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Corporate Identity

National Guidance

Owning Department:	Corporate Communications
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1. Purpose / Scope

This National Guidance describes the correct use of the corporate logo and strap line and gives direction regarding the Police Scotland branding style. Application of the rules and conventions outlined in this document will ensure that a consistent and professional image of the organisation's branding style is maintained.

This document applies to all Police Scotland officers and staff.

2. Brand Elements

Logo

The Police Scotland logo is a modernised Crown Thistle and also contains the Gaelic translation of Police Scotland.



Use of Keeping People Safe

There may be some instances where it is necessary to separate the logo from the strap line as in when the logo is used as a marking or crest on livery or signage, for example.

Only the graphic design team in Corporate Communications may authorise the separation of the logo. Requests should be emailed to



When keeping people safe is used as part of a sentence in written communication, the words should appear in sentence case (capitalising the first word and proper nouns only).

Corporate Communications Style

The house style for Police Scotland is designed to ensure that all communications are easily accessible:

- Text font is Arial;
- Use 12 or 14 point type;

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- Align text to the left;
- Use a consistent and logical layout;
- Do not split words between lines;
- Do not use large blocks of capital letters;
- Do not use italics;
- Do not put text over an image or texture;
- Use a line space between paragraphs;
- Set all text horizontally;
- Do not underline words;
- Provide adequate space between columns.

For further guidance on the way in which we use language to ensure consistency within and across content, please refer to the [Corporate Communications Style Guide](#).

3. Correct Use of Logo

The Police Scotland logo uses heraldic symbols governed by the Court of the Lord Lyon. It is a criminal offence to make any unauthorised changes to the logo, misuse / redesign / amendment is not permitted by the Court.

The Police Scotland logo should not be altered in any way. General guidance on use:

- The logo must not be manipulated;
- The logo should only be used for Police Scotland business;
- The logo must stay in its full format at all times;
- Anything that resembles the Crown Thistle design is not permitted for use.

For comprehensive guidance on use of the Police Scotland logo, please refer to the Brand Guidelines available by request to [REDACTED]

Misuse of the logo will be escalated to the Head of Communications Specialist Services. Inappropriate use of the logo includes use on any material Police Scotland does not have an involvement with.

When to Use the Logo

The following are considered appropriate uses of the logo:

- To indicate Police Scotland's involvement in a project;
- To identify Police Scotland as a partner in an initiative;
- To identify Police Scotland owned materials;
- When Police Scotland is supporting an event or project;

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- On Police Scotland communication materials aimed the public.

How to Use the Logo

The following provides guidance on how the logo is used on different materials.

Stationery

Only approved letter headed stationery and compliment slips are to be used and can be sourced from stores. Business cards can be ordered directly from one of the print rooms.

Alternatively, templates for letter headed stationery are available in [REDACTED] on the intranet.

Electronic Communications and Digital Use

The logo must never be included in email signatures. Please refer to the intranet for the appropriate [email signature](#).

There may be occasions where bespoke layouts for digital devices are required. Requests should be emailed to [REDACTED]

Vehicle and Mobile Office Livery

The livery for each vehicle and mobile office owned by the organisation will be applied according to the design guidance held by the graphic design team in Corporate Communications and by the Head of Transport.

Livery design requests for new models of vehicles should be logged via our [online request system](#).

Uniform

Standard uniform items are not branded with the Police Scotland logo.

The logo is used on some work-wear and on some specialist equipment.

For advice on the use of the logo on uniform and work-wear items, contact [REDACTED]

Campaigns

Campaigns are nationwide public communications from Police Scotland concerning our priorities and community partnerships. Campaign communications encompass print material, TV and radio, online content, and social media.

Campaigns are led by the Corporate Communications department.

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Campaigns both internal and external may provide an exception for application of the corporate branding regulations. The graphic design team has responsibility for this and projects should never be directly outsourced to external design agencies.

Corporate Internal Documents

There is no need to use the logo on documents being used internally and passed between colleagues.

Items such as agendas, minutes and plans should only be branded if they are to be exhibited externally.

The words Police Scotland can be included in normal type if there is a need to indicate the source or ownership of an internal document.

Front sheets and report cover templates are available for internal strategic and guidance documents. Requests should be emailed to

[REDACTED]

Further specific branding advice can be acquired from the Corporate Communications department.

Misuse of the logo will be escalated to the Head of Communications Specialist Services

4. Materials for External Use (Excluding Campaigns)

Corporate Documents

Documents for external use should be branded with the Police Scotland logo.

Front sheet / report covers to use with reports are available from the graphic design team in Corporate Communications. Requests should be emailed to

[REDACTED]

Poster Templates

Templates are available for the following and do not require a new design request:

- Major investigation appeals for information;
- Officer operations / action-days info / advice cards;
- Police and community meetings;
- Local policing Multi-Member Ward priorities;
- Local policing Multi-Member Ward achievements.

Templates can be requested via our [online request system](#).

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Promotional Material

Design and approval of merchandise is conducted by Corporate Communications.

The purchasing of merchandise is non-essential and this should be taken into consideration during the request process. Please provide as much detail as possible to support your request using our [online request system](#).

Presentations

Click to access the [PowerPoint presentation template](#).

Social Media

Only official and authorised Police Scotland social media accounts may use the Police Scotland branding. Police Scotland accounts which are seen to misuse Police Scotland branding will have this removed and replaced with the appropriate branding.

For further information on social media use please refer to our [Social Media Guidance](#) on the intranet.

Print Production

Corporate campaign or marketing materials should only be reproduced by official Print Services Units in Edinburgh, Glasgow or Tulliallan. Under no circumstances should black and white photocopies be used when producing public facing documents.

5. Banners / Display Boards

There is a stock of banners and display boards for use externally and internally. These can be booked from Corporate Communications. All requests should be emailed to [REDACTED]

6. Roles and Responsibilities

Everyone who works for the organisation has a duty to protect the integrity of the Police Scotland brand. Everyone has a personal responsibility for ensuring the logo is used according to this National Guidance.

The graphic design team within Police Scotland is responsible for how the logo and branding are presented. The graphic design team can advise on the appropriate use of the logo and branding if required.

Permission to use the logo must be sought from the graphic design team by emailing [REDACTED] or via our [online request system](#).

A proof copy of the artwork that the logo is to be used on, must be sent to the graphic design team for approval prior to publication.

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Responsibility for the brand is the responsibility of the Head of Corporate Communications Specialist Services. Any issues or problems should be directed to the graphic design team in the first instance where clarification can be sought.

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Compliance Record

Equality and Human Rights Impact Assessment (EqHRIA) Date Completed / Reviewed:	12/10/2020
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Health and Safety Compliant:	Yes
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Version Control Table

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1.00	Fully revised and reformatted under the parameters of the SOP Review.	26/01/2021