



Neighbourhood Watch

Let's watch out for each other



Our brand identity

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Our brand identity

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Brandmark

The brandmark is our most recognisable asset, it consists of the 'Faces' symbol and a unique 'Neighbourhood Watch' wordmark.

The primary brandmark can be used for all applications and whenever a brandmark will appear on its own, i.e. third-party comms.

Secondary brandmarks are used to provide colour diversity across communications.

The variant selected should match the colour theme used within the communication.

Please note, the secondary white logo should only be used on the primary green background for colour communications and the secondary black or grey background for black and white communications.

Primary Green & Grey



Neighbourhood Watch
Let's watch out for each other



Neighbourhood Watch
Let's watch out for each other
Group Name



Secondary Black & Grey



Neighbourhood Watch
Let's watch out for each other



Neighbourhood Watch
Let's watch out for each other
Group Name



Secondary White



Neighbourhood Watch
Let's watch out for each other



Neighbourhood Watch
Let's watch out for each other
Group Name



Please note, the white logo has been placed in this grey box to illustrate how the reversed white logo should be reproduced. The logo should never be reproduced in a boxed environment except for social media posts. In this case the white logo may be reversed out of the primary green background.

Brandmark

Usage principles

Clear space

To maintain the clarity and integrity of all brandmarks, a minimum 'clear space' must be observed in all applications.

The 'x' in the brandmark defines the minimum clear space around the brandmark (as shown). All imagery and text should sit outside this space. A clear space and minimum size has been determined to help our logo stand out and ensure it's not compromised by other elements.

Wherever possible, apply additional clear space beyond the minimum requirement.

Minimum size

Minimum size specifications are provided to ensure the brandmarks are reproduced effectively at a small size.

Minimum size specifications must be served in all applications. Where there is a question of the quality of reproduction, the brandmark must be used at a size larger than the minimum size.

Artwork files

See the last page for details.

Clear space

Minimum clear space is calculated by the 'x' height in the brandmark



Minimum size

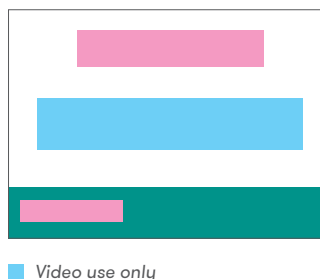
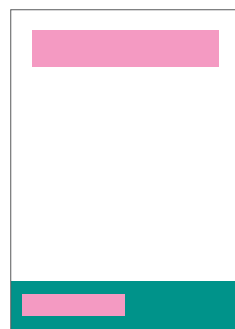
30mm/85px wide



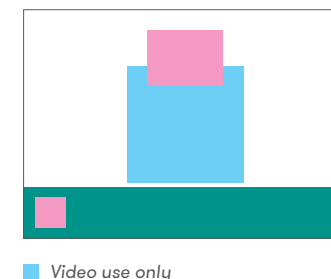
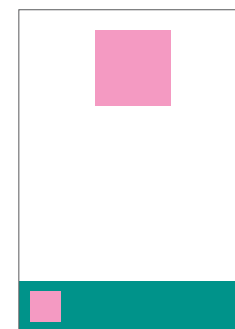
50mm/142px wide



Positioning



Video use only



Video use only

Brandmark

Incorrect use

Usage principles

Clear space, minimum size and positioning ensure the brandmark is always recognisable.

Artwork files

See the last page for details.



Never use non-brand colours.
Please adhere to brand colour palette.



Only reproduce on white backgrounds.



Never rotate, please keep brandmark horizontal.



Never distort or change our brandmark.



Never alter the colours.



Never place image/pattern inside brandmark.



Never house brandmark in additional shapes (exception for social media posts - white brandmark in primary green box).



Never separate the symbol and wordmark.



Never crop logo within a shape.



Never alter the group name font size.



Never alter the group name font.

Monogram

The monogram is an abbreviated form of the brandmark. It is used when space becomes limited, or in documents where using the brandmark becomes repetitive. The Monogram should also be used on social media posts or when the tagline becomes too small to read.

Monogram

The Primary monogram can be used for all applications. Secondary monograms are used to provide colour diversity across communications. The variant selected should match the colour theme used within the communication.

The primary and secondary monograms should never appear outside of owned communications, i.e. third-party comms.

Primary Green & Grey



Neighbourhood Watch



Neighbourhood Watch



Neighbourhood Watch
Group Name



Neighbourhood Watch
Group Name

Secondary Black & Grey



Neighbourhood Watch



Neighbourhood Watch



Neighbourhood Watch
Group Name



Neighbourhood Watch
Group Name

Secondary White



Neighbourhood Watch



Neighbourhood Watch



Neighbourhood Watch
Group Name



Neighbourhood Watch
Group Name

Please note, the white logo has been placed in this grey box to illustrate how the reversed white logo should be reproduced. The logo should never be reproduced in a boxed environment except for social media posts. In this case the white logo may be reversed out of the primary green background.

Monogram

Usage principles

Clear space

Clear space, minimum size and positioning ensure the monogram is always recognisable.

The 'x' in the monogram defines the minimum clear space around the monogram (as shown). All imagery and text should sit outside this space. A clear space and minimum size has been determined to help our logo stand out and ensure it's not compromised by other elements.

Wherever possible, apply additional clear space beyond the minimum requirement.

Minimum size

Minimum size specifications are provided to ensure the brandmarks are reproduced effectively at a small size.

Minimum size specifications must be served in all applications. Where there is a question of the quality of reproduction, the brandmark must be used at a size larger than the minimum size.

Favicon

Restricted to use within browsers, the favicon has been customised to maintain legibility at very small sizes.

Artwork files

See the last page for details.

Clear space

Minimum clear space is calculated by the 'x' height in the monogram



Minimum size & favicon restricted use

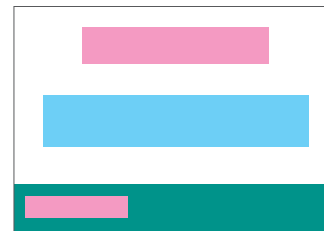
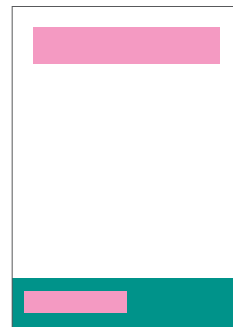
30mm/85px wide



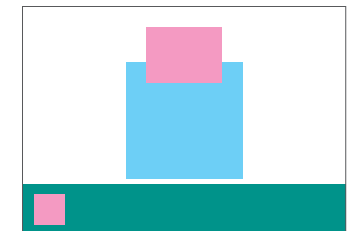
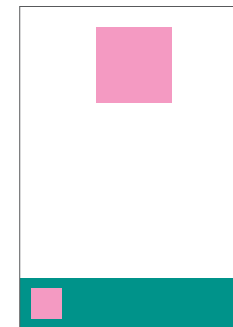
50mm/142px wide



Positioning



Video use only



Video use only

Colour

The colour palette consists of three sets and four colours.

Primary palette

The primary green colour set is our most recognisable, and is used across all applications. The primary green should be the predominant colour and no variations are to be used.

Secondary palette

The secondary blue or lime green colours may be used occasionally as a highlight colour across all applications when a second colour is required in addition to the primary green.

Grey palette

Grey 80 is used for text. 100% black may be used for text if grey 80 is not achievable.

Colour breakdowns

In all methods of reproduction, colour must match the specifications shown right.

The CMYK breakdowns must match to the Pantone® Plus Series® Colour Bridge® system. The RGB and HEX breakdowns have been optimised for screen viewing.

Primary

Teal Green

PMS 327 C
C100 M2 Y49 K14
R0 G135 B112
HTML 008770

Secondary blues and lime green

Dark Blue

PMS Reflex Blue C
C100 M82 Y0 K2
R0 G35 B149
HTML 002395

Mid Blue

PMS 285 C
C90 M48 Y0 K0
R0 G115 B207
HTML 0073CF

Light Blue

PMS 2915 C
C61 M7 Y0 K0
R94 G182 B228
HTML 5EB6E4

Lime Green

C9 M0 Y66 K16
R193 G215 B46
HTML C1D72E

Secondary greys

Black

C0 M0 Y0 K100
R0 G0 B0
HTML 000000

Grey 80

PMS Cool Grey 11 C
C0 M0 Y0 K 80
R80 G80 B80
HTML 505050

Grey 40

R153 G153 B153
C0 M0 Y0 K40
HTML 999999

Typography

Our typeface, GT-Walsheim, is used for all branded communications.

Primary typeface

GT-Walsheim appears in all communications using mainly two weights: regular and bold.

System typeface

Calibri and Calibri Bold are our system typefaces. They are only used for digital communications shared and edited externally. This includes email and browser viewed communications as well as PowerPoint®, Word® and Excel® documents. System typefaces are installed on all computers using common operating systems such as Windows and MacOS.

Usage principles

When using typography please observe the following:

- Headings and titles are to be set in Green with -50tracking
- Heading leading is the same point size as the heading
- Body copy is to be set in Grey 80 with -25tracking
- Do not use all CAPS or Italics
- Use baseline grids in text heavy documents.
- Do not substitute GT-Walsheim with any other font
- Headings and body copy are to be left-aligned
- Do not break/hyphenate words over two lines.

Spelling

Our editorial style for spelling is Australian English (as per the Macquarie Dictionary). Write in plain English, wherever possible.

Purchasing

The GT-Walsheim family can be purchased from: linotype.com

Primary typeface

GT-Walsheim Bold

ABCdef123!\$%

GT-Walsheim Regular

ABCdef123!\$%

Headings and titles

GT-Walsheim Bold

H1 headings set in bold are more engaging

Introduction paragraphs

Introduction paragraphs use bold. They are normally set in green from the palette. Set leading to auto or 120% of the point size.

H2 subheadings

H2 subheadings use Bold and are set in Grey 80 from the palette. Leading is set to auto or 120% of the point size.

Body copy, bullet points and numbered lists

Body copy is set in grey 80 for maximum legibility and readability over large amounts of text. Leading is set to auto or 120% of the point size.

- Bullet point text uses same settings as body copy. The bullet is set in grey 80
 - Secondary bullet points use an en dash and have the same settings as body copy
- 1. Numbered list text uses same settings as body copy. The number is set in grey 80.

Pull-quotes

“Pull-quotes use bold italic at any size. They can use green from a colour palette set.”

Headers and footers

Headers use bold in grey 80

Footers use regular in grey 80 from the set.

Disclaimers

Disclaimers are set in 6pt regular font. For white backgrounds disclaimers use grey 80. If legibility is ensured, they can use white for image or pattern backgrounds. Bold can be used to highlight important text when required. Disclaimers can also be left justified to create a uniform appearance.

Margins & Grids

Margins and column grids provide a recognisable and consistent structure to print communications.

Four margins

Begin layouts by creating the four margins, then add column grids. Portrait and landscape documents use margins in the same way.

Column grids

Portrait and landscape documents can use any number of column grids to best suit the application and information.

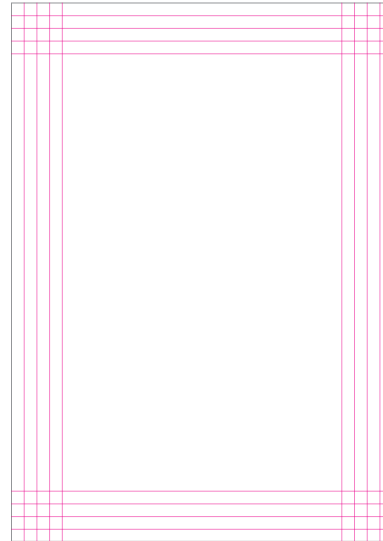
Usage principles

When using margins and grids please observe the following:

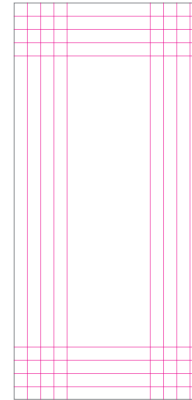
- Brandmark, headings and text are placed three margins from edge. Exceptions are made for templated documentation such as statements, as well as very small or narrow formats where space is limited
- Header and footer information can be placed two margins from edge
- Platform or Window treatments, and disclaimers can be placed one margin from edge
- Headings, text, imagery, icons, tables and charts are all aligned to column grids
- Column grids may be altered throughout a document when information requires it

Four margins

ISO A-sizes: portrait and landscape

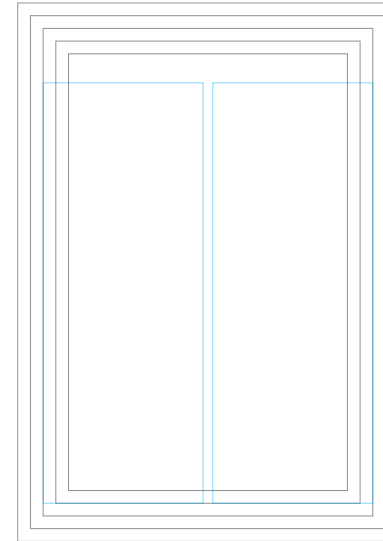


DL formats: portrait and landscape

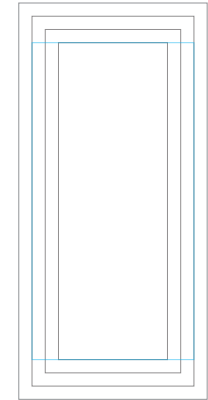


Column grids

ISO A-sizes: two column example



DL formats: one column example



Usage principles

Using the margins



Creating the four margins

Margins
Margin = 7mm multiples.
Add margin multiples to each edge to suit design.



Using column grids: two column example



Creating column grids

Column grids
Width/length = to suit application. Gutters 5mm.



Templates

The following templates are available

Formats

Templates available are created in Adobe Indesign®, Illustrator® or Acrobat PDF® formats. When creating artwork from PowerPoint®, Word® and Excel® please adhere to the relevant Margins & Guides stated on page 10 of these Branding Guidelines.

If creating new templates for campaign specific materials approval needs to be sought from Victoria Police for use of their logo.

Examples



Two-page DL flyer
– 100mm W x 210mm D



Four-page DL brochure – 200mm W x 210mm D



Six-page DL brochure – 297mm W x 210mm D



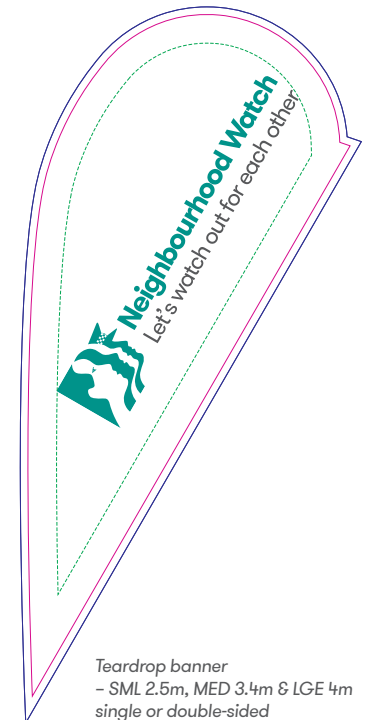
Two-page A4 flyer – 210mm W x 297mm D
Two-page A5 flyer – 148mm W x 210mm D



Four-page newsletter – 420mm W x 297mm D



Pull-up banner
– 850mm W x 2000mm D



Teardrop banner
– SML 2.5m, MED 3.4m & LGE 4m
single or double-sided

Photography

Primary & secondary

Photography plays an important role in Neighbourhood Watch's brand communication.

Our photography communicates safe, inclusive connected communities with a positive tone.

All images contained in this guide are licensed and copyright for use by our groups across Victoria. If groups wish to source additional images for their own libraries, they need to be mindful of licensing terms and to ensure the chosen images are in keeping with the NHW tone, brand and communication policy.

Our image library will be added to over time.

Please observe the following:

- Do not alter the photographs in any way
- Keep overlapping copy to a minimum
- Do not add graphics other than the NHW logo to these photos without permission from NHW State Office
- Do not use images that convey negative messages, such as crime or handcuffs.
- Be especially mindful of using images of children. Be sure that appropriate informed consent has been obtained from their parents or guardians before publishing them.

Imagery

These images show the style and tone of photography that represents the Neighbourhood Watch brand.



Photography & typography

Our typeface, GT-Walsheim, is used for all branded communications.

Primary typeface

GT-Walsheim appears in all communications using mainly two weights: regular and bold. GT-Walsheim thin and black can also be used for enlarged text over photos.

Usage principles

Please adhere to the usage principles layed out on page 9 of these branding guidelines.

Use text sparingly over photos to ensure legibility and accessibility of the message.

Usage principles



Applying the shadow

Adobe® settings:

Effect: Drop Shadow
Blending: Multiply or Screen
Colour: Black or White
Opacity: 75%
Angle: 135°
X/Y Offset: 0.5mm/2px
Size: 0.75mm/4px

(X/Y Offset and Size suitable up to A4 or 1920×1080, scale proportionally for larger sizes)

MS Office® settings:

Style: Outer
Angle: 315°
Colour: Black or White
Size: 100%
Blur: 2pt
Distance: 2pt
Transparency: 30%

(Blur and Distance suitable up to A4 or 1920×1080, scale proportionally for larger sizes)

Contact & calls to action

To ensure audiences find it easy to contact us, we provide multiple calls to action on our communications.

Primary

There are multiple formats for primary calls to action. Use according to the format and available space.

In-text examples

We highlight calls to action within body copy. Use according to the information requirements and document tone.

Usage principles

When using calls to action please observe the following:

- Use white or grey 80 for the type contact method
- Address and PO Box are only ever applied in limited circumstances. Remove when not applicable

Primary

Standard format example



Neighbourhood Watch
Let's watch out for each other

Telephone 03 9247 5492
Victoria Centre
637 Flinders Street, Docklands VIC 3008
www.nhw.com.au
www.facebook.com/nhw.vic

Standard format example with call to action



Neighbourhood Watch
Let's watch out for each other

Follow us on Facebook
Subscribe to our crime prevention newsletter
Volunteer with a local group
Start a local group
www.nhw.com.au
www.facebook.com/nhw.vic

Standard format with Facebook logo examples



Neighbourhood Watch
Let's watch out for each other

Telephone 03 9247 5492
Victoria Centre
637 Flinders Street, Docklands VIC 3008
www.nhw.com.au
 [facebook.com/nhw.vic](https://www.facebook.com/nhw.vic)



Neighbourhood Watch
Let's watch out for each other

Follow us on Facebook
Subscribe to our crime prevention newsletter
Volunteer with a local group
Start a local group
www.nhw.com.au
www.facebook.com/nhw.vic



In-text examples

Call-out treatment

Follow us on Facebook
Subscribe to our crime prevention newsletter
Volunteer with a local group
Start a local group
www.nhw.com.au
www.facebook.com/nhw.vic

Typesetting treatments

For more information or to request artwork,
please contact:
marketing@nhw.com.au

For more information visit our website:
www.nhw.com.au

Contact us via post:
Victoria Centre
637 Flinders Street
Docklands VIC 3008

For more information or to request artwork,
please contact:
marketing@nhw.com.au

For more information visit our website:
www.nhw.com.au

Contact us via post:
Victoria Centre
637 Flinders Street
Docklands VIC 3008

eDMs

When creating eDMs (Electronic Direct Mail) please observe the following usage principles:

Colour

Create a eDM by using white text reversed out of green from the primary palette.

Typography

- H1 is used for eDM headings
- H2 is used for section headings
- H3 is a tertiary heading if needed
- B1 is used for large intro copy
- B2 and B2 Bullets are the main body copy styles for the eDMs

CTA (Call-to-action) Buttons

- CTA 01 are used sparingly for hero calls to action. i.e. prompting customers to buy
- CTA 02 and 03 are used frequently for external links or confirm an action

Header banners

Newsletter

Newsletter

Admin

Important Updates

Event

Learning Webinar

New product or feature launch

Product Feature

Typography: desktop (Shown at 45% scale)

28/32px GT-Walsheim Bold

eDM H1 Desktop

20/26px GT-Walsheim Bold

eDM H2 Desktop

18/24px GT-Walsheim Bold

eDM H3 Desktop

10/13px GT-Walsheim Regular

eDM Footer – Address

16/24px GT-Walsheim Regular

eDM B1 Desktop

14/22px GT-Walsheim Regular

eDM B2 Desktop • B2 Bullets

10/16px GT-Walsheim Regular

eDM B3 Desktop

10/13px GT-Walsheim Regular

eDM Footer – Legal

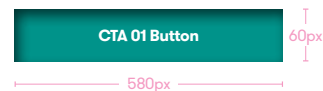
CTA contact: desktop

For more information visit:

www.nhw.com.au | www.facebook.com/nhw.vic

CTA buttons: desktop

16/24px GT-Walsheim Bold



14/22px GT-Walsheim Bold



CTA 03 Button

Typography: mobile (Shown at 45% scale)

22/26px GT-Walsheim Bold

eDM H1 Mobile

18/24px GT-Walsheim Bold

eDM H2 Mobile

16/22px GT-Walsheim Bold

eDM H3 Mobile

8/10px GT-Walsheim Regular

eDM Footer – Address

16/24px GT-Walsheim Regular

eDM B1 Mobile

14/22px GT-Walsheim Regular

eDM B2 Mobile • B2 Bullets

10/16px GT-Walsheim Regular

eDM B3 Mobile

8/10px GT-Walsheim Regular

eDM Footer – Legal

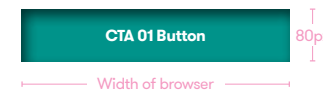
CTA contact: mobile

For more information visit:

www.nhw.com.au
www.facebook.com/nhw.vic

CTA buttons: mobile

16/24px GT-Walsheim Bold



14/22px GT-Walsheim Bold



CTA 03 Button



Neighbourhood Watch
Let's watch out for each other

For more information, or to request artwork files contact Marketing:

Telephone 03 9247 5492 | Email marketing@nhw.com.au | www.nhw.com.au