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.

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.
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
  - (Paint and Vinyl should be matched to Pantone)
- PANTONE 321: C 100 : M 0 : Y 31 : K 23
  - (Paint and Vinyl should be matched to Pantone)

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

- BLACK: 40%
- WHITE: 60%
- GRAY: 20%

Mono Colour Palette

- Foyle
- Limavady
- Coleraine
- Magherafelt
- Ballymoney
- Ballymena
- Larne
- Antrim
- Cookstown
- Dungannon & South Tyrone
- Armagh
- Newry & Mourne
- Banbridge
- Down
- Lisburn
- Craigavon
- Newtonabbey
- Carrickfergus
- North Down
- Belfast
- Ards
- Strabane
- Omagh
- Fermanagh
- East
- North
- West
- South
- Moyle

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: Sabon
- Subheadlines: MetaPlusBold
- Body Copy: MetaPlusNormal

Internally produced materials should use:

- Headlines: Times
- Subheadlines: Arial Bold
- Body Copy: Arial Narrow
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

Compliments Slips

Business Cards

Direct Line: 028 9082 8673
Fax: 028 9082 8659
Minicom: 028 9082 8756

New Cathedral Buildings, St. Anne’s Square
11 Church Street, Belfast BT1 1PG

www.policeombudsman.org

Marleis Campbell
Complaints Officer

New Cathedral Buildings, St. Anne’s Square
11 Church Street, Belfast BT1 1PG

Direct Line: 028 9082 8673
Fax: 028 9082 8659
Minicom: 028 9082 8756

www.policeombudsman.org

Marleis Campbell
Complaints Officer
6. Publications

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

A4 Report Documents - front covers...
6. Publications

A4 Report Documents - inside spreads

6. Publications

A4 Bulletins - front covers
6. Publications

A4 Bulletins - inside spreads

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
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 PowerPoint template
- Microsoft Word template

11. Promotional Materials

Corporate Brochure - front cover and sample spreads

Title of Presentation to be positioned here

Presented by: Name Surname
Date: XX.XX.XX

Slide Title Here
- Bulletpoint Level One
- Bulletpoint Level One
- Bulletpoint Level Two
- Bulletpoint Level Two
- Bulletpoint Level Three
- Bulletpoint Level Three
- Bulletpoint Level Three
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**

‘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’.

**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.

**JARGON**

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 publications intended for one section of its audience should be capable of understanding by others.

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
- Fatality: a death
- RTC: a crash

Avoid current buzzwords

- Stakeholders: people with a particular interest.
- As per: according to
- The police: a term that can be used to describe police officers, the Police Ombudsman, the Police Service of Northern Ireland, and the police in general.
- Police: a term that can be used to describe police officers, the Police Ombudsman, the Police Service of Northern Ireland, and the police in general.

Avoid using the terms “Great Britain” and “The Republic of Ireland” where possible. They are imprecise and do not portray any bias.

**SENSITIVE TERMINOLOGY**

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.’

**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.”

**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.

**CLASSIC 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

**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.

**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.

**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.

**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.

**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.

**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.

**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.

**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.

**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.