

NEIGHBOURHOOD WATCH

# BRAND GUIDELINES



**2022**

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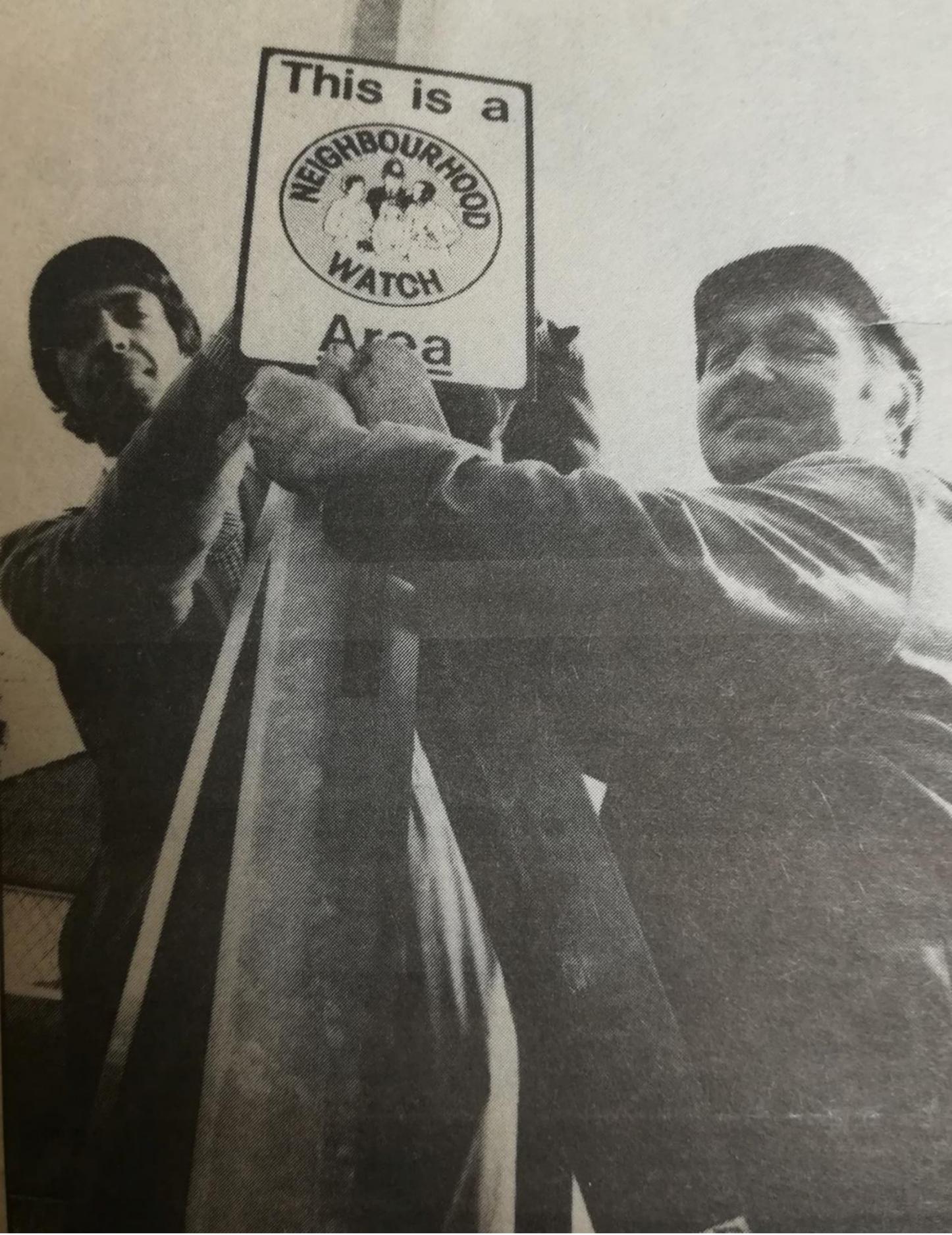
# OUR STORY

## HOW WE BEGAN

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**In 1964, 28-year-old Kitty Genovese was stabbed in New York outside the apartment building across the street from where she lived. Two weeks after the murder it was rumoured that 38 witnesses saw or heard the attack, but none of them called the police or came to her aid.**

This prompted inquiries into what became known as the bystander effect or "Genovese syndrome", and the murder became a staple of American psychology textbooks for the next four decades. It also motivated a community response and the very first Neighbourhood Watch scheme was set up.



# OUR STORY

## 1982

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In 1982 the first scheme in the UK, known as Home Watch, was set up in Mollington, Cheshire. From there we grew from strength to strength. Neighbourhood Watch representatives formed local, county and regional groups.

In 2007, with the support of the police and the Home Office, the first national umbrella organisation (Neighbourhood and Home Watch) for the movement was established.

Our focus was on building local Neighbourhood Watch community groups which liaised with the police and focused on reducing burglary and other home and personal crimes.



# OUR STORY

## TODAY

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Today we live in unpredictable and ever-changing times. With the transformation of how people use the internet, communities are no longer restricted to geographical locations, and crime has taken on new forms.

To ensure we remain relevant when the pace of change is faster than at any time in our past, our focus now is on building resilient communities to tackle crime in all its shapes and forms and keep people safe across England and Wales.

**We are proud to be the largest crime prevention voluntary charity in England and Wales today with upwards of 2.3 million members.**



# OUR STORY

## OUR FUTURE

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Our vision is a society where neighbours come together to create safer, stronger and active communities.

Our mission is to support and enable individuals and communities to be connected, active and safe, which increases wellbeing and minimises crime.

**By 2025 our ambition is to be**

**The authoritative voice on community-based crime prevention**

**The most popular gateway for citizens to engage in their locality**

**A recognised contributor to community health and wellbeing**



# Our Values

In all our work and relationships, we will be relevant, accountable and inclusive.

## NEIGHBOURLY

We aspire to be good neighbours.

## COMMUNITY FOCUSED

We bring people together.

## INCLUSIVE

We are welcoming to all people.

## PROACTIVE

We are active within communities and we are relevant in today's world.

## TRUSTED

We are dependable, caring, respectable, approachable and supportive.

## COLLABORATIVE

We work as a team, in partnerships and within communities.



# FOOD FOR THOUGHT

"There is no power for change greater than a community discovering what it cares about."

---

MARGARET J. WHEATLEY  
AN AMERICAN WRITER, TEACHER AND SPEAKER





Part 1

# TONE OF VOICE

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# OUR TONE OF VOICE



## Why do we have a tone of voice?

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**Our tone of voice captures Neighbourhood Watch's personality, our attitude and opinions, and helps us to connect with people. It sets our intentions: this is what we're like. And this is how we want the world to see and feel us.**

Lots of people write on behalf of Neighbourhood Watch, so these guidelines represent a set of standards for the way we should communicate. They will help our voice to be consistent, credible, and trusted.

To be effective, the tone of voice guidelines should be used across all content – nationally and locally.

A tone of voice is sometimes called brand voice or brand language. They're all the same thing.



# OUR TONE OF VOICE

## It's not what we say, but how we say it

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**Friendly: We are warm, conversational, and down to earth.**

How this shows up in our copy: We write how we speak, using everyday words. We use contractions. We make the narrative more personal by using 'we' and 'you'.

**Confident: We are strong, bold, and show our expertise.**

How this shows up in our copy: We make statements and avoid hedging language like 'we think' or 'possibly'. We get to the point quickly, without fluff.

**Energetic: We use active words and positive language. We speak with passion and interest.**

How this shows up in our copy: We pay attention to rhythm. We use shorter sentences. But then we sometimes sprinkle in longer, sometimes overly long sentences. It keeps our writing pacy.

**Authentic: We are honest and direct. We are clear and dodge jargon.**

How this shows up in our copy: We talk directly to our audience and consider what the value is for them. We use simple language and don't assume knowledge.

# OUR TONE OF VOICE



## Guidelines

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Everyone who writes on behalf of Neighbourhood Watch should read through our Tone of Voice Guidelines [add link]. The Guidelines describe how to write in a friendly, energetic, authentic and confident tone.

It has useful general copywriting principles that we should all adopt.



Part 2

# OUR STYLE RULES

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# OUR LOGO JOURNEY



Our Neighbourhood Watch yellow roundel has 96% wide recognition across England and Wales.

**1982**



**2003**



**2017**



# OUR LOGO PERMISSIONS



**Our logo and name are trademarked and must not be used without permission, nor edited, used out of context, or inappropriately.**

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**Neighbourhood Watch members and volunteers can use our logo if they are:**

- registered as a volunteer or scheme with a Neighbourhood Watch Association, Neighbourhood Watch Network, or a local Neighbourhood Watch database, AND
- approved by their local Neighbourhood Watch Association or by Neighbourhood Watch Network.

Please contact us to request permission to use our logo if you are an individual, corporate or not-for-profit organisation, who is not a member or partner of Neighbourhood Watch.

**Note: NO individuals and companies are allowed to use our logo for personal profit.**

# OUR LOGO TODAY

Our Neighbourhood Watch yellow roundel has 96% recognition across England and Wales.

## PRIMARY LOGO

There is an English and a Welsh yellow version of the roundel.



# OUR LOGO TODAY

## SECONDARY LOGO

In situations when the primary logo is not appropriate, a black and white version OR bilingual version may be used.



## VARIATIONS OF OUR LOGO

In 2019 we also approved the use of a logo with no central image to be used in certain circumstances.

If you would like to use a logo with no central image please contact us.





# SPECIAL EDITION LOGOS

Neighbourhood Watch Network, the umbrella charity for all Neighbourhood Watches across England and Wales, has created special edition logos to be used to celebrate or promote special partnerships, events or strands of work.

## CYBERHOOD WATCH LOGO

Neighbourhood Watch teamed up with Avast to create Cyberhood Watch - an initiative that helps people learn more about cybersecurity risks and how to keep themselves, their families and their communities safer.

**Our Cyberhood Watch logo can be used by our Cyberhood Watch Ambassadors, Avast or Neighbourhood Watch Network.**

Association Leads and Coordinators should contact us if they wish to use this logo.





# SPECIAL EDITION LOGOS

Neighbourhood Watch Network, the umbrella charity for all Neighbourhood Watches across England and Wales, has created special edition logos to be used to celebrate or promote special partnerships, events or strands of work.

## NEIGHBOURHOOD WATCH WEEK LOGO

Neighbourhood Watch Week runs annually in June to celebrate our supporters and volunteers, and to raise awareness of our charity.

The Neighbourhood Watch Week special edition logo can be used to promote the week.





# SPECIAL EDITION LOGOS

Neighbourhood Watch Network, the umbrella charity for all Neighbourhood Watches across England and Wales, has created special edition logos to be used to celebrate or promote special partnerships, events or strands of work.

## NEIGHBOURHOOD WATCH 40TH ANNIVERSARY

To commemorate 40 years of Neighbourhood Watch in England and Wales, Neighbourhood Watch Network has released a special edition logo, which can be used during 2022.

The logo highlights the charity's year of establishment in the UK, 1982, and introduces the new teal colour to its spectrum of 5 brand colours.





# SPECIAL EDITION LOGOS

Neighbourhood Watch Network, the umbrella charity for all Neighbourhood Watches across England and Wales, has created special edition logos to be used to celebrate or promote special partnerships, events or strands of work.

Occasionally Neighbourhood Watch creates time-limited, restricted used, PARTNERSHIP PROMOTION LOGOS. Contact us if you wish to use one of these logos.



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Limited use for Croods 2 launch in 2021 only



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Limited to Neighbourhood Watch training programme to Deliveroo riders only





# LOGO PLACEMENT

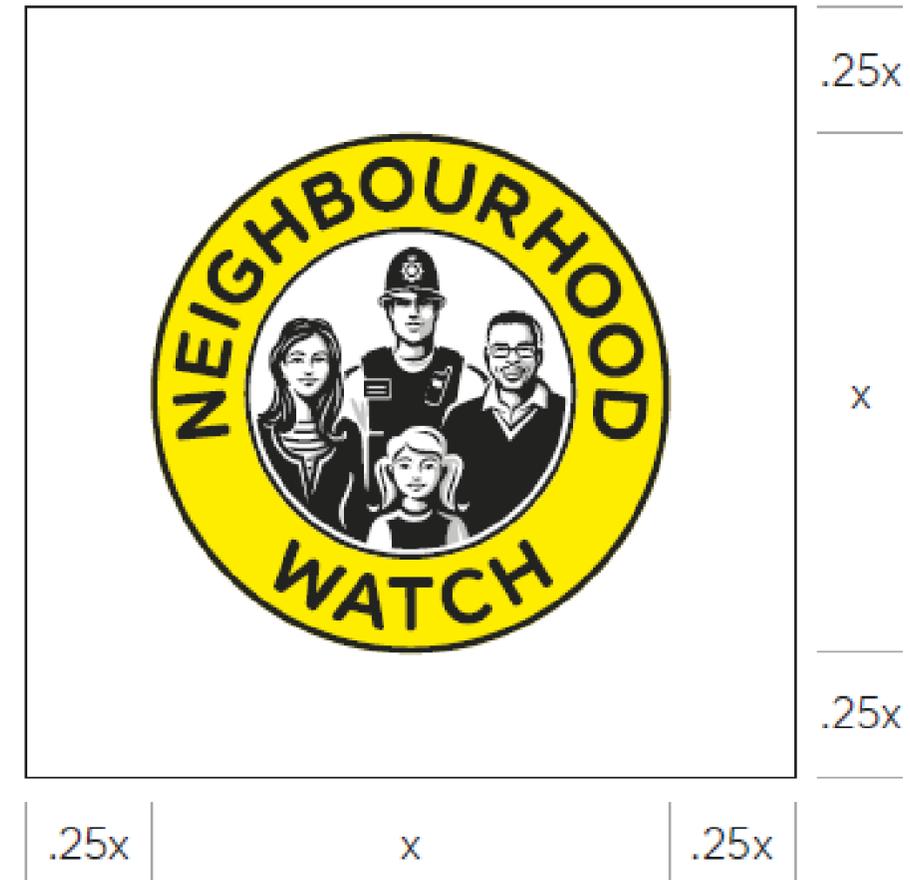
## ISOLATION

The roundel logo is always be surrounded by a minimum area of space.

The area of isolation ensures that headlines, text or other visual elements don't encroach on the logo.

The area is defined by using 25% of the height of the logo which is referred to as x.

A margin of clear space equivalent to 0.25x is drawn around to create the invisible boundary.



For example:  
Logo Height = 50mm  
Isolation area = 12.5mm (all sides)

# LOGO PLACEMENT



## MINIMUM SIZE

The roundel logo has been designed to reproduce at a minimum height of 40 mm.

Online this is a minimum size of 115 pixels high.

There is no max reproduction size of the logo.

Minimum Size



40mm

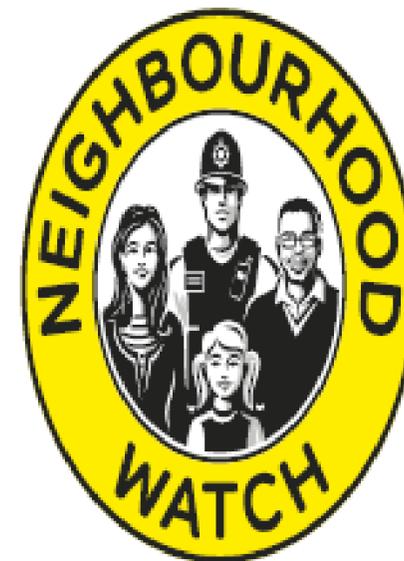
# LOGO PLACEMENT

## APPEARANCE

It is important that the appearance of the roundel remains consistent.



The roundel should never be misinterpreted, modified or added to.





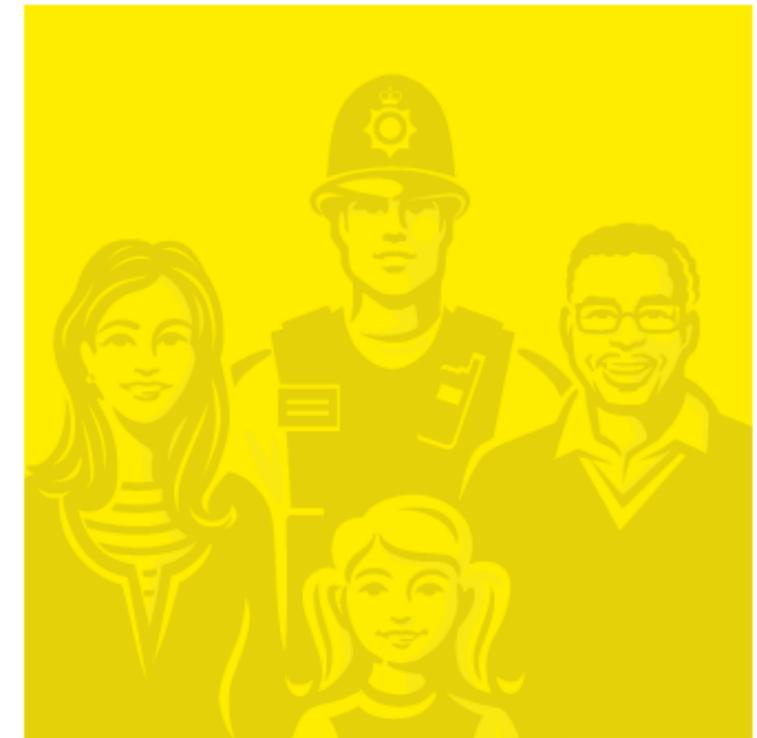
# LOGO ALTERNATIVES

## APPEARANCE

The central element can be extrapolated from the roundel and placed on either a yellow or white background.

**It must be set to 20% opacity.**

The circle should be removed from the central element.



Opacity of Characters = 20%



# LOGO WORDS

## APPEARANCE

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In some instances, the roundel is not a suitable asset to use, generally when the space allocated is less than 50mm in height.

**In these instances, the word mark Neighbourhood Watch can be written in Alleyn Semi Bold.**

It can only be written in black over a flat flood of yellow.

It can be written on one line or split onto 2 lines but must be left aligned.

**NEIGHBOURHOOD WATCH**

**NEIGHBOURHOOD  
WATCH**



# OUR BRAND COLORS

## Print (CMYK) and online (RGB) colours

Colour consistency is vital to a cohesive look. When printing, please ensure the printer is accurately calibrated.



**Pantone Yellow C**

R: 255  
G: 231  
B: 0

C 0  
M 0  
Y 100  
K 0

**#FFE700**



**Pantone Neutral Black C**

R: 34  
G: 34  
B: 34

C 73  
M 64  
Y 61  
K 78

**#222222**



**Pantone Cool Grey 3 C**

R: 196  
G: 196  
B: 196

C 26  
M 19  
Y 20  
K 2

**#C4C4C4**

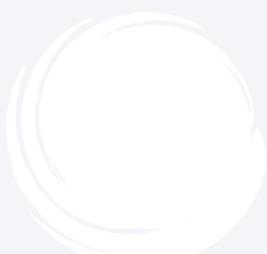


**Pantone 7716 C**

R: 0  
G: 161  
B: 161

C 100  
M 0  
Y 0  
K 37

**#00A1A1**



**Pantone Pure white 000C**

R: 255  
G: 255  
B: 255

C 0  
M 0  
Y 0  
K 0

**#FFFFFF**



# OUR PRIMARY FONTS

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Alleyn (Bold, Semibold, Regular or Light) or Calibri (Bold, Regular or Light) should be used in the first instance.

**ALLEYN BOLD**  
**ALLEYN SEMIBOLD**  
ALLEYN REGULAR  
ALLEYN BOOK

**alleyn bold**  
**alleyn semibold**  
alleyn regular  
alleyn book

**CALIBRI BOLD**  
CALIBRI REGULAR  
CALIBRI LIGHT

**calibri bold**  
calibri regular  
calibri light

**NW**



# OUR SECONDARY FONTS

ZING or MONTSERRAT can be used in creating elements, such as posters and social media assets, to bring an element of our heritage and creative variations to our assets.

**ZING RUST BASE ROUGH**

**ZING RUST BASE**

*ZING RUST SCRIPT*

ZING SANS RUST

Montserrat

**Montserrat Classic**

Montserrat-Thin

**Montserrat Extra-Bold**

Montserrat Extra-Light

**Montserrat Semi-Bold**

**NW**



EXAMPLE OF MONTSERRAT  
IN A SOCIAL MEDIA IMAGE



# FONT GUIDELINES

To maintain a cohesive style, always aim to be consistent in your font and style, and establish and maintain a clear difference between:

**01**

THE HEADLINE, SUB  
HEADING AND BODY

**This is the headline**

**This is the sub-heading**

This is the body copy.

**02**

THE BODY COPY,  
QUOTES AND CREDITS

This is the body copy.

“This is the quote”

**CREDIT NAME**

This is the body copy.

**03**

THE BODY COPY AND  
WEBSITE URLS

This is the body copy.

[ourwatch.org.uk](https://ourwatch.org.uk)



# OUR IMAGES

NEIGHBOURHOOD WATCH BRAND GUIDELINES V. 1 | 2022

# OUR IMAGES



## COMMUNITY BASED CRIME PREVENTION

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Our images should positively reflect our position as the authoritative voice on community-based crime prevention



## COMMUNITY ENGAGEMENT

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Our images should show how we support people to engage in their area, with ourselves and with others.



## COMMUNITY HEALTH AND WELLBEING

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Our images should positively reflect community health and wellbeing

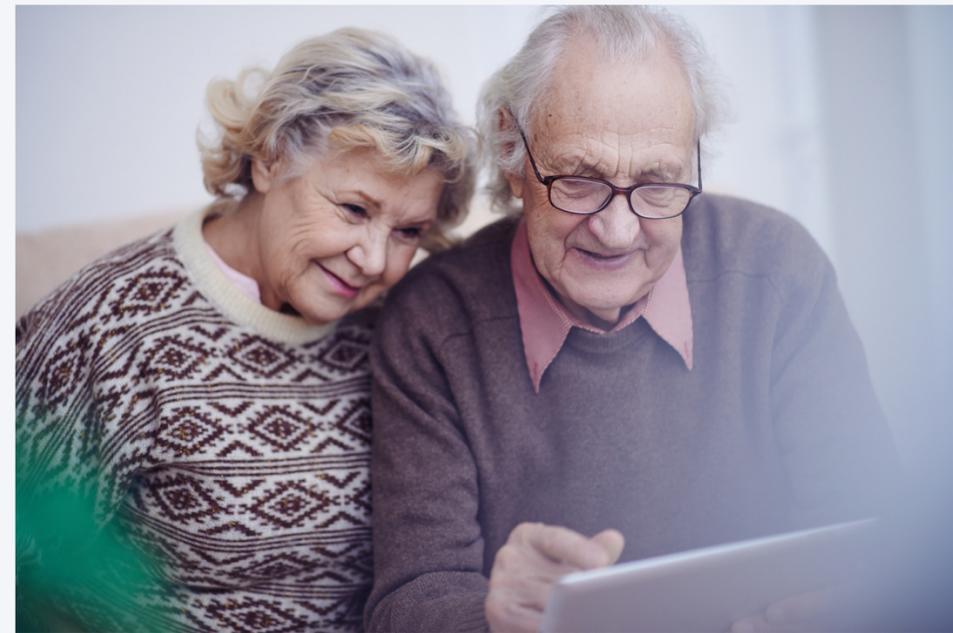


# OUR IMAGES



## DIVERSITY AND INCLUSION

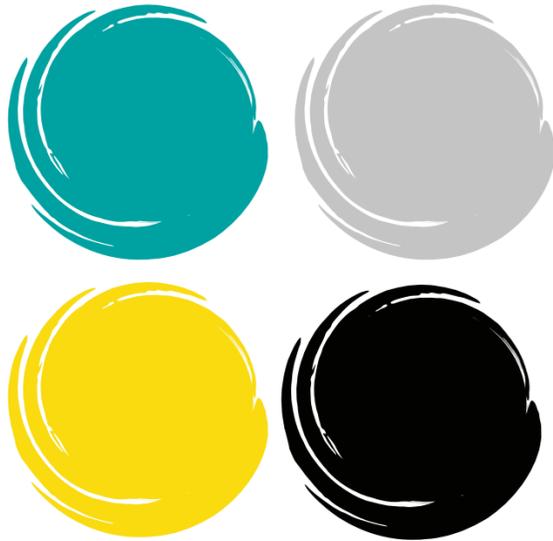
Our images should positively reflect all people living in England and Wales.



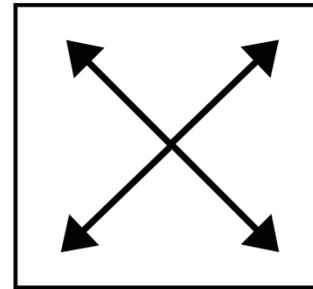


# REMINDERS FOR OUR BRAND

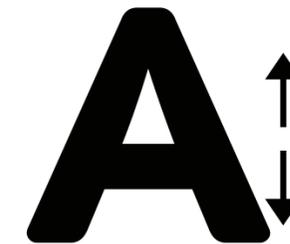
Don't forget



Color palette



Logo size and spacing



Font and placing

# OUR BRAND IN PRINT



## PROTECT *your* POOCH

Dog owners are increasingly concerned about their dogs being stolen, so we are urging the public to keep their dogs **SECURE, IN SIGHT** and **SEARCHABLE**.

### Keep them SECURE

- Pets can be easily stolen from a garden when left unattended, even for a few minutes. Front gardens are very vulnerable.
- Secure your garden boundary to prevent your dog from escaping or a thief from reaching in. Fit a bell or gate alarm to rear or side gates and secure them with British Standard locks, locking bolts or closed shackle padlocks.
- As well as a lock, consider fitting a bell or small alarm to outside kennels to warn you of any tampering.
- Be particularly careful of publicly posting on social media details of where you live, the type of dog you have and where you walk.

### Keep them IN SIGHT

- Never leave your dog unattended in a car – especially on warm days. It's not just dangerous for their health but allows them to be easily targeted by thieves.
- Leaving your dog alone outside a shop is another easy opportunity for a thief, even if you are only away for a minute.
- Teach your dog recall. If it's not trained to do this, be very careful of allowing them off the lead, especially in unfamiliar areas. You could try an extending lead instead.
- Vary the times and routes you take when walking your dog.
- Be careful of strangers asking a lot of questions when you are walking your dog – they could be distracting you to make it easy to steal your dog.
- If you need to use a dog walking service or kennels, make sure you check references carefully to ensure the offer is genuine or the company is trusted.

### Keep them SEARCHABLE

- Make sure your dog is microchipped and the details are correct on any of the recognised pet registration databases. Your dog must be microchipped by the time it is eight weeks old. For further information about the process and potential databases visit the [UK government webpage on microchipping your dog](#).
- Pit your dog with a collar – the tag on the collar should have a contact number and your surname, not the name of the dog.
- Make sure you take pictures of your dog from various angles, especially any distinctive markings or features. A photo of you with your dog can help to prove ownership. Taking photos of your dog in various conditions can also help, such as after grooming and before.

## HOW TO ORGANISE A STREET PARTY

Celebrate 40 years of Neighbourhood Watch with a street party!

Bringing neighbours together is what Neighbourhood Watch does best. One way to connect, celebrate and share with your community is by holding a street party!

**PLANNING 1- 2 MONTHS IN ADVANCE**

- Make sure that everyone is involved in the decision making
- Plan activities for all ages, not just the kids, such as a street quiz
- Arrange for neighbours to bring food, games, chairs, tables
- If you are playing music, make sure that it isn't too loud and caters for all tastes
- Arrange for road signage
- Arrange for bunting to decorate the street

**GETTING STARTED 3-4 MONTHS IN ADVANCE**

- Talk with your neighbours about celebrating our 40th anniversary in June 2022
- Invite your neighbours in writing by popping a 'Save the Date' through their doors
- Apply to your council for a road closure permit

**In 2022 we will celebrate 40 years of neighbourliness, connection, and our large volunteer network.**



# OUR WINDOW STICKERS

**Our window stickers tell others that you are part of the largest voluntary crime prevention movement in England and Wales and that you care about your community.**

Our free stickers are often sponsored by our partners with their logo on the reverse.

They can be requested from your Regional or London Borough Association. If you do not have an Association for your area, contact us.





# OUR STREET SIGNS

Alongside the famous window sticker, our road signs are the most recognised brand asset.

Replace old logos by placing a new roundel sticker over the top of the old roundel on an existing sign (option 1). The roundel can be placed alongside a maximum of 2 partner logos, which must be in black and in the bottom corners; or above your website address (option 2).

Option 3 is a rounded square, dimensions 500mm x 500mm, with a yellow background and the roundel large in the centre. Option 4 is a circle tight to the diameter of the yellow roundel, with a diameter of 500mm.

OPTION 1



OPTION 2



OPTION 3



OPTION 4





# OUR STREET SIGNS

**Street signs are a great way of showing that your community cares about preventing crime.**

Each individual scheme is responsible for deciding where to hang signs, for putting up the signs securely and for maintaining them. Sign Location and Fitting formal planning permission should not be required to fit new signs which comply with the 1992 Town and Country Planning (Control of Advertisements) Regulations.

## You should

- **notify your local authority as to the location of each sign and**
- **ensure that any fixing equipment complies with their regulations.**

**In some cases, the local police and/or your local Association may have prior agreements with the local authority as to the type and fitting of each sign.**

The supply and maintenance of Neighbourhood Watch signs may vary from county to county and may be issued by the local police or Association.

In some cases, schemes may incur a small charge to cover purchase costs. It may be worth obtaining quotes from a number of suppliers as costs will vary based on quantity and material.





# OUR STREET SIGNS

**All recognised Neighbourhood Watch schemes following the below conditions and limitations, in line with local policy, will be covered by Public Liability Insurance, free of charge.**

1. No sign may exceed 0.2 square meters in area
2. No sign may be displayed on highway land without the consent of the highway authority.
3. The local planning authority shall, at least 14 days before the sign is first displayed, be given particulars in writing of the place at which it is to be displayed and a certificate:
  - that the scheme has been properly established
  - that the police authority has agreed to the display of the advertisement; and
  - where relevant, that the consent of the highway authority has been given.
4. Any such sign shall be removed within 14 days after
  - the relevant scheme ceases to operate
  - the relevant scheme ceases to be approved by the police authority, or
  - the highway authority withdraw its consent to its display
5. Illumination is not permitted
6. No character or symbol on the sign may be more than 0.75 metres in height or 0.3 metres in the area of special control
7. Signs must NOT be placed on any road traffic signs, placed on any road traffic signal or placed on telegraph, telephone and electricity columns (unless express permission from the company has been given)
8. Signs must be
  - At least 2.2 metres above street level but no part of the sign may be more than 3.6 metres above ground level.
  - Placed on concrete and steel lamp columns maintained by the local authority. If a suitable place cannot be found, consideration may be given to placing it on a post, wall or fencing on private land. Written permission from the landowner is necessary before a sign can be erected in this way.





# OUR MERCHANDISE

**Our merchandise should clearly display our Neighbourhood Watch logo according to our Brand Guidelines.**

Wherever possible we encourage you to display the Neighbourhood Watch Network website [www.ourwatch.org.uk](http://www.ourwatch.org.uk).

If you have any questions regarding merchandise or would like to purchase any products please contact us.



Examples of Neighbourhood Watch merchandise



# OUR STATIONERY

With over 90,000 volunteers there are over 90,000 different ways we can format our letters, presentations, business card and email footers. To provide one clear, consistent message to others we encourage you to follow the styles below.

Full name | Job title  
NEIGHBOURHOOD WATCH NETWORK, Central Support Team  
M mobile number|

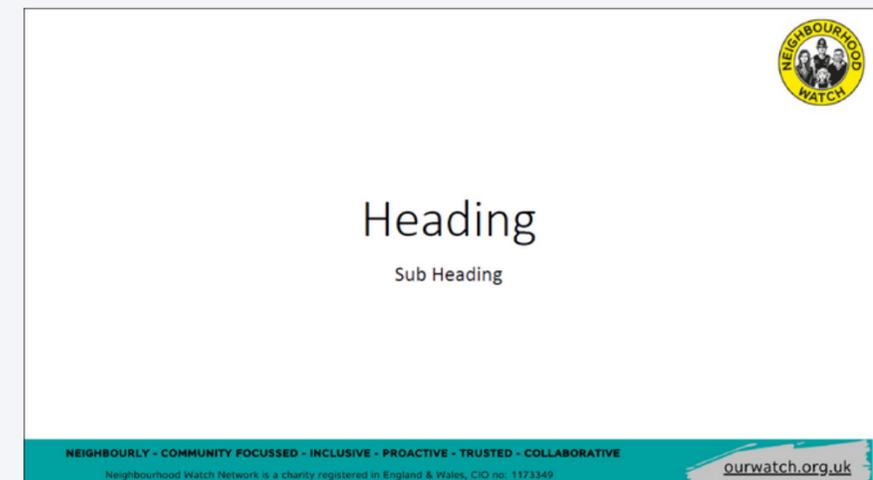
Follow us.. [ourwatch.org.uk](http://ourwatch.org.uk) / [Facebook](#) / [Twitter](#) / [Instagram](#) / [LinkedIn](#)  
*Neighbourhood Watch Network is a charity registered in England & Wales, CIO no: 1173349*

## EMAIL FOOTER

WORD LETTER  
(Download template)



## BUSINESS CARD



POWERPOINT PRESENTATION  
(Download template)



# FOLLOW US

Tag us online



**TWITTER**

---

@n\_watch



**LINKED IN**

---

@neighbourhood-watch



**FACEBOOK**

---

@ourwatch



**INSTAGRAM**

---

@neighbourhood.watch.insta



# CONTACT US



## POSTAL ADDRESS

WG07, Vox Studios, 1-45 Durham Street, Vauxhall, SE11 5JH



## EMAIL ADDRESS

[enquiries@ourwatch.org.uk](mailto:enquiries@ourwatch.org.uk)



## PHONE NUMBER

0116 402 6111