

Victoria Police Manual

The Victoria Police Manual is issued under the authority of the Chief Commissioner of Police in s.60, Victoria Police Act 2013. Non-compliance with or a departure from the Victoria Police Manual may be subject to management or disciplinary action. Employees must use the VPM Professional and ethical standards to inform the decisions they make to support compliance.

Corporate branding

Context

The Victoria Police logo, badge and the chequered bands (Police and Protective Services) are the official brand elements of Victoria Police.

Collectively referred to as our 'Corporate Brand', they are powerful and recognised insignia which promote trust, confidence and perceptions of safety and security among the communities we serve.

It is critical to the professional representation of Victoria Police that they are appropriately and consistently applied.

Equally important is the exercise of appropriate controls on the use of secondary logos and brand elements that can otherwise compete with the Corporate Brand and weaken its impact. For this reason, no secondary logos can be used unless approved by the relevant region, command or department head and the Executive Director, Media, Communications and Engagement Department (MCED).

This policy seeks to protect Victoria Police's reputation by safeguarding the Corporate Brand, in conjunction with the Victoria Police Style Guide: Brand and Corporate Identity and the **VPM Corporate Communications**. Together they provide clear instructions on how the Corporate Brand should be applied across the organisation and the limited circumstances in which secondary logos may be displayed.

Policy at a glance

This policy includes:

- information on how the Victoria Police logo, badge and chequered bands can be used as our Corporate Brand
- Victoria Police's position on the use of secondary logos
- guidance on the use of secondary logos on uniform and the wearing of badges and tie pins
- the application process to apply for use of the Corporate Brand or a secondary logo.

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Scope and application

This policy applies to:

- all Victoria Police regions, commands, departments, work areas and groups
- all Victoria Police employees, contractors, consultants and volunteers.

Responsibilities and procedures

1. Corporate Brand

1.1. Corporate Brand elements

The Corporate Brand elements are the:

- Victoria Police Badge without the text 'Victoria Police'
- Victoria Police logo: the badge and text 'Victoria Police'
- blue and white police chequered band (Sillitoe Tartan)
- Protective Services logo: the badge and text 'Protective Services'
- blue and yellow protective service officer (PSO) chequered band (Sillitoe Tartan).





MCED is responsible for approving all matters relating to Victoria Police's corporate image and identity. MCED must be consulted regarding any programs, initiatives and activities impacting Victoria Police's image, including all applications for use of Victoria Police's Corporate Brand.

Use of the Corporate Brand must comply with the Victoria Police Style Guide: Brand and Corporate Identity.

To apply to use any or all elements of Victoria Police's Corporate Brand, employees must complete the Internal Application to Use the Victoria Police Logo Form [VP Form 1440] and supply the Manager Creative Services, MCED, with a sample or proof of the document or medium.

2. Secondary logos

To the community, there is one Victoria Police and there is no logo or icon that inspires greater trust or confidence in our work than the Victoria Police badge. Other than the secondary logos that are approved by MCED to support community confidence in Victoria Police, the use of secondary logos in the public domain compete with the Corporate Brand and may dilute its impact.

Secondary logos are used by employees to represent their specific work units to foster a sense of identity and loyalty within their teams. They should only be used externally by employees if they have a justified need not satisfied by the Victoria Police logo.

2.1 *Use on uniform*

Secondary logos must not be worn on, or as part of the uniform, unless permission has been obtained from the Uniform, Appearance and Equipment Committee (UAEC). Applications for the use of a secondary logo must be approved by MCED before applying to the UAEC. Refer to **VPM Uniform and Appearance Standards** for further information.

2.2 *Use of secondary logos in the public domain*

- Work groups can apply for permission for their employees to wear a small secondary logo when wearing civilian attire in the form of a pin, badge or as part of a discreet tie design. For example, a logo developed by a local work unit. This does not extend to the wearing of a secondary logo on police uniform or embroidered on civilian attire. Wearing a small secondary logo is only permitted when the secondary logo measures no more than 2cm at its longest point and has been approved by the Executive Director or Assistant Commissioner of the requesting work group and the Executive Director, MCED. Application must be made via Request for Approval of a Secondary Logo [Form 1519] and completing Part A.
- The use of secondary logos in other formats including on merchandise, clothing, patches, flags, large badges, posters and brochures in an external setting will only be permitted when an exemption has been obtained and there is a clear and justified business need. They must not be:
 - worn with civilian attire unless an approved small pin/badge
 - included in presentations if the audience includes people from outside of Victoria Police
 - used on the internet
 - featured in posters, brochures and merchandise that could be used or seen outside of police premises
 - used in areas of police premises which can be viewed by the public
 - included in email signature blocks.

To obtain approval for the development or use of a secondary logo for external use, requests must be made in writing and require approval from the Executive Director or Assistant Commissioner of the requesting work area and the Executive Director, MCED. The request must include:

- justification as to why the secondary logo needs to be introduced in the public domain
- details of how it will further Victoria Police objectives
- details on how the logo will be used and for what purposes
- information on the messages the logo seeks to convey and the intended target audience.

To apply for permission to use a secondary logo in a public setting, employees must complete VP Form 1519 and submit it to: MARKETINGUNIT-MGR@police.vic.gov.au

2.3 Use of secondary logos internally

Secondary logos for internal use only must be approved by the Executive Director or Assistant Commissioner of the requesting work group and the Executive Director MCED.

While it is understood that many work units have traditionally embraced the use of secondary logos that represent their specific roles and functions, it is important that these logos are kept out of the public domain unless approval has been obtained, as per section 2.2 of this policy.

Secondary logos may be used internally:

- in presentations if the audience are Victoria Police employees
- on Victoria Police internal social media pages or the intranet
- on posters, brochures and merchandise that are only to be used on police premises.

To obtain approval for the use of an internal only logo, requests must be made on Part A of VP Form 1519 and submitted to: MARKETINGUNIT-MGR@police.vic.gov.au. For more information on the internal use of secondary logos contact Creative Services, MCED.

Related documents

- *Trade Marks Act 1995* (Cth)
- VPM Corporate Communications
- VPM Uniform and Appearance Standards
- VPM Donations and sponsorships
- Victoria Police Style Guide: Brand and Corporate Identity

Further advice and information

For further advice and assistance regarding this policy contact the Manager Creative Services, MCED and refer to the MCED intranet page.

Update history

DATE UPDATED	SUMMARY OF CHANGE	FORCE FILE NUMBER
21/02/2024	New VPM incorporating information from VPM Corporate communications outlining approval processes for use of the Corporate Brand and secondary logos.	FF-220879