



Neighbourhood
Watch **SCOTLAND**

Safer Neighbourhoods Stronger Communities



Branding Policy

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1. Purpose

The Branding Policy aims to ensure that Neighbourhood Watch Scotland (NWS) maintains a consistent, readily recognisable, and professional brand identity. This document outlines the guidelines for using the charity's name, logo, and other brand elements to ensure that all communications and materials reflect the values, mission, and reputation of NWS.

2. Scope

This policy applies to all NWS staff, Trustees, volunteers, partners, contractors, and any other individuals or organisations involved in creating or distributing materials on behalf of NWS. It includes all forms of communication, such as print, digital, and social media.

3. Branding elements

3.1 Name of organisation

The official name is "Neighbourhood Watch Scotland." The name should be used in full on all formal communications. The abbreviation "NWS" may be used in policy documents and informal communications but should be clearly defined in the first instance. In any communication remember Neighbourhood Watch Scotland is singular, e.g. 'is' or 'has' (**not** 'are' or 'have').

3.2 Official NWS logo

The NWS logo is a core element of our brand identity. It must be used consistently across all platforms. The logo incorporates the graphic design, colour scheme, and the tagline 'safer neighbourhoods, stronger communities' (see Figure 1 and 2 below).



Fig.1 Full colour logo with tagline.



Fig.2 NWS Logo (reversed colour scheme)

The logo and tagline may be used in isolation, as shown in Figures 3a and 3b, if appropriate.



Fig.3a. Logo only

Safer Neighbourhoods Stronger Communities

Fig.3b. Tagline only

In addition, a banded circular logo has been introduced to provide greater flexibility as follows.



Fig.4. Banded circular logo

3.3 Rural Watch logo

Rural Watch has bespoke logos (see appendix A). The same restrictions and guidelines apply to its use and application.

3.4 Logo Colours

The official colours of the NWS brand are as follows in Figure 3 below.



Fig.5 Logo colour codes (CMYK/RGB)

These colours should be used consistently in all branding materials to maintain a unified visual identity. Any additional colours used should complement the official palette and must be approved by the NWS Director/Board of Trustees.

The logo should not be altered in any way. This includes changing colours, proportions, or adding/removing elements.

3.5 Typography

The official typeface for the NWS logos is 'Neo Sans'. The font to be used in official documentation is Arial 12.

4. Usage Guidelines

4.1 General use of logo

The NWS logo must be used in its entirety and must not be altered, distorted, or modified in any way. The logo should always be displayed in its original colours. Black and white versions may only be used when colour printing is not available. Figure 4 specifies the options available on a white and black background.



Fig.6 Logo (Black and white options)

4.2 Size and Placement

The NWS logo should be displayed prominently and legibly. The minimum size of the logo must be respected to ensure legibility. The logo must always remain sharp and clear. It should be sized appropriately for the medium, ensuring it is neither too small to read nor too large to overwhelm other content. The logo must maintain its original aspect ratio. Do not stretch, compress, or skew the logo.

A clear space equal to the height of the NWS logo should be maintained around it to ensure it remains distinct and uncluttered. The logo must not be combined with any other images, text, or graphics that could alter its intended appearance.

4.3 Digital Use

The NWS logo may be used on websites, social media, and other digital platforms, provided it complies with this policy. The logo should link back to the official Neighbourhood Watch Scotland website:

(<https://www.neighbourhoodwatchscotland.co.uk>) when used online.

Digital versions of the logo must retain the correct resolution and proportions to avoid pixelation or distortion. Any related content should be consistent with our values and mission and must be approved by the NWS Team.

4.4 Branding within NWS Internal Communications

All internal communications, including emails, presentations, and reports, should adhere to branding guidelines to maintain consistency. Templates provided by the NWS Policy Officer should be used whenever possible.

4.5 Branding within NWS External Communications

All external communications, including press releases, brochures, websites, and social media, must adhere to this policy. Partners and third parties must receive written approval or verbal authorisation from the NWS Team before using NWS branding and the approval recorded on the Partners directory held by the Business Support Officer.

4.6 Imagery

All images used in NWS materials must reflect our values and mission. They should be high-quality, positive, and inclusive. Images must not be misleading, and any stock photography should be carefully selected to align with our brand values.

4.7 Tone

The tone of all communications should be friendly, supportive, and professional. Language should be clear, concise, and free of jargon. Communications should be inclusive, respectful, and considerate of all audiences.

5. Guidelines for Volunteer Coordinators

5.1 Authorised Use

Volunteer Coordinators are authorised to use the NWS logo in their official capacities, including on flyers, newsletters, and community event materials, provided the use aligns with this policy. Any official capacity must directly relate to the activities and initiatives associated with NWS and their role as a Volunteer Coordinator.

5.2 Use in Social Media

Volunteer Coordinators may use the NWS logo on social media profiles or posts, provided that the content is directly relevant to NWS activities. Coordinators should clearly indicate their role as volunteers and avoid any representation that suggests they are speaking on behalf of the organisation without proper authorisation.

5.3 Unauthorised use

The NWS logo may not be used in any way that suggests endorsement of a product, service, or political activity without express permission from NWS. The logo must not be used in any context that could damage the reputation and/or integrity of NWS. As such it should not be used on letter headed paper and other media such as for the submission of complaints to local councils, councillors or MP's.

6. Compliance and Enforcement

6.1 Monitoring

NWS reserves the right to monitor the use of its logo and brand assets to ensure compliance with this policy.

6.2 Breaches of Policy

Any unauthorised or inappropriate use of the NWS logo or other brand assets may result in the withdrawal of the right to use these materials and potential further action, depending on the severity of the breach. Please refer to the NWS Staff Disciplinary Policy and the Volunteer Management policy for further information.

6.3 Reporting Misuse

Any misuse of the NWS logo or brand assets should be reported immediately to the NWS Team.

7. Review arrangements

This Branding Policy will be reviewed annually to ensure it remains relevant, effective and aligned with the charity's objectives.

Any updates or changes to the policy will be communicated to all relevant stakeholders.

8. Contact Information

For questions or clarifications regarding this policy, please contact the NWS Team at:

Office: Neighbourhood Watch Scotland, 21 Claylands Road, Newbridge, Edinburgh EH28 8LF.

Tel: 01786 463732

Email: info@neighbourhoodwatchscotland.co.uk

Website link: <https://www.neighbourhoodwatchscotland.co.uk>

This policy is designed to protect and preserve the Neighbourhood Watch Scotland brand, ensuring it is used consistently and appropriately across all platforms and reinforcing its commitment to fostering safer neighbourhoods and stronger communities throughout Scotland.

Appendix A – Rural Watch logos

FULL COLOUR LOGO



Delivered by Neighbourhood Watch Scotland

REVERSED COLOUR



Delivered by Neighbourhood Watch Scotland

BLACK / MONO WHITE



Delivered by Neighbourhood Watch Scotland



Delivered by Neighbourhood Watch Scotland