



WMP BRAND POLICY

Executive Summary

Our brand is not just our name, logo or how something looks. It is what people say about us when we are not in the room. It is what we want people to think about us. It is the trust, satisfaction and confidence people have in us. It is our quality of service. It is how we do things. That is why it is everybody's responsibility to follow this policy because we are all brand ambassadors for West Midlands Police (WMP).

Our brand shapes how we achieve our mission of working in partnership, making communities safer. It influences the entire experience people have with WMP at every touchpoint and underpins our legitimacy to police communities. Everything we do matters and has the potential to change people's lives. So, it is important we get it right. It is your responsibility to bring to life our brand in every interaction you have. From protecting children to reassuring victims of crime. A campaign on the street or a social media post, to how we welcome people to our website or into our buildings. And it starts from within. It is our culture, from the way we treat each other and work together to get the job done.

This policy and the [WMP Identity Guide](#) give clarity and supports you in bringing brand WMP to life in everything you do. From how you talk to people to how you create content. It outlines the guidelines and governance of WMP's brand and supports WMP's strategic aims of delivering a service for local people, creating engaged communities and being an employer of choice, as well as corporate strategies. The views of our employees as well as those we serve created our brand. It is why it is important to consistently apply it to everything you do because it is what people expect from WMP.

Authorised Professional Practice (APP)

This policy has been checked against APP and there is none in relation to the subject matter of this policy.

Scope

The Chief Constable has overall direction and control of WMP and is accountable for all policies and supporting documents of the organisation and its actions. Adherence to this force policy will be expected from all employees and representatives of WMP.

Objectives

- All employees and representatives of WMP consistently to apply a strong brand identity. This will build trust and confidence between those we help inside and outside of WMP and our services.

Definitions/Acronyms

CAM	Corporate Asset Management
CCD	Corporate Communications Department
ID	Identification
PCC	Police & Crime Commissioner
WMP	West Midlands Police



Policy Statements

1. OVERVIEW

1.1 [WMP Identity Guide](#) site sets out the rules and specific guidelines which must be applied and followed.

1.2 [The Identity Guide](#) outlines how to correctly use:

- Logos (primary, secondary and type out)
- Colour palettes
- Fonts
- Photography and video style
- Voice, tone, and style
- Accessibility guidelines
- Internal and departmental branding
- Digital and social content
- Campaign literature
- Stationery templates
- Signage
- Uniform
- Vehicle livery

1.3 [The ID site](#) outlines our brand ethos. This includes:

- Our purpose
- Our mission
- Our values
- Our behaviours
- How we position ourselves

2. ROLES AND RESPONSIBILITIES

2.1 All WMP employees have a responsibility to be an ambassador for our brand.

2.2 Services provided by or contracted on behalf of WMP must always be branded as WMP.

2.3 You must consult Corporate Communications Department (CCD) at the earliest stage of a project or proposal for advice on how to correctly apply brand.

2.4 Always reflect our brand appropriately according to our ID when working with other organisations. For example, when working in partnership, designing or delivering services.



- 2.5 Aligned to Contract and Procurement guidelines, if branding merchandise such as pens, mugs etc items should be ethically produced, locally sourced where possible and environmentally sustainable i.e. made from recycled products and be recyclable at the end of their life. This supports the PCC's Police and Crime Plan and our [Environmental Strategy](#).
 - 2.6 You must not deviate from the brand guidelines unless authorised by CCD.
 - 2.7 Changes against the brand will only be considered in extreme circumstances.
 - 2.8 Digital communication requires more variations of our brand and content. This is due to the technical requirements involved and the fast-moving nature online.
 - 2.9 These will be created in a consistent and planned way and guidelines updated on the ID site.
 - 2.10 We design our content and services, so they are accessible to as many people as possible.
 - 2.11 When producing any digital assets, from websites to presentations and videos, they must meet the guidelines outlined in the [Web Content Accessibility Guidelines \(WCAG\) 2.1](#) to levels A and AA.
 - 2.12 Old variations of WMP's brand must be replaced. Historical examples can remain if the changes are costly and do not represent good value for money.
 - 2.13 It's everyone's responsibility to follow the guidelines [outlined on our ID site](#).
 - 2.14 [Email](#) [REDACTED] if you need to:
 - make changes in your department and would like advice and support
 - report misuse of the brand guidelines
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3. **WHAT ARE COPORATE COMMUNICATIONS DEPARTMENT (CCD) RESPONSIBLE FOR?**
 - 3.1 CCD are the gatekeepers of WMP's brand and are responsible for governing and maintaining WMP's brand guidelines.
 - 3.2 The Head of Engagement and Content is responsible for the creation, ownership, and accountability of CCD strategy, including:
 - Communications
 - Internal communications
 - Engagement
 - Brand
 - Social media
 - Digital strategies



3.3 CCD will:

- Achieve a consistent use of WMP's brand in line with our brand guidelines
- Increase savings and efficiencies by providing in-house design, multimedia and print services. Where this is not possible, we will approve the use of external services.
- Provide best value for money when buying products which use our brand.
- Verify the products and services we use are ethical, responsibly sourced, and environmentally friendly.

3.4 CCD must approve any use of WMP's brand, logo, or ID. Except for pre-approved branded templates such as stationery and digital assets.

3.5 In relation to specific force sport clubs and networks, approval is given for the force crest to be used as part of their branding, but any such use should have oversight from CCD. The crest must not be altered as part of this use for this purpose.

3.6 CCD and Corporate Asset Management (CAM) will deliver all graphic design, multimedia and print services. If needed, CCD or CAM must approve the use of an external provider for these services.

3.7 In (contractual) exceptions to this when a third party produces artwork, CCD must still approve the final product.

3.8 Senior leaders are responsible for the correct application of the WMP brand within their departments. CCD will provide the necessary support.

3.9 CCD must approve all documentary and filming requests.

3.10 We aim to be open and transparent with all documentary requests aligned to the [Media and Communications APP](#). We have the right to refuse any requests for security or reputational reasons which could harm our brand but, with Legal Services, we will ensure licence agreements are in place for documentary productions specifying terms and conditions.

3.11 This includes any filming that happens on WMP property. In certain circumstances we will have exclusive rights with a filming provider.

3.12 We have the right to grant or refuse access to our locations for documentary companies. We have the right to withdraw any permissions.

3.13 WMP does not own the copyright to any material filmed by a documentary company. The footage must be used for the programme and must not be used in any other programmes.

3.14 CCD will have final sign off over all content produced before it is published.

3.15 WMP has the right to view a product before it is published or broadcast. WMP must be given time to review the product and amend anything which:

- shares confidential information



- jeopardises future policing operations or surveillance work
- highlights security risks
- jeopardises active cases
- creates serious prejudice of an active case
- is factually inaccurate

4. USE OF WMP BRAND BY THIRD PARTIES

- 4.1 Our logo and name are [protected in law by trademark](#). This means we can act against those who use our logo without a license or creates a logo which is confusingly similar. You should think carefully about where and how you use the logo and who you give permission to use our logo. Contact Corporate Communications and / or Legal Services if you are in any doubt.
- 4.2 Organisations or third parties who want to use our brand must get prior approval from CCD (via our website - [How to request an intellectual property \(IP\) licence | West Midlands Police](#)) (as well as other relevant departments). This includes:
- Partnership work
 - Joint campaigns
 - Sponsorship
 - Product or business endorsements
 - Sub-contractors and services
- 4.3 CCD will work with CAM from the start of all refurbishments or rebuild projects. CCD will make sure our brand is correctly applied in all elements of the project.
- 4.4 If an external organisation leads on developing a new brand to which WMP is a partner or the client, you must involve CCD as early as possible.
- 4.5 CCD must be involved in the sign-off process from a brand and reputation perspective. We will not use our brand to commercially endorse a supplier unless agreed with legal services first.

Relevant Legislation / Policies / Procedural Guidance

- [The Trade Marks Rules 2008](#)
- [Government guidance on trademark/copyright](#)
- [Trade Marks Act 1994](#)
- [College of Policing Media and Communications APP](#)



Equality Impact Assessment

WMP places trust in their employees to comply with force policies and to work in accordance with and in support of:

- [WMP Vision and Values](#)
- [Code of Ethics | College of Policing](#)
- [Voice of the Child](#)

	What impact has this policy had on the nine protected characteristics in relation to the three general duties? (If applicable)	How will this updated policy positively impact each of the nine protected characteristics in relation to the three general duties? If not, explain why it will not.
Age (including children and young persons)	Positive	Readability has been increased in line with industry best practice to ensure content is accessible for all audiences. Tests have been carried out with internal and external audiences which confirm new voice, tone and style is preferred. Image and video style to designed to be more inclusive and diverse. The terminology in the guide was provided by WMP's D&I Team.
Disability	Positive	New colours, font, logo sizes have been designed with accessibility in mind. All designs have been made web safe to meet all online accessibility requirements. Changes have been consulted with the Disability Carers Network. The terminology in the guide was provided by WMP's D&I Team.
Gender Reassignment	Positive	A-Z Style guide contains correct terminology and usage to ensure consistency when referring to these groups. The terminology in the guide was provided by WMP's D&I Team.
Pregnancy & Maternity	Positive	A-Z Style guide contains correct terminology and usage to ensure consistency when referring to these groups.



		The terminology in the guide was provided by WMP's D&I Team.
Marriage & Civil Partnership	Positive	A-Z Style guide contains correct terminology and usage to ensure consistency when referring to these groups. The terminology in the guide was provided by WMP's D&I Team.
Race	Positive	A-Z Style guide contains correct terminology and usage to ensure consistency when referring to these groups. Image and video style to designed to be more inclusive and diverse. The terminology in the guide was provided by WMP's D&I Team.
Religion or Belief	Positive	A-Z Style guide contains correct terminology and usage to ensure consistency when referring to these groups. Image and video style to designed to be more inclusive and diverse. The terminology in the guide was provided by WMP's D&I Team.
Sex	Positive	A-Z Style guide contains correct terminology and usage to ensure consistency when referring to these groups. Image and video style to designed to be more inclusive and diverse. The terminology in the guide was provided by WMP's D&I Team.
Sexual Orientation	Positive	A-Z Style guide contains correct terminology and usage to ensure consistency when referring to these groups. Image and video style to designed to be more inclusive and diverse. The terminology in the guide was provided by WMP's D&I Team.

Publication Instructions

Suitable for publication to public.



Document Control

Strategic Lead: <i>[role and name]</i>	██████████ - Head of Engagement and Content - Corporate Communications
Policy Author(s): <i>[role and name]</i>	██████████ - Head of Engagement and Content - Corporate Communications
Effective Date:	05.01.2026
FET Lead: <i>[role and name]</i>	ACC Matt Welsted
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Review Date:	05.01.2031

Any enquiries in relation to this policy should be made directly with the Strategic Lead.

All policies are subject to a formal consultation process which encompasses Legal, Professional Standards, Faith Groups, Trade Unions, Independent Advisory Groups and wider force groups and any other relevant parties. A record of consultation can be found on the Policy Portal.

It is responsibility of the Strategic Lead to ensure that all links within the policy are correct and accessible.

Amendment History:

Version Number:	Effective Date:	Summary of Amendments:	Author:
2.0	19/07/2023	Minor changes: 1. Replaced old mission statement with the new. 2. Replaced references to old WMP strategy with new. 3. Addition of: <i>Our logo and name are <u>protected in law by trademark</u>. This means we can act against those who use our logo without a license or creates a logo which is confusingly similar. You should think carefully about where and how you use the logo and who you give permission to use our logo. Contact Corporate Communications and / or Legal Services if you are in any doubt</i> Addition of: <i>If branding merchandise such as pens, mugs etc items should be ethically produced, locally sourced where possible and environmentally sustainable i.e. made from recycled products and be recyclable at the end of their life.</i>	██████████ / ██████████ ██████████



3.0		Reviewed and moved to new template. Clarification of Force logo usage within force sports. Legal services referenced regarding documentary licence agreements Links to Trade Marks Act and College of Policing Media and Communications APP added.	