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# PAO BRAND STYLE GUIDE

VISUAL & EDITORIAL – AUGUST 2021



# INTRODUCTION

A brand is more than a logo – it's a reflection of who an organization is.

A cohesive brand can help strengthen trust and credibility with our member associations, their local members, stakeholders, government, the public, and more.

Our brand brings the PAO's purpose to life, and helps to reinforce our efforts to advocate effectively and build trust on behalf of the policing profession.

Following the guidelines outlined in this document will assist in positioning a clear and effective brand identity for the PAO.

# MISSION, VISION, VALUES

## Mission:

- The Police Association of Ontario will provide leadership to protect and advance the collective rights and interests of its membership.

## Vision:

- The Police Association of Ontario is the unifying voice for Ontario's professional police personnel.

## Values:

- **Integrity** – We do the right thing even in difficult situations, follow through on our commitments and work from a position of trust and accountability.
- **Respect** – We think and act in ways that are fair, considerate and professional. Creating an environment that is positive, recognizes everyone's contributions and establishes open, two-way communication.
- **Collaboration** – We work together as a team to best serve our collective membership, bringing forward and putting in place the best possible solutions to support decision-making that reinforces the Vision and Mission.
- **Dedication** – We demonstrate commitment, perseverance and diligence in our work, while practicing open, receptive and partnership-oriented leadership that benefits the policing community as a whole.

# LOGOMARK

The PAO logo should be incorporated into all PAO documents. Always use approved digital files for the logo. The logo is available in the following formats: EPS, AI, PNG, JPG.

The PAO logo is made up of the acronym, line, maple leaf and the PAO logotype. These elements are never separated for print or electronic applications unless authorized by the Communications Director. Together, they create a highly recognized symbol that is synonymous with the PAO.

To request a copy of the PAO logo in one of the above formats, please contact **[communications@pao.ca](mailto:communications@pao.ca)** and direct your request to the Communications Director. Internally, the PAO logo files are accessible at P: Communications > Logos > 1-PAO. Where there is a question about the use of the logo, the Communications Director must be consulted for advice and direction before any application.

# LOGOMARK

- The PAO logo can appear in the following colour variations
- At no point is the logo allowed to deviate from what is shown below – the typeface may not be changed, the colours may not be changed, it may not be distorted, it may not have any filters applied, and it may not be outlined differently
- Should there be any questions about the PAO logo, please direct them to the Communications Director

**Full Colour:**



**Black:**



**Knockout:**



# FONTS

The PAO utilizes two primary typefaces (fonts) – Roboto for sans serif and Merriweather for serif. These are both easily obtainable Google fonts and their files can also be requested from the Communications Director. In the absence of the availability of the two primary fonts, their secondary or alternative font options are Arial for sans serif and Times New Roman for serif.

## Sans Serif:

**Primary** - Roboto (*Thin, Thin Italic, Light, Light Italic, Regular, Italic, Medium, Medium Italic, Bold, Bold Italic, Black, Black Italic*)

**Secondary** - Arial (*Regular, Italic, Bold, Bold Italic, Black*)

## Serif:

**Primary** - Merriweather (*Light, Light Italic, Regular, Italic, Bold, Bold Italic, Black, Black Italic*)

**Secondary** – Cambria (*Regular, Italic, Bold, Bold Italic*)

# COLOURS

Primary colours must be used first, separate or together, and as the majority of colour in any branded piece of PAO content. Secondary colours are only to be used in a complimentary and supporting function.

## Primary:



**PAO BLUE**  
Pantone: 281C  
CMYK: 100/50/0/60  
RGB: 0/51/102  
HEX: #003366



**PAO RED**  
Pantone: 3517C  
CMYK: 0/95/95/35  
RGB: 165/9/9  
HEX: #A50909

## Secondary:



**PAO GREY**  
Pantone: 426U  
CMYK: 0/0/0/59  
RGB: 105/105/105  
HEX: #696969



**PAO TEAL**  
Pantone: 7467C  
CMYK: 100/6/35/0  
RGB: 0/160/175  
HEX: #09A5A5



**BLACK**  
Pantone: Black 6C  
CMYK: 0/0/0/100  
RGB: 0/0/0  
HEX: #000000



**WHITE**  
Pantone: P1-1C  
CMYK: 0/0/0/0  
RGB: 255/255/255  
HEX: #FFFFFF

# STATIONARY – LETTERHEAD

- All formal written communications from the PAO (email excluded) must utilize the PAO's letterhead template in Word and follow the preloaded styles within the document
- All formal written communications must be saved as a PDF before being sent to their intended recipient



# STATIONARY – BUSINESS CARDS

- All staff, President and/or Board Director business cards must follow the current PAO template
- Design files are available in Adobe Illustrator and may only be altered by the Communications Director



*The unifying voice for Ontario's sworn & civilian police personnel*

**FIRSTNAME LASTNAME,  
Title**



**Email:** abc@pao.ca

**Mobile:** ###.###.#### | **Tel:** 416.487.9367, ext. #

2 Carlton St. Suite 901. Toronto, ON M5B 1J3

PAO.ca |  @PoliceAssocON |  PoliceAssociationOfOntario

# EDITORIAL VOICE & TONE

## Be clear, supportive, professional

The PAO's voice and tone plays a key role in reinforcing our brand. It's how we develop content, choose our words, and end up coming across to our members, stakeholders and the public. Our voice should remain consistent across the organization no matter who is developing our content and communications. Our writing style should follow the Canadian Press' guidelines as well as the following PAO-specific style guidelines.

### Keep it simple

Use familiar words and avoid overly technical information or jargon. Write concisely using the active voice – and make every word count.

[ Digestible, Active, Direct ]

## Show support

We're here to support our member associations. With a trustworthy, leadership tone, our voice should reinforce that we're committed to making decisions based on our members' best interests and we're available when they need provincial support.

[ Helpful, Trustworthy, Accessible ]

## Be professional

Our members count on us to represent them at the provincial level, so we must always use professional language that gets to the point and builds trust.

[ Respectful, Accurate, Informative ]

# EDITORIAL GRAMMAR & MECHANICS

- Some people will read every word written while others will just scan – group related ideas together and use descriptive headers and subheaders
- Focus your message, and create a hierarchy of information – lead with the main point or the most important content, and keep that intro to 30 words or less
- Use active voice and positive language
- Use short words and sentences, and use sentence case
- If you're referencing an acronym, spell it out first with the acronym in parentheses beside, then, continue with the acronym
- Avoid unnecessary modifiers
- Use specific examples
- Avoid vague language
- Avoid gendered language and use the singular "they"
- When writing about a person, use their preferred pronouns; if you don't know those, just use their name
- Use periods to break up phone numbers instead of dashes
- Feel free to use contractions, but don't abbreviate
- Use the Oxford/serial comma, otherwise, use common sense
- Don't combine the use of italic, bold, caps, and underline – if you need to draw attention to words, choose one and use it consistently throughout
- Be consistent and adhere to the copy patterns and style points outlined in this guide
- When in doubt, read your writing out loud.

# COMMON ACRONYMS

- Association of Black Law Enforcers (A.B.L.E.)
- Badge of Life Canada (BOLC)
- Boots on the Ground (BOTG)
- Canadian Association of Chiefs of Police (CACP)
- Canadian Association of Police Boards (CAPB)
- Canadian Centre for Occupational Health and Safety (CCOHS)
- Canadian Police Association (CPA)
- Law Enforcement in Occupational Safety and Health (LEOSH)
- Office of the Independent Police Review Director (OIPRD)
- OMERS (*does not need to be spelled out*)
- Ontario Human Rights Commission (OHRC)
- Ontario Association of Chiefs of Police (OACP)
- Ontario Association of Police Services Boards (OAPSB)
- Ontario Civilian Police Commission (OCPC)
- Ontario Police Arbitration Commission (OPAC)
- Ontario Police College (OPC)
- Ontario Police Memorial Foundation (OPMF)
- Ontario Provincial Police Veterans' Association (OPPVA)
- Pay Equity Commission (PEC)
- Police Pensioners Association of Ontario (PPAO)
- Public Services Health & Safety Association (PSHSA)
- Serving with Pride (SWP)
- Special Investigations Unit (SIU)
- Workplace Safety & Insurance Board (WSIB)
- Wounded Warriors Canada (WWC)