



OPCC Brand Guidance for Commissioned Services and Grant Recipients

1. Use of the Police and Crime Commissioner branding

Grant recipients and commissioned services can use the PCC logo to promote the activity which has received funding from the office.

This is most likely to appear in any graphics, posters, leaflets or other visual material to promote the funded activity. Care should be taken to ensure appropriate spacing is applied between the logo and other elements.

This is the Police & Crime Commissioner Warwickshire logo. The relationship between the logo elements are fixed and should not be altered in any way.

The logo shown below is the primary version and should be used wherever possible.



We have alternative versions of the logo in mono (all black) or white for use on coloured backgrounds or where a single colour is preferred.

When used alongside additional logos, please ensure that the OPCC logo is given equal size to others and with appropriate spacing.

If you require a different version of our branding, or have any questions about its use, please contact either neil.tipton@warwickshire.police.uk or alexander.gloster@warwickshire.police.uk

2. Do's and Don'ts

Our logo is central to our brand, so please take care when you use it. Here you'll find some things to avoid.



Don't use any other colours.



Don't rearrange the type and icon.



Don't distort the logo.



Don't add a drop shadow to the logo.



Don't use a non-contrasting background.



Don't tilt or slant the logo.



Don't use without the bear icon.



Don't change the type or capitalise it.

We want people to see our logo clearly across all our communications.

To make sure it's visible to everyone, we have a minimum size for print and digital formats, please stick to the minimum sizes wherever possible.

Print: Minimum width 35mm.

Digital: Minimum width 49px.



Minimum width 35mm/49px

3. Referring to the Police and Crime Commissioner

When writing about any funded activity in longer form, such as website articles and press releases, please reference that the project is '*funded by the Warwickshire Police and Crime Commissioner*'.

Please ensure that the full title of 'Police and Crime Commissioner' is used in the first instance during these longer form communications. If you refer to the PCC again within the same communication or documents, the acronym 'PCC' can be used, provided it has been included in brackets after its first reference, for instance:

"...funded by the Warwickshire Police and Crime Commissioner (PCC) Philip Seccombe."

'PCC' can then be used when referring to the Police and Crime Commissioner each time thereafter.

The only exception to this is if a quote from the PCC is included in your communications. In these circumstances, please use the following ahead of the quote:

"Philip Seccombe, Warwickshire Police and Crime Commissioner, said:"

If a quote is required, please contact the OPCC Communications Team who can assist: neil.tipton@warwickshire.police.uk or alexander.gloster@warwickshire.police.uk

Social media content does not have to include a direct reference to activities being PCC funded due to the character limits in place on these platforms.

If you do wish to include this, please tag the OPCC within the 'funded by...' content.

We also encourage services to tag our social media accounts if promoting funded activity on your channels which can be shared.

This will enable us to more easily identify and share your content, to increase awareness of your activities and initiatives.

Please use the tags below for this:

- Facebook: Warwickshire PCC
- X: @WarwickshirePCC