Brand Tool Kit
CONTENTS

1 TYPOGRAPHY
1.1 Font Used
1.2 Substitute Font
1.3 Print & Web Examples
1.4 Quotations
1.5 URL Display
1.6 Chapter Headings

2 COLOUR
2.1 Print
2.2 Web

3 LOGO
3.1 Colour
3.2 B/W
3.3 Isolation

4 BRAND VALUES
4.1 Our Core Message
4.2 Tone of Voice

5 IMAGERY
5.1 Imagery Style

6 ADDITIONAL ASSETS
6.1 Business Cards
6.2 Letterhead and Continuation Sheet
6.3 Comp Slip
6.4 Envelope - DL
6.5 Envelope - C4
6.6 Email Signature
6.7 Email Signature
6.8 Stationary
6.9 Poster Examples
6.10 Poster Examples
6.11 Signage - Option 1
6.12 Signage - Option 2
6.13 Signage - Option 3
6.14 Signage - Option 4
Typography
The typeface used throughout the organisation is Alleyn. In all instances Alleyn is used in NHW assets including print, web and social. Alleyn is supplied in the Open Type format and is supported by both PC and Mac. Alleyn is a clean, modern font and has been supplied with the following weights, Semi Bold, Regular and Book.

**TYPOGRAPHY**

1.1 Font Used

The typeface used throughout the organisation is Alleyn. In all instances Alleyn is used in NHW assets including print, web and social. Alleyn is supplied in the Open Type format and is supported by both PC and Mac. Alleyn is a clean, modern font and has been supplied with the following weights, Semi Bold, Regular and Book.

---

**ALLEYN SEMI BOLD - HEADLINES (CAPITAL LETTERS ONLY)**

---

**ALLEYN REGULAR - SUBHEADINGS (LOWER CASE)**

---

**ALLEYN BOOK - BODY COPY (LOWER CASE)**
1.2 Substitute Font

In many instances Alleyn might not be available, for example when someone is working with default fonts on a PC. In this instance then Calibri can be used. Calibri is a clean and similarly structured typeface and is supplied with the following weights, Bold, Regular and Light.

**Calibri Bold - Headlines (capital letters only)**

**Calibri Regular - Subheadings (lower case)**

**Calibri Light - Body copy (lower case)**
1.3 Print & Web

**Print**

**HEADLINE SIZE 50/60PT**

Subheading size 24pt


**Web**

**HEADLINE SIZE 40PX**

Subheading size 32px

Body Copy size 22px. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris egestas ante eu sem pulvinar bibendum. Nulla lobortis, est vitae pharetra elementum, turpis lorem condimentum leo, vitae malesuada purus.
It is important to establish and maintain a clear architecture relationship between the body copy, quotes and the credit to quotes.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum efficitur iaculis felis, vulputate aliquet ligula accumsan eu.

“Vestibulum efficit iaculis felis, vulpue aliquet liguleua accumsan eu”

Geoff Smith
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum efficitur iaculis felis, vulputate aliquet ligula accumsan eu.

Maecenas ut scelerisque mi, ut feugiat nibh. Cras felis est, efficitur ac interdum, ullamcorper non purus. Etiam sporttitor arcu vitae sollicitudin euismode.

Suspendisse quam massa, luctus vel elementum ut, mattis quis nulla.

www.ourwatch.org
Chapter headings in Alleyn regular, size 48pt on an A4 landscape document and centered to the page. The background in the NHW yellow, with the heading in the correct NHW black.
Colour
Colour consistency is absolutely vital to create a cohesive look & feel. Use only the 4 colours outlined below, all other colour is prohibited. Using a flat flood of colour is the preferred use of the yellow. Copy is displayed in the black or grey only. The colours below are for print only. Please ensure the printer is accurately calibrated before printing.

<table>
<thead>
<tr>
<th>Colour</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone Yellow C</td>
<td>0 100 0</td>
<td>255 237 0</td>
</tr>
<tr>
<td>Pantone Neutral Black C</td>
<td>73 0 78</td>
<td>34 35 34</td>
</tr>
<tr>
<td>Pantone Cool Grey 3 C</td>
<td>26 19 20</td>
<td>196 196 196</td>
</tr>
</tbody>
</table>

21st September 2015
COLOUR

2.2 Web

Colour consistency is absolutely vital to create a cohesive look & feel. Use only the 4 colours outlined below, all other colour is prohibited. Using a flat flood of colour is the preferred use of the yellow. Copy is displayed in the black or grey only. The colours below are for web only. **Please ensure the screen is accurately calibrated before referencing.**

---

R  255
G  231
B  0

#FFE700

R  34
G  34
B  34

#222222

R  196
G  196
B  196

#C4C4C4

R  255
G  255
B  255

#FFFFFF
LOGO

3.1 Colour

The yellow roundel is the most recognisable asset of the NHW visual assets. There is an English and a Welsh version of the roundel only. No others are to be created.
In a small number of instances the yellow roundel might not be appropriate, in that situation then a black and white version of the roundel may be used.
LOGO

3.3 Isolation

The roundel logo is always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements don’t encroach on the logo. The area is defined by using 25% of the height of the logo which is referred to as x. A margin of clear space equivalent to 0.25x is drawn around to create the invisible boundary.

For example:
Logo Height = 50mm
Isolation area = 12.5mm (all sides)
The roundel logo has been designed to reproduce at a minimum height of 40 mm. On the web a minimum size of 115 pixels high. There is no max reproduction size of the logo.
It is important that the appearance of the roundel remains consistent. The roundel should not be misinterpreted, modified or added to. The roundel should only ever be placed on a flat flood of the yellow or on a standard white background.
The roundel must never be redrawn, adjusted or modified in any way. It should only be reproduced from the artwork provided by NHW or Mellor&Scott. To illustrate this point some of the more likely mistakes are shown.
3.7 Alternative 1

The central element can be extrapolated from the roundel and used in print and web assets. It must always be used with an opacity of 20%. It can only be used in two instances, either on a flat flood of yellow or on a standard white background. It can never be used as a solid colour.

Opacity of Characters = 20%
The central element can be extrapolated from the roundel and used in print and web assets using a second treatment. It must be on either a yellow or white background and can only be set to 20% opacity. The circle can be removed from the asset and used as a highlight or background stretching to a full bleed of the web or print.

Opacity of Characters = 20%
In some instances the roundel is not a suitable asset to use, generally when the space allocated is less than 50mm in height. In these instances the word mark Neighbourhood Watch can be written in Alleyn Semi Bold. It can only be written in black over a flat flood of yellow. It can be written on one line or split onto 2 lines but must be left aligned.
Brand Values
OUR CORE MESSAGE

Our work is about creating safe, pleasant communities rather than a fear of crime. We bring people together for the good of all.

Because we believe everyone has a right to feel safe where they live, we want to inspire participation.

We use clear, simple language to talk about realistic solutions, showing how people can make a difference using true stories, images and quotations to bring our points to life.
Creating safer neighbourhoods in England and Wales

National

Strong    Active
Credible   Inclusive
Friendly   Communities
Imagery
IMAGERY

5.1 Imagery Style

NHW should always produce engaging, original, memorable and real advertising images.

Below are images showing real people, in their community, looking relaxed and engaging.
Additional Assets
KATE ALGATE
Operations Director

Beaumont Enterprise Centre
72 Boston Road
Beaumont Leys
Leicester
LE4 1HB

www.ourwatch.org.uk

T +44 (0) 116 229 3118
M +44 (0) 782 783 7729
kate.algate@ourwatch.org.uk

Front

Back
ASSETS

6.3 Comp Slip
ASSETS

6.4 Envelope - DL
ASSETS

6.5 Envelope - C4
6.6 Email Signature

Kate Algate | Operations Director
NEIGHBOURHOOD AND HOME WATCH NETWORK
T 0116 229 3118 | M 07827 837729
Our Address | Email Disclaimer
www.ourwatch.org.uk

Twitter and Facebook Icons
Dear Geoff,


Kind regards,
Kate

Kate Alpata | Operations Director
NEIGHBOURHOOD AND HOME WATCH NETWORK

\[ Email Disclaimer \]
www.ourwatch.org.uk
ASSETS

6.8 Stationary
ASSET
6.9 Poster Examples

Schemes and force level associations want to have posters to create awareness for events, meetings and recruitment drives.

Below are examples of posters that can be used for Starting a Scheme, AGM, Scheme Meetings, Events (e.g. community litter pick/crime prevention day).

A GREAT MEETING OF MINDS

Date: 
Time: 
Venue: 

Creating safer neighbourhoods in England and Wales

NEIGHBOURHOOD WATCH is the UK’s largest membership organisation, including over 173,000 coordinators working with 3.8m households.

Our work is about creating safe and pleasant communities. We bring people together for the good of all and we believe everyone has a right to feel safe where they live.

FOR HOMES THAT ARE SAFE AS HOUSES

Date: 
Time: 
Venue: 

Creating safer neighbourhoods in England and Wales

NEIGHBOURHOOD WATCH is the UK’s largest membership organisation, including over 173,000 coordinators working with 3.8m households.

Our work is about creating safe and pleasant communities. We bring people together for the good of all and we believe everyone has a right to feel safe where they live.
Schemes and force level associations want to have posters to create awareness for events, meetings and recruitment drives.

Below are examples of posters that can be used for Starting a Scheme, AGM, Scheme Meetings, Events (e.g. community litter pick/crime prevention day).

**THE NEIGHBOURS WILL BE TALKING**

Date

Time

Venue

**SEE WHAT ALL THE FUSS IS ABOUT**

Date

Time

Venue

Creating safer neighbourhoods in England and Wales

NEIGHBOURHOOD WATCH is the UK’s largest membership organisation, including over 173,000 coordinators working with 3.8m households.

Our work is about creating safe and pleasant communities. We bring people together for the good of all and we believe everyone has a right to feel safe where they live.
Alongside the famous window sticker, the NHW road signs are the most recognised brand asset. The new roundel has been designed to replace old road signs in 4 options.

Option 1 - is a sticker over the top of the old roundel on an existing sign.
Alongside the famous window sticker, the NHW road signs are the most recognised brand asset. The new roundel has been designed to replace old road signs in 4 options.

Option 2 - The roundel on the sign with partner logos (maximum 2 partners) in the bottom to corners. Partner logos in black.
Alongside the famous window sticker, the NHW road signs are the most recognised brand asset. The new roundel has been designed to replace old road signs in 4 options.

Option 3 - is a new sign, rounded square with a yellow background and the roundel large in the centre. Dimensions - 500mm x 500mm
Alongside the famous window sticker, the NHW road signs are the most recognised brand asset. The new roundel has been designed to replace old road signs in 4 options.

Option 4 - is a new sign, a circle tight to the diameter of the roundel with a yellow background. Diameter - 500mm
These design guidelines are intended to outline basic design principles, however not every eventuality can be catered for.

If you have any questions regarding the use of the Neighbourhood Watch brand then please get in touch at:

enquiries@ourwatch.org.uk
or
magic@mellorandscott.com

All Neighbourhood Watch design guidelines are available online:

knowledge.ourwatch.org/brandguidelines

Created by Mellor&Scott