NOTTINGHAMSHIRE OFFICE

OF THE

POLICE & CRIME COMMISSIONER

Communication & Style Guidelines

Introduction

Every day the Commissioner and the Commissioner's executive team will be expected to communicate with residents, partners, stakeholders, businesses and other organisations. A strong and consistent identity for the organisation will help raise awareness of our raison d'être and thereby help raise satisfaction among the people of Nottinghamshire.

It cannot be emphasised strongly enough that 'identity' is more than simply visual imagery and logo use. Every word that is written on behalf of the organisation is reflective of the essence and style of the office, well presented and written material will enhance our reputation, poorly and inconsistently presented material will have an adverse impact on this reputation.

These guidelines aim to unify our communications so that we are seen, accurately, as a single professional organisation. If in doubt, please contact the communications team:

Sallie Blair
Becky Derbyshire

Principles

The Nottinghamshire Police and Crime Commissioner is committed to communicating with all its audiences in a clear, honest, transparent and concise manner.

The words and formats used will demonstrate our:

- professionalism;
- clarity;
- respect;
- accessibility;
- straightforwardness

Any communication from this office will be:

- Easy to understand
- Accessible to diverse audiences
- Reflective of a high quality service
- Representative of the corporate brand

Therefore, when writing letters or emails, or any written form of communication, please ensure that your material is personal and direct by considering whether:

- Your text could be spoken out loud to the reader?
- It sounds as if it's being addressed to an individual?

Electronic Templates

Standard templates are available for use on desktop PCs:

- Microsoft Word documents
- Microsoft Word - letters produced (for printing on headed paper)
- Microsoft Word faxes
- Microsoft Powerpoint
- Email signatures

These templates are available on T:\Work\Templates or from the Communications Team.

Respect, understanding and accessibility

By the nature of what we do, we sometimes need to communicate about difficult, or sensitive, subjects. With this in mind, it may help to ask:

- Do your words communicate genuine understanding and respect?
- Do they empower and inform the reader or listener?

Similarly, due to the complex subjects we deal with, the words we use need to be as simple and accessible as possible. This means they need to be:

- free of jargon;
- free of acronyms; and
- free of overly technical language.

We should also be conscious of contributing to the good reputation of the Commissioner. Will what we say add to or detract from the confidence people have in the police service?

Emoticons should not be used in any communication which includes emails, facebook statuses and tweets as this detracts from the original message and would reflect poorly on the Commissioner.

Once a document has been written it should be checked for spelling and grammar mistakes and to this end full use of the installed checker on the writer's PC should be made.

Stationery

Our office stationery is one of the most common branded materials that people will see. It's important that the Nottinghamshire Office of the Police & Crime Commissioner uses stationery consistently to present a professional image. The stationery should not be customised or altered.

The three main types of stationery that are available are:

- A4 letterhead
- DL compliments slips
- Business cards

A MS Word template is available for use with the A4 letterhead to ensure letters are laid out consistently and include important information for our customers.

Using a professional printer

We recommend that you use a professional printer to produce your stationery items, for the following reasons:

- A professional printer can prepare the computer files needed to print your stationery correctly
- Using a professional printer can be a cost effective way of buying good quality stationery
- Your stationery will be of a consistent standard

Logo and Colours

The Nottinghamshire Police & Crime Commissioner logo should be used on all stationery.

The logo consists of a three colour graphic

Colour	Pantone	4 colour process (cmyk)				Web safe colours (rgb)		
		Cyan	Magenta	Yellow	Black	Red	Green	Blue
	Pantone Violet (Dark Blue)	100%	100%	0%	0%	46	49	146
	Pantone Process Cyan (Light Blue)	100%	0%	0%	0%	0	174	239
	Pantone 355 (Green)	100%	0%	100%	0%	0	166	81

Where space allows this is the preferred configuration (stacked) for marketing and promotional material.

This configuration (horizontal) is preferred for all stationery and paperwork or where space does not allow for the stacked version.

Paper stock

We recommend that you use good quality white paper for all printed stock (at least 90gsm). This will help you maximise logo clarity and minimise procurement costs.

However, there may be instances where audience needs or business requirements make alternative paper stocks necessary. For example, if you are:

- producing materials for people with visual impairments – use yellow paper (with black ink); or
- producing materials for elderly or disabled people, who often find paper too flimsy to hold - use a stiffer material, particularly if you are supplying location directions.

In all cases you should choose a laser-compatible stock. You should also keep environmental issues in mind. Sustainable paper sources, inks and processes will lessen the impact of your printing operations.

Typefaces

Typefaces are an important part of the Nottinghamshire Police & Crime Commissioner's identity. The consistent use of typefaces is essential to helping us establish a recognised and professional brand. These typefaces must be clean, clear and easy to read. It is vital that they are used correctly across all services, messages and materials.

Different typefaces have different roles and uses communications, as shown here.

Primary typeface: Arial

Arial is a modern and flexible typeface. It should be used on all professionally printed Nottinghamshire Police & Crime Commissioner communications, such as:

- stationery
- forms
- packaging

Arial is ideal for headings and text, and is also very effective when used in:

- diagrams;

- charts;
- tables, or when;
- presenting technical information

You can use Arial in different weights, styles, sizes and colours to create your own unique design style within your documents.

Main use: professionally produced materials.
Preferred format: regular and bold.

Arial Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZÀ
ÅÉÎÕabcdefghijklmn
opqrstuvwxyzàåéîõ&
1234567890($£.,!?)
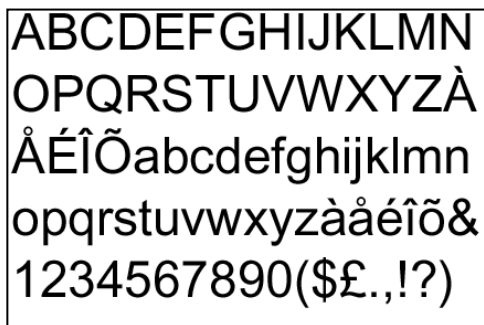
Secondary typeface: Verdana

You can use Verdana for internally produced documents as an alternative to Arial. It is the preferred typeface where Arial is unavailable.

Verdana is particularly good for:

- diagrams
- tables
- breaking up text

Main use: internal communications
Preferred format: regular and bold

Verdana Regular

ABCDEFGHIJKLMNOP
QRSTUVWXYZÀÅÉÎÕ
ØÜabcdefghijklmnop
qrstuvwxyzàåéîõøü&
1234567890($£.,!?)
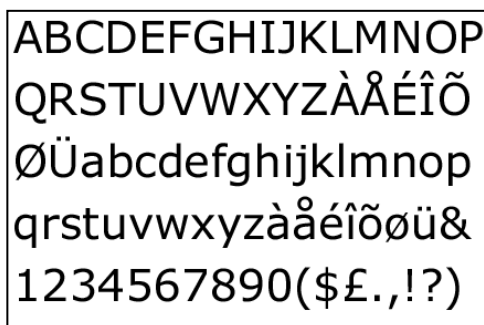
Alternative typefaces

Although Arial should be used wherever possible, there may be occasions when other fonts are more appropriate. For example, to add graphic interest to a printed communication aimed at young people, you could use an alternative typeface for publication titles and headlines. The alternative typeface must, however, conform to the Nottinghamshire Police & Crime Commissioners communication principles of clarity and accessibility. It must also help to include, engage and inspire the target audience.

Foreign language fonts

We want the Nottinghamshire Office of the Police & Crime Commissioner to be accessible to all people at all times; to provide quality and equality of service, and parity of experience. To do this, the language needs of our local communities need to be taken into consideration. You may need to think about producing your materials in translation, and there will be occasions when foreign language fonts are required.

As with Roman typefaces, Asian, Cyrillic and other typefaces attract a range of styles. A local specialist translator and/or typesetter will be able to advise you on these styles and on commonly used fonts. Try to use a font that is clear and uncomplicated. If possible, test it out on your target audience before going to print.

Remember that a text is more legible if it is:

- non-italic;
- against a background which is in strong contrast to the type.

Accessibility

We must ensure the communications we produce are accessible to a wide range of audiences. This is a statutory duty that is placed on the organisation, but is also important in ensuring that we communicate effectively with everyone. All materials designed for the Nottinghamshire Office of the Police & Crime Commissioner should be accessible and be in line with the Royal National Institute for the Blind's clear print guidelines.

Clear print is a design approach which considers the needs of people with sight problems. The overall accessibility of a document depends on the combination of many design elements such as font, type size, contrast and page navigation. We should ensure that people with sight problems can use all the Nottinghamshire Police & Crime Commissioner's literature effectively

And because certain audiences may have accessibility issues or print disabilities, the minimum typeface size for body copy is 12 point, unless there is an exceptional case.

Images and photography

Your message will be enhanced by good images and/or photography. The following points may help you and your designer choose the right images:

- Do not use clip art - it is unprofessional.
- If taking your own digital photography make sure your pictures are high resolution. - avoid using images saved from the internet. Their resolution is not good enough for use in print. You would also need to get permission to use them you can't just steal people's images.
- Professional illustration is also a good solution to finding the right image.
- Images should be relevant to your text.
- When using pictures of people make sure they are representative of the community.
- If you are photographing people you need to get them to sign a consent form - these are available from the Communications Team.
- If you are using a photographer, try to get them to take more creative pictures using unusual angles or different techniques.

Response Times

We are committed to responding to enquiries within agreed timescales:-

- **Voicemail and telephone messages** – a response would be expected within 2 working days, and if the answer is not known straight away then keep the enquirer updated at least once a week until the query is resolved.
- **Visitors** – should be attended to within 3 minutes of their arrival at reception.
- **Letters, emails and website enquiries** – should be acknowledged within 5 working days and responded to in full within 10 working days.
- All formal schemes (eg FOI and Complaints) have their own time limits)