
Brand Guidelines

Reduce ambiguity and provide clear direction to your teams and partners on branded assets. A single source for brand and marketing guidelines to keep up-to-date on the latest trends.

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Introduction

Welcome to the world of SiPR.

In these pages we've outlined the brand basics.
It's everything you need to know to live in -
and correctly grow - the world of SiPR.

“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you’ll do things differently.”

Warren Buffett

The SiPR visual identity guidelines have been established to guide a new approach to visual communication in printed and digital branded content. This visual identity guide is a reference for everyone who is authorized to work with the SiPR brand.

When it comes to our brand and our reputation, we maintain strict control over it. We hold ourselves to incredibly high standards, and we expect the same wherever our brand is represented.

Our intent with this guide is not to restrict creativity and innovations far from it. We believe in the creative spirit, and innovation is one of our core values.

What SiPR strive for is a coordinated, consistent, and effective brand presence in everything we create. If we make something,

we want to make sure that people know where it came from.

While some of our brand executions and graphics have been standardized, these are not intended as the focus of this guide. Instead, it is to empower you, the creative, with the elements you need to create.

By utilizing these tools, resources, and adhering to the guidelines within, you'll make things that look like the SiPR brand, every time.

Please refer back to this guide often. If you have any questions concerning the content of this guide, please don't hesitate to reach out our **Director** at l.aston@napier.ac.uk

About SiPR

About SIPR

SIPR is a strategic collaboration between 14 of Scotland's universities, Police Scotland and the Scottish Police Authority, offering a range of opportunities for conducting relevant, applicable research to help the police meet the challenges of the 21st century and for achieving international excellence for policing research in Scotland.

Research

The activities of SIPR are organized around four thematic networks. Please follow the links on our website to view a range of research projects being carried out by SIPR members:

Police-Community Relations
Evidence and Investigation

Education and Leadership
Public Protection



Brand Logo

Name, company logo, colours, typeface: these are the pillars of the identity of SIPR. Their characteristics ensure an individual and consistent image of the company.

A brand's logo is one of the core elements of its visual identity. It is because of this reason every brand wants to opt for a design that is unique, aesthetically enriched and represent the organization at its best.

Our logo design is all about keeping it simple. The font family is a popular choice across various industries.

What is a logo symbol? Sometimes called a brand mark, it is an icon - or graphic based logo. It's probably the image that comes to mind when you think "logo".

The symbol of our definitive logo is very clean, essential, strong and emphasizes the values of the brand. Our inspiration to create this symbol were Police uniform, Police symbols and patterns, Other university logos and education authority websites.

The organization name is incorporated as a simple graphic treatment to create a clear, visually memorable identity. The lettering is created using the Jost and Cocogoose Pro typefaces.

Our logo was designed by Made In Scotland Agency Ltd® based in Hamilton, Lanarkshire.

The logo should always be produced from the master artwork.



SiPR | Scottish Institute
for Policing Research

SiPR

SiPR **SiPR** **SiPR**

SiPR **SiPR**





70mm | A3

45mm | A4

30mm | A5

SiPR

Minimum Size
10mm | 30px



Icon



DO NOT rotate the logo



DO NOT distort or warp the logo in any way



DO NOT change the logo's colors



DO NOT change the main typeface



DO NOT move the position of the logo



DO NOT add special effects to the logo



DO NOT display the logo with limited legibility



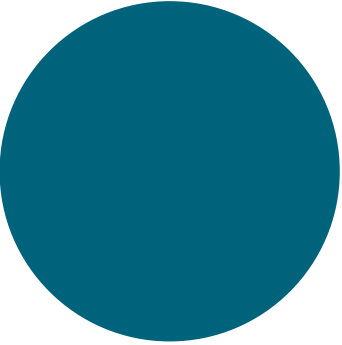
DO NOT display the logo as an outline



DO NOT lighten the logo

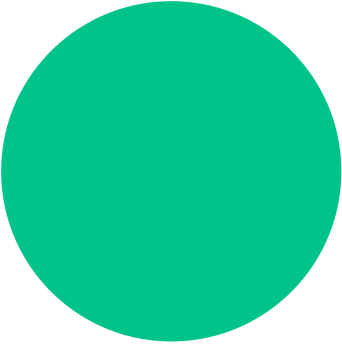


Brand Colors



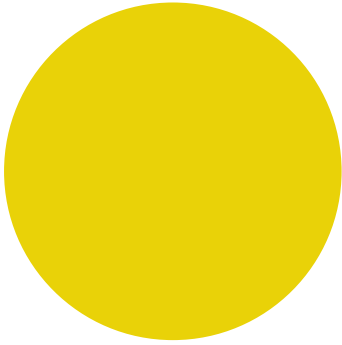
DARK TEAL

CMYK 92 / 52 / 37 / 13
RGB 0 / 99 / 124
HEX #00637C



TURQUOISE

CMYK 72 / 0 / 64 / 0
RGB 0 / 195 / 137
HEX #00C389



YELLOW

CMYK 11 / 11 / 100 / 0
RGB 233 / 210 / 8
HEX #E9D208

Typography

Jost Black - Main logo font

Cocogoose Pro - Logo strapline

Raleway - Main content & Headings

Glossary

CORPORATE IDENTITY

A corporate identity is the overall image of a corporation or firm or business in the minds of diverse publics, such as customers and investors and employees. It is a primary task of the company communications department to maintain and build this identity to accord with and facilitate the attainment of business objectives.

IDENTITY MANUAL

A formal reference document establishing technical and creative standards for a visual identity system. Typical standards include descriptions and specifications for reproducing the logo or logotype stationery system, common print and web applications and examples of use on merchandise.

LOGO

A logo is a graphic mark or emblem commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition. Logos are either purely graphic (symbols/ icons) or are composed of the name of the organization (a logotype or wordmark).

BRAND ARCHITECTURE

The organizational system that defines how a company's individual brands relate to and interact with one another. It shows the role and hierarchy that each brand plays in the greater structure of the company and defines the function of each. It provides clarity to companies and enables them to differentiate their brand elements.

TYPEFACE/FONT FAMILY

In typography, a typeface (also known as font family) is a set of one or more fonts each composed of glyphs that share common design features. Each font of a typeface has a specific weight, style, condensation, width, slant, italicization, ornamentation, and designer or foundry. There are thousands of different typefaces in existence, with new ones being developed constantly.

STATIONERY

Stationery has historically pertained to a wide gamut of materials: paper and office supplies, writing implements, greeting cards, glue, pencil cases and other similar items.

TEMPLATE

A pre-developed page layout in electronic or paper media used to make new pages with a similar design, pattern, or style.

BRAND

A mix of tangible and intangible attributes, symbolized in a trademark that can be managed to create value for organizations and customers. It is the physical representation of a company’s offerings and values, but can exist subjectively in a person’s mind. This is chiefly influenced by a person’s comparison of the brand promise offered versus their perception, experience, and interaction with an organization, product or service.

GRAPHIC STYLE

A consistent theme of the graphic elements of a brand’s overall visual appearance. Graphic style is recognizable by the visual traits of an overall parent brand and can vary slightly but is overall consistent among the sub-brands.

CMYK

The CMYK color model (process color, four color) is a subtractive color model, used in color printing, and is also used to describe the printing process itself. CMYK refers to the four inks used in some color printing: cyan, magenta, yellow, and key (black). The “K” in CMYK stands for key because in four-color printing, cyan, magenta, and yellow printing plates are carefully keyed, or aligned, with the key of the black key plate.

RGB

The RGB color model is an additive color model in which red, green, and blue light are added together in various ways to reproduce a broad array of colors. The name of the model comes from the initials of the three additive primary colors, red, green, and blue.

PRIMARY COLORS

The core selection of identifying colors that are used in a logo.

PALETTE

A given, finite set of colors for the management of digital images. weight, style, condensation, width, slant, italicization, ornamentation, and designer or foundry.

Resources



Our website **www.sipr.ac.uk** also contains additional resources and information that we think you will find useful.

Please visit it for:

- **Downloadable logo resources**
- **Links and information**

For additional information please contact the SiPR Knowledge Exchange and Business Manager at **m.boyle@napier.ac.uk** or call **0131 455 3459**.

Contacts

Should you need any further information,
please do not hesitate to contact us.

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