



# West Midlands Police's Brand

## Executive Summary

Our brand is not just our name, logo or how something looks. It's what people say about us when we're not in the room. It's what we want people to think about us. It's our reputation. It's our quality of service. It's *how* we do things. That's why it's everybody's responsibility to follow this policy because we are all brand ambassadors for WMP.

Our brand shapes *how* we achieve our mission of working in partnership, making communities safer. It influences the entire experience people have with WMP at every touchpoint. Everything we do matters and has the potential to change people's lives. So, it's important we get it right.

It's your responsibility to bring to life our brand in every interaction you have. From protecting children to reassuring victims of crime. A campaign on the street or a tweet, to how we welcome people to our website or into our buildings. And it starts from within. It's our culture, from the way we treat each other and work together to get the job done.

This policy and [the brand guidelines](#) give clarity and supports you in bringing brand WMP to life in everything you do. From how you talk to people to how you create content.

This policy outlines the guidelines and governance of West Midlands Police's brand and supports WMP's strategic aims of delivering a service for local people, creating engaged communities and being an employer of choice, as well as corporate strategies.

The views of our employees as well as those we serve created our brand. It's why it is important to consistently apply it to everything you do because it's what people expect from WMP.

## Authorised Professional Practice (APP):

*(\*delete as appropriate)*

- This policy has been checked against APP and there is none in relation to the subject matter of this policy.

## Policy Statements:

### WHAT'S YOUR RESPONSIBILITY:

- You must consistently apply a strong brand identity. This will build trust and confidence between those we help inside and outside of WMP and our services.
- All WMP employees have a responsibility to be an ambassador for our brand.
- Services provided by or contracted on behalf of West Midlands Police must always be branded as WMP.
- [West Midlands Police's brand ID](#) site sets out the rules and specific guidelines which must be applied and followed.
- [The ID site](#) outlines how to correctly use:
  - Logos (primary, secondary and typeout)
  - Colour palettes
  - Fonts
  - Photography and video style
  - Voice, tone and style
  - Accessibility guidelines
  - Internal and departmental branding

- Digital and social content
  - Campaign literature
  - Stationery templates
  - Signage
  - Uniform
  - Vehicle livery
- [The ID site](#) outlines our brand ethos. This includes:
    - Our purpose
    - Our mission
    - Our values
    - Our behaviours
    - How we position ourselves

- You must consult Corporate Communications Department (CCD) at the earliest stage of a project or proposal for advice on how to correctly apply brand.
- Always reflect our brand appropriately according to our ID when working with other organisations. For example, when working in partnership, designing or delivering services.
- If branding merchandise such as pens, mugs etc items should be ethically produced, locally sourced where possible and environmentally sustainable ie made from recycled products and be recyclable at the end of their life. This supports the PCC's Police and Crime Plan and our Green Strategy.
- You must not deviate from the brand guidelines unless authorised by the assistant director of CCD.
- Changes against the brand will only be considered in extreme circumstances.
- Digital communication requires more variations of our brand and content. This is due to the technical requirements involved and the fast-moving nature online.
- These will be created in a consistent and planned way and guidelines updated on the ID site.
- We design our content and services so they are accessible to as many people as possible.
- When producing any digital assets, from websites to presentations and videos, they must meet the guidelines outlined in the [Web Content Accessibility Guidelines \(WCAG\) 2.1](#) to levels A and AA.
- Old variations of WMP's brand must be replaced. Historical examples can remain if the changes are costly and do not represent good value for money.
- It's everyone's responsibility to follow the guidelines [outlined on our ID site](#).
- [Email BrandID](#) if you need to:
  - make changes in your department and would like advice and support
  - report misuse of the brand guidelines

## **WHAT ARE CORPORATE COMMUNICATIONS DEPARTMENT (CCD) RESPONSIBLE FOR?**

- CCD are the gatekeepers of WMP's brand and are responsible for governing and maintaining WMP's brand guidelines.
- The Assistant Director of CCD is responsible for the creation, ownership and accountability of CCD strategy, including:
  - Communications
  - Internal communications
  - Engagement
  - Brand
  - Social media
  - Digital strategies
- CCD will:
  - Achieve a consistent use of WMP's brand in line with our brand guidelines
  - Increase savings and efficiencies by providing in-house design, multimedia and print services. Where this is not possible we will approve the use of external services.
  - Provide best value for money when buying products which use our brand.
  - Verify the products and services we use are ethical, responsibly sourced and environmentally friendly.
- CCD must approve any use of WMP's brand, logo or ID. Except for pre-approved branded templates such as stationery and digital assets.
- CCD and Corporate Asset Management (CAM) will deliver all graphic design, multimedia and print services. If needed, CCD or CAM must approve the use of an external provider for these services.
- In (contractual) exceptions to this when artwork is produced by a third party, CCD must still approve the final product.
- Senior leaders are responsible for the correct application of the WMP brand within their departments. CCD will provide support and advice.
- CCD must approve all documentary and filming requests.
- We aim to be open and transparent with all documentary request. We have the right to refuse any requests for security or reputational reasons which could harm our brand.
- This includes any filming that happens on WMP property. In certain circumstances we will have exclusive rights with a filming provider.
- We have the right to grant or refuse access to our locations for documentary companies. We have the right to withdraw any permissions.
- WMP does not own the copyright to any material filmed by a documentary company. The footage must be used for the programme and must not be used in any other programmes.
- CCD will have final sign off over all content produced before it's published.
- WMP has the right to view a product before it's published or broadcast. WMP must be given time to review the product and amend anything which:
  - shares confidential information
  - jeopardises future policing operations or surveillance work

- highlights security risks
  - jeopardises active cases
  - creates serious prejudice of an active case
  - is factually inaccurate
- The company must keep us updated when the product will be published.

### **USE OF WMP BRAND BY THIRD PARTIES**

- Our logo and name is [protected in law by trademark](#). This means we can act against those who use our logo without a license or creates a logo which is confusingly similar. You should think carefully about where and how you use the logo and who you give permission to use our logo. Contact Corporate Communications and / or Legal Services if you are in *any* doubt.
- Organisations or third parties who want to use our brand must get prior approval from CCD (as well as other relevant departments). This includes:
  - Partnership work
  - Joint campaigns
  - Sponsorship
  - Product or business endorsements
  - Sub-contractors and services
- CCD will work with CAM from the start of all refurbishment or rebuild projects. CCD will make sure our brand is correctly applied in all elements of the project.
- If an external organisation leads on developing a new brand to which WMP is a partner or the client, you must involve CCD as early as possible.
- CCD must be involved in the sign-off process from a brand and reputation perspective.

### **Definitions/Acronyms:**

**WMP – West Midlands Police**

**CCD – Corporate Communications Department**

**CAM – Corporate Asset Management**

**ID/ID site – [WMP Brand Guidelines Site](#)**

**BrandID Email – [BrandID@westmidlands.police.uk](mailto:BrandID@westmidlands.police.uk)**

**All reference to ‘we’ and ‘our’ relate to West Midlands Police.**

### **Procedural Guidance Documents List:**

None



**Publication Instructions:**

*(\*delete as appropriate)*

- Suitable for publication to public

**Policy Ref: CC/01**

**Version: 2.0**

**Initial Policy Implementation Date: 23/12/2020**

**Version Date: 19/07/2023**

**Review Date: 19/07/2025**

**Policy Author: Billy Corrigan**

*Any enquiries in relation to this policy should be made directly with the policy author shown above.*

**Force Executive Approval:**



**CHIEF CONSTABLE**

## Monitoring and Review

Version	Date Reviewed	No change / Minor Changes / Major Changes ( <i>detail</i> )	Amended / Agreed by
2.0	19/07/2023	Minor changes: <ol style="list-style-type: none"> <li>1. Replaced old mission statement with the new.</li> <li>2. Replaced references to old WMP strategy with new.</li> <li>3. Addition of: <i>Our logo and name is <a href="#">protected in law by trademark</a>. This means we can take action against those who use our logo without a license or creates a logo which is confusingly similar. You should think carefully about where and how you use the logo and who you give permission to use our logo. Contact Corporate Communications and / or Legal Services if you are in any doubt</i></li> <li>4. Addition of: <i>If branding merchandise such as pens, mugs etc items should be ethically produced, locally sourced where possible and environmentally sustainable ie made from recycled products and be recyclable at the end of their life.</i></li> </ol>	Billy Corrigan / Lisa Benbow