Office of the Police and Crime Commissioner for Gwent
BRAND GUIDELINES
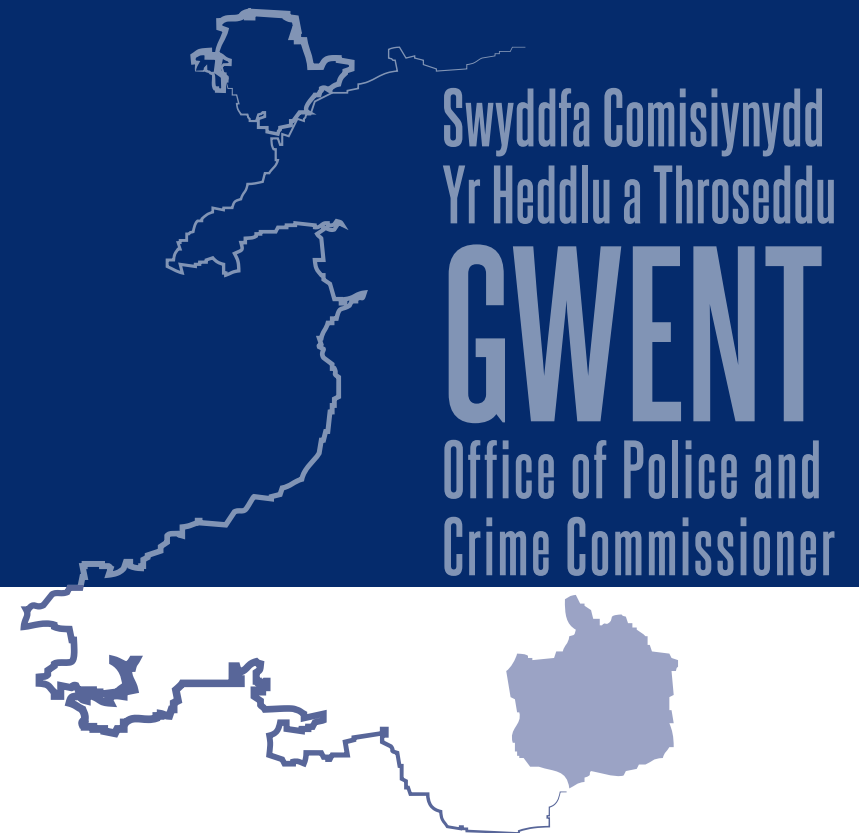
Swyddfa Comisiynydd
Yr Heddlu a Throseddu
GWENT
Office of Police and
Crime Commissioner

Contents

Our brand

This document gives an overview of the Office of the Police and Crime Commissioner brand, which is designed to be simple, clean and modern and to illustrate the geographic location within Wales of the area served by this position.

Our logo

Do not redraw or recolour the logo. Always use the master artwork available from the Corporate Communications department. All literature and stationery will carry the logo to identify it as official material of the Office of the Police and Crime Commissioner for Gwent and increase awareness of the brand.

Logo versions

There are four versions of the logo available. Each has been developed to suit different printing requirements or constraints. It is important that the correct logo is used in every circumstance.
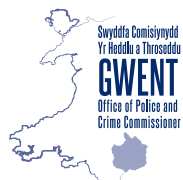
CMYK logo

This is to be used on material featuring imagery when the standard CMYK printing process colours are necessary.
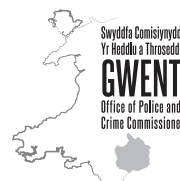
This is available as an EPS file:
SCHT_OPCClogo_2012.eps

RGB logo

This is to be used on electronic material such as websites, Powerpoint presentations, Word documents, video etc.

This is available as a JPG file:
SCHT_OPCClogo_2012.jpg

Line logo positive

This logo is for use in single colour situations on white and light coloured backgrounds where only solid colour can be used, for example screen print or single colour print documents.

This is available as an EPS file:
SCHT_OPCClogo_2012_BLACK.eps

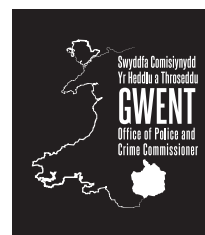**Line logo negative**

This logo is for use in single colour situations on dark backgrounds where only solid colour can be used, for example screen print.

This is available as an EPS file:
SCHT_OPCClogo_2012_WHITE.eps

Our colours

The Office of the Police and Crime Commissioner for Gwent logo uses the same blue as the Gwent Police brand, details for which are listed below.

CMYK colours

These are the breakdowns for four colour process print:

Navy Blue - C100 M80 Y0 K42

RGB colours

These RGB breakdowns are for website use and photography only.

Navy Blue - R4 G8 B32

Spot colours

These are the spot colours to use when 4 colour process is not required.

For use on coated stock

Navy Blue - Pantone 654c

For use on uncoated stock

Navy Blue - Pantone 281c

	RGB absolute values	**RGB %ages**	**Hex values**
Navy Blue	- R27 G31 B91	- R4 G8 B32	- 002D6C

Typefaces

Logotype

The typeface used in the logo is Steelfish Bold. Document Front covers and titles could use this or one of its variants (Outline, Regular, Bold and Extra Bold).

Steelfish Outline

Steelfish Regular

Steelfish Outline

Steelfish Outline

Type usage

Steelfish is a condensed font more suited to use as a logotype and as such when producing documents the bodytext should be, as with Gwent Police, Helvetica Neue / Helevetica Neue Cymraeg for print and Arial for print / screen / web use.

Helvetica Neue Light / Helvetica Neue Cymraeg Light

Helvetica Neue Roman / Helvetica Neue Cymraeg Regular

Helvetica Neue Medium / Helvetica Neue Cymraeg Medium

Helvetica Neue Bold / Helvetica Neue Cymraeg Bold

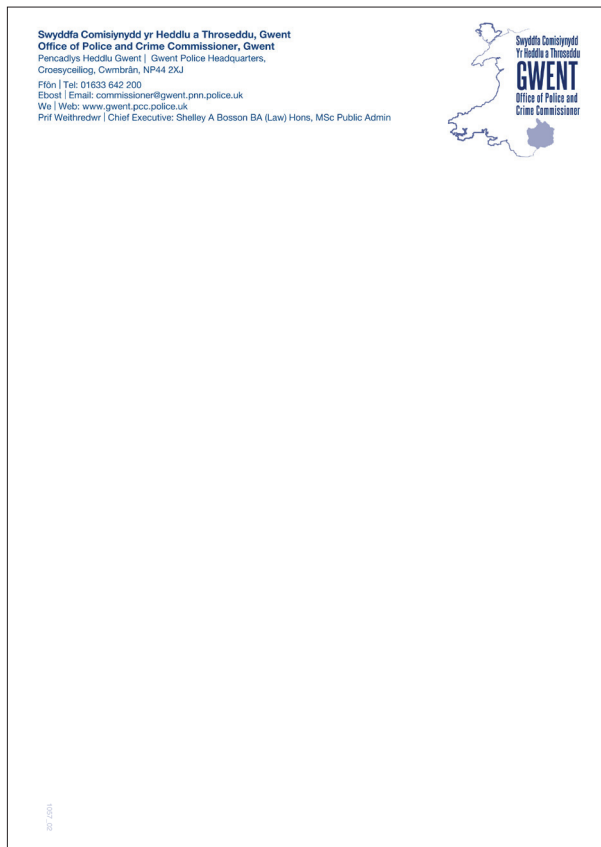**Helvetica Neue Black / Helvetica Neue Cymraeg Heavy**

Arial

Arial Black
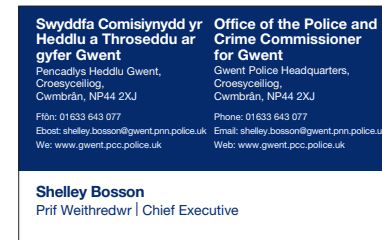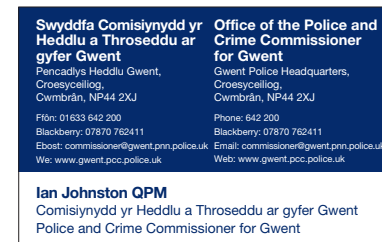
Stationery

Letterhead

All letters issued by The Office of the Police and Crime Commissioner for Gwent must be printed using the approved Word template letterhead (1057_02_SCHTOPCC_Letterhead_A4.dot).

No local versions are allowed.

Swyddfa Comisiynydd yr Heddlu a Throseddu, Gwent
Office of Police and Crime Commissioner, Gwent
Pencadlys Heddlu Gwent | Gwent Police Headquarters,
Croesyceiliog, Cwmbrân, NP44 2XJ
Ffôn | Tel: 01633 642 200
Ebost | Email: commissioner@gwent.pnn.police.uk
We | Web: www.gwent.pcc.police.uk
Prif Weithredwr | Chief Executive: Shelley A Bosson BA (Law) Hons, MSc Public Admin

Business Cards

Business cards are available on request from the Corporate Communications department.

Swyddfa Comisiynydd yr Heddlu a Throseddu ar gyfer Gwent
Pencadlys Heddlu Gwent, Croesyceiliog, Cwmbrân, NP44 2XJ

Ffôn: 01633 642 200
Blackberry: 07870 762411
Ebost: commissioner@gwent.pnn.police.uk
We: www.gwent.pcc.police.uk

Office of the Police and Crime Commissioner for Gwent
Gwent Police Headquarters, Croesyceiliog, Cwmbrân, NP44 2XJ

Phone: 642 200
Blackberry: 07870 762411
Email: commissioner@gwent.pnn.police.uk
Web: www.gwent.pcc.police.uk

Ian Johnston QPM
Comisiynydd yr Heddlu a Throseddu ar gyfer Gwent
Police and Crime Commissioner for Gwent

Swyddfa Comisiynydd yr Heddlu a Throseddu ar gyfer Gwent
Pencadlys Heddlu Gwent, Croesyceiliog, Cwmbrân, NP44 2XJ

Ffôn: 01633 643 077
Ebost: shelley.bosson@gwent.pnn.police.uk
We: www.gwent.pcc.police.uk

Office of the Police and Crime Commissioner for Gwent
Gwent Police Headquarters, Croesyceiliog, Cwmbrân, NP44 2XJ

Phone: 01633 643 077
Email: shelley.bosson@gwent.pnn.police.uk
Web: www.gwent.pcc.police.uk

Shelley Bosson
Prif Weithredwr | Chief Executive

The Welsh Language

Literature and Branding

Our Welsh language policy states that wherever it appears in a public arena, all material produced by public bodies must appear bilingually. Translation of public facing materials should be factored into any job in terms of time and cost.
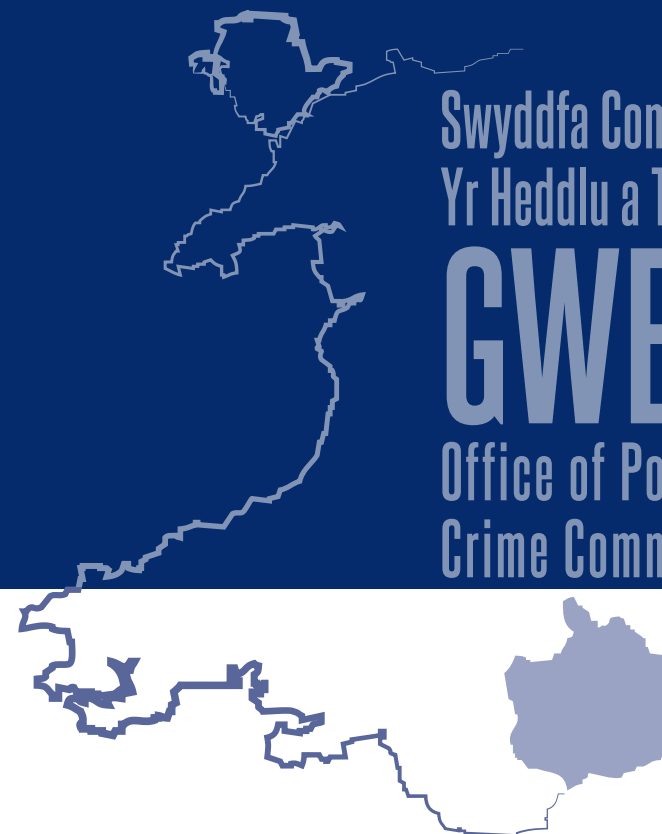
Under no circumstances should translation be undertaken by a member of staff, no matter what their level of ability in Welsh.

Single-paged leaflets appear with one side welsh, the other side english. Multiple page leaflets or publications are produced so that the Welsh and English versions read from the outside cover to the centre of the publication.

Wherever possible, both languages should appear on one poster in order to reduce printing costs.

With regards to branding in general the overiding consideration is that the welsh should appear either to the left or above the english in any logo, strapline or publication.

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Brand guidelines