



TACKLING
RETAIL CRIME
TOGETHER

Brand Guidelines

Overview

The following guidelines are provided to give you a basic understanding of how to correctly and effectively use the 'Tackling Retail Crime Together' brand provided by the National Business Crime Centre (NBCC).

You will find all of the necessary information to properly use the logo and visuals, as well as some suggestions and tips for how to get the most out of our visual identity.

Should there be any questions concerning general usage, you should initially contact:

Lisa Maslen

Lisa.Maslen@cityoflondon.police.uk

When using the branding please share the work with the NBCC by sending a short summary to **contact@nbcc.police.uk** we can look to add this to the Tackling Retail Crime Together website as an example of the work taking place to support the campaign.



Our Brand

The police are making significant progress in addressing shop theft, but we wanted to create a brand identity that highlights how all the various efforts are interconnected to tackling retail crime.

Our logo blends the police chequered pattern with a barcode, symbolising the collaboration between the police and retail workers. The aim is to enhance awareness and information sharing, demonstrating how these efforts directly contribute to the larger goal of tackling retail crime.

Familiarise yourself with our logo variations so you know which version to use and how to use it appropriately.

Careful and consistent application as outlined in this document will help build visibility and brand recognition over time.



Brand Guidelines



Primary Logo



Icon

Primary Logo

The primary logo is used to represent our brand. The full colour version should be used in most instances where possible/suitable. It is best used on mediums with plenty of room to breathe, unrestricted by space.

To ensure the legibility of the logo and its components, please follow the minimum application size guide.

We have supplied JPG, PNG, PDF, and EPS files.

The logo should be used when preventing or detecting retail crime is the focus of one of the below:

- Police Operations
- Crime prevention events/activities
- Arrests and criminal justice outcomes

The logo should only be used when the activity involves working in partnership with at least one other organisation or agency i.e. police working with a Business Crime Reduction Partnership.



Brand Guidelines



Minimum application size:

Print: 15mm height Web: 170px height

Icon

The icon is the standalone symbol that identifies the brand on its own.

You are permitted to use the icon in certain instances as a stand alone graphic (such as a favicon or watermark). When used in this manor, the primary logo should also be present within the same material to reinforce the brand.

To ensure the legibility of the logo and its components, please follow the minimum application size guide.

We have supplied JPG, PNG, PDF, and EPS files.



Spacing

To ensure the logo has the greatest impact, it is important to provide an area of clear space around it.

Please ensure our logo at all times has the clear space specified here.

The distance marked x represents the height of the logo. There needs to be a clear space measuring the division of the height (indicated in the grey box) to create the spacing border around the logo (indicated by the dotted box)

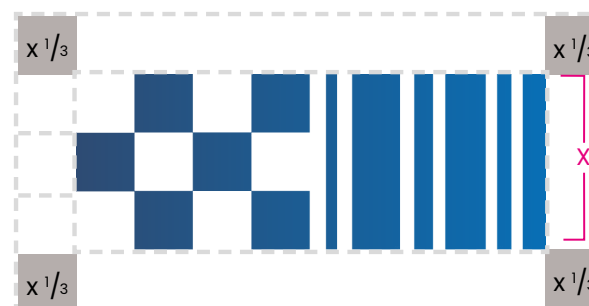
i.e. the primary logo needs a clear space measuring $\frac{1}{4}$ of the height of the logo.

The formulas shown are applicable to all sizes of logo reproduction

Primary



Icon



Colour Variants

We've created the following colour variants of the logos and request you to use them appropriately.

The **full colour** option should be used in the first instance as this contains our brand colours.

The **black** option should only be used when it cannot be produced in colour. (i.e. black and white printing)

Use the **white** variation options when using on a dark coloured background or photo. Be careful about insufficient colour contrast.

Primary Logo



Full Colour



Black

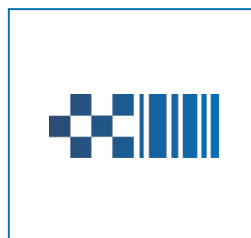


Blue and White

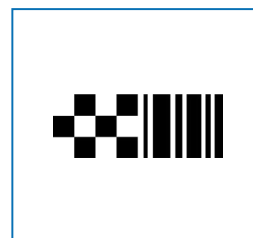


White

Icon



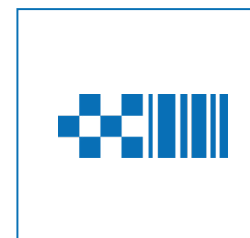
Full Colour



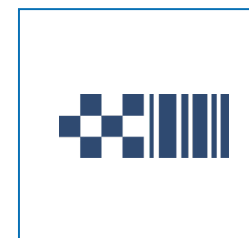
Black



White



Single Colour - Blue



Single Colour - Navy

Incorrect Usage

Applying the logo correctly is essential to our communications. **The examples on this page represent just a few examples of the incorrect uses of the logo.**

The instructions on this page apply to all versions of the logo.

Please be careful not to alter, tweak, mutilate, redraw or take any personal creative freedom that breaks any of the specific rules set out in this guide.

Do not modify the 'Tackling Retail Crime Together' brand features or suggest sponsorship or endorsement in a way that confuses 'Tackling Retail Crime Together' with another brand.

Do not overprint or obstruct any part of our brand features.



Brand Guidelines

Big or small, our logo should be recognisable everywhere we use it. This is why the logo never changes. Please stick to the provided files.



Never add special effects



Never add drop shadows



Never add gradients



Never change orientation



Never remove or reposition elements of the logo



Never add graphic elements or words on or around



Never use the logo as an outline or cut-out



Never extrude the logo or symbol in 3D



Never use any colour variations not presented in these guidelines



Never stretch, compress, warp or distort the shape or proportion of the logo



Never attempt to recreate the logo with different fonts or shapes



Never place the logo over any background or image that inhibits legibility

Typography

Typography is an essential element that impacts the viewer’s perception of the brand.

The typefaces **Lexend Deca** and **Poppins** are used in the logo.

We would suggest using Lexend Deca for headings and Poppins for body content.

Lexend Deca is a sans-serif geometric typeface that has 9 versatile weights from Thin to Black. Available [here](#).

(Regular, Semibold and Black shown as examples adjacent)

Poppins is a sans-serif geometric typeface that has five weights from Light to Extrabold. Available [here](#).

(Regular, Semibold and Extrabold shown as examples adjacent)

Poppins Semibold should be used as a fallback when Lexend Deca is unavailable.



Brand Guidelines

Lexend Deca,
Semibold



Poppins,
Semibold

Lexend Deca

Primary/Headline font

Regular weight

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*?#()

Semibold weight

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*?#()

Black weight

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*?#()

Poppins

Body/Webfont

Regular weight

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*?#()

Semibold weight

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*?#()

Extrabold weight

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*?#()

Brand Palette

Our colour palette puts the primary blue colours at centre stage as our strong and consistent signature colour to link back to the police.

Our secondary colours are there to compliment the blues as accents. These should be use sparingly, such as highlighting key areas of content. We suggest using the green to reinforce positive messaging, and the orange in contrast for warnings or awareness content.

Tints of any of the colours may be used as a background colours or for supporting graphics.

PRIMARY COLOURS

Navy #2F4A71 R47 G74 B113 C89 M69 Y32 K18 Pantone 2378 C	80% Tint	50% Tint	30% Tint	10% Tint
Blue #086FB6 R8 G111 B182 C87 M50 Y1 K0 Pantone 2383 C	80% Tint	50% Tint	30% Tint	10% Tint

SECONDARY COLOURS

Green #04724D R4 G114 B77 C87 M30 Y78 K18 Pantone 555 C	80% Tint	50% Tint	30% Tint	10% Tint
Orange #E08E45 R224 G142 B69 C10 M51 Y78 K1 Pantone 2431 C	80% Tint	50% Tint	30% Tint	10% Tint

Files

We've created a simple system for labelling the files that everyone can understand and find what they need.

We have supplied JPG, PNG, PDF, and EPS files.

JPG

Most often used for screen or web use, quality can vary depending on size of the file.

PNG

Supports high resolution and transparency, saved in RGB.

PDF

Used for online documents and printed purposes.

EPS

A vector file that can be scaled up or down.



Brand Guidelines



Tackling Retail Crime_Primary Logo_Full Colour

Brand Name

Logo Version

Colour Variant



Each parent folder contain four sub folders with the artwork saved in various file formats as listed.

Created by



Pitched

For any additional file formats please contact Pitched
contact@pitched.co.uk | www.pitched.co.uk | 01726 418 118