



Policing & Community Safety Partnerships

making our community safer

Guidelines for the use of the PCSP logo

June 2015

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About the logo

A logo has been designed for Policing and Community Safety Partnerships (PCSPs).



PCSPs are statutory bodies established under the Justice Act (Northern Ireland) 2011 to help make communities safer. The partnerships which are supported and funded by the Northern Ireland Policing Board and the Department of Justice were first established in May 2011 bringing together within a single partnership the functions and responsibilities previously undertaken by District Policing Partnerships (DPPs) and Community Safety Partnerships (CSPs).

The intertwine of the PCSP letters within the logo reinforces the ethos of the partnerships to work collaboratively and recognises the important linkages between the policing and delivery committees of the partnerships. The strapline 'making our community safer' reinforces the overarching aim of PCSPs and the logo has been designed so that it can be applied at both corporate and local level. At local level the word partnership is singular and the strapline changes to reflect the partnership area – for example 'making Armagh, Banbridge and Craigavon safer'. At both corporate and local level the logo must be used with the supporting strapline.



The corporate guidelines were first introduced in March 2012. They have been revised to reflect the changes to councils as the result of Local Government Reform on 1 April 2015. These guidelines are provided to assist in the application of the logo. Any queries in relation to this should be directed to the Policing Board Communications Officer on 028 9040 8541 or the Department of Justice Information Officer.

Bilingual/Trilingual logo

Some PCSPs may require to produce bilingual/trilingual material.



**Policing & Community
Safety Partnerships**

making our community safer

**Páirtíochtaí Sábháilteachta
Póilineachta agus Pobail**

ár bpobal a dhéanamh níos sábháilte

The above example has been given in Irish as it is recognised that some areas operate a bilingual policy. This format should also be used if the logo is to be translated into any other language or used in a trilingual format.



**Policing & Community
Safety Partnership**

making Derry & Strabane safer

**Páirtíocht Phóilíneachta
agus Sábháilteacht Phoiblí**

Doire agus an Srath Bán a dhéanamh níos sábháilte

**Policing & Community
Safety Partnership**

makkin Derrie an Strabane mair siccar

Approved variations of the logo

The logo has been designed with the flexibility to work in the following formats.

Full colour



Black and white



Reversed one colour



Never...

NEVER change the typefaces



NEVER change the position of the logo or the structuring of the identity



NEVER distort the logo proportions



All of the above examples apply to each of the approved variations of the logo and remember the logo at both corporate and local level must always be used with the supporting strapline.

Day-to-day use of the logo

Within this guidance a range of templates have been provided which show the positioning of the PCSP logo for day to day to use. As a general rule the PCSP logo should always assume the primary position. Any other logos (e.g., Council, IIP or partner logo if required) should be positioned at the foot of materials.

Use of the Department of Justice and Policing Board logo

As the funding partners of the PCSPs, the DOJ and NIPB logo should, if requested, appear on external communications material.

The PCSP logo should remain the prominent logo, with the DOJ and NIPB in a supporting position, occupying a similar area of volume and be of equal prominence. The DOJ and NIPB logo should always appear beside each other.

Partner logos and co-branding

Due to the nature of PCSPs, it is recognised that partner logos will also have to be accommodated. This is likely to be one or more of the designated bodies and/or voluntary/community groups etc. As outlined above, the PCSP logo should be the prominent logo.

PCSP led initiatives

The PCSP logo should be the prominent logo with partner logos in a supporting position.

Partners logos should sit alongside each other, occupy a similar area of volume and be of equal prominence. With regards to positioning, supporting logos should usually sit somewhere below the PCSP logo.

PCSP as a partner

Where the PCSP is a partner in an initiative led by another organisation, the logo will be used in a supporting capacity and should sit alongside other co-brands rather than below.

PCSPs working in partnership

Where two PCSPs are working in partnership on an initiative and are sending out material jointly, the logos should receive equal prominence. Where PCSPs agree a Northern Ireland wide awareness campaign, the corporate logo should be used in material.

Backgrounds

Photographic Backgrounds

Make sure that all elements of identity - logo and name - are easy to read. Complicated, dark backgrounds will present obvious problems of legibility.

Using the logo **correctly**



Using the logo **incorrectly**



Coloured Backgrounds

Always choose colours which complement the colours of the identity.



Logo size

As a general rule when reproducing the PCSP logo it should not appear any smaller than 62mm wide and it should not be used without the strapline. The only specific exception to this is when applied to promotional material - **this is exceptional**.

Users must also ensure that there is a protection zone which is clear of other text or graphics.

Minimum width - 62mm wide



Protection zone



Exceptional use



Font

The font used for the logo is Helvetica Light.
This should be maintained at all times.

Where a web-safe font is required to support the logo, Arial Regular may be used.

Helvetica Light

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789

Arial Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789

Colour palette

The colour palette is produced to assist designers and printers who may be commissioned to produce material on behalf of PCSPs.

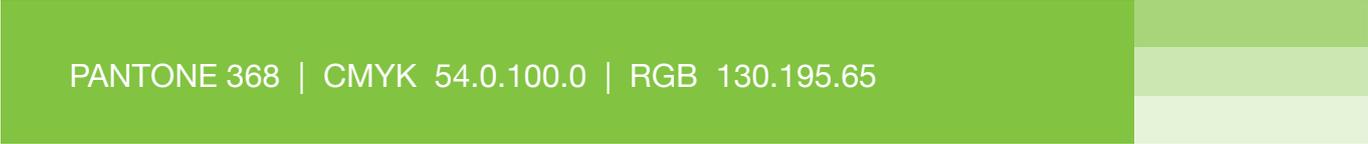
PANTONE 3025 | CMYK 100.0.0.70 | RGB 0.77.109

A horizontal bar with a dark teal background on the left containing the text 'PANTONE 3025 | CMYK 100.0.0.70 | RGB 0.77.109'. To the right of this bar are three stacked rectangular swatches of varying shades of teal and blue.

PANTONE 7459 | CMYK 85.37.24.2 | RGB 7.130.164

A horizontal bar with a medium teal background on the left containing the text 'PANTONE 7459 | CMYK 85.37.24.2 | RGB 7.130.164'. To the right of this bar are three stacked rectangular swatches of varying shades of blue and grey.

PANTONE 368 | CMYK 54.0.100.0 | RGB 130.195.65

A horizontal bar with a lime green background on the left containing the text 'PANTONE 368 | CMYK 54.0.100.0 | RGB 130.195.65'. To the right of this bar are three stacked rectangular swatches of varying shades of green and yellow.

PANTONE 298 | CMYK 70.15.0.0 | RGB 70.15.0.0

A horizontal bar with a bright blue background on the left containing the text 'PANTONE 298 | CMYK 70.15.0.0 | RGB 70.15.0.0'. To the right of this bar are three stacked rectangular swatches of varying shades of blue and light blue.

20mm

14mm

67.5mm

15mm

Annex 1 - corporate letterhead template



Letter text:
10pt Arial, 14pt leading,
colour black

52mm

64mm

Your reference
Our reference
Date

Building Name
Name of Street
Town Postcode
Tel: 028 9012 3456
Fax: 028 9012 3456
Email: pcsp.gov.uk
Web: www.pcsp.gov.uk

Mr A N Other
12 Street Name
Town Name
BT3 45A

Contact details text:
10pt Helvetica Light, 14pt leading,
colour Pantone 3025

99mm (DL fold)

Dear Sir

Apitio disinctis explici iscideles eum aut occus, te valoris suntore perio. Ipicit que repelle stinciis voluptatis conseri commolorum quae quam, corro tem venditin non et qui blaccatem aut ut alis elita di illiae acculpa num iminullo ipiendit, nonsequassi commodis sunt int ullam nonemquam faccus eum ipsam, imus dia volum quoditint, accatus rem natur? Alit, ut et ut poreictur?

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Yours sincerely

Name Surname
Title



Your reference
Our reference
Date

Building Name
Name of Street
Town Postcode
Tel: 028 9012 3456
Fax: 028 9012 3456
Email: pcsp.gov.uk
Web: www.pcsp.org

Mr A N Other
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Dear Sir

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Yours sincerely

Name Surname
Title



Your reference
Our reference
Date

Mr A N Other
12 Street Name
Town Name
BT3 45A

Building Name
Name of Street
Town Postcode
Tel: 028 9012 3456
Fax: 028 9012 3456
Email: pcsp.gov.uk
Web: www.pcsp.org

Dear Sir

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Yours sincerely

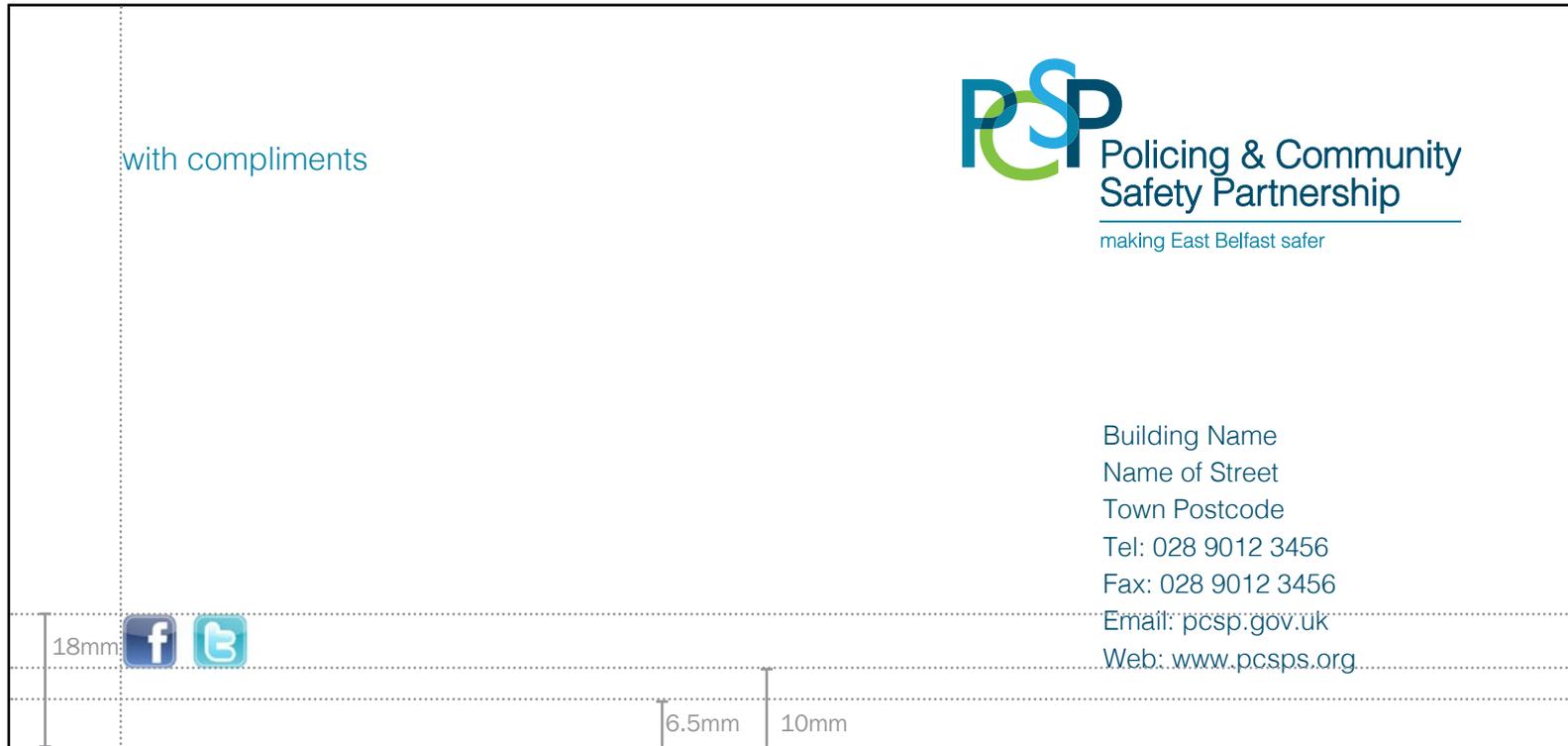
Name Surname
Title

(If partner logos are being used this is an example of how they should be positioned)

Annex 2 - corporate compliment slip template

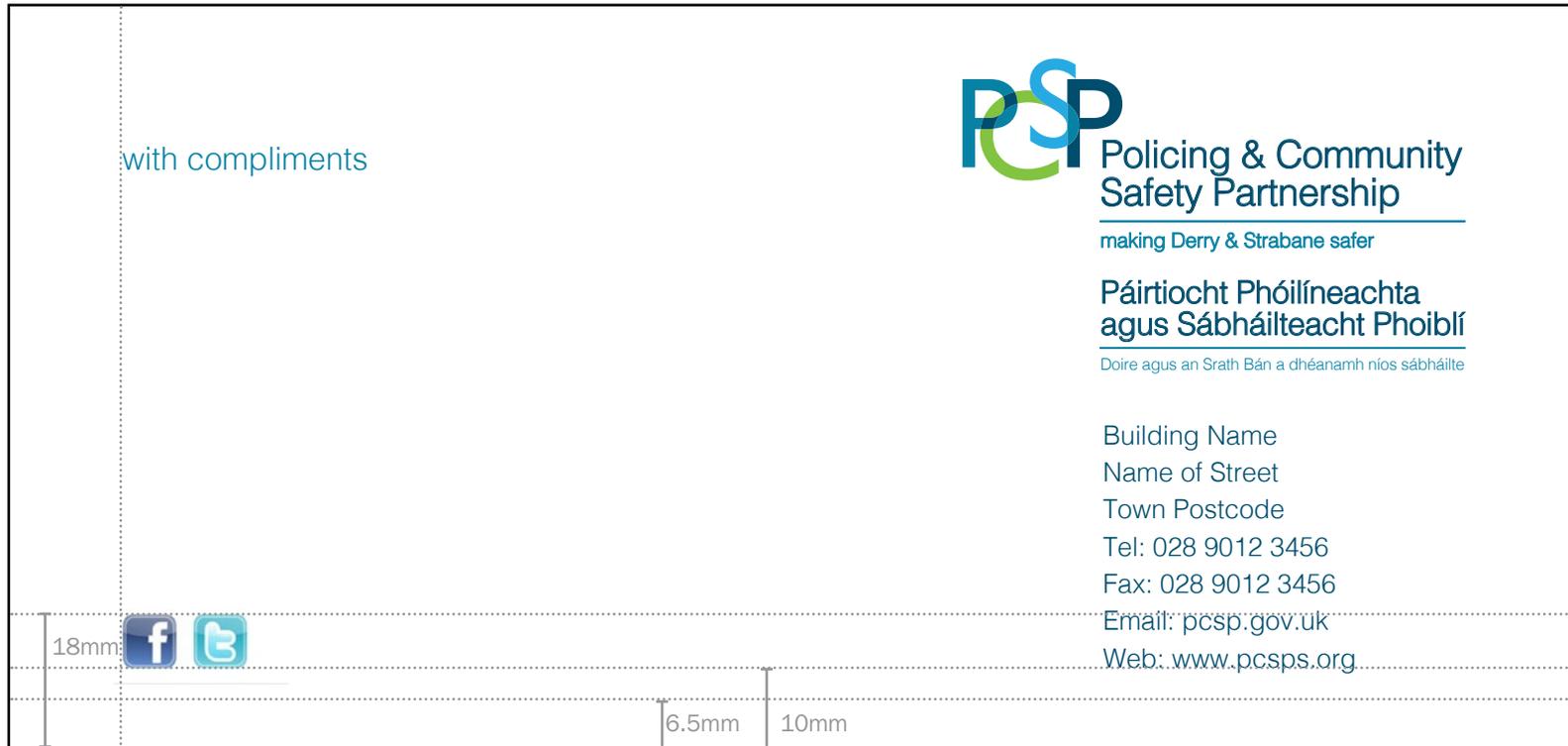
15mm	8mm	67.5mm	15mm
<p>with compliments</p> <p>Letter text: 12pt Arial, 14pt leading, colour Pantone 3025</p> <p> </p>		 <p>PSP Policing & Community Safety Partnerships</p> <p>making our community safer</p> <p>64mm</p> <p>Building Name Name of Street Town Postcode Tel: 028 9012 3456 Fax: 028 9012 3456 Email: pcsp.gov.uk Web: www.pcsp.org</p>	
10mm			

Annex 2 - local compliment slip template



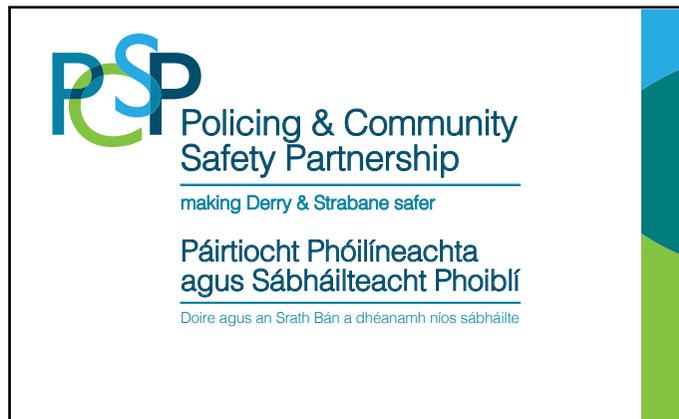
(If partner logos are being used this is an example of how they should be positioned)

Annex 2 - bilingual compliment slip template



(If partner logos are being used this is an example of how they should be positioned)

Annex 3 - local business card templates



If the bilingual logo is to be used on business cards, the logo should appear on one side with details on the reverse

Press ads



PSP Policing & Community
Safety Partnership
making Mid Ulster safer

Public Meeting

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  www.pcsp.org



PSP Policing & Community
Safety Partnerships
making our community safer

Public Meeting

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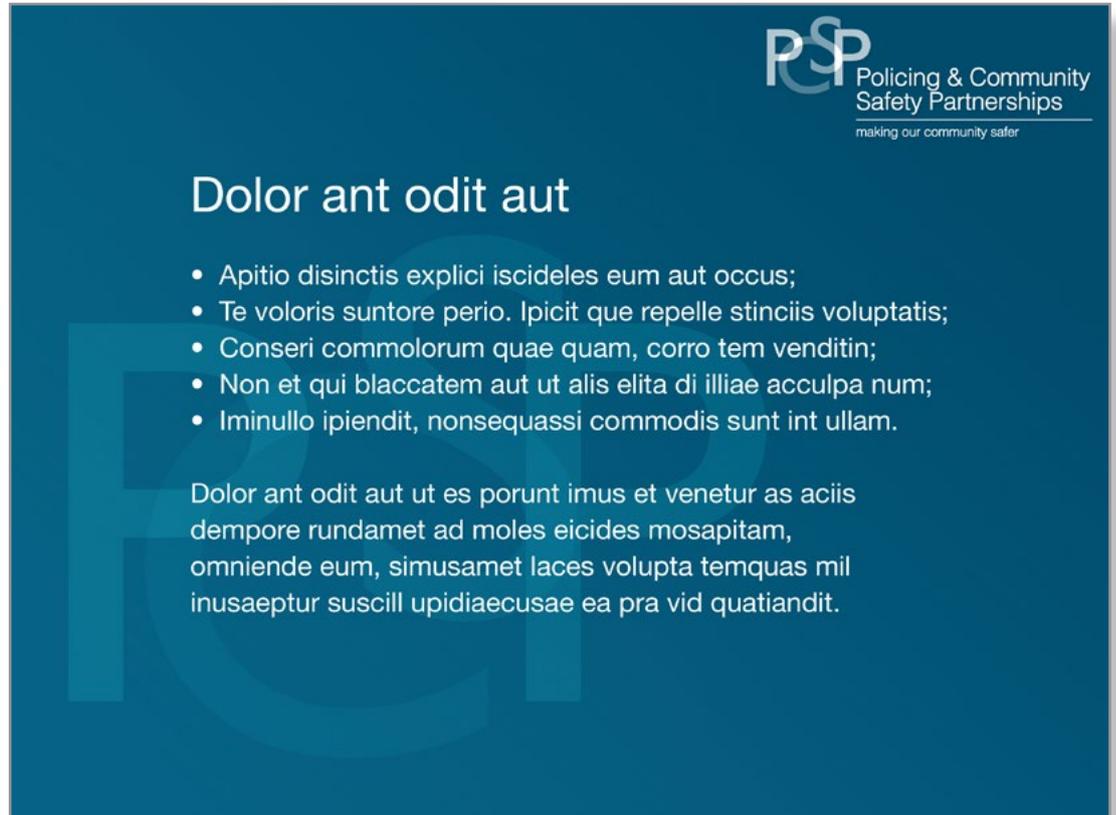
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  www.pcsp.org

Powerpoint slides

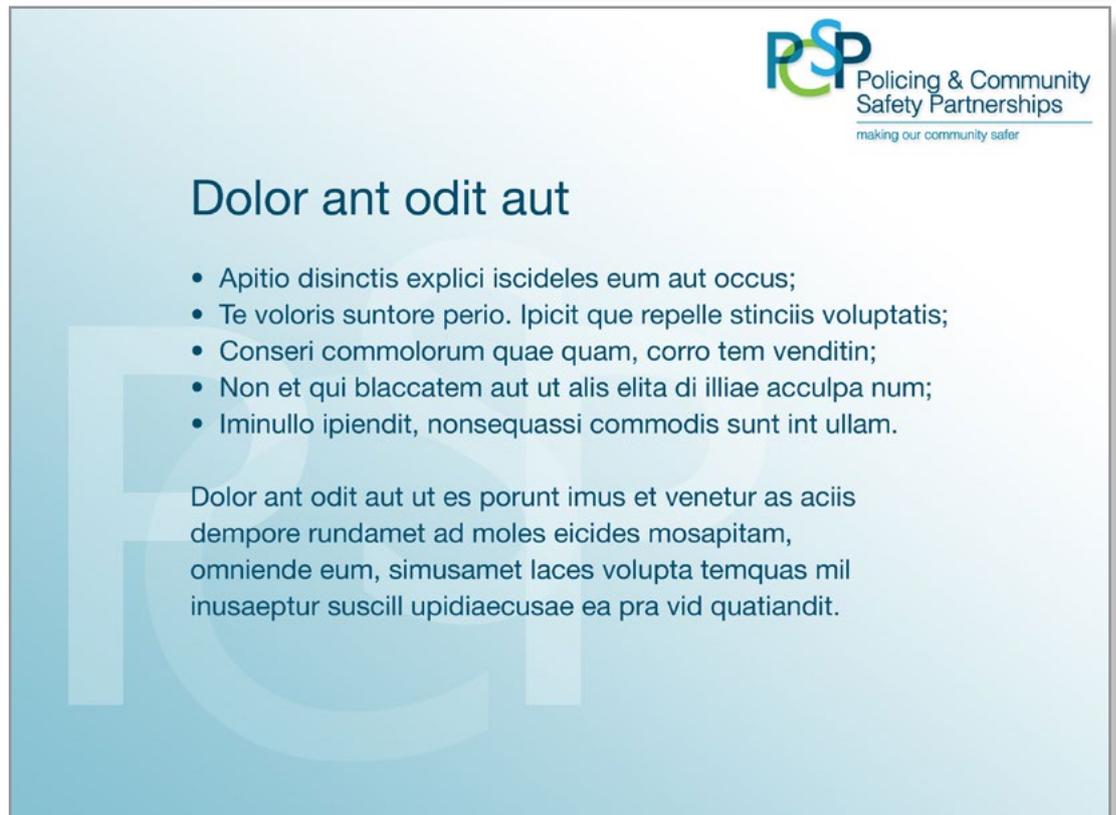


PSP Policing & Community Safety Partnerships
making our community safer

Dolor ant odit aut

- Apitio disinctis explici iscideles eum aut occus;
- Te voloris suntore perio. Ipicit que repelle stinciis voluptatis;
- Conseri commolorum quae quam, corro tem venditin;
- Non et qui blaccatem aut ut alis elita di illiae acculpa num;
- Iminullo ipiendit, nonsequassi commodis sunt int ullam.

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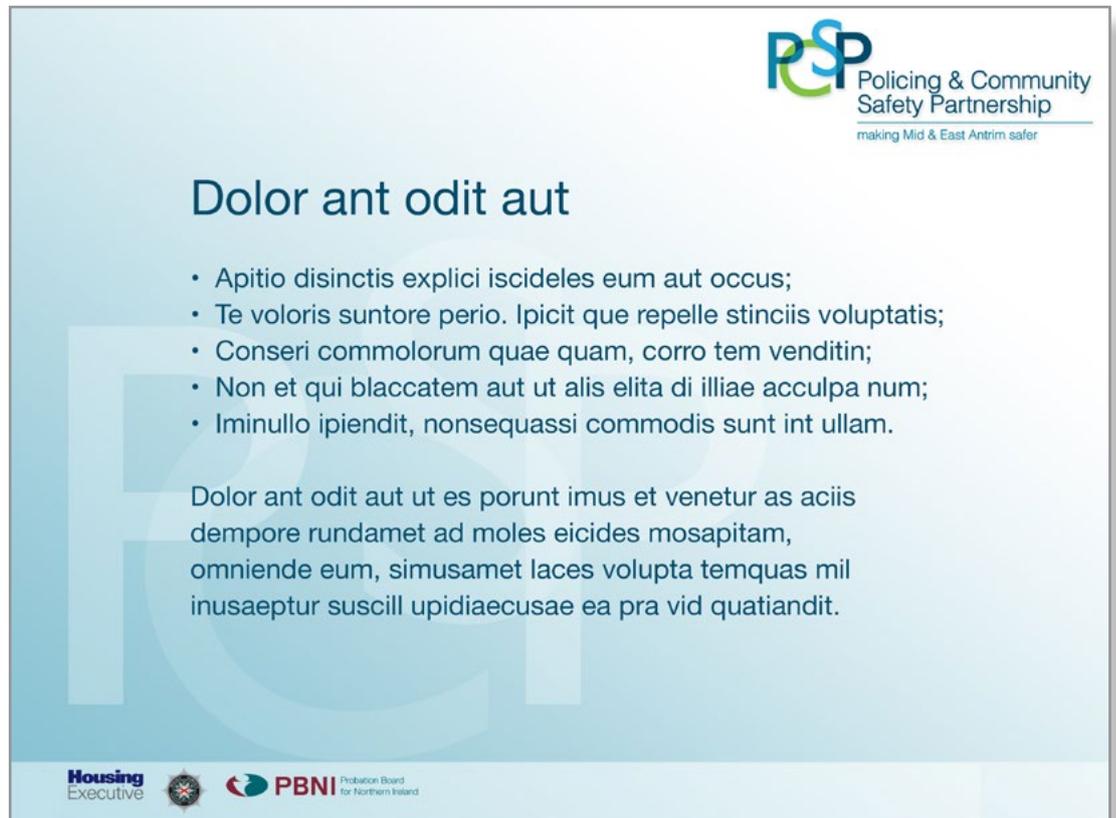
PSP Policing & Community Safety Partnerships
making our community safer

Dolor ant odit aut

- Apitio disinctis explici iscideles eum aut occus;
- Te voloris suntore perio. Ipicit que repelle stinciis voluptatis;
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Powerpoint slides



The slide features a light blue background with a large, faint 'PSP' watermark. In the top right corner, the PSP logo is displayed, consisting of the letters 'PSP' in a stylized font where the 'P' and 'S' are connected, with a green leaf-like shape behind the 'P'. To the right of the logo, the text 'Policing & Community Safety Partnership' is written in a sans-serif font, with a horizontal line underneath and the tagline 'making Mid & East Antrim safer' below it.

Dolor ant odit aut

- Apitio disinctis explici iscideles eum aut occus;
- Te voloris suntore perio. Ipicit que repelle stinciis voluptatis;
- Conseri commolorum quae quam, corro tem venditin;
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In the bottom left corner, there are three logos: the Housing Executive logo (a stylized house icon), the Police Service of Northern Ireland logo (a circular emblem with a crown), and the Probation Board for Northern Ireland logo (the letters 'PBNI' next to a circular emblem).

(If partner logos are being used this is an example of how they should be positioned)

Dolor ant odit aut

- Apitio disinctis explici iscideles eum aut occus;
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Web page

Shown is an example of how the PCSP branding should appear on the web.

Artwork has been provided as a .psd file.

A corporate website has been established for PCSPs:
www.pcsp.org

If PCSPs wish to set up information on the PCSP within Council sites then the following format should be applied to ensure consistency in approach and branding.

The screenshot shows a web page for the Ards and North Down Borough Council. The header includes the council's name and logo, a search bar, and navigation links for Home, Resident, Business, Visitor, and About the Council. The main content area is titled "Policing & Community Safety Partnership" and includes a breadcrumb trail: Home > Resident > Community > Policing & Community Safety Partnership. The text describes the PCSP's role and lists its key functions: consulting with local communities, providing views to the District Commander and the Northern Ireland Policing Board, identifying and prioritising issues of concern, monitoring police performance, and contributing to crime reduction. A sidebar on the right lists various community services like Community Centres, Community Development, and Safer Ards Team. The page also features a feedback form and a cookie consent banner at the bottom.

Ards and North Down Borough Council

Languages Accessibility Text size | Contact us 0300 013 3333

Search this site

Home Resident Business Visitor About the Council Apply Pay Report

Policing & Community Safety Partnership

Home > Resident > Community > Policing & Community Safety Partnership

The Policing and Community Safety Partnership (PCSP) brings together the work of the former Community Safety Partnership and District Policing Partnership, is facilitated by the Council and overseen regionally by the Department of Justice and the Northern Ireland Policing Board.

The key functions of the PCSP are to:

- consult and engage with local communities, statutory, voluntary and other relevant organisations in order to identify issues of concern in relation to policing and community safety, and to enhance co-operation with the police in preventing crime and enhancing community safety
- provide views to the relevant District Commander and the Northern Ireland Policing Board on policing matters
- identify and prioritise the particular issues of concern and prepare plans for how these can be tackled
- monitor the performance of the police and work to gain the co-operation of the public with the police in preventing crime
- contribute to a reduction in crime and enhance community safety in the Borough

The PCSP is made up of local councillors, members of the community who have been appointed by the Policing Board and representatives from organisations which play a role in tackling crime and anti-social behaviour.

Community

- Community Centres
- Community Development
- Good Relations
- Policing & Community Safety Partnership
- Building Positive Relations Programme
- Neighbourhood Renewal
- Regeneration
- Libraries
- Safer Ards Team

PSP Policing & Community Safety Partnership
making Ards & North Down safer

Was this page useful to you? Yes No

We use cookies on your computer or mobile device to help make this website better. You can change your cookie settings at any time. Otherwise, we'll assume you're OK to continue. Accept and Close

Social media use

Social media is a recognised way to communicate and engage with people online. It enables two way communications and is an important channel for providing information on an organisation's work and reaching new online audiences.

It is important that the use of social media at corporate and localised level carry a consistent brand. It is also essential that details of social media accounts are promoted/included in all internal/external communications activity.

Corporate PCSP accounts for Facebook, Twitter and YouTube have been set up to support and provide a central point of information for promoting the work of all 11 PCSPs.

Facebook: www.facebook.com/pcsp

Twitter: @PCSP_S

You Tube: PCSPsNI

Avatars have been developed for corporate and localised social media accounts:

Corporate avatar



Localised avatar



Email signature

It is vital that the PCSP's outgoing email communications are presented in a consistent and clear manner. A major factor in achieving this is the adoption of a standard email 'signature' which will sit at the foot of all outgoing email messages.

The Signature includes the PCSP logo, personal details and contact information. The email signature should be installed as the default signature on all PCSPs. Emails should be set out as follows in 12pt Arial Bold and Regular. Icons can look well, but there is no guarantee that they will reach the recipient as different email applications treat attachments in different ways. i.e. they may spam them out. For that reason words are recommended.

- i. Name (minimal requirement)
- ii. Title or Branch (minimal requirement, staff can choose which to include)
- iii. Direct phonenumber (minimal requirement)
- iv. Mobile (optional)

In addition, the following information will be embedded on each email together with a standard legal disclaimer:

- i. General phonenumber
- ii. General faxline if used
- iii. Textphone number if used
- iv. Full address with postcode
- v. Website / webpage address
- vi. Facebook
- vii. Twitter

An example email signature is illustrated below:

Mary Smyth

PCSP Manager

Armagh, Banbridge & Craigavon Policing & Community Safety Partnership
Council Offices, The Palace Demesne
Armagh, BT60 4EL

Phone: +44(0)28 3752 9646

Mobile: 07789 901369

Email: mary.smyth@armaghbanbridgecraigavon.gov.uk

Web: www.pcsp.org

Facebook: – insert local facebook address or corporate address

Twitter: - insert '@PCSP_s'



Annex 9 - local PCSP logos



**Policing & Community
Safety Partnership**

making Antrim & Newtownabbey safer



**Policing & Community
Safety Partnership**

making Ards & North Down safer



**Policing & Community
Safety Partnership**

making Armagh, Banbridge
& Craigavon safer



**Policing & Community
Safety Partnership**

making Belfast safer



**Policing & Community
Safety Partnership**

making Causeway Coast & Glens safer



**Policing & Community
Safety Partnership**

making Derry & Strabane safer



**Policing & Community
Safety Partnership**

making Fermanagh & Omagh safer



**Policing & Community
Safety Partnership**

making Lisburn & Castlereagh safer



**Policing & Community
Safety Partnership**

making Mid & East Antrim safer



**Policing & Community
Safety Partnership**

making Mid Ulster safer



**Policing & Community
Safety Partnership**

making Newry, Mourne & Down safer

Annex 9 - local PCSP logos



Designated Body Logos

In addition to the Political and Independent Members of PCSP, each PCSP also includes members of 7 statutory bodies.

These designated members are:

- Police Service of Northern Ireland;



- Northern Ireland Housing Executive;



- Probation Board for Northern Ireland;



- Youth Justice Agency of Northern Ireland;



- Health and Social Care Trusts;



- Education Authority; and



- Northern Ireland Fire and Rescue Service.



When using the PCSP logo alongside any or all of the designated member logos, please note that logos should appear of equal size and prominence. Where the production of materials is being handled by the co-brand partner, the PCSP logo must be supplied as original artwork to avoid distortion. The logo should never be scanned, copied or otherwise recreated.