo or associated wording) may be applied to the two rear doors only.

Sponsor signage must not include advertising or details about products or contact details (phone numbers, company websites, #hashtags etc). For example, Cronulla Condiments: for orders ring 8765 4321.

Sample wording:

**Proudly sponsored by Mockdale Council**  
Or  
**Mockdale Council proudly supporting the Community and Road Safety Education Scheme**
7.2.3 Vehicle signage variation

Signage beyond what is provided for in this policy 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 by police officers to connect with youth groups – it may be appropriate for the vehicle to be finished in an eye-catching design, e.g. a manufacturer’s motor racing livery\(^2\) 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 two examples and others which may fall outside this policy must be referred to the Manager, Corporate Communications Unit, for approval prior to any commitment being entered into with a potential sponsor.

### 7.3 WHO CAN DRIVE SPONSORED VEHICLES?

#### 7.3.1 Marked sponsored vehicles

Sponsored vehicles fitted with police markings must only be driven by a sworn police officer.

The sworn officer must be fully operational with appointments. Alternatively, the vehicle may be driven by a restricted duties police officer (if consistent with their restrictions) provided the officer is accompanied by a fully operational and armed police officer.

Unsworn staff or volunteers are prohibited from driving sponsored vehicles fitted with police markings.

#### 7.3.2 Unmarked sponsored vehicles

Unsworn staff (e.g. administrative officers and volunteers) must only drive sponsored vehicles not fitted with police markings.

Uniformed sworn officers are prohibited from driving unmarked sponsored vehicles.

Plain clothes sworn officers or sworn officers out of uniform may drive these vehicles, provided no items that could identify the wearer as a NSW Police Force member are visible to the public (e.g. arms and appointments, police insignia, part uniform, cargo pants, police shirts under civilian attire).

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\(^2\) Livery must not include sponsor names associated with the manufacturer’s racing team or from industries that are restricted under the *Sponsorship, Donation and Fundraising Policy* – for example alcohol and gaming companies.
7.4 **TRAILER SIGNAGE**

The Manager, Corporate Communications Unit, Public Affairs Branch, must sight and approve any signage, logo, branding or wording proposed for sponsored trailers.

The signage principles for sponsored vehicles also apply to sponsored trailers.

7.4.1 **Trailers for marked sponsored vehicles**

Where the trailer is a fully enclosed unit:

- **NSW Police Force** (Command name)
- **(Sponsor name)** (Proudly supporting the NSW Police Force)
- **(Purpose of trailer)**

The NSW Police Force slogan: ‘*With your help, a safer community*’ can be placed under the command or sponsor information.

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

Consult the Corporate Design Coordinator, Corporate Communications Unit, if alternate signage is proposed. See section 1.3 for contact details. An example of layout is provided below.
7.4.2 Trailers for unmarked sponsored vehicles

Sponsored trailers to be used with unmarked sponsored vehicles are prohibited from having any signage or branding that would indicate that the trailer is a police trailer.

Signage requirements are the same as for vehicles and are set out at section 7.2.2.

7.4.3 Who can tow a sponsored trailer?

Only sworn officers, as set out at section 7.3.1 above, can tow a sponsored trailer with police branding.

Only unsworn staff or sworn staff out of uniform, as set out at section 7.3.2 above, can tow a sponsored trailer without police branding, in a vehicle also without any police signage or branding.

8. POLICE INSIGNIA LICENCES

8.1 INSIGNIA LICENCE REQUIREMENTS

Section 203 of the Police Act 1990 governs the use of police uniform and police insignia. This includes:

- wearing or possession of police uniform by a person who is not a police officer or a special constable
- the manufacture or sale of police insignia by a person (including a police officer)
- the use of police insignia other than in the course of, and for the purpose of, exercising the functions of a police officer, and
- driving or possession of a motor vehicle (that is not owned or leased by the State or an authority of the State) that has police insignia on it.

Any person seeking to use police uniforms or police insignia for the above purposes are required to make an application to the Executive Director, Public Affairs Branch, under section 203 of the Police Act. The Executive Director, Public Affairs Branch, is the officer authorised to approve the use of police uniform and insignia and to execute an appropriate Licence Agreement.

Examples of when an insignia licence may be issued include:

- for the collection and use of police memorabilia to create plaques and displays for NSW Police Force and community engagement events
- for the manufacture or sale of items bearing police insignia, such as model cars, clothing, merchandise or other commercial products
- to possess and display police insignia on vehicles, such as historic vehicles for the purpose of displaying the vehicles at NSW Police Force and community engagement events.

Applications for an insignia licence should provide detailed information on:
the proposed use of police uniforms, police insignia or vehicles
how the proposed use supports the objectives of the NSW Police Force
whether the use of police uniform or insignia will provide commercial benefit to any person or organisation
whether the proposed use is for a one-off event or on an ongoing basis.

If the application relates to vehicles with police insignia, the application must also include detailed information (including photographs and vehicle registration) on the type of vehicles and the proposed vehicle markings. If the licence is for memorabilia, details must be provided on the collection, including photographs.

To assist with the assessment, applicants may be required to submit:
- details of Committee/Board members/senior officers:
  - names including background – e.g. serving or former NSW Police Force employees
  - details on any other individuals, including companies the committee members are associated or aligned with
- the charter or mission of the organisation
- details of the organisation’s financial arrangements
- confirmation that supporting or associated organisations or industries are not regulated or inspected (oversighted) by the NSW Police Force (see 6.2.2).

Advice on the organisation’s application may also be obtained from relevant Police Area Commands, Police Districts or appropriate specialist commands.

Background checks may be carried out on applicants including Board or Committee members or senior officers of an applying organisation.

Each application will be assessed on its merits. However, use of police insignia for commercial benefit will not be authorised unless such use clearly supports the core objectives of the NSW Police Force.

Should the application be approved, then the applicant is required to enter into a licence agreement which will outline the conditions and the approved period. Such agreements will have a duration of generally one or two years. Longer licences may be granted in exceptional circumstances.

Applications to extend an existing license must be assessed using the same criteria and processes as an application to grant a licence for the first time.

### 8.1.1 Modifying or Terminating Licence Agreements

The Executive Director, Public Affairs Branch, may modify, terminate or not renew a licence if, for example:

- the applicant or organisation fails to meet the terms of the licence agreement
- the applicant or organisation fails to comply with the Police Act 1990
- a significant change in the applicant’s or organisation’s mission or objectives, products or services that makes them conflict with the mission of the NSW Police Force
actions of the applicant or organisation results in public criticism that reflects poorly on the NSW Police Force, or brings the integrity of the NSW Police Force into question.

Appendix A: Corporate Brand Insignia details

Insignia

The NSW Police Force insignia was designed by Sgt Norman Merchant and adopted in 1959. The insignia comprises of the:

- St Edward’s Crown
- Wreath
- NSW State Badge
- Australian Wedgetail Eagle carrying the Nemesis scroll, and
- Motto ‘Culpam poena premit comes’.

The coloured insignia and logotype at section 2.1 combines to make the standard NSW Police Force corporate logo. Approved alternative versions of the logo are available. Contact the Corporate Communications Unit for advice on when it is appropriate to use the alternative options. Also see Part B section 9.3.1 for details.

St. Edward’s Crown

Also known as the Queen’s Crown, this is the most important item of Royal Regalia and has been the official crown used on police, government and service insignia since Queen Elizabeth II 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 NSW State 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 represent the Southern Cross, while the lion represents the royal authority of the Governor.
Australian wedge-tailed Eagle & Nemesis Scroll

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

Nemesis was the ancient Greek goddess of retribution 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 'Culpam poena premit comes' is translated as 'Punishment follows close on guilt'. A free translation would be 'Punishment swiftly follows crime'.

Waratah

The NSW Government logo is inspired by the Waratah (Telopea speciosissima). The waratah has significance in Aboriginal history and was adopted as the NSW state flower in 1962.

Chequered Band (Sillitoe Tartan)

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

In 1932 the local community complained that police uniforms were undistinguishable at night. In response Chief Constable Percy Sillitoe introduced distinctive black and white diced cap bands to the Glasgow Police. In 1961 the blue and white chequered hatband was adopted by the South Australian Police Force. The chequered band spread throughout Australian and United Kingdom police forces in the 1970s. Gradually, other police jurisdictions throughout the world also came to adopt the tartan as part of their own uniforms.

The Sillitoe tartan is now an unmistakable international emblem of policing itself. Usually displayed in three or two layers, the chequered band’s use has extended beyond the caps of police officers to mark police vehicles, stations, uniforms, stationery, signs and community warning notices.
Slogan

The Police Force slogan or branding statement ‘With your help, a safer community,’ is not part of the Corporate Brand but can be used with the Corporate Brand or co-brand where appropriate. See Part B section 9.5.6 for details.
PART B
Corporate Branding Standards
9.1 Introduction

These standards are intended to assist in maintaining a consistent appearance of communications for the NSW Police Force using the Corporate Brand. It sets out how to reproduce the Corporate Brand to meet corporate requirements (size, colour, font, placement etc).

Creating a consistent look and feel with all our communications will reflect a professional and attractive policing identity.

9.1.1 Definitions

**Police insignia** is the NSW Police Force crest which incorporates the St Edward's Crown, wreath, NSW State Badge, Australian wedge-tailed eagle, Nemesis scroll and motto ribbon.

**Logotype** is the words ‘NSW Police Force’ which appear directly under the police insignia.

**Corporate logo** is the NSW Police Force logo which incorporates the police insignia and logotype.

**Co-branded logo** is the combined NSW Government and NSW Police Force logo which incorporates the state flower ‘Waratah’, police insignia, logotypes and is divided by a vertical keyline.

**Corporate Brand** (or corporate branding) is a collective term for the corporate logo, chequered band (Stillitoe tartan) and the name ‘police’.

**Proud Traditions logo** is an alternate version of the corporate logo which is used for historical purposes only.

**Communications** refers to internal or external communications including stationery, advertising, publications, signage, digital and press.

**CMYK** (cyan, magenta, yellow, black) are the four primary colours used in most colour printers that make up all colours in print–based communications.

**RGB** (red, green, blue) are the three primary colours that make up all colours used for colour computer display screens and web–based communications.

**PMS** (Pantone® Matching System) is used by the printing industry to print spot colours. Most applications that support colour printing allow you to specify colours by indicating the Pantone® name or number.
9.2 Branding elements

It is essential that the NSW Police Force projects 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 Force.

The NSW Police Force name, insignia and chequered band are highly regarded and respected symbols.

Elements of the Corporate Brand are shown below.
9.3 Variations of the Corporate Brand

9.3.1 Corporate logo – internal and operational communications

The corporate logo is the most formal application of the Corporate Brand. It is created by forming a relationship between the police insignia and logotype.

The main applications of the corporate logo are shown below. Wherever possible these formats should be used.

They are only to be used for internal communications, operational and ceremonial purposes and uniforms.

- **Colour logo** – for full colour communications. This version should be given preference over all other versions.
- **Mono logo** – for single colour communications.
- **Badge logo** – for full colour communications. This version is an alternative to the colour version which gives a more contemporary feel to communications. It should not be used on single colour communications.
- **Silver foil logo** – for formal applications such as corporate certificates and invitations. It must be printed professionally on a printing press.
9.3.2 Co-branded logo – External Communications

This is the NSW Government—NSW Police Force co-branded logo.

They are the only logos to be used for advertising, non-operational external facing corporate communications and project signage.

Colour logo – for full colour communications. This version should be given preference over all other versions. It is not to be separated without direction from the Manager or Corporate Design Coordinator of the Corporate Communications Unit, Public Affairs Branch.

Mono logo – for single colour communications.

Project signage logo – for use on essential or non-essential signage connected to any project that is fully or partially funded by the NSW Government such as building site hoardings.
9.3.3 Proud Traditions logo

The Proud Traditions logo is a unique branding which reinforces the strong foundation of policing in New South Wales since 1862.

The Proud Traditions logo should be used for historical purposes only.

- **Colour logo** – for full colour communications. This version should be given preference over all other versions.

- **Mono logo** – for single colour communications.

- **Badge logo** – for full colour communications. This version is an alternative to the colour version which gives a more contemporary feel to communications. It should not be used on single colour communications.
9.3.4 Chequered band

The blue and white chequered band (*Silktoe Tartan*) is used as an icon of policing throughout the world. It consists of two or three rows of blue and white squares of equal size. The chequered band may be used in any of the formats shown below. Three rows of cheques is the preferred option.

- Blue – two rows (*use only when three rows is not feasible*)
- Blue – three rows
- Blue with keyline
- Black
- Black with keyline
- Blue tint (not exceeding 20%)
- Black tint (not exceeding 20%)
- Reverse on blue background
- Reverse on black background

The chequered band may also be used as a rectangular/square frame or as a circular frame.
9.4 Colour

9.4.1 Logo colour schemes

**Full colour** – The full colour logo and co-branded badge logo should be given preference over all other versions for internal and external communications.

**Mono (black)** – Use the mono logo (black) where colour reproduction is not available or appropriate. It should be applied to a white or light background.

**Reverse (white)** – Use the reverse (white) logo on dark backgrounds, when it is not possible to accommodate the colour logo.

**Reverse colour** – Use the reverse colour logo on dark backgrounds, when it is not possible to accommodate the colour logo.
9.4.2 Corporate colours

The corporate colours are taken from colour versions of the corporate logo and the Proud Traditions logo. They appear in ten colours and are available in CMYK, PMS and RGB.

*PMS* offers the most accurate colour fidelity, however it cannot be used to reproduce full colour photos.

If you are applying the full colour corporate logo or the Proud Traditions logo to print-based communications containing photos, it is recommended that you use CMYK.

If you are applying the full colour corporate logo or the Proud Traditions logo to web-based communications or Powerpoint presentations, it is recommended that you use RGB.

Full definitions of CMYK, PMS and RGB can be found under section 9.1.1 of this document.

Shown below is a breakdown of the colours used in the corporate logo and the Proud Traditions logo.

<table>
<thead>
<tr>
<th>Pantone®</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dark Blue</td>
<td>PMS 282</td>
<td>100, 90, 13, 68</td>
</tr>
<tr>
<td>Blue</td>
<td>PMS 287</td>
<td>100, 75, 2, 18</td>
</tr>
<tr>
<td>Gold</td>
<td>PMS 123</td>
<td>0, 19, 89, 0</td>
</tr>
<tr>
<td>Green</td>
<td>PMS 341</td>
<td>95, 5, 82, 24</td>
</tr>
<tr>
<td>Red</td>
<td>PMS 485</td>
<td>0, 95, 100, 0</td>
</tr>
<tr>
<td>Dark Brown</td>
<td>PMS 476</td>
<td>30, 71, 75, 81</td>
</tr>
<tr>
<td>Light Blue</td>
<td>PMS 2706</td>
<td>19, 10, 0, 0</td>
</tr>
<tr>
<td>Brown</td>
<td>PMS 7531</td>
<td>16, 29, 38, 53</td>
</tr>
<tr>
<td>Light Brown</td>
<td>PMS 7528</td>
<td>5, 10, 17, 16</td>
</tr>
<tr>
<td>Black</td>
<td>Process Black</td>
<td>0, 0, 0, 100</td>
</tr>
</tbody>
</table>
9.5 Logo Application

9.5.1 Clear space – internal logo
To ensure the corporate logo and Proud Traditions logo appear clear and distinctive, a clear space must be observed in all applications. The width of the clear space is approximately half the diameter of the blue circle indicated by the top letter “X”. Any elements or type are not permitted in this area. The clear space is the shaded area.

9.5.2 Clear space – co-branded logo
The width of the clear space is exactly the height of the letter “N” in NSW. Any elements or type are not permitted in this area. The clear space is the shaded area.
9.5.3 Position

The corporate logo must have a prominent position on all communications. It should be placed at the top or bottom of your communication.

The chequered band may be used as a styling element. It should appear only once on your communication, preferably on the bottom, below the corporate logo.

9.5.4 Background colours

It is important to differentiate the corporate logo from the background.

The colour, badge and co-branded colour versions of the corporate logo should appear on white or coloured backgrounds not exceeding 20%.

The mono versions of the corporate logo should appear on white or coloured backgrounds not exceeding 50%. The preferred colour for the mono corporate logo is blue or black.

The colour, badge and co-branded mono versions of the corporate logo may appear on photos provided there are sufficient areas of white or pale colours in the space where the logo is to be placed.

The reverse versions of the corporate logo should appear on dark or tinted backgrounds greater than 50% (preferably blue or black), or on photos provided there are sufficient areas of black or dark colours in the space where the logo is to be placed.
9.5.5 Incorrect use

Misuse of the corporate logo devalues it. When a logo is stretched out of proportion it appears distorted. It is important that you maintain the aspect ratio when resizing the logo by pressing the shift key and dragging the corner of the logo in or out.

The corporate logo must not be rotated, cropped or altered in any manner. Adding elements (eg: a chequered band behind the logo) or separating elements (eg: the eagle) is strictly forbidden. Incorrect use of the corporate logo is shown below.

Do not – Use on busy or patterned backgrounds.

Do not – rotate the logo.

Do not – change the placement of the logo.

Do not – add embellishments to the logo.

Do not – apply effects to the logo.

Do not – crop the logo.

Do not – change the scale of the logo.

Do not – Use elements from the logo.
9.5.6 Slogan

The Police Force slogan or branding statement ‘With your help, a safer community,’ is not part of the Corporate Brand but can be used with the co-branded corporate logo where appropriate (eg: marketing material).

The slogan should be used as shown below. The width of the slogan should be approximately the same width of the logo and must be positioned outside of the clear space.

9.5.7 Minimum size

The minimum size for reproduction of the corporate logo is 20mm (including the clear space). Where space is less than 20mm, it is recommended that you use the police insignia instead.

The minimum size for reproduction of the co-branded corporate logo is 24mm high (including the clear space). Where space is less than 20mm, it is recommended that you use the police insignia instead.
9.6 Corporate fonts

ITC Franklin Gothic is the corporate typeface for the NSW Police Force. When ITC Franklin Gothic is not available, the preferred alternative typefaces are Arial or Helvetica.

When applying the Corporate Brand to print–based communications, it is recommended that you use the fonts shown below.

**Body text**

ITC Franklin Gothic Book
Arial or Helvetica

<table>
<thead>
<tr>
<th>Uppercase</th>
<th>Lowercase</th>
<th>Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
</tbody>
</table>

**Sub headings**

ITC Franklin Gothic Demi
Arial Bold or Helvetica Bold

<table>
<thead>
<tr>
<th>Uppercase</th>
<th>Lowercase</th>
<th>Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
</tbody>
</table>

**Main headings**

ITC Franklin Gothic Book
Arial Black or Helvetica Black

<table>
<thead>
<tr>
<th>Uppercase</th>
<th>Lowercase</th>
<th>Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
</tbody>
</table>

When applying the Corporate Brand to web–based communications, it is recommended that you use the fonts shown below.

Arial or Default Sans Serif
Arial Bold or Default Sans Serif Bold

<table>
<thead>
<tr>
<th>Uppercase</th>
<th>Lowercase</th>
<th>Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
</tbody>
</table>
9.7 Email signature block

9.7.1 Desktop signature block

The email signature block is the block of text automatically appended at the bottom of an email message containing the sender’s name, rank, address and contact details.

To ensure a consistent and professional corporate identity, the email signature block is required to be formatted as below.

A HTML email signature block can be generated by searching the intranet for "email signature" or by visiting:


The email client can be configured to automatically append an email signature with each new message.

9.7.2 Mobile device signature block

A shortened form of the signature block should be used for emails sent from mobile devices. The shortened signature block version alerts recipients of email that the sender is using a mobile device. This will allow for abruptness of, and spelling errors within the message.

This can be generated from within the settings of the mobile device email application and should contain (as a maximum) name, rank and command.