



Corporate Identity and Branding Policy (1123/2025)

Abstract

Sussex Police recognises the importance of the consistent presentation of Sussex Police as a professional organisation in line with the Code of Ethics and effective communications that meets standards of best practice. This policy details the expectations on individuals to maintain professional standards in their communications and consistently apply Force branding.

Policy

1. Introduction

1.1 This policy is required to ensure consistent and effective presentation of the Force as a professional organisation, to build our reputation in line with the Code of Ethics and to support effective communications. This will promote consistent, professional and appropriate use of Sussex Police branding and ensure all communications from Sussex Police or individuals or the wider police family of consultants, voluntary or temporary, whether formal or informal, meet Force standards. It should be read in conjunction with the 'Writing Style Guide' and Sussex Police Brand Guidelines'

2. Scope

2.1 This policy covers the use of Sussex Police branding which includes our crest, logos, fonts, colours, imagery, graphic devices and tone of voice. It extends to all printed and digital communication materials (including those for internal purposes only), estate, fleet and uniforms.

3. Statement

3.1 Stakeholders, customers and members of the public do not distinguish between communications that are managed by the Media and Communications Department (M&CD) and those that have come from other parts of the Force. Every communication produced by Sussex Police or from a member of Sussex Police, whatever the form it takes and whether formal or informal, will impact on our reputation and relationships with others. All members of Sussex Police, therefore, are ambassadors for the Force and have a role to play in ensuring the Force communicates consistently and effectively, in line with the Code of Ethics and that we demonstrate openness and transparency.

3.2 As an organisation, we need to be clear about the Code of Ethics and ensure that they are put into practice. They apply equally to everyone, including senior managers. All communications from Sussex Police or individuals within Sussex Police, whether formal or informal, must reflect our branding. Our standards are defined in our 'Visual identity guidelines' and 'Sussex Police Brand Guidelines'.

Procedure

1. Principles and Application

1.1 All communications from Sussex Police should reflect our branding standards. Our standards are defined in our guidelines 'Writing Style Guide' and 'Sussex Police Brand Guidelines'.

1.2 Consistent application of these standards will support our reputation as a professional organisation, meet standards of best practice and improve customer service through ease of recognition, and the accessibility and clarity, of communications. Not applying our guidelines undermines these.

1.3 All Sussex Police printed and electronic communication materials must carry appropriate branding and be in line with the 'Sussex Police Writing Style Guide' and 'Sussex Police Brand Guidelines'. In most cases, existing products that do not meet these standards should not be used. If an alternative product is not available, contact M&CD to order one ensuring as much notice as possible is given. There may be circumstances, for reasons of cost or timeliness where it is practical to use existing products that do not meet our standards. If in doubt, please contact M&CD for advice.

1.4 All new communication products, templates and original artwork must be approved by M&CD prior to print or other publication.

1.5 Partners should be encouraged to use Force branding on partnership materials in order to show our support for the work. Such use is subject to this policy and the 'Sussex Police Brand Guidelines' (partner use of branding).

1.6 Force branding includes the crest, logos, colours, fonts, imagery and other graphic devices and assets.

1.7 Word, PowerPoint and PDF templates are available on the intranet for a range of communication products. Requests for new artwork must be made to the Digital Media Team in M&CD.

1.8 Force stationery - including letterhead, compliment slips and business cards - is available via the Estates and Facilities Helpdesk, who can add respective contact details to stationery items.

1.9 All suppliers and agencies who produce printed or electronic materials which carry Force branding must be briefed by and signed-off by the Digital Media Team in M&CD before they apply it.

2. Photographic and Filming Consent

2.1 Written consent must be obtained for each new photograph or film which focuses on a member of the public or employee, or contractor, or volunteer. Before photography or filming takes place, a clear explanation of where the photograph or film will be used must be given and a written consent form completed and signed by the individual. Where groups and individuals are not the focus and cannot be clearly identified consent forms are not required.

3. Filming in Public Place (For Non-Operational Purposes)

3.1 Although you do not legally need permission to film people in a public place, if you focus on a specific individual or group, you should explain what you are doing and how you will use the content - for example, is it being broadcast live or will you edit and post it later?

3.2 Only use content if permission is given in the form of a printed, signed consent form. This should be recorded at the time in the footage. If they are someone who has been arrested in a public place, you should explain what you are doing, if you have the opportunity, but they have no right to stop you filming. Of course, you may choose to stop filming if continuing to do so would be antagonistic.

Team: Media and Communications