



Brand Guidelines

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Introduction

These guidelines have been developed to ensure that NARPO is presented in a strong and consistent manner across all our communications and marketing.

The guidelines explain the brand identity, and provide advice on how to use the NARPO logo. Please refer to these usage rules when producing any NARPO materials to ensure the basic elements of the NARPO identity are used correctly.

By following these guidelines, we will ensure that communication is consistently on brand and instantly recognisable for NARPO members.



Primary Logo

Primary logo

This is the NARPO primary logo and is the preferred logo to be used on communication and marketing materials - print and online.

The logo should be used as a stand alone logo and therefore does not require NARPO to be written underneath.



Main Logo File Name: NARPO MAIN LOGO
File formats available: AI, EPS, PDF, PNG & JPEG



Main Logo File Name: NARPO MAIN-WHITE LOGO
File formats available: AI, EPS, PDF, PNG & JPEG

Size

Do not resize the logo to be smaller than 15mm in width.



There are no limitations to the size the logo can be printed when either the AI or EPS file are used.

The Crest

The Crest

The crest should only be used on some merchandise and official documents. For example, gifts to other associations and organisations, honorary gifts and documents associated with lifetime membership. It should not be used on any marketing material other than when requested by head office.

Wherever possible use on a white background. If using on a coloured background, use the black and white logo as shown below.



Size

Do not resize the logo to be smaller than 10mm in width.



As per our primary logo, the crest should not be changed in ratio to fit the space required under any circumstance.



Do not exceed 25cm in width for printing when using the JPEG or PNG file. The sharpness will be lost when exceeding this size and is not recommended by NARPO.

The Crest File Name: THE CREST
File formats available: AI, EPS, PDF, PNG & JPEG

The Crest

The Crest

The Crest should be used as a watermark on all stationery as shown on this page. Using the Crest this way gives the document a formal feel and therefore should only be used on stationery and formal documentation.

Only use the watermark Crest on a white background. Examples of stationery on page 16-18.

The Crest Logo File Name: NARPO CREST-WATERMARK
File formats available: AI, EPS, PDF, PNG & JPEG



Logo Distortion

Logo ratio

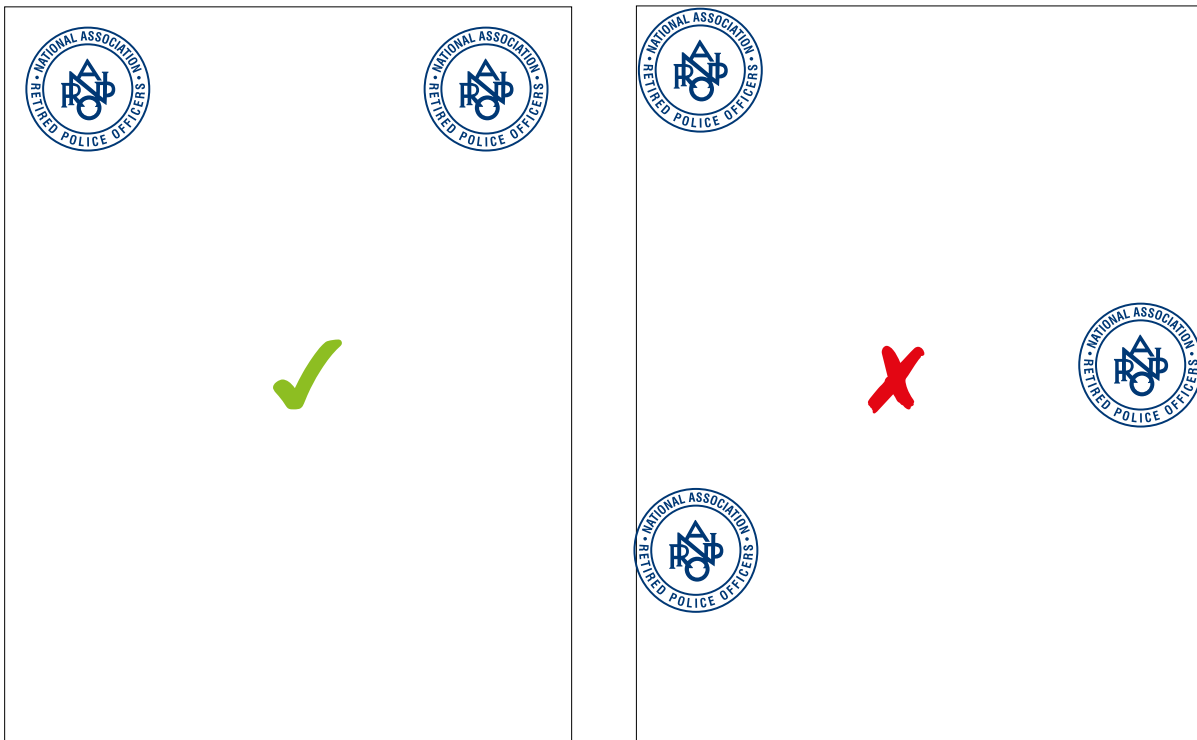
Under no circumstance should the primary logo shape be altered to fit the space available. The proportions of the logo should also remain the same percentage in the vertical and horizontal axis.



Positioning

The logo has a strong presence and should always take a prominent position on all marketing material. It should, wherever possible be placed either top left or top right of all literature produced. Positioning the logo close to the trim line or off the edge of the page is not permitted.

As an example, allow a minimum of 10mm of space from the top and left-hand/right-hand edge of an A4 document page. This can be proportionally adjusted as sizes become smaller.



Logo Distortion

Logo ratio

Under no circumstance should The Crest be altered to fit the space available. The proportions of The Crest should also remain the same percentage in the vertical and horizontal axis.



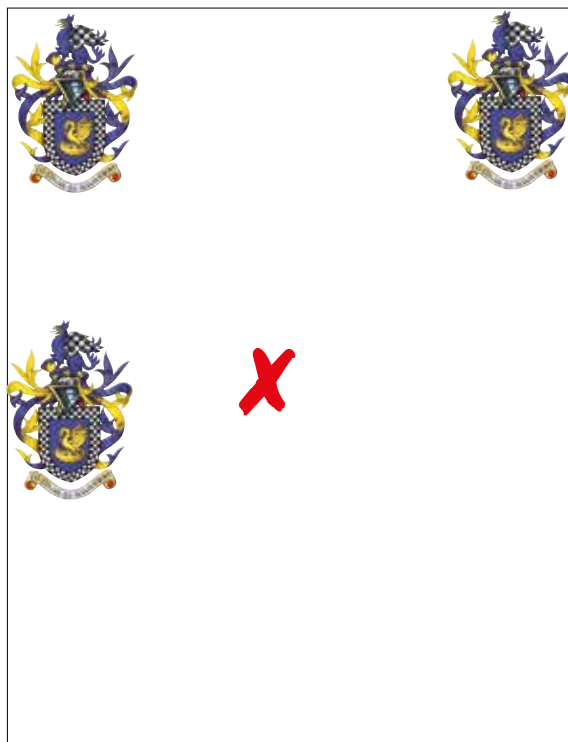
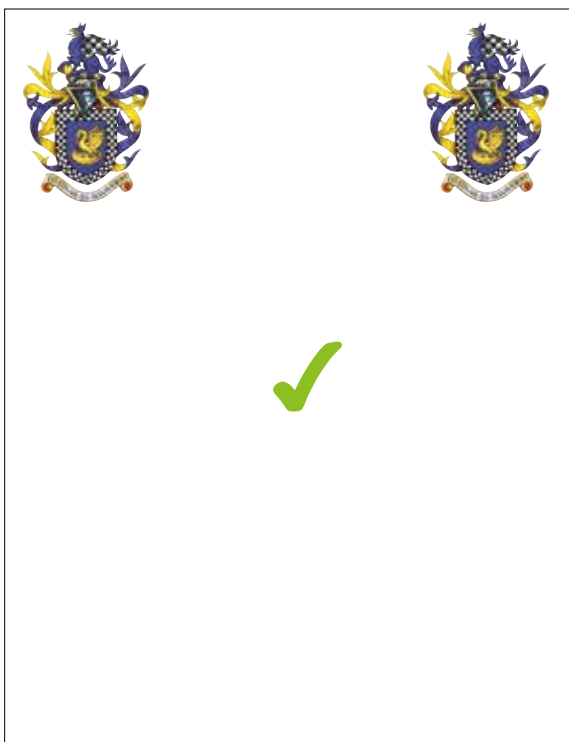
Positioning

The Crest has a strong presence and should always take a prominent position on all marketing material.

It should, wherever possible be placed either top left or top right of all literature produced.

Positioning The Crest close to the trim line or off the edge of the page is not permitted.

As an example, allow a minimum of 10mm of space from the top and left-hand/right-hand edge of an A4 document page. This can be proportionally adjusted as sizes become smaller.



Secondary Logo

NARPO Branches

To support branding consistency across the branches, a secondary logo has been developed, which can be tailored for each branch for use across all branch communication, both print and online.



North Yorkshire
Branch



As an example, the above logo is correctly displayed.

'North Yorkshire' should be produced in Century Gothic Regular typeface with 'Branch' in Arial Bold.

Both typefaces shown above are at an equal size (24pt) with leading also set to (24pt). The text should be centralised vertically with the logo. Please do not overpower the logo with a larger font size than shown.

The branch name should always sit on the right-hand side of the logo and not to the left.

If you require the logo to sit on a dark background, please reverse the colours with the logo and text changed to white on our dark blue corporate colour. Follow the position of the logo as mentioned on the previous page.



North Yorkshire
Branch



North
Yorkshire
Branch



North Yorkshire
Branch



North Yorkshire
Branch



North Yorkshire
Branch



Colours

Primary Colour

Midnight blue is the primary colour to be used for all NARPO marketing material both in print and online. It is a strong colour that works well on it's own or reversed with white text knocking out.

The primary logo should always be used in this corporate colour wherever possible and is only permitted in white when midnight blue isn't advisable.



CMYK

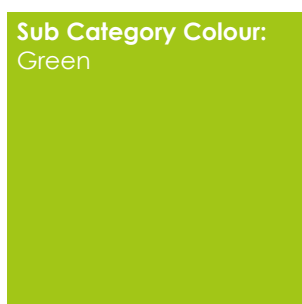
100c / 70m / 0y / 35k

RGB

0 / 59 / 122

Sub Category Colours

The sub category colours are to be adhered to at all times with no cross over to any of the other categories. This will create a strong sub-section that our members can easily follow.



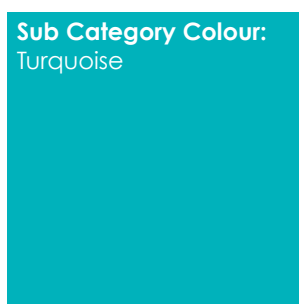
CMYK

45c / 0m / 100y / 0k

RGB

200 / 211 / 0

The green can be used as a block colour and a highlight colour over the midnight blue.



CMYK

75c / 0m / 30y / 0k

RGB

0 / 178 / 187

The turquoise can be used as a block colour and a highlight colour over the midnight blue.

Colours

For official documentation the NARPO midnight blue and gold should only be used, with the midnight blue being the primary colour.

The gold is to be used as a secondary colour for borders and only for text when over the midnight blue.

Corporate Colour: Midnight
Blue

Sub Category Colour:
Gold

CMYK
100c / 70m / 0y / 35k
RGB
0 / 59 / 122

CMYK
0c / 25m / 85y / 5k
RGB
145 / 190 / 50

Fonts

Primary Font - Century Gothic

Century Gothic is the primary font to be used for NARPO, all weights of the font can be used. Use on white backgrounds or use on coloured background is also permitted.

Century Gothic is a standard font on almost all Microsoft programs

Heading Font:

Use Century Gothic Bold for headings.

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
123456789!@£\$%^&*()**

Sub-Heading Fonts:

Use Century Gothic Bold or Century Gothic Regular for sub headings.

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
123456789!@£\$%^&*()**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
123456789!@£\$%^&*()

Body copy Fonts:

Use Century Gothic Regular for all body copy, do not exceed 13pt for any body copy. Where possible do not use the font below 8.5pt for body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
123456789!@£\$%^&*()

Fonts

Secondary Font - Cambria

Cambria is also permitted to be used on NARPO marketing material.
Cambria is a standard font on almost all Microsoft programs.

Heading Font:

Use Cambria Bold for headings.

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
123456789!@£\$%^&*()**

Sub-Heading Fonts:

Use Cambria Bold or Cambria Regular for sub headings.

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
123456789!@£\$%^&*()**
**ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
123456789!@£\$%^&*()**

Body copy Fonts:

Use Cambria Regular for all body copy, do not exceed 13pt for any body copy.
Where possible do not use the font below 8.5pt for body copy.

**ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
123456789!@£\$%^&*()**

Strapline

The strapline for NARPO is 'The Voice of Retired Police Officers'.

Together with the NARPO primary logo and The Crest, the strapline communicates what NARPO stands for.



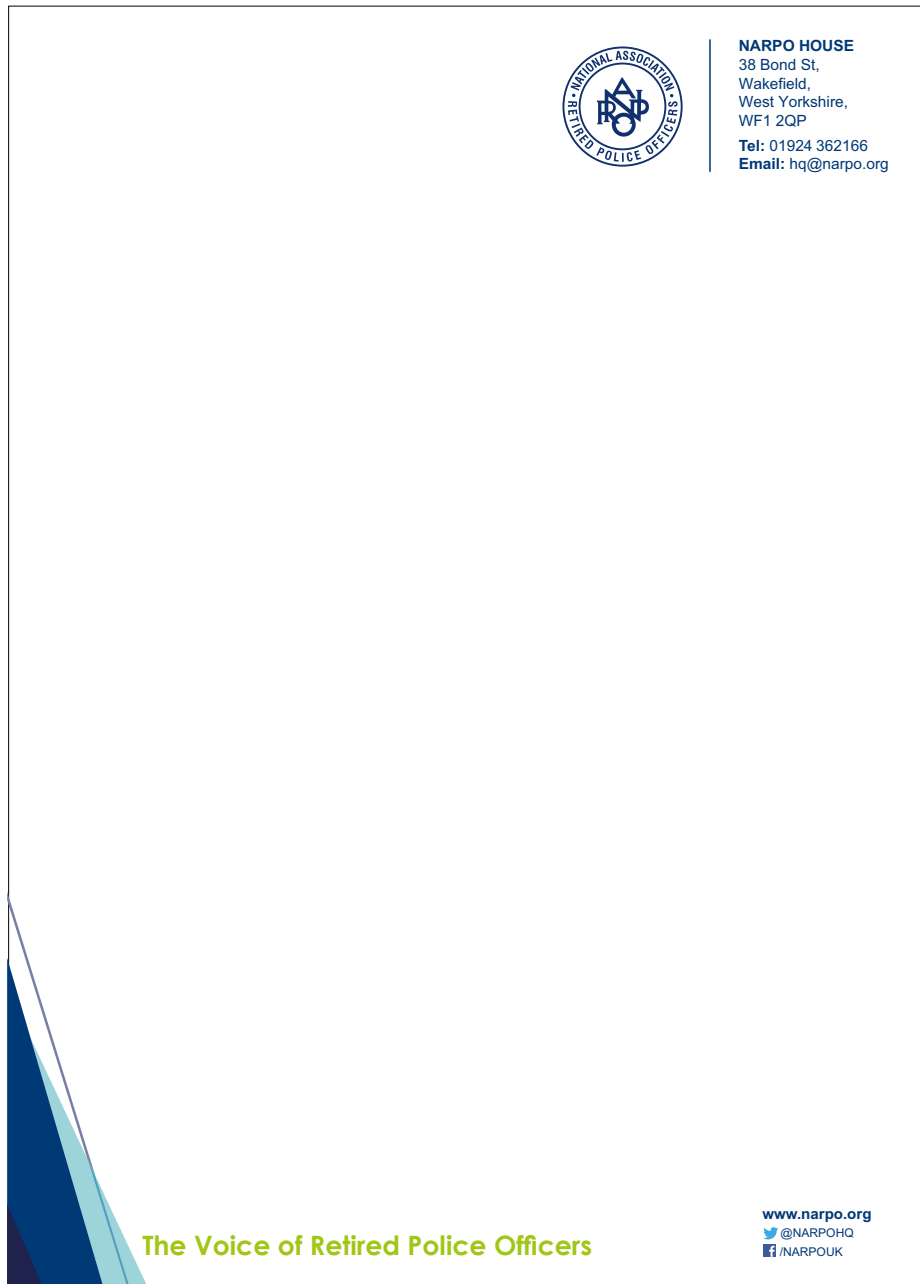
**The Voice of
Retired Police
Officers**

Stationery

The general NARPO letter head is shown below.

Template formats are provided with space for contact details and social links.

The font 'Century Gothic Regular' should be used for contact and social details on the letterhead.



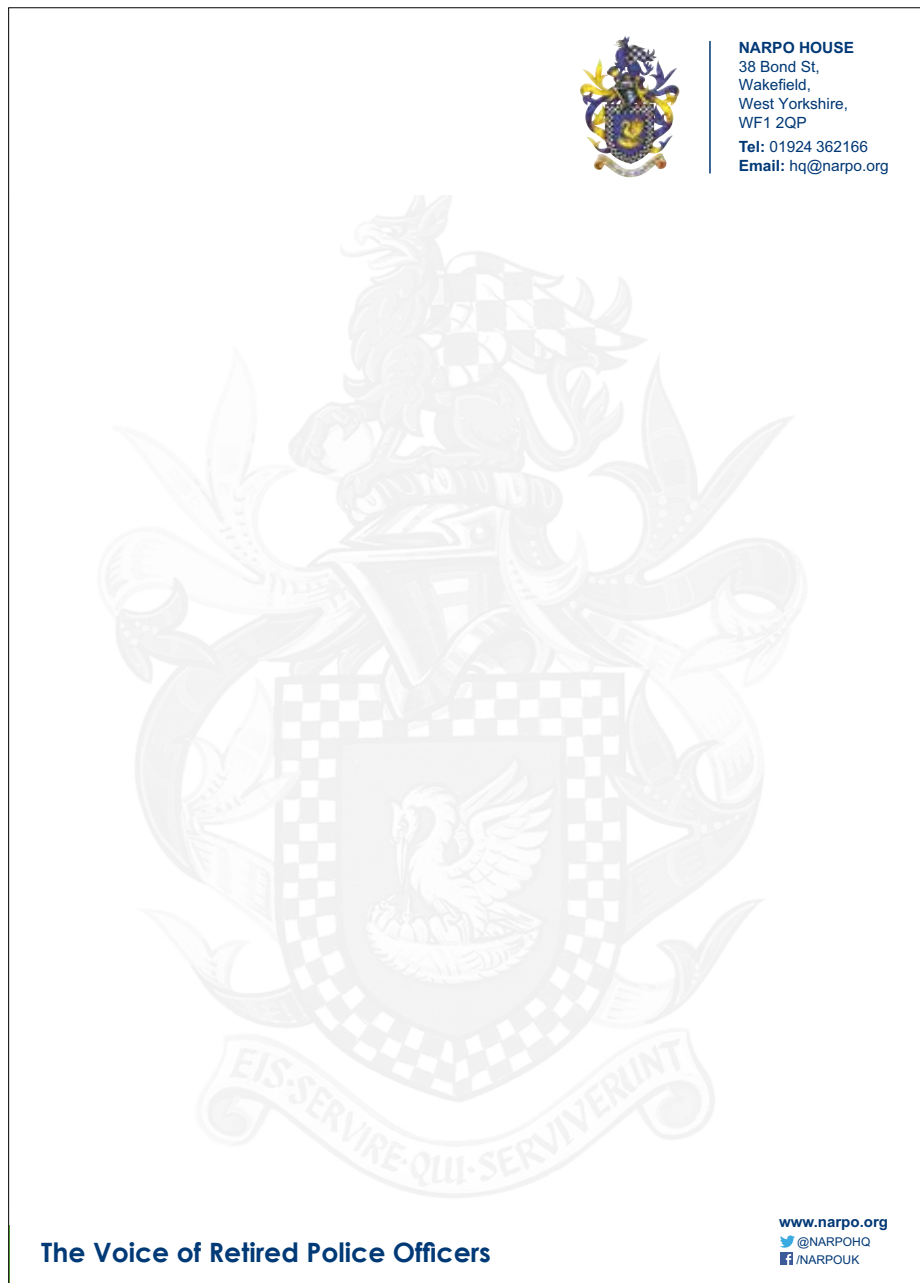
The Letterhead File Name: NARPO LETTERHEAD
File formats available: WORD, PDF & JPEG

Stationery

The NARPO letter head example below is for official documentation only.

Template formats are provided with space for contact details and social links.

The font 'Century Gothic Regular' should be used for contact and social details on the letterhead.



The Letterhead File Name: NARPO OFFICIAL LETTERHEAD
File formats available: WORD, PDF & JPEG

Stationery

Business Card

The NARPO business card examples show the 2 different options for the front using the main NARPO logo or The Crest, with a standard reverse.

Template formats are provided with space for contact details.

The font 'Century Gothic Regular' should be used for contact details on the business card.

Front Option 1



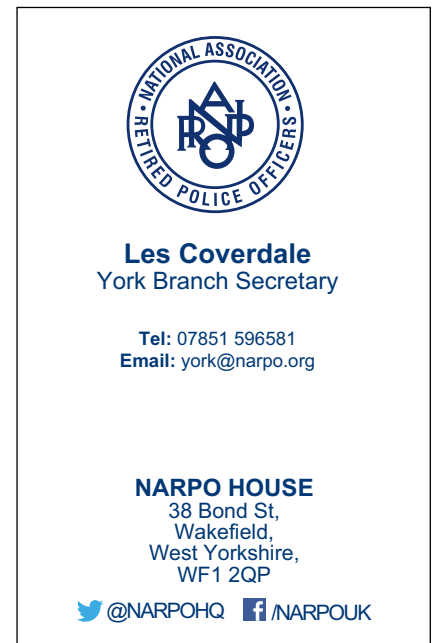
The Business Card File Name:
NARPO BUSINESS CARD
File formats available: PDF & JPEG

Front Option 2



The Business Card File Name:
NARPO CREST BUSINESS CARD
File formats available: PDF & JPEG

Reverse



The Business Card File Name:
NARPO BUSINESS CARD BACK
File formats available: PDF & JPEG

Stationery

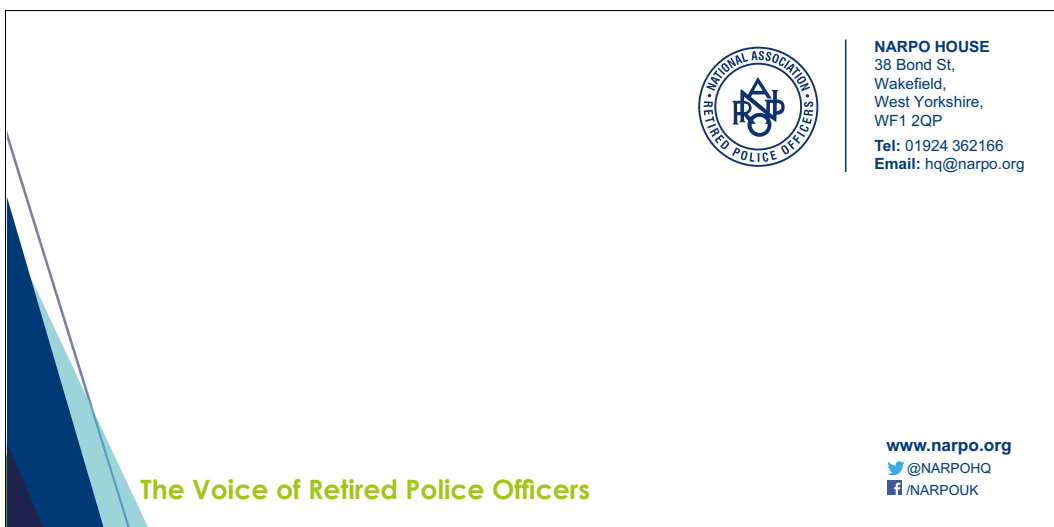
Compliment Slip

The NARPO compliment slip examples show how the strapline work together using the secondary colour.

There are two options for the compliment slips, one is the primary logo using the strapline in a secondary colour and the other is the Crest using a secondary colour.

Template formats are provided with space for contact details.
The font 'Century Gothic Regular' should be used for contact details on the compliment slip.

Option 1



The Compliment Slip File Name: NARPO COMPLIMENT SLIP
File formats available: PDF & JPEG

Option 2



The Compliment Slip File Name: NARPO OFFICIAL COMPLIMENT SLIP
File formats available: PDF & JPEG

Tone of Voice

Tone of Voice (ToV) is how NARPO communicates and connects with its potential and existing members. This may be through written, verbal, visual and social communications.

With 107 branches across the UK, it is important that all branches are using the correct ToV to convey the message of being friendly and welcoming.

No language, whether written or verbal should ever come across as controversial or derogatory.

Our aim is:

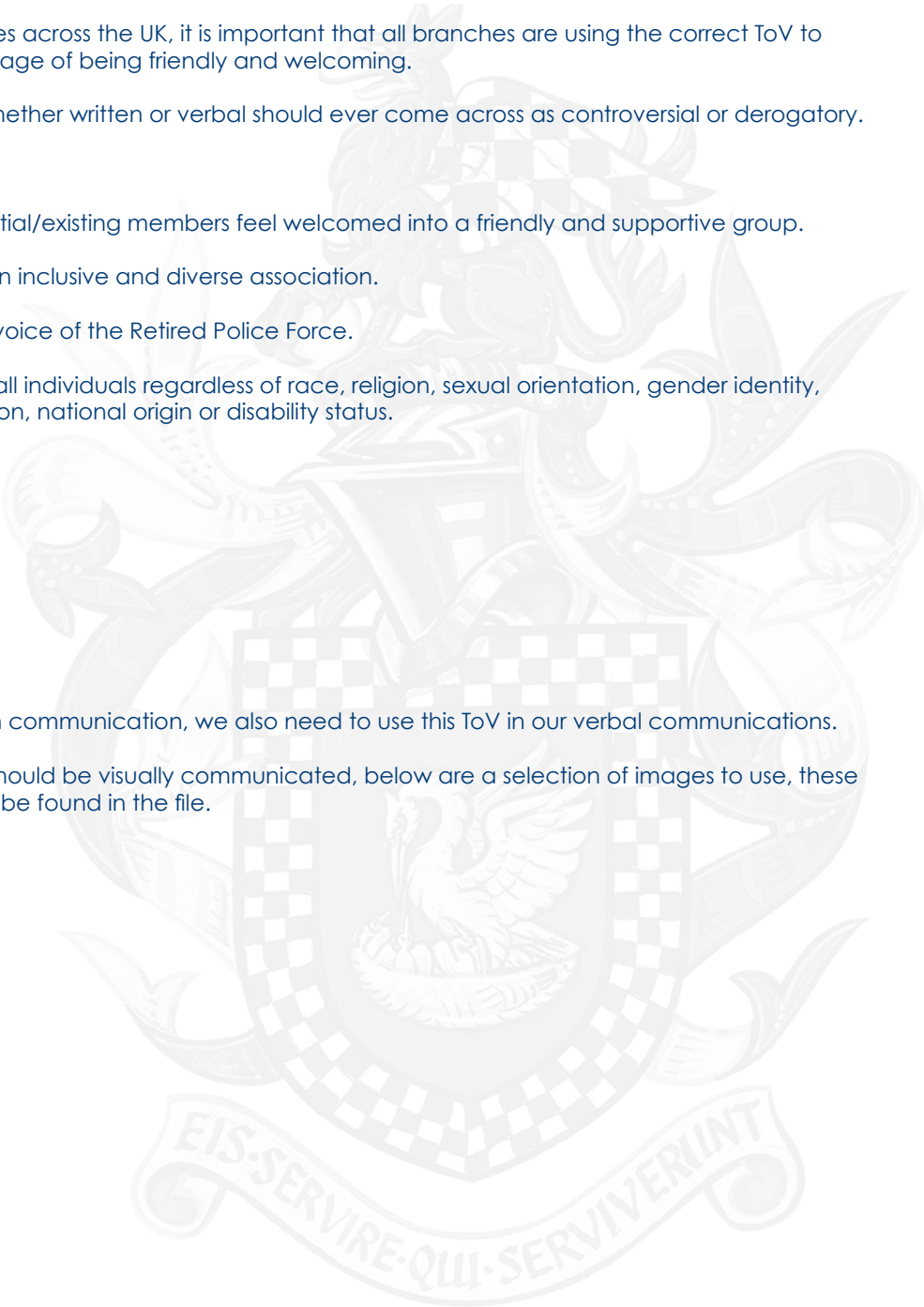
- To make potential/existing members feel welcomed into a friendly and supportive group.
- Show we are an inclusive and diverse association.
- Be the trusted voice of the Retired Police Force.
- Welcoming of all individuals regardless of race, religion, sexual orientation, gender identity, political affiliation, national origin or disability status.

Words to use:

- Friendly
- Helpful
- Welcoming
- Inclusive
- Equality
- Diverse

As with all written communication, we also need to use this ToV in our verbal communications.

This should also should be visually communicated, below are a selection of images to use, these images can also be found in the file.



Social Media

To keep with the branding of NARPO, below are 3 template options to use for your branch's Facebook header and 1 profile image.

The Facebook File Name: NARPO FACEBOOK HEADER 1,2 OR 3
The Facebook Profile File Name: NARPO FACEBOOK PROFILE
File formats available: PDF & PNG

Facebook header option 1



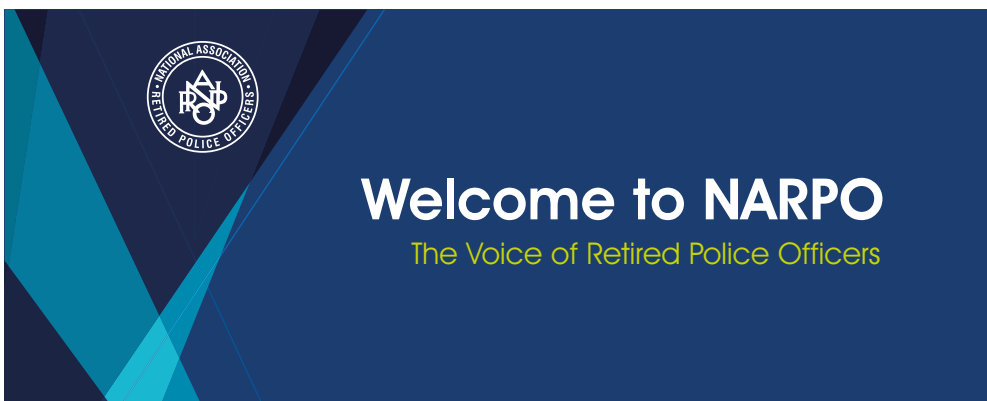
Facebook profile picture



Facebook header option 2



Facebook header option 3



Power Point

To keep with the branding of NARPO, below are 3 cover options to use for a Power Point presentation.

The Power Point File Name: NARPO POWER POINT - the graphics are on one power point
File formats available: JPEG, PDF & PNG

Power Point option 1



Power Point option 2



Power Point option 2



Power Point

To keep with the branding of NARPO, below are 2 template options for the general pages.

The Power Point File Name: NARPO POWER POINT - the graphics are on one power point
File formats available: JPEG, PDF & PNG

General Pages



Adverts

The 3 advert options are supplied A5 and A4 and can be used for promoting NARPO.

All file formats are supplied high resolution for print.

The Advert File Name:

NARPO ADVERT 1, 2 OR 3

File formats available: PDF & JPEG

Advert option 1



 The voice of retired **Police Officers** www.narpo.org
@NARPOHQ
/NARPOUK


Looking after you in retirement

At NARPO we believe that life doesn't stop after the Police, it flourishes.

That's why we seek to represent the UK's more than a quarter of a million former Police Officers, staff, their partners and former partners, and those widowed both in and after service. It's a big responsibility, with our primary concerns to do with pensions, wellbeing and a fulfilled later life.

There's never been a better time to join. For more information visit www.narpo.org

Advert option 2



 The voice of retired **Police Officers** www.narpo.org
@NARPOHQ
/NARPOUK

Looking after you in retirement

At NARPO we believe that life doesn't stop after the Police, it flourishes.

That's why we seek to represent the UK's more than a quarter of a million former Police Officers, staff, their partners and former partners, and those widowed both in and after service. It's a big responsibility, with our primary concerns to do with pensions, wellbeing and a fulfilled later life.

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Advert option 3



 The voice of retired **Police Officers** www.narpo.org
@NARPOHQ
/NARPOUK

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There's never been a better time to join. For more information visit www.narpo.org

Flyer

The Flyer below is supplied as A5 and can be used to promote NARPO.

All file formats are supplied high resolution for print.

The Flyer Name:

NARPO FLYER

File formats available: PDF & JPEG

Flyer

The voice of retired Police Officers

www.narpo.org
@NARPOHQ
/NARPOUK

Looking after you in retirement

At NARPO we believe that life doesn't stop after the Police, it flourishes

Why not join today to take advantage of some of the benefits of being a NARPO member:

- Advice and support on police pensions and state benefits
- Access to NARPO's travel and healthcare insurance
- Exclusive discount on big name brands with Perkjam
 - Quarterly news letter
- Exclusive deals on car, home, health and travel insurance
 - A range of well-being related services

There's never been a better time to join. For more information visit www.narpo.org