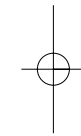


Corporate Guidelines



Edition One: May 2007



1. Logo

The Police Ombudsman for Northern Ireland logo is available in the following versions to cover every possible requirement. (Macintosh EPS and PC JPEG formats are available).



Colour Version



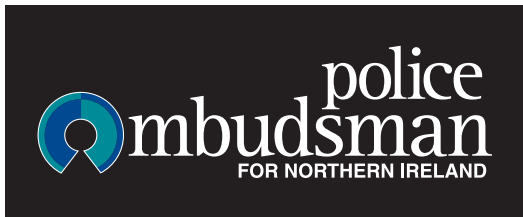
Grayscale Version



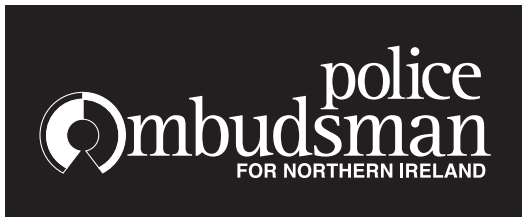
Single Colour Version



Black Version



Colour Reversed Version



White Reversed Version

The logo should never be adjusted or altered.

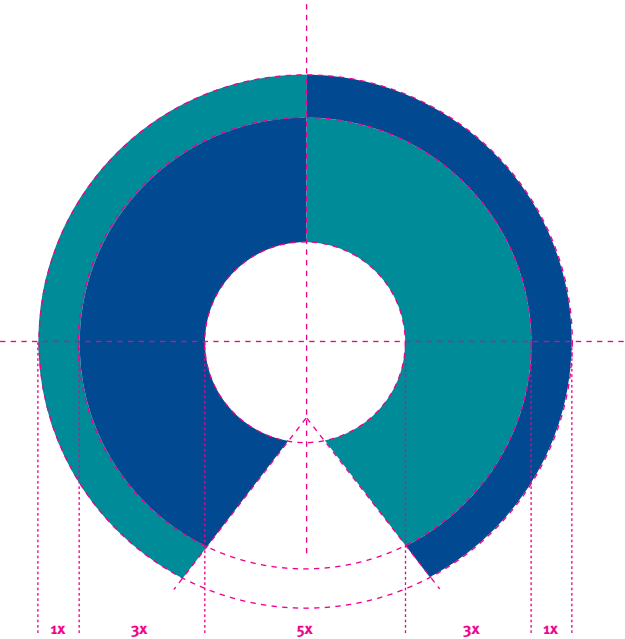
1. Logo

The protection zone for the logo is shown below left; no other graphic elements should appear within this area. The construction of the symbol is shown below right.

PROTECTION ZONE



CONSTRUCTION DIAGRAM



2. Colours

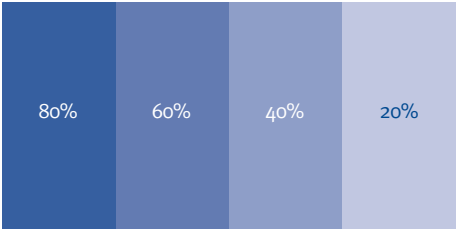
These are the approved corporate colours for the Police Ombudsman for Northern Ireland. No other colours may be used.

Primary Colour Palette

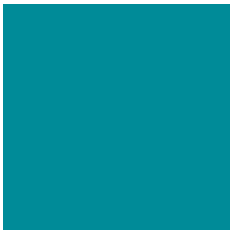


PANTONE 280
C 100 : M 72 : Y 0 : K 18
R 12 : G 37 : B 119
(Paint and Vinyl should be matched to Pantone)

Primary Colour Palette (Approved Tints)

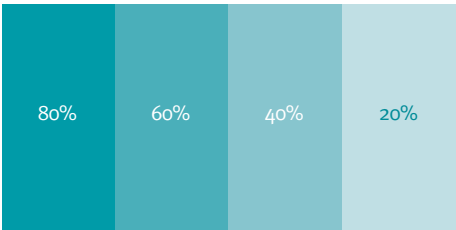


PANTONE 280



PANTONE 321
C 100 : M 0 : Y 31 : K 23
R 0 : G 117 : B 118
(Paint and Vinyl should be matched to Pantone)

Secondary Colour Palette (Approved Tints)



PANTONE 321

Secondary Colour Palette (Accent colours for diagrams and information graphics)

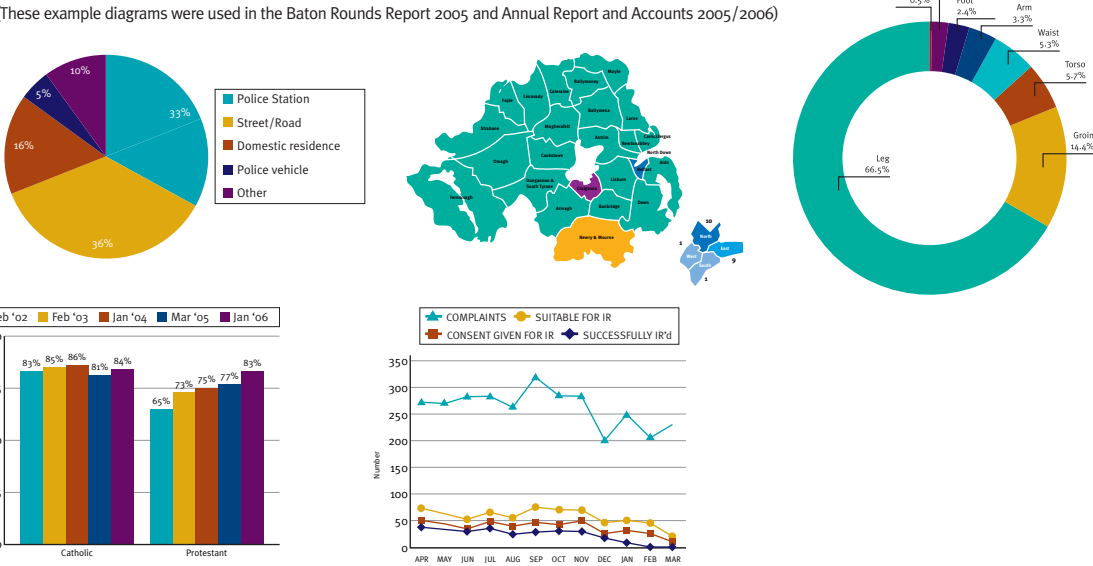


C 000	C 000	C 090	C 100	C 51
M 027	M 077	M 000	M 000	M 100
Y 100	Y 100	Y 049	Y 000	Y 0
K 013	K 034	K 000	K 000	K 33

Mono Colour Palette



BLACK 40% BLACK



3. Typefaces

These are the approved corporate typefaces for the Police Ombudsman for Northern Ireland. No other typefaces may be used.

Externally produced materials should use:

Headlines:

Subheadlines:

Subheadlines:

Body copy:

Sabon

MetaPlusBold

MetaPlusBook

MetaPlusNormal

abcdefghijklmnopqrstuvwxyz0123456789

abcdefghijklmnopqrstuvwxyz0123456789

abcdefghijklmnopqrstuvwxyz0123456789

abcdefghijklmnopqrstuvwxyz (no smaller than 10pt)

Internally produced materials should use:

Headlines:

Subheadlines:

Body Copy:

Body Copy:

Times

Arial Bold

Arial

Arial Narrow

abcdefghijklmnopqrstuvwxyz0123456789

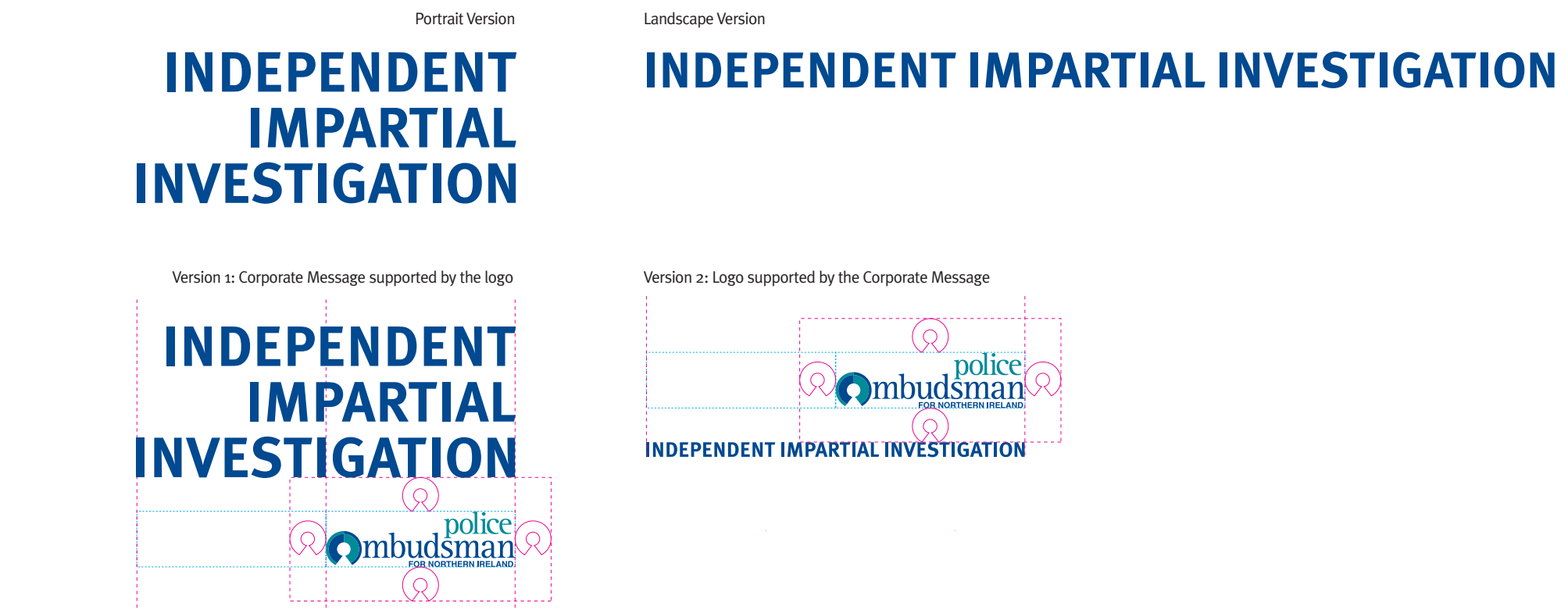
abcdefghijklmnopqrstuvwxyz0123456789

abcdefghijklmnopqrstuvwxyz0123456789 (no smaller than 10pt)

abcdefghijklmnopqrstuvwxyz0123456789 (no smaller than 10pt)

4. Corporate Message Logotype

The corporate message of the Police Ombudsman for Northern Ireland is “Independent Impartial Investigation”. This corporate message has been designed as a logotype which has been typeset in one of our corporate typefaces. It is available in two versions - portrait and landscape - shown below.



Use of the corporate message on our materials is optional. When the corporate message is relevant, this logotype must be used.

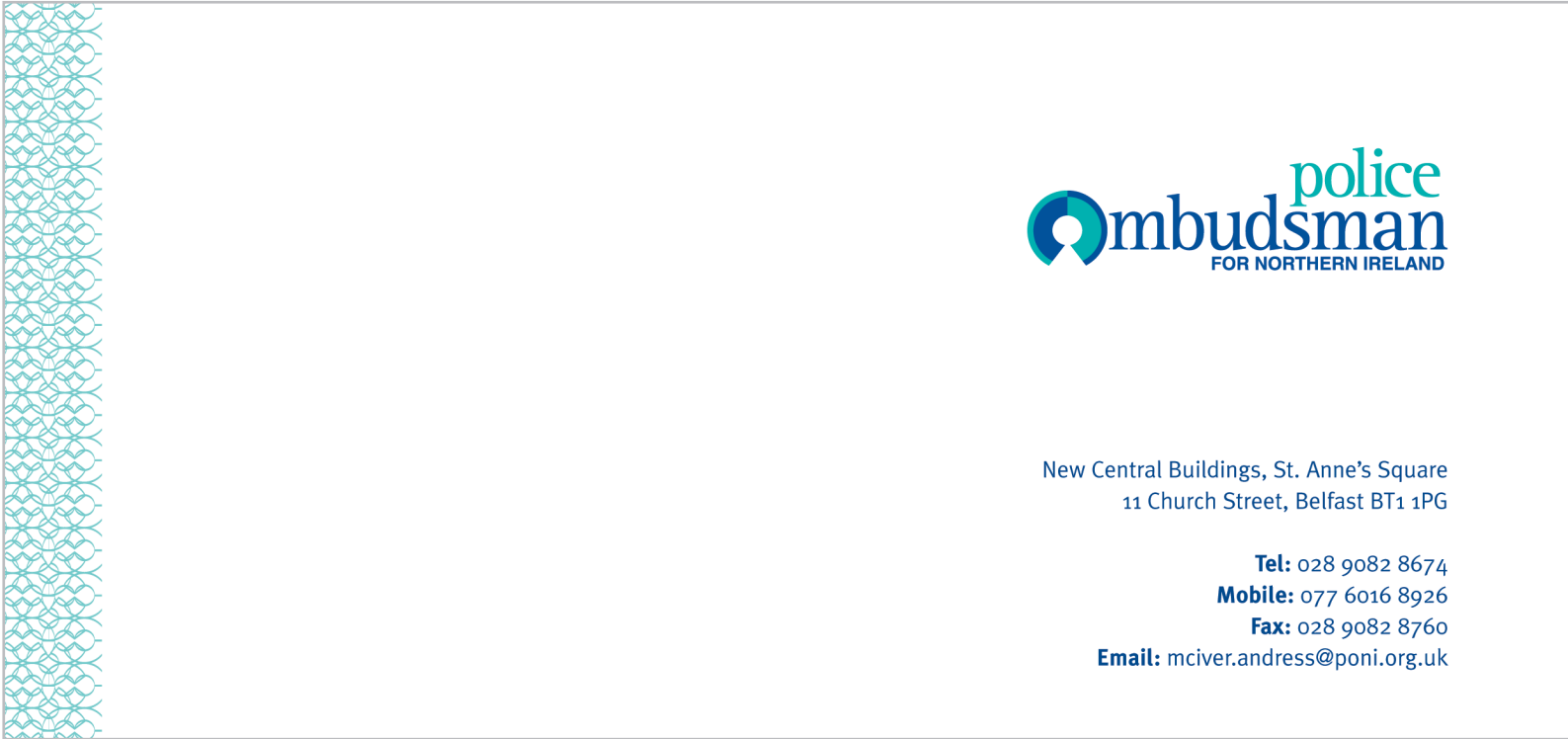
5. Stationery

Letterheads



5. Stationery

Compliments Slips



5. Stationery

Business Cards



6. Publications

We produce three levels of publication; each has a different design treatment of the same corporate template as shown below.



6. Publications

A4 Report Documents - front covers...



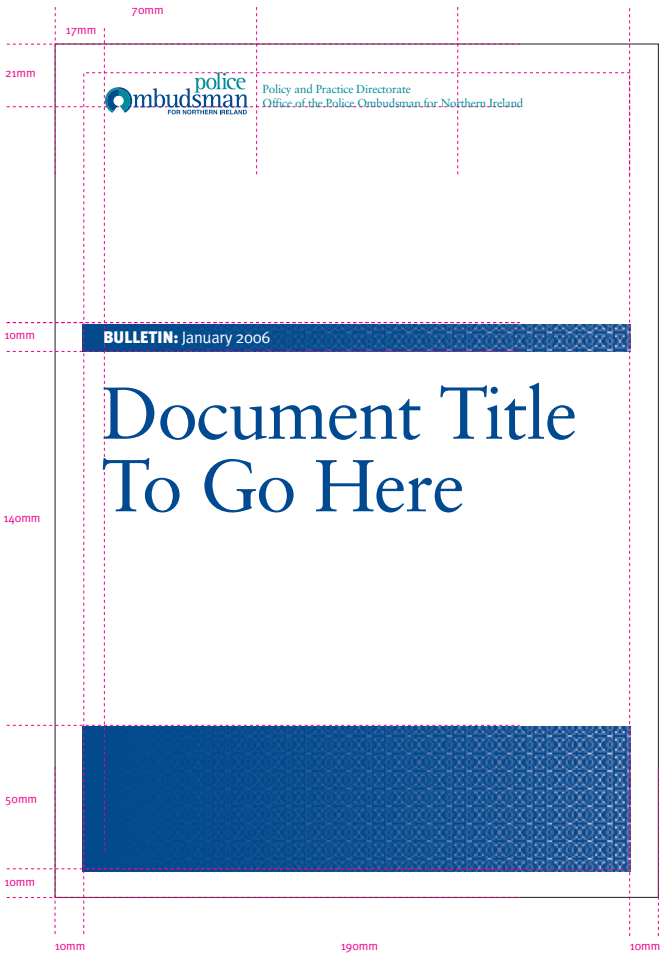
6. Publications

A4 Report Documents - inside spreads



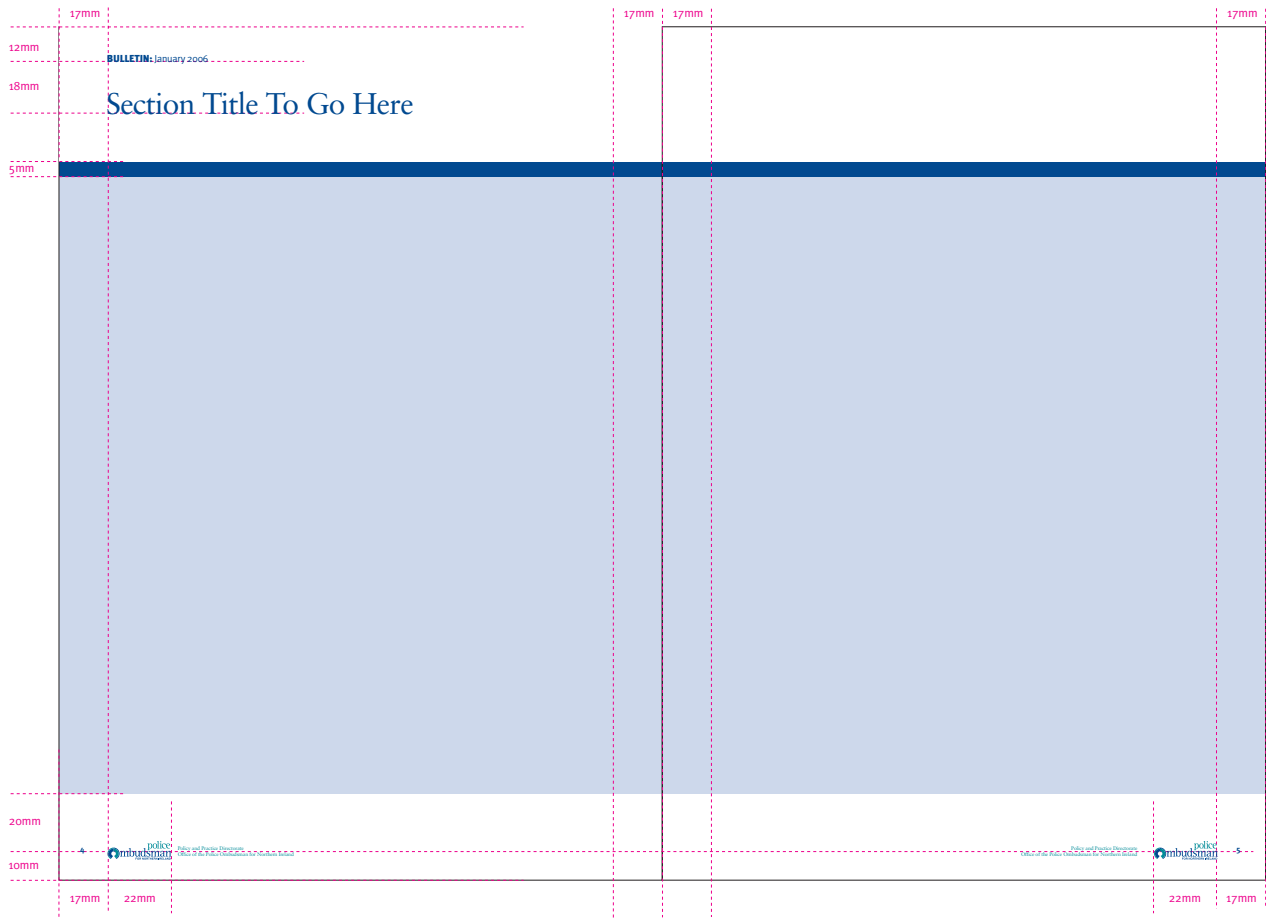
6. Publications

A4 Bulletins - front covers



6. Publications

A4 Bulletins - inside spreads



6. Publications

A4 Documents - back covers. All A4 documents use the same layout for their back cover, the only difference is colour. Report documents use our corporate green, bulletins use our corporate blue.



7. Staff Clothing

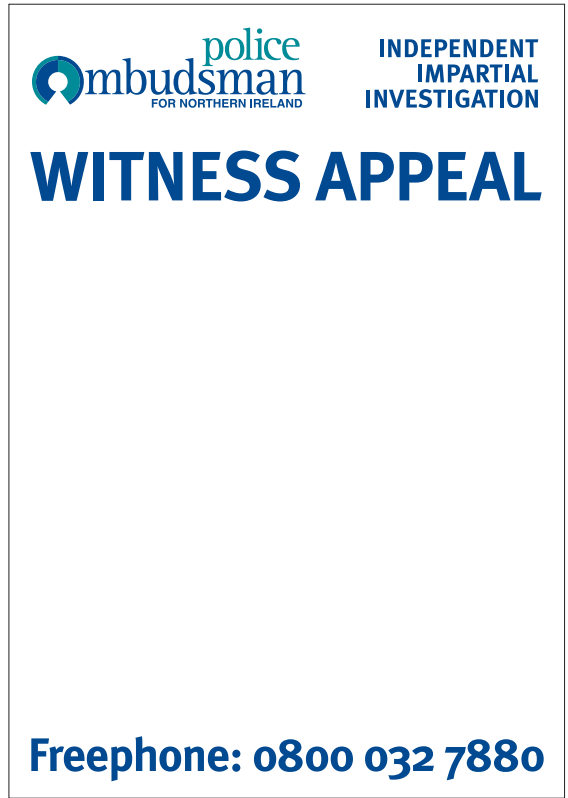
high visibility jackets



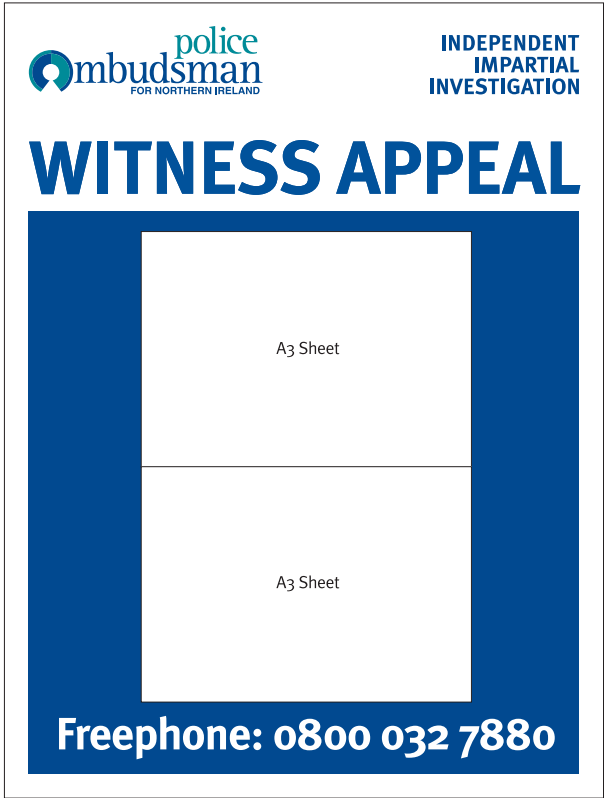
8. Public Information Graphics

One-off witness appeal laminated notice sheets and reusable witness appeal A boards

One Off Witness Appeal - A4 Sheet



Scale 1:3
Panel size 30" x 40"



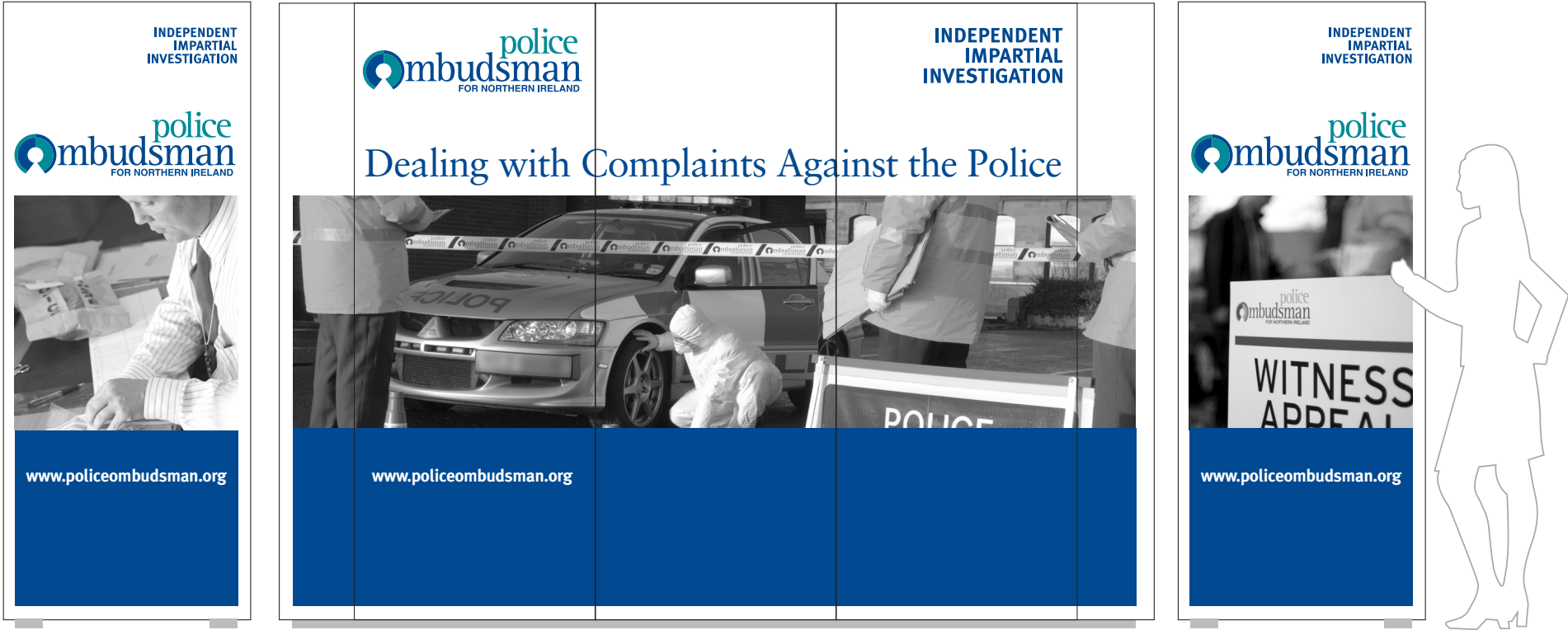
9. Investigation Scene Graphics

Traffic cones, collapsible road signs and cordon tape

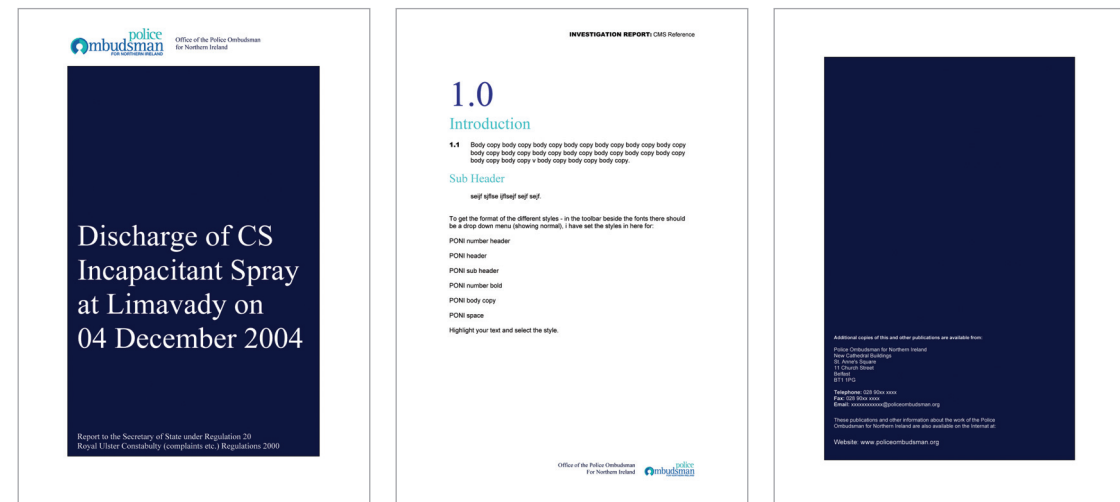


10. Display Materials

Roller and pop-up display systems / Powerpoint template / Word template

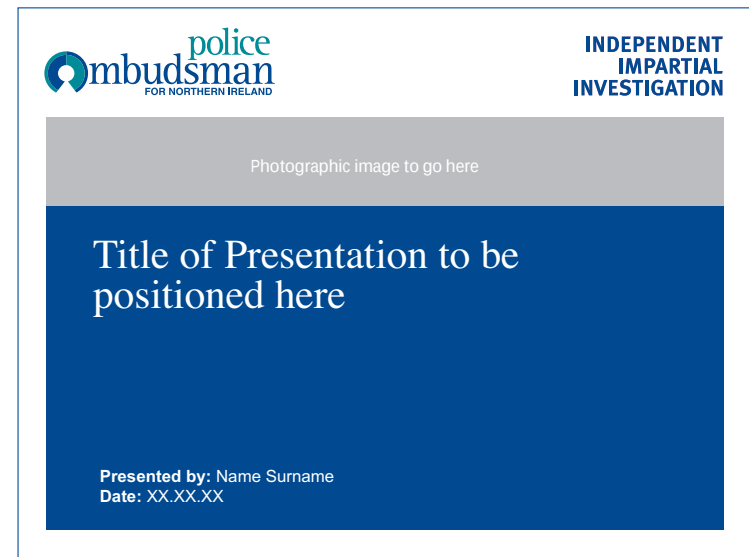


10. In-house Templates



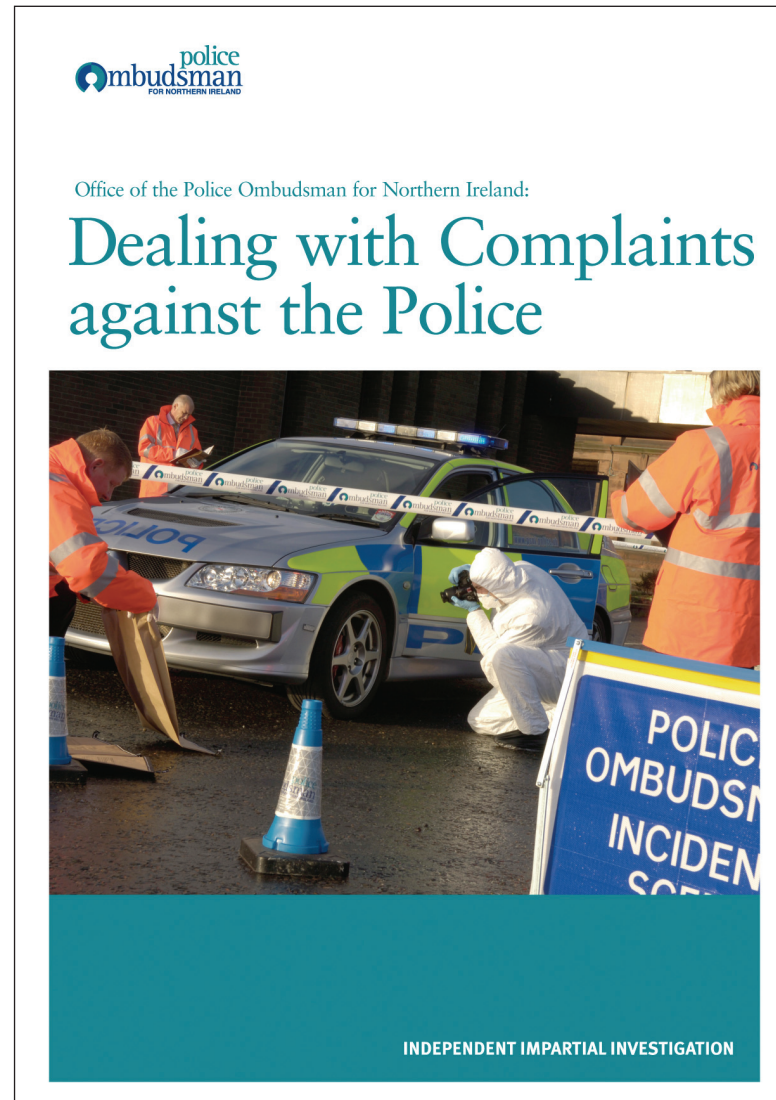
Microsoft Word template

Microsoft Powerpoint template



11. Promotional Materials

Corporate Brochure - front cover and sample spreads



12. Use of Language

This style guide does not aim to dictate the language which should be used across all Police Ombudsman publications. The language used in any given publication will be determined by the audience it hopes to reach.

Although taking into consideration the need for such flexibility, it is important that our use of language in communicating with our audiences adheres to and underlines the core mission and values of the Office: our independence and impartiality, openness and accessibility in particular.

The use of language, and indeed the misuse of it, can work towards undermining our values. It is for that reason that the following guidelines and principles have been put in place.

TITLE	JARGON
‘The Office of the Police Ombudsman for Northern Ireland’ should be given its full title or may be abbreviated to the ‘Office of the Police Ombudsman’ when first referring to it in any documentation. It may be referred to thereafter as ‘the Police Ombudsman’s Office.’ The Office should not be referred to as ‘the Ombudsman’s Office’ ‘OPONI’ or ‘PONI.’	We all use jargon and verbal shorthand in conversation. It is also the case that we use shared jargon when writing to those within our area of professionalism. It is important to remember, however, that many Police Ombudsman public documents intended for one section of its audience should be capable of understanding by others.

ACRONYMS

Acronyms should be avoided where possible and should never be used without first explaining their meaning. The preferred style is to refer to the ‘Policing Board for Northern Ireland’ and thereafter as the Board.

Terms to be avoided:
Males: men.
Females: women
Youth: often either young boys or young girls.
Persons: people.
Proceeded: (he) went to
Upon his arrival: when (he) got there.
He observed: he saw
He was conveyed: he was taken to or driven to
Vehicles: a car, a van, a Land Rover
Fatality: a death
RTC: a crash
Avoid current buzzwords
Stakeholders: people with a particular interest.
As per: “according to”
Land Rover: this is a trademark and is properly spelt as two capitalised words.

12. Use of Language

SENSITIVE TERMINOLOGY

Northern Ireland

One of the reflections of the divisions within Northern Ireland is that most of the terms we use to describe where we live and to describe neighbouring countries are contentious and indicate, to some, a political view on the part of the person using that term. It is particularly important that Police Ombudsman literature does not portray any bias.

Our guiding principle therefore must be to try and use terminology which is both geographically correct and, as far as is possible, avoids contention. This would include:

- Northern Ireland, rather than ‘the Six Counties,’ ‘the North’, ‘Ulster’ etc
- The Republic of Ireland (or the Republic), in preference to ‘the South’ ‘the Free State’ etc.
- Great Britain (England, Scotland and Wales), rather than ‘the mainland.’

The use of the terms “Great Britain” and “The Republic of Ireland” are also more precise than, and preferable to, “the rest of the United Kingdom” and “the rest of Ireland”.

The inconsistent use of capitalisation for words such as Unionist, Nationalist, Loyalist and Republican can convey, to some, an imbalanced political viewpoint. To ensure consistency, capitalise all such terms.

The Maiden City

How one describes this city can give a perception of political belief. Police Ombudsman publications should try to avoid giving such perceptions.

- It is best to use both terms for this city when referring to it: Londonderry/Derry or Derry/Londonderry.
- The ‘City of Derry’ is an actual title and can be used in full.
- In personal communication to individuals from a particular section of the community in that city one should initially refer to the city as ‘Londonderry/Derry’ or ‘Derry/Londonderry.’ Thereafter we may use which ever title they prefer: Londonderry or Derry.

CLEAR ENGLISH

Our publications should be easy to read and understand. This helps convey our messages effectively. It also helps us meet the requirements of the Disability Discrimination Act and the Northern Ireland Equality Act. Some pointers for writing clearly include:

- Use short sentences and paragraphs
- Use commas sparingly and avoid sentences with multiple clauses
- Consider using bullet points to summarise key points
- Use headings to divide text into logical sections

NUMBERS

Spell numbers up to ten, thereafter use digits. E.g. “The officer said the disturbance had involved between eight and ten people” or “Officers stated that up to 25 people had been involved in fighting.”

When using percentages, use the percentage sign rather than the words “per cent”.



Additional copies of this and other publications are available from:

Information Directorate
Police Ombudsman for Northern Ireland
New Cathedral Buildings
St. Anne's Square
11 Church Street
Belfast
BT1 1PG

Tel: 028 9082 8600
Fax: 028 9082 8659
Minicom: 028 9082 8759
Witness Appeal Line: 0800 0327 880
Email: info@policeombudsman.org

These publications and other information about the work of the
Police Ombudsman for Northern Ireland are also available on the Internet at:

Website: www.policeombudsman.org



INVESTOR IN PEOPLE

