



Force Level
Brand Tool Kit

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Typography

TYPOGRAPHY

1.1 Substitute Font

Calibri is a clean and similarly structured typeface and is supplied with the following weights, Bold, Regular and Light.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890£/.,“();;

Calibri Bold - Headlines (capital letters only)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890£/.,“();;

Calibri Regular - Subheadings (lower case)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890£/.,“();;

Calibri Light - Body copy (lower case)

TYPOGRAPHY

1.2 Print Examples

The print typography size and relationships create the hierarchy of content which are crucial to creating a cohesive suite of NHW assets.

The differences between the headline, sub heading and body are important to establish and maintain in all assets.

Print

HEADLINE SIZE 50/60 POINT

Subheading size 24 point

Body Copy size 12 point. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris egestas ante eu sem pulvinar bibendum. Nulla lobortis, est vitae pharetra elementum, turpis lorem condimentum leo, vitae malesuada purus sem in lorem.

TYPOGRAPHY

1.3 Quotations

It is important to establish and a maintain clear architecture relationship between the body copy, quotes and the credit to quotes.

Lorem ipsum dolor sit amet, consecte adipiscing elit. Vestibulum efficitur iaculis felis, vulputate aliquet ligula accumsan eu. Duis a porttitor tortor, et elementum elit donec vitae felis erat.

———— Calibri Light
Font size 12pt
Leading 18pt

**“Vestibulum efficit en
iaculis felis, vulpue in
aliquet liguleua alieas
accumsan eu”**

———— Calibri Bold
Font size 24pt
Leading 32pt

———— Calibri Regular
Font size 12pt
Leading 18pt

Geoff Smith

———— Lorem ipsum dolor sit amet, consecte adipiscing elit. Vestibulum efficitur iaculis felis, vulputate aliquet ligula accumsan eu. Duis a porttitor tortor, et elementum elit donec vitae felis erat.

———— Calibri Light
Font size 12pt
Leading 18pt

TYPOGRAPHY

1.4 Website Display

Its important to establish and a maintain clear architecture relationship between body copy, and website URL's.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent non portti arcu, a condimentum ante. Nulla at diam nunc. antincidunt rhoncus velit, et hendrerit nulla ultrices ac. quis libero.

————— **Calibri Light**
Font size 12pt
Leading 18pt

Maecenas ut scelerisque mi, ut feugiat nibh. Cras felis est, efficitur ac interdum eu, ullamper non purus. Etiam sporttitor arcu vitae sollicitudin euismode.

Suspendisse quam massa, luctus vel elementum ut, mattis quis nulla.

www.ourwatch.org.uk

————— **Calibri Regular**
Font size 12pt
Leading 18pt

Colour

COLOUR

2.1 Print

Colour consistency is absolutely vital to create a cohesive look&feel. Use only the 4 colours outlined below, all other colour is prohibited. Using a flat flood of colour is the preferred

use of the yellow. Copy is displayed in the black or grey only. The colours below are for print only. **Please ensure the printer is accurately calibrated before printing.**

C 0
M 0
Y 100
K 0

R 255
G 237
B 0

Pantone
Yellow C

C 73
M 64
Y 61
K 78

R 34
G 35
B 34

Pantone
Neutral
Black C

C 26
M 19
Y 20
K 2

R 196
G 196
B 196

Pantone
Cool
Grey 3 C

C 0
M 0
Y 0
K 0

R 255
G 255
B 255

Logo

LOGO

3.1 Colour

The yellow roundel is the most recognisable asset of the NHW visual assets. There is an English and a Welsh bilingual version of the roundel only. No others are to be created.

1.



2.



LOGO

3.2 B/W

In a small number of instances the yellow roundel might not be appropriate, in that situation then a black and white version of the roundel may be used.

1.



2.

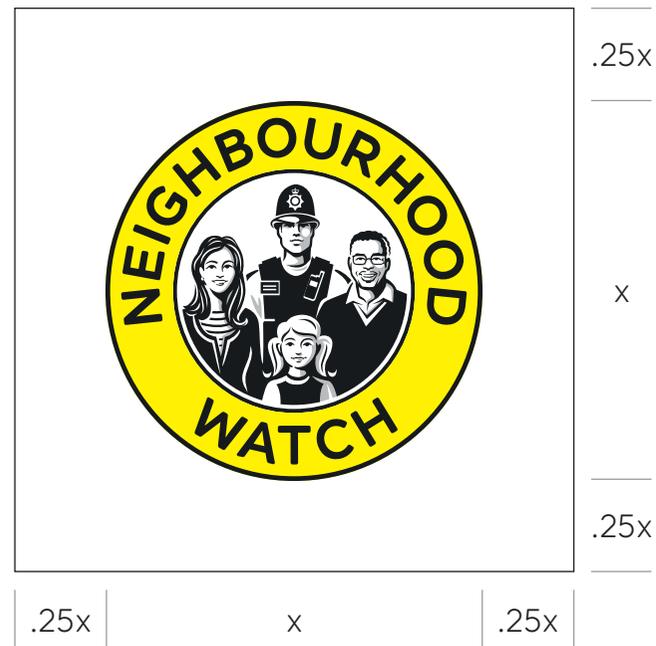


LOGO

3.3 Isolation

The roundel logo is always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements don't encroach on the logo. The area

is defined by using 25% of the height of the logo which is referred to as x. A margin of clear space equivalent to 0.25x is drawn around to create the invisible boundary.



For example:
Logo Height = 50mm
Isolation area = 12.5mm (all sides)

LOGO

3.4 Min. Size

The roundel logo has been designed to reproduce at a minimum height of 40 mm. On the web a minimum size of 115 pixels high. There is no max reproduction size of the logo.

Minimum Size



LOGO

3.5 Acceptable

It is important that the appearance of the roundel remains consistent. The roundel should not be misinterpreted, modified or added to. The roundel should only ever be

placed on a flat flood of the yellow or on a standard white background.



LOGO

3.6 Trademark Use

It is important that the appearance of the roundel remains consistent. The roundel is a registered trademark, highlighted by the ® symbol. The roundel with the ® is only to be

used in printed assets such as leaflets, flyers, brochures and poster. It is not used in other assets such as websites, stickers and signs.



®

LOGO

3.7 Unacceptable

The roundel must never be redrawn, adjusted or modified in any way. It should only be reproduced from the artwork provided by

NHW or Mellor&Smith. To illustrate this point some of the more likely mistakes are shown.

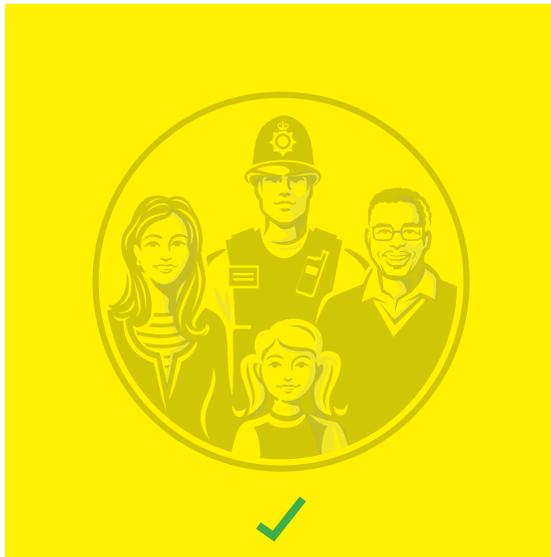


LOGO

3.8 Alternative 1

The central element can be extrapolated from the roundel and used in print and web assets. It must always be used with an opacity of 20%. It can only be used in two instances, either on

a flat flood of yellow or on a standard white background. It can never be used as a solid colour.



Opacity of Characters = 20%

LOGO

3.9 Alternative 2

The central element can be extrapolated from the roundel and used in print and web assets using a second treatment. It must be on either a yellow or white background and can only be

set to 20% opacity. The circle can be removed from the asset and used as a highlight or background stretching to a full bleed of the web or print.



Opacity of Characters = 20%



LOGO

3.10 Word Mark

In some instances the roundel is not a suitable asset to use, generally when the space allocated is less than 50mm in height. In these instances the word mark Neighbourhood

Watch can be written in Calibri Bold. It can only be written in black over a flat flood of yellow. It can be written on one line or split onto 2 lines but must be left aligned.

1.

NEIGHBOURHOOD WATCH

2.

NEIGHBOURHOOD
WATCH

Imagery

IMAGERY

4.1 Imagery Style

NHW should always produce engaging, memorable and real advertising images.

Below are images showing real people, in their community, looking relaxed and engaging.



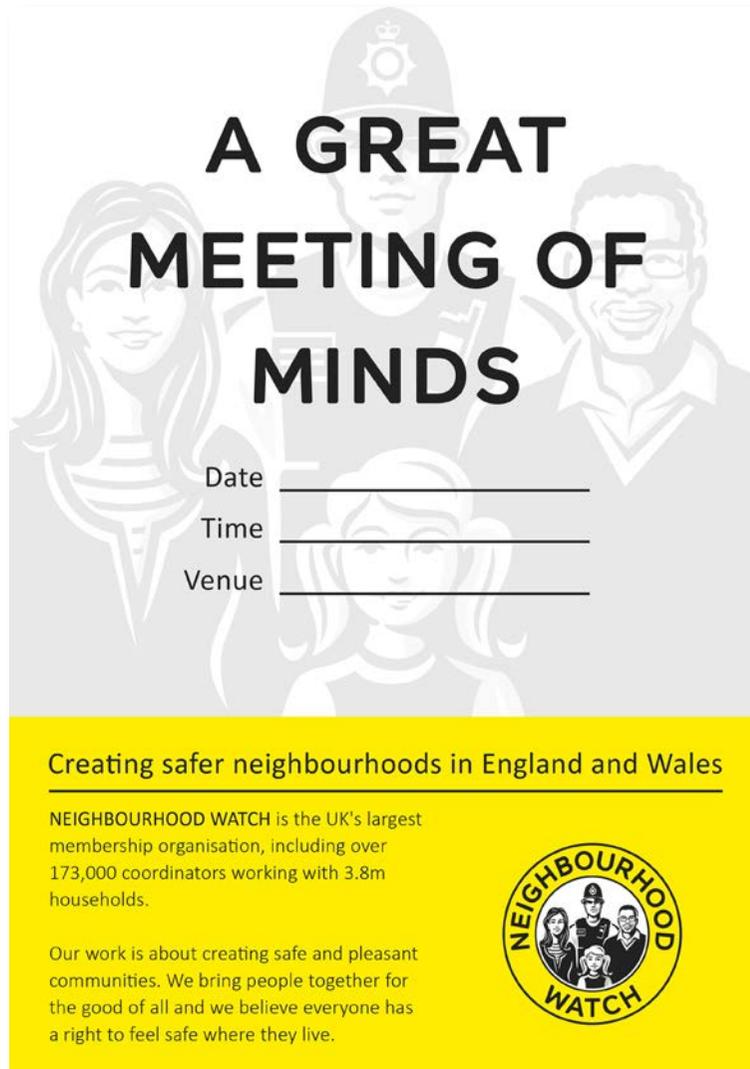
Additonal Assets

ASSET

5.1 Poster Examples

Schemes and force level associations want to have posters to create awareness for events, meetings and recruitment drives. Below are examples of posters that can be used for

Starting a Scheme, AGM, Scheme Meetings, Events (e.g. community litter pick/crime prevention day). Copies of the Word documents are available as part of your licensing pack.



A GREAT
MEETING OF
MINDS

Date _____
Time _____
Venue _____

Creating safer neighbourhoods in England and Wales

NEIGHBOURHOOD WATCH is the UK's largest membership organisation, including over 173,000 coordinators working with 3.8m households.

Our work is about creating safe and pleasant communities. We bring people together for the good of all and we believe everyone has a right to feel safe where they live.



Scheme Meeting



FOR HOMES
THAT ARE SAFE
AS HOUSES

Date _____
Time _____
Venue _____

Creating safer neighbourhoods in England and Wales

NEIGHBOURHOOD WATCH is the UK's largest membership organisation, including over 173,000 coordinators working with 3.8m households.

Our work is about creating safe and pleasant communities. We bring people together for the good of all and we believe everyone has a right to feel safe where they live.



Starting a Scheme

ASSET

5.2 Poster Examples

Schemes and force level associations want to have posters to create awareness for events, meetings and recruitment drives. Below are examples of posters that can be used for

Starting a Scheme, AGM, Scheme Meetings, Events (e.g. community litter pick/crime prevention day). Copies of the Word documents are available as part of your licensing pack.



**THE
NEIGHBOURS
WILL BE TALKING**

Date _____
Time _____
Venue _____

Creating safer neighbourhoods in England and Wales

NEIGHBOURHOOD WATCH is the UK's largest membership organisation, including over 173,000 coordinators working with 3.8m households.

Our work is about creating safe and pleasant communities. We bring people together for the good of all and we believe everyone has a right to feel safe where they live.



AGM



**SEE WHAT ALL
THE FUSS IS
ABOUT**

Date _____
Time _____
Venue _____

Creating safer neighbourhoods in England and Wales

NEIGHBOURHOOD WATCH is the UK's largest membership organisation, including over 173,000 coordinators working with 3.8m households.

Our work is about creating safe and pleasant communities. We bring people together for the good of all and we believe everyone has a right to feel safe where they live.



Events

ASSETS

5.3 Signs - Option 1

Alongside the famous window sticker, the NHW road signs are the most recognised brand asset. The new roundel has been designed to replace old road signs in 4 options.

Option 1 - is a sticker over the top of the old roundel on an existing sign.



ASSETS

5.4 Signs - Option 2

Alongside the famous window sticker, the NHW road signs are the most recognised brand asset. The new roundel has been designed to replace old road signs in 4 options.

Option 2 - The roundel on the sign with partner logos (maximum 2 partners) in the bottom to corners. Partner logos in black.



ASSETS

5.5 Signs - Option 3

Alongside the famous window sticker, the NHW road signs are the most recognised brand asset. The new roundel has been designed to replace old road signs in 4 options.

Option 3 - is a new sign, rounded square with a yellow background and the roundel large in the centre.
Dimensions - 400mm x 400mm



ASSETS

5.6 Signs - Option 4

Alongside the famous window sticker, the NHW road signs are the most recognised brand asset. The new roundel has been designed to replace old road signs in 4 options.

Option 4 - is a new sign, a circle tight to the diameter of the roundel with a yellow background.
Diameter - 400mm



FOR FURTHER INFORMATION

These design guidelines are intended to outline basic design principles, however not every eventuality can be catered for.

If you have any questions regarding the use of the Neighbourhood Watch brand then please get in touch at:

logo@ourwatch.org.uk

All Neighbourhood Watch design guidelines are available online:

DUMMY LINK TO BE EDITED UPON APPROVAL:

knowledge.ourwatch.org/brandguidelines

Created by Mellor&Smith

