



Response Date:28/02/2024

2024/214 - Logo

In response to your recent request for information regarding;

Please provide me with a copy of your logo guidelines, branding manual or equivalent document, which should be related to your new logo with the Tudor Crown.

Please see the attached document.

THIS INFORMATION HAS BEEN PROVIDED IN RESPONSE TO A REQUEST
UNDER THE FREEDOM OF INFORMATION ACT 2000, AND IS CORRECT AS AT 27/02/2024



HEDDLU
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NORTH WALES
POLICE

Welcome to NWP

Branding Guidelines

Yn gwneud Gogledd Cymru'r lle mwyaf diogel i fyw, gweithio ac ymweld yn y DU
Making North Wales the safest place to live, work and visit in the UK

Logo Options

North Wales Police logo is the unique, instantly recognisable symbol of the Force.

All literature and stationery will carry the logo and strapline to identify it as official North Wales Police material and increase awareness of the brand.

We encourage you to use the primary '2D Crown' version, however, if a project requires something more simplistic, the secondary 'Flat Crown' versions are available.

Logo Format

The logo is available in the following formats:

- Jpeg for desktop publishing (Word, PowerPoint, etc.)
- Jpeg or PNG for web
- Jpeg or Eps / Ai for high quality printing



2D Crown / Flat Crown Full Colour Logo:

The full colour logo should always be used when colour reproduction is possible.



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2D Crown / Flat Crown Grayscale / Black Logo:

The black logo should be used when colour reproduction is not possible.



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2D Crown / Flat Crown White Logo:

The white version should only be used when the logo is placed over a contrasting background / image, which would reduce the impact or clarity of the logo.



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Ground Rules and Things to Avoid

- The logo is bilingual.
- Regardless of the language of the material it appears on, neither English or Welsh should be removed.
- Never reproduce the logo on a 'busy' background.
- Never change the order or distort or split the positions of the symbol set.
- Never change or tint the logo colours.
- Never change the proportions or distort the logo.



Exclusion zone

In order to display the logo to its best effect and ensure maximum impact, a clear space surrounding it has been defined.

A minimum area of clear space should be kept around all versions of the logo. This is the exclusion zone. The depth of the exclusion zone is determined by the height of the 'H' (4mm), as shown here.

It is preferable to maintain a larger area of clear space around the logo whenever possible.



Logo size

To retain maximum legibility at all times, it is essential that the master logos are never reproduced below a set minimum size.

70mm - Recommended size for A4

55mm - Recommended size for A5 and A6

40mm - Recommended size for Business Cards

NWP Strapline

In line with the vision for the organisation, the Chief Constable has agreed the following strapline:

The North Wales Police vision is about 'Making North Wales the safest place to live, work and visit in the UK'.

Consistency is critical to achieving positive impact, public reassurance and instant recognition. It will offer a professional approach when communicating internally and externally.

The branding requirements apply to all staff and everyone must take the responsibility of adopting them.

Yn gwneud Gogledd Cymru'r lle mwyaf diogel i fyw, gweithio ac ymweld yn y DU
Making North Wales the safest place to live, work and visit in the UK

Yn gwneud Gogledd Cymru'r lle mwyaf diogel i fyw, gweithio ac ymweld yn y DU
Making North Wales the safest place to live, work and visit in the UK

The NWP Strapline footer should appear alongside the logo where space permits. The primary background colours are blue or grey. However, the Design Team have free license to use a complimentary colour where impact may be required.



NWP Colour Palette

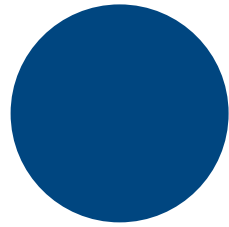
Our primary logo colour is blue but we have a range of colours to reflect our modern and diverse organisation.

The Design Team have free rein to use complimentary colours per visual and this colour combination should run throughout the entire visual.

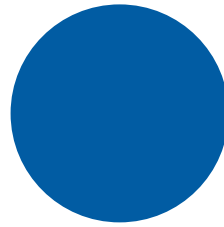
Sometimes we might need to use black and white. This should only be used as a last resort and when black and white printing is the only option available.



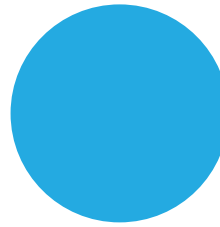
Primary Colour Palette



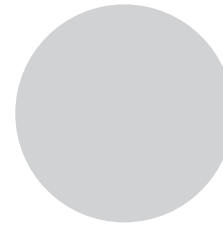
Index: #00447d
RGB: 0 / 68 / 126
CMYK: 100 / 60 / 0 / 35



Index: #00569D
RGB: 0 / 86 / 157
CMYK: 100 / 60 / 0 / 10



Index: #36a9e0
RGB: 54 / 169 / 225
CMYK: 70 / 15 / 0 / 20



Index: #DADADA
RGB: 218 / 218 / 218
CMYK: 0 / 0 / 0 / 20

NWP Typeface

The force typeface is Gotham.
The two primary weights used
are Book and **Bold**.

These should be used
to produce professional
communications, helping
to present a consistent
recognised corporate
identify.

A complimentary font
can be used to add extra
interest to a visual (headings,
sub heading, captions,
quotes etc).



GOTHAM

GOTHAM BOOK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 @ ? ! % £ &

GOTHAM BLACK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 @ ? ! % £ &



For further information on the latest guidelines please contact:

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