

ACT

BRAND IDENTITY GUIDELINES

What is ACT?

Since 2014, the threat we've faced from terrorism has been 'Severe' which means that an attack is highly likely.

But the cooperation between public and police is a powerful defence. Consequently, in recent years, attacks have been prevented and lives have been saved.

Communities defeat terrorism. That's why we're launching ACTION COUNTERS TERRORISM OR 'ACT', a campaign encouraging communities to share any information that may help prevent an attack.

When attacks have occurred in the past, people have said they suspected something was wrong, but worried they may waste police time by coming forward. Or that they might get someone into trouble.

The ACT campaign wants to reassure the public that no call or click will be ignored. And that we will only take action after appropriate checks have been carried out. Anonymity will be assured and what we are told will always be secure. Anyone who sees something unusual or suspicious should go with their instincts and act. If they think someone is vulnerable to being radicalised, act. Even if they're unsure what to do in an emergency, act.

This document aims to provide stakeholders who wish to use the ACT brand in their communications with specific guidelines on how this should be applied.

It answers the following key questions:

Q1. How should I use the ACT logo?

Q2. Which logo should I use?

Q3. How big should the logo be?

Q4. How much space do I need to leave around the logo?

Q5. Where should I position other elements in relation to ACT?

Q6. What font should I use in print communications?

Q7. What are the guidelines for using ACT online?

Q8. Should ACT be used with sub-brands?

Q1. HOW SHOULD I USE THE ACT LOGO?

The logo should always be placed bottom right of any printed or digital creative wherever possible.

Posters

**COMMUNITIES
DEFEAT
TERRORISM**

MAKE NOTHING HAPPEN

If you see or hear something that could be terrorist related, act on your instincts and call police, in confidence, on **0800 789 321** or visit **gov.uk/ACT**

 **COUNTER
TERRORISM
POLICING**

ACT | ACTION
COUNTERS
TERRORISM

Postcard

Don't rely on others.
If you suspect it,
report it.

**Confidential
Anti-Terrorist Hotline
Call 0800 789 321**

If you are deaf or have hearing difficulties
you can use a textphone to call us.
Dial 0800 032 4539.

 **ACT** | ACTION
COUNTERS
TERRORISM

Instagram Images

**RUN
HIDE
TELL**

**IN THE RARE EVENT OF
a firearms or weapons attack**

RUN - to a place of safety. This is a better option than to surrender or negotiate. If there's nowhere to go, then...

HIDE - Remember to turn your phone to silent and turn off vibrate. Barricade yourself in if you can.

TELL - the police by calling 999 when it is safe to do so.

www.counterterrorism.police.uk

ACT | ACTION
COUNTERS
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ACT | ACTION
COUNTERS
TERRORISM

Q1. HOW SHOULD I USE THE ACT LOGO?

There may be times when the situation dictates that the logo is used somewhere else. As in the examples below.

Facebook Images



ACT | ACTION COUNTERS TERRORISM

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ACT | ACTION COUNTERS TERRORISM

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HIDE - Remember to turn your phone to silent and turn off vibrate. Barricade yourself in if you can.

TELL - the police by calling 999 when it is safe to do so.

www.counterterrorism.police.uk

Q2. WHICH LOGO SHOULD I USE?

ACT should sit across all CT marketing and publicity materials. The role of the brand is different in each of these scenarios and as such there are two variations of the logo (one including the acronym and one without). Below is guidance as to which logo should be used across communications, if you would like further clarity regarding which version of the logo to use please contact the NCTP HQ campaigns Team (insert email address)

Insight: After an attack people come forward and say they had an instinct that something wasn't right.

Role of brand: Encourage individuals and communities to act on their instincts.

Inform: Run Hide Tell. In the event of a terrorist attack - Run Hide Tell ACT



Report: Suspicious activity and behaviour. If you see something suspicious, don't dismiss it, don't forget it. ACT by calling us in confidence on 0800 789 321. ACT by reporting terrorist or extremist content online.



Support: Someone who is vulnerable to radicalisation. If you are concerned, or worried about someone who may be vulnerable to radicalisation and you need support ACT by calling 101 or visit www.preventtragedies.co.uk



Q2. WHICH LOGO SHOULD I USE?

The ACT logo can also be used without the Action Counters Terrorism line and the rule if needed. See examples.

Colour logo



ACT

Black logo



ACT

Reversed Logo



ACT



ACT



ACT

Q2. WHICH LOGO SHOULD I USE?

There are three approved versions of the ACT logo. The Blue logo should be used on all colour communication unless it has to be used on an image or dark background. The black logo should be used on black and white communication.

C100 M83 Y28 K13
R0 G63 B118
Pantone 287C



C8 M86 Y100 K1
R217 G62 B21
Pantone XXXC



Colour logo

ACT

**ACTION
COUNTERS
TERRORISM**

Reversed Logo



Black logo

ACT

**ACTION
COUNTERS
TERRORISM**

Q3. HOW BIG SHOULD THE LOGO BE?

To ensure legibility of the logo and quality of reproduction, please ensure that the logo is reproduced to the sizes below. Please note that these sizes relate to the actual finished size.

48\$: 725mm wide

6\$: 250 mm wide

A1: 75mm wide

A2: 60mm wide

A3: 50mm wide

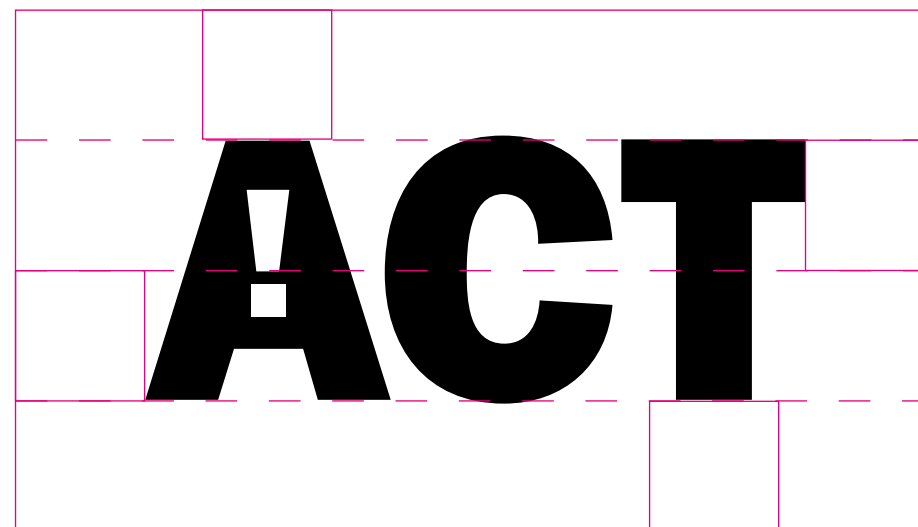
A4: 50mm

A5: 30mm

The minimum size of the logo should be 20mm.

Q4. HOW MUCH SPACE DO I NEED TO LEAVE AROUND THE LOGO?

Safe area around the logo should be at least 50% of the depth of the A in ACT as illustrated below.



Q5. WHERE SHOULD I POSITION OTHER ELEMENTS IN RELATION TO ACT?

Where the ACT logo is used alongside another logo the safe area should be the depth of the A in ACT as below.



Q6. WHAT FONT SHOULD I USE IN PRINT COMMUNICATIONS?

Fonts used are from the Gotham family below.

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!£%&@#(){}[]

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!£%&@#(){}[]

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!£%&@#(){}[]

GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!£%&@#(){}[]

Q6. WHAT FONT SHOULD I USE IN PRINT COMMUNICATIONS?

Where it isn't possible to use Gotham,
the Arial font family should be used.

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!£%&@#(){}[]

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!£%&@#(){}[]

ARIAL BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!£%&@#(){}[]

Q6. WHAT FONT SHOULD I USE IN PRINT COMMUNICATIONS?

Or as a further alternative, Calibri can be used.

CALIBRI LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!£%&@#(){}[]

CALIBRI REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!£%&@#(){}[]

CALIBRI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!£%&@#(){}[]

Q7. WHAT ARE THE GUIDELINES FOR USING ACT ONLINE?

The recommended size for the ACT logo online, based on a screen size of 1024 x 768 pixels is 75 x 25 pixels. Where possible, the blue logo should be used.

Please ensure you use an online vector file of the logo and make sure that it has been put as a separate layer and not as an alpha channel.

Q8. SHOULD ACT BE USED WITH SUB-BRANDS?

If you are using the ACT logo as a sub-brand on materials, please refer to the master brand guidelines of the prominent brand to see how it should be used.

Contact the NCTPHQ comms team to discuss your specific requirements.

**Please contact National Counter Terrorism Policing HQ
via nctphq.comms@met.police.uk
to use the brand and receive the logo file.**

ACT