

OFFICIAL



NSW Police Force

NSW POLICE FORCE

Corporate Branding Policy and Standards

PUBLIC AFFAIRS BRANCH

OFFICIAL

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 all areas of 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* is the official identity of the NSW Police Force to the community. The *Corporate Brand* is the only police brand authorised for external use. (Limited exceptions may apply to some Internal Logos, see sections 2.4.3 and 2.4.4).

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 prior to its application. The forwarding of artwork for approval must include sign off by the relevant commander that the project or event the artwork is being designed for has been approved for NSW Police Force participation.

Individual Command Logos (known as 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 where they will be seen by people who are not police staff. Internal Logos must not be included in police signature blocks (e.g. emails), police social media sites or placed on any small 'hand out' material or promotional items that have the potential to 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 the vehicle 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. Proposals for sponsor recognition beyond the examples provided in this policy must be referred to the Public Affairs Branch.

A licence agreement to use of 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.

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2.1	February 2011	Corporate Design Team	Corporate Identity Guidelines revised
3	September 2014	Alan Tongs, Executive Officer Peter McPherson, Graphic Designer	Policy and Guidelines reviewed, combined and updated.
4	December 2016	Alan Tongs, Executive Officer Peter McPherson, Graphic Designer	Corporate Branding Policy and Standards revised especially Essential Summary, 2.2.7, 2.4 and 6.
5	August 2021	Osmanthus Hart-Smith, Executive Officer Colin Cassidy, Corporate Design Coordinator	Policy reviewed and updated.

PART A: 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 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 all areas of the NSW Police Force. Creating a consistent corporate image in all of our communications will reflect 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) 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).

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* is consistent with the *Corporate Branding Policy and Standards*.

The Corporate Communications Unit provides assistance to commands 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* 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 the artwork is being designed for has been approved for NSW Police Force action or participation.

1.2 Scope

This *Corporate Branding Policy and Standards* sets style, design elements and accountabilities for managing, controlling access to, and using the NSW Police Force *Corporate Brand*.

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

- NSW Police Force commands and business units
- NSW Police Force employees¹
- 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 Related Policies

The following policies and documents are also applicable:

- *Document Standards*, Public Affairs Branch, 2021
- *Endorsement Policy and Procedures*, Public Affairs, 2021
- *Sponsorship, Donation and Fundraising Policy*, Public Affairs, 2021
- *Code of Conduct and Ethics (Standards of Professional Conduct Booklet)* Professional Standards, 2020

2. THE CORPORATE BRAND

2.1 Consistent Corporate Image

2.1.1 The Corporate Brand

The *Corporate Brand* is the official identity of the NSW Police Force to the community. The *Corporate Brand* is the only police brand authorised for external use. (Exceptions may apply to some internal logos, see sections 2.4.3 and 2.4.4).

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.

The NSW Police Force *Corporate Brand* is applied to official police uniforms, equipment, vehicles, buildings, signage, social media sites, stationery and other printed items.

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

The *Corporate Brand* must not be altered in any way.

2.2 Corporate Brand Elements

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

INSIGNIA (CREST)



LOGOTYPE

NSW Police Force

CHEQUERED BAND



2.2.1 Insignia

The NSW Police Force insignia was designed by Sergeant 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'.

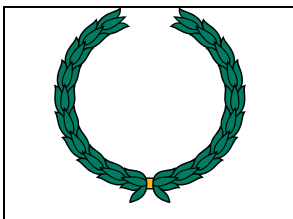
The coloured insignia and logotype above combines to make the standard NSW Police Force corporate logo. Approved alternative versions of the logo are available. Contact the Corporate Communications Unit for advice on when it is appropriate to use the alternative options. Also see Part B section 7.3 for details.

2.2.2 St. Edward's Crown



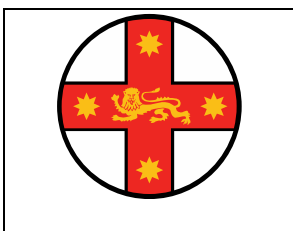
Also known as the Queen's Crown, this is the most important item of Royal Regalia and has been the official crown used on police, government and service insignia since Her Majesty, Queen Elizabeth II, ascended the throne in 1952.

2.2.3 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 literary contests were awarded a coronet of wild olive leaves. This wreath was a symbol of the best and most worthy.

2.2.4 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.

2.2.5 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.

2.2.6 Motto



The Latin motto reads 'Culpam poena premit comes' which is translated as 'Punishment follows close on guilt'. A free translation would be 'Punishment swiftly follows crime'.

2.2.7 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 the 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.

2.2.8 Slogan

The NSW 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* where appropriate. See Part B section 7.5.3 for details.

2.3 Corporate Stationery

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, fax cover sheets, with compliment slips and victims of crime cards. All corporate stationery features the *Corporate Brand*. No other logos or mottos are permitted.

Exemptions may be granted for special events or 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 and the options available for the use, design and layout of corporate stationery, certificates, report covers and power point presentations can be found on the [Corporate Design](#) intranet page.

2.4 Individual Command (Internal) Logos

2.4.1 Internal Use Only

There is only one official NSW Police Force *Corporate Brand* for external use. To the community, our organisation is known as the NSW Police Force. A consistent corporate image must be provided in all interactions with the community.

Individual Command Logos (known as 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 2.4.3 below.

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 to be included in official police social media sites such as PAC Eyewatch pages, or placed 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, unless in situations where only police employees are present (or an exception has been granted).

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.

2.4.2 Signature Blocks (Emails)

Internal Logos must not to be included in police signature blocks (e.g. in emails). Police signature blocks must only feature the *Corporate Brand* in designs approved by the Commissioner's Executive Team.

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.

2.4.3 Exception for External Use

In very rare circumstances, an Internal Logo may be given an exemption to be used externally (e.g. Eyewatch).

Exemptions can only be granted by the Minister for Digital, Minister for Customer Service (as per the NSW Government Brand Framework) and requires a formal process coordinated by the NSW Government brand team at the Department of Customer Service.

All requests to use Internal Logos externally must be submitted in writing up the chain of command via the Public Affairs Branch for Commissioner's Executive Team approval. The submission must include details on the reasons why the Internal Logo needs to be used externally to further police objectives. Also describe how the Internal Logo would be used externally (e.g. what situations would it be used in, and on what objects, such as on vehicles, clothing, banners or websites). If approved, the Public Affairs Branch will coordinate the exemption application with the Department of Customer Service.

2.4.4 Internal Logo Authorisation - Commands

Commands that report directly to a Deputy Commissioner or equivalent, such as a Region Command, the State Crime Command, Operational Communications and Information Command and the Financial and Business Services Command, can choose to submit a request for approval to create and use an Internal Logo.

Equally, commands that report directly to an Assistant Commissioner or equivalent, such as the Drug Squad, Operational Information Agency, a Police Area Command (PAC) or Police District (PD), or Financial Services may also choose to seek approval for an Internal command Logo.

Internal Logos for units lower than those that report directly to a Deputy Commissioner or Assistant Commissioner or equivalent are prohibited. However, if there is an exceptional and demonstrable need to publicise a lower unit, an Internal Logo may be approved.

All requests for approval to create and use an Internal Logo must be submitted in writing, explaining how the logo is essential to further the core functions of the unit, up the chain of command for approval by that command's Assistant Commissioner or equivalent and the Executive Director, Public Affairs Branch.

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

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

2.4.5 Internal Logo Authorisation – Conferences, Systems etc

All requests for approval to create and use an Internal Logo for conferences, programs or systems must be submitted in writing, explaining how the logo is essential to further the project, up 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 Director, Corporate Communications Unit and the relevant Assistant Commissioner or equivalent.

2.4.6 Command Names and the Corporate Brand

A Command name can appear next to or below the *Corporate Brand*. This combination of Corporate Brand and Command name is not considered an Internal Logo and can be used externally. For approved examples, see the images below.



The *Corporate Brand* must not be modified or adapted to include elements of any Internal command Logos or slogans. For example, command names cannot replace the logotype (the words 'NSW Police Force') in the *Corporate Brand*.

2.4.7 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 created for use outside the NSW Police Force unless an exemption under section 2.4.3 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.

2.4.8 Stationery

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

3. USING THE CORPORATE BRAND

3.1 Corporate Brand Application

The *Corporate 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.

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

Under section 203(7) of the *Police Act 1990*, 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.

Any request to use the Corporate 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*. 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* 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 4 for details.

Another example is when the *Corporate Brand* is used in connection with a sponsorship agreement with an external organisation or person. See the *Sponsorship Policy* for details plus section 6 of this policy for sponsored vehicles.

Police aligned sporting groups and organisations with close ties to the NSW Police Force, such as Crime Stoppers, may also seek approval to use the *Corporate Brand*. (See section 5 for use of the word 'police'.) If granted, the right of such sporting groups or organisations to use the *Corporate Brand* is governed by the terms of a Licence Agreement.

3.2 When the Corporate Brand must not be Used

Any part of the *Corporate 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 3.4 of this document
- on any non-standard issue NSW Police Force uniforms or equipment, unless approved
- to endorse any commercial organisation, product or service; consistent with the NSW Police Force *Endorsement Policy*
- on sponsored vehicles or trailers unless in accordance with the *Sponsorship, Donation and Fundraising Policy* and section 6 of this policy.

3.3 Designing Artwork

The application of the *Corporate Brand* on any equipment, vehicle, digital, marketing, training, poster, advertising sign or other promotional material etc., must be strictly in accordance with this Policy.

3.3.1 Corporate Communications Unit Assistance

The Public Affairs Branch can provide assistance to commands in the design of artwork and promotional material using the *Corporate Brand*. It is recommended that commands consult with the Corporate Communications Unit in the development of any proposed artwork, including its design and planned internal or external use. Contact the Corporate Design Coordinator on email #corpdesign for assistance.

3.4 Approval Process

3.4.1 Corporate Brand Use requiring Approval

Requests for external use of the *Corporate Brand* or use in artwork outside of the corporately approved templates, must be sighted and approved by the Public Affairs Branch prior to its application or use. (See section 3.4.2 below for approval requirements.) 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.

3.4.2 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 PAC 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*.

When assessing a request to use the *Corporate 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 NSW Police Force
- if the request relates to an endorsement arrangement, that the use of the *Corporate Brand* conforms to the *Endorsement Policy*. For example, whether there is any commercial endorsement in the use of the *Corporate Brand*, contrary to *Endorsement Policy* 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 4.1)
- whether anyone involved with the organisation, and/or involved with 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*:
 - conforms with the *Sponsorship* and/or *Endorsement* policies, 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 5.2.3.

3.4.3 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.

3.4.4 Approval Summary

The Corporate Design Team, Corporate Communications Unit, can advise on the approval process. See section 3.5 for contact details.

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

Use	Support	Approval
Proposed use of the <i>Corporate Brand</i>	Agreement that the proposal proceed	Approval to proceed (authorisation)
Commercial use/gain or use external to the NSW Police Force:		
Manufacture or sale of merchandise with Corporate Brand by an external organisation or individual.	PAC/PD Commander or equivalent	Executive Director, Public Affairs Branch
By a sponsor in a promotional campaign	PAC/PD Commander or equivalent	Executive Director, Public Affairs Branch, or Director, Corporate Communications Unit
In support of a one-off charity or community event (Endorsement)	PAC/PD Commander or equivalent	Executive Director, Public Affairs Branch, or Director, Corporate Communications Unit
Use of word “police” in an operating name	Office of the General Counsel	Executive Director, Public Affairs Branch
NSW Police Force use:		
Uniforms	Uniform Standards Committee Executive Director, Public Affairs Branch	Commissioner’s Executive Team
Non-standard issue motor vehicles or trailers (e.g. Sponsored vehicles)	Fleet Management Services	Director, Corporate Communications Unit, Public Affairs Branch
NSW Police Force promotional material or merchandise	PAC/PD Commander or equivalent	Corporate Design Coordinator, Public Affairs Branch
NSW Police Force advertising	Relevant Commander or Corporate Sponsor	Corporate Design Coordinator, Public Affairs Branch
Printed material e.g., brochures, calendars.	In accordance with Part B of this policy	Corporate Design Coordinator, 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.	PAC/PD Commander or equivalent	Executive Director, Public Affairs Branch
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3.5 Where to get Help

Design services or using the NSWPF Corporate Brand	Corporate Design Coordinator, Corporate Communications Unit	E/N: 45480 Email: #corpdesign
Corporate Branding Policy and Standards	Corporate Design Coordinator Public Affairs Branch	E/N: 45480 Email: #corpdesign
Corporate Templates (certificates, covers, powerpoint)	Corporate Design intranet page in the first instance. Corporate Design Coordinator Public Affairs Branch	Corporate Design intranet page in the first instance. E/N: 45480 Email: #corpdesign
Advice on publicity or promotional items (banners, posters etc)	Marketing Project Officer, Corporate Communications Unit	E/N: 45345
Sponsorship Policy, including vehicles Endorsement Policy	Marketing Project Officer, Corporate Communications Unit	E/N: 45345 Email: #sponsorship Email: #endorsement
Stationery and forms	E-Bisprint (for printed forms and stationery). DTI (for online forms and macros).	E-Bisprint Order form: P375A PH: (02) 4352 7777 Email: nswpoliceorders@ebisprint.com.au . Email: #Blueportal
Uniforms	Strategic Procurement	Ph: 1800 035 345 Email: #uniform
Police Merchandise	NSW Police Shop	E/N: 24536 PH: (02) 4828 8536
Police Station facades and signage	Police Properties Group	E/N: 65286
Vehicles	Fleet Services	E/N: 85001

4. ENDORSEMENT

4.1 Support for Agency, Charity or Community Events

4.1.1 Use of the Corporate Brand in police Endorsements

The *Corporate Brand* may be authorised for use by a NSW Police Force command to support events organised by a government agency, not for profit community organisation or charity, provided the 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* is an endorsement and must be organised and approved in accordance with the *Endorsement Policy*.

No individual or organisation can make a profit from the use of the *Corporate Brand* at a police endorsed event. Any money made from the use of any part of the *Corporate 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*, then its design and use on banners, clothing, event signage or promotional items must also be approved by the Corporate Communications Unit, Public Affairs Branch. See section 3.4 above. This will require event organisers to submit draft artwork for approval before the application of the *Corporate Brand* to any products. A copy of Part B of this policy may be given to suppliers to assist in correctly applying and reproducing the *Corporate 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.

5. USE OF THE WORD 'POLICE'

5.1 Use of the word 'Police' and other Designations

5.1.1 'Police'

Use of the word 'police' is governed by Section 204A of the *Police Act, 1990*. Clause 145 of the *Police Regulation 2015* lists the following organisations as authorised under Section 204A to carry on a business using a name that includes the word 'police':

- Justice and Police Museum
- Police Citizens Youth Clubs NSW Ltd
- NSW Police Legacy Limited, and
- Police Bank
- any body 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*.

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, such as Police Legacy.

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*. Authority to use the *Corporate Brand* must be separately applied for under this policy.

Each application to use the word '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 Executive Director, Public Affairs Branch.

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.

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.

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

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.

5.1.2 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.

5.2 Approval Criteria and Licence Conditions

5.2.1 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'.

Advice on the organisation's application may also be obtained from relevant PAC/PDs or appropriate specialist commands.

Applicants may also 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 financial arrangements
- evidence of registration if a registered 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 5.2.2).

5.2.2 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* and *Endorsement* policies by agreeing to not accept sponsorship or endorsement from, or support, sponsor or endorse organisations or any individual 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 industry
 - security industry companies
 - Commercial and Private Inquiry Agents
 - the adult entertainment industry
 - tobacco companies
 - tattoo parlours
 - pawnbrokers or secondhand dealers
 - the firearms and weapons industry.

5.2.3 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, such as, 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 Police Force into question.

6. SPONSORED VEHICLES

6.1 Sponsor Vehicle Signage

PAC/PDs 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.

6.1.1 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 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 livery² 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 Director, Corporate Communications Unit, prior to any commitment being entered into with a potential sponsor.

6.2 Vehicle Signage Rules

6.2.1 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).

As a general rule 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 numbers such as – Smittown 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.

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* - e.g. alcohol and gaming companies.

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.

Two examples are provided below.





6.2.2 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 numbers such as – 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

The Director, Corporate Communications Unit, Public Affairs Branch, must sight and approve any signage, logo, branding or wording proposed for sponsored vehicles for use by unsworn employees.

6.3 Who can drive Sponsored Vehicles?

6.3.1 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 etc., are prohibited from driving sponsored vehicles fitted with police markings.

6.3.2 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).

6.4 Trailer Signage

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

6.4.1 Trailers for marked sponsored vehicles

Where the trailer is a fully enclosed unit:

NSW Police Force	(Sponsor name)
(Command 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 3.5 for contact details. An example of layout is provided below.



6.4.2 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, set out at section 6.2.2.

The Executive Director or the Director, Corporate Communications Unit, Public Affairs Branch, must sight and approve any signage, logo, branding or wording proposed for sponsored trailers for use by unsworn employees.

6.4.3 Who can tow a sponsored trailer?

Only sworn officers, as set out at section 6.3.1 above, can tow a sponsored trailer with police branding.

Only unsworn staff or sworn staff out of uniform, as set out at section 6.3.2 above, can tow a sponsored trailer without police branding, in a vehicle also without any police signage or branding.

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.

INSIGNIA (CREST)



LOGOTYPE

NSW Police Force

CHEQUERED BAND



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.



NSW Police Force

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



NSW Police Force

Mono logo – for single colour communications.



NSW Police Force

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.



NSW Police Force

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 (*Sillitoe 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 practical*)



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

Internal logo

Co-branded logo

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.

	Pantone®	CMYK    	RGB   
Dark Blue	PMS 282	100, 90, 13, 68	0, 5, 62
Blue	PMS 287	100, 75, 2, 18	0, 70, 139
Light Blue	PMS 2708	26, 14, 0, 0	185, 202, 234
Gold	PMS 123	0, 19, 89, 0	255, 199, 44
Green	PMS 341	95, 5, 82, 24	0, 122, 83
Red	PMS 485	0, 95, 100, 0	218, 41, 28

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.



NSW Police Force



NSW Police Force



NSW Police Force



NSW Police Force



NSW Police Force



NSW Police Force



NSW Police Force



NSW Police Force



NSW Police Force



NSW Police Force



NSW Police Force



NSW Police Force

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 – add embellishments to the logo.



Do not – change the colour of the logo.



Do not – rotate the logo.



Do not – apply effects to the logo.



Do not – change the scale of the logo.



Do not – change the placement of the logo.



Do not – crop 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).

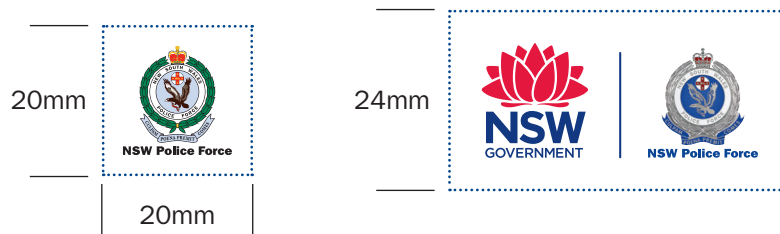
The slogan should be used as shown below. The width of the slogan should be approximately the same width of the logo and must be positioned outside of the clear space.



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
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Arial or Helvetica
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Sub headings

ITC Franklin Gothic Demi
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Arial Bold or Helvetica Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Main headings

ITC Franklin Gothic Book
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Arial Black or Helvetica Black
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

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

Arial or Default Sans Serif
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Arial Bold or Default Sans Serif Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

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.



Your Name

Name of Rank or Position

Name of Unit, Name of Branch or Command

Locked Bag 5102 Parramatta, NSW 2124

E: name1you@police.nsw.gov.au P: 02 0000 0000 E/N: 45000 M: 0101 101 010



Requires Google
Chrome Browser

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

https://intranet.police.nsw.gov.au/organisational_units/public_affairs/forms/generate_email_signature

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.

