POLICE SERVICE NORTHERN IRELAND

POLICE SERVICE
NORTHERN IRELAND

POLICE SCOTLAND
Keeping people safe

POLICE SCOTLAND
Keeping people safe

METROPOLITAN POLICE

METROPOLITAN POLICE

Cheshire Constabulary

CITY OF LONDON POLICE

DOMINE DIRIGE NOS

POLICE NI

KEEPING PEOPLE SAFE

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NORTHERN IRELAND

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www.psni.police.lk

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PRINT + DESIGN

Graphic Design Unit

Procurement and Logistics Services

Lisnasharragh Police
POLICE NI

POLICE STAFF
JANE SMITH
Graphic Designer
Reliefe

Police NI
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About
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Make a difference
Have you got what it takes?
Find out at joinpsni.co.uk
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Make a difference
Have you got what it takes?
Find out at joinpsni.co.uk
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KEEPING PEOPLE SAFE

we care.we listen.we act
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we care
we listen
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We care
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we care
we listen
we act.

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101

POLICE SERVICE NI | Print+Design Branch
Procurement and Logistics Services | www.policeserviceni.police.uk

POLICE SERVICE NI | Office of the Chief Constable
Police Headquarters | www.policeserviceni.police.uk

POLICE SERVICE NI | Corporate Communications
www.policeserviceni.police.uk | We Care • We Listen • We Act

POLICE
JANE SMITH
GRAPHIC DESIGNER
POLICE STAFF

Lisnasharragh
POLICE
Police Station

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we listen
we act.
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SERVICE NI
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CALL 101
NON-EMERGENCY
we care
we listen
we act.

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we care
we listen
we act.
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CALL 101
we care
we listen
we act.

POLICE
SERVICENT
CALL ME

POLICE
CALL THE POLICE 101

POLICE

POLICE
Police Service NI

Keeping People Safe

Police Service of Northern Ireland Identity Guidelines

Introduction

Who we are and what we stand for

The Police Service of Northern Ireland is the policing organisation for all of Northern Ireland.

We see our role as a community-based service that reflects the needs of those who count on us. Simply, we are here to protect life and property and uphold the rule of law. Our key objective: keep people safe and reduce crime and the fear of crime.

We listen to our communities, stakeholders and influencers and strive to ensure we deliver a service that works hard for everyone, carrying out this vital role with professionalism, dedication and courage.

Changing and improving

Policing is a continually changing service, dealing with always evolving environments.

The community that we serve has increasingly higher expectations and clear views on the service they expect from us. In response, our style of policing is changing. The introduction of a more personal approach, focusing on local and individual needs, will help reconnect the Police Service with the communities in which we work.

Our aim is to increase customer satisfaction so people feel confident we can provide real help at those times when they encounter us.

An effective Police Service never works in isolation. We see ourselves as very much part of the wider network of service providers in our society and we work in close partnership with them. In doing so, we build confidence and use our resources more effectively.

Keeping people safe

This phrase encapsulates how we carry out our service. We believe it best promotes public trust and confidence.

It is the common thread and purpose for everyone in the organisation, and it reflects our vision to build a confident, safe and peaceful society.

Our job is to:

- **Prevent** crime and harm to individuals and society
- **Protect** the vulnerable
- **Detect** those who commit crime and bring them to justice

We will carry out our duties by policing with the community, being accountable and taking every opportunity to tell our story, showing respect and courtesy, and working collaboratively, internally and externally.

By doing the simple things well, we put in place the building blocks of confidence. Already there is great interest in and admiration for the impartial, compassionate service we are providing to make lives better. Now we are building on it.

How we work

These statements inform how we work every day:

- We are a professional organisation, always open to challenge and willing to learn
- We are flexible. we can react to meet threats, but we are also willing to make sacrifices for the benefit of others.
- We are experienced, engaged, mature and confident. We know who we are and what we are here to do: ultimately, we keep people safe.

Our corporate brand identity

Our brand

Our brand is an extension of our reputation; the mark by which we are identifiable. This brand represents every aspect of policing in Northern Ireland.

Because we are changing, our brand identity has also evolved to mirror our purpose of keeping people safe.

This brand identity is central to the full delivery of our services, conveying an understanding of what the Police Service of Northern Ireland stands for and what can be expected from us. In short, our personality.

When the identity is consistent and accurate, it supports our work and creates a positive and lasting impression of our service to society.

Why brand identity matters

Each time an officer or member of staff engages with the public or with each other they are representing the Police Service of Northern Ireland. What each colleague does, and very importantly, how they do it, reflects on our Service as a whole. That interaction will certainly shape people's feelings about the Service.

But direct personal contact is not the only interaction the public and other officers or members of staff have with our organisation. We stay in constant communication through advertising, information leaflets, publications, correspondence and events, but also through signage, internet, media exposure and merchandising.

As a result, we are always in the public eye. So careful consideration must be given to our brand identity.

To get our message out effectively, it is vital that we, as an organisation, understand who we are and what we are striving to achieve and reflect this in our brand and our communications.

So, while our reputation will be enhanced by the policing experiences of people in our communities, visitors to Northern Ireland and those who closely follow the journey of policing here – our status is also enhanced by communications which embody our ethos and promote trust and confidence.

These same objectives hold true when it comes to perceptions within our own team. Whether communicating to our colleagues or the wider public, a positive, strong brand identity is a powerful way to generate pride and motivation within our organisation.

The role of brand guidelines

These guidelines will provide insight into our brand and show you how to apply the identity so that all Police Service communications have a consistent look and feel and tone.

Our brand identity forms the basis for our communications strategy and is the result of months of development, research and consultation with both the public and Service staff. This is a long-term brand-building programme; the primary objectives being to foster positive perceptions and add value.

The brand creates a versatile communications platform, designed to motivate commitment and pride within the organisation and engage the general public. And this distinctive identity opens up opportunities for joint initiatives with other bodies.

Brand unity is vital so that that our materials and messages are instantly identifiable as coming from the Police Service. Every element further consolidates our 'personality' as solid, steady, professional and reinforces our dedication to compassion, clarity and accountability.

Our purpose of keeping people safe is represented by a strong, confident colour palette, which helps build a solid, recognisable brand.

Our vision and purpose

OUR VISION	To help Build a Confident, and Secure Society
OUR PURPOSE	Keeping People Safe
WHAT	Prevent, Protect, Detect
HOW	Working with the Community through: Communication Courtesy & Respect Collaborative Decision Making

Our corporate brand identity

Guideline elements

The guidelines cover the look and feel and tone of voice for all Police Service communications and provide suggestions on the best use of design when planning a project.

Look & feel: layout, use of images/photography, colour palette, typefaces, essential elements, style advice

Tone of voice: key words and messages to include, brevity and clarity, language advice

Everything from logo use to typefaces, design layouts and corporate colours, exhibitions to digital, is covered in these pages – to make it easy to maintain a uniform house style.

It is a comprehensive guide and includes application examples, a need to know checklist and sources of further information and contacts.

Maintaining the brand

It is important to regularly review your use of the Police Service brand to be sure you are adhering to the corporate identity guidelines. When many departments are using a brand, small changes can creep in. The Police Service Publications Unit will also monitor all uses of our identity, to ensure everything reflects the guidelines.

Protect the integrity of the brand identity and we increase its value.

Who should read the guidelines?

These guidelines are for anyone who has permission to use the Police Service corporate brand identity in printed, electronic, or exhibition formats.

Outside organisations seeking to use our name or logo or parties interested in a joint communications programme will need to ask the Police Service Corporate Communications Department or Graphics Unit for permission.

Help and information

If you wish to download a copy of these guidelines and artwork templates, please go to **PoliceNet** (intranet).

If you have any queries relating to any section of the guidelines or any questions about how to use our identity, please contact:

Corporate Communications Department OR
Graphics Unit
Police Service of Northern Ireland
Tel: [redacted]

s.F31

s.F31(1)

s.F31(1)(a)

s.F31(1)(b)

Master brand

The Police Service crest is the primary element in the master brand. It is used in full colour where possible. For monochrome formats the mono logo is used.

Full colour crest

Mono crest

Exclusion zone

In all cases the Police Service crest has an exclusion zone that no other element may overlap. This zone is equal to the width of the black text ring of the crest, this value is referred to as the "X unit".

Incorrect usage

Do not crop

Do not stretch

Do not rotate

Do not compress

Do not distort

Do not add elements

Master brand colour palette

The Police Service crest should only be produced either in the full colour palette or in pure black in the case of monochrome formats.

C 100 M 10 Y 55 K 75	R 000 G 052 B 044	
C 00 M 90 Y 100 K 00	R 225 G 043 B 015	
C 90 M 40 Y 00 K 100	R 000 G 000 B 032	
C 03 M 00 Y 00 K 20	R 213 G 217 B 220	

Incorrect usage

Do not change colours

Do not change mono colour

Do not greyscale

Do not fade

Minimum sizes

The minimum size for producing the Police Service crest is 15mm in height. For digital application the minimum height is 100 pixels.

The strapline

On all printed materials and other communication formats the crest is accompanied by the strapline "Keeping People Safe" which together form the master brand identity.

This line is arranged to the upper left or lower left of the logo depending on if the broad side of the border is at the top or bottom of the layout. It is always level with the black text ring and just outside the exclusion zone. The text size is equal to the "X unit".

The position and size of the logo and strapline is determined by the size of the layout and use of the Layout Guide graphic device (see brand device construction section).

Extreme portrait formats

The standard logo is used for most formats.
But in the case of extremely tall and thin formats an alternate can be used. The alternate Layout Guide should be used in these cases in order to correctly size and position the crest and other brand elements on the tall media formats.

Top mounted master branding.

Bottom mounted master branding.

Top mounted master brand identity.

Bottom mounted master brand identity.

Top mounted master brand identity
for extreme portrait formats.

Bottom mounted master brand identity
for extreme portrait formats.

Master brand identity and the brand device

The brand device consists of a grey border that frames every piece of communication giving a uniform style to varying formats.

The border holds the Police Service crest and strapline within the broad side of the frame. For applications such as office stationary this broad side of the frame is at the top. For poster advertising the broad side would normally be at the bottom.

This branding is continued across all formats and all media.

Names of individual officers/staff members should not be included on headed paper, apart from the Chief Constable. The Police Service corporate policy is that the name and address of the department should only be included.

Letterhead

48 sheet billboard (external)

A3 poster (external)

6 sheet poster (external)

Display stand (external)

1/3rd A4 (DL) leaflet (internal)

Brand device construction

The size and position of the elements that make up the branding are dependent on multiples of a set measurement unit referred to as the "X unit".
This unit is determined by the width of the black text ring of the Police Service crest.

The size of all elements are in direct relationship to the short side of the layout. All size and positional values can be determined by using the "Layout Guide" which is a graphic tool which is scaled to the length of the short side of the layout. When in place the Layout Guide shows the correct size and position values for all brand elements.

An example of the Layout Guide in place can be seen opposite. The magenta markers clearly show the width of the grey border and position of elements.

When all elements are in place all of the magenta markers and ghosted crests should be deleted from the layout.

The "X" unit

Layout Guide graphic tool for top mounted branding.

Brand device construction

For tall portrait formats such a 1/3rd A4 leaflets and exhibition stands the alternate element grouping should be used. This grouping places the crest in the centre of the top border with the strapline running above it.

The alternate Layout Guide should be used to determine size and position of the crest and all other elements as shown in the example opposite.

As with the standard Layout Guide all the magenta markers and ghosted crest spacing markers should be deleted once the layout has been set.

The alternate Layout Guide for top mounted master branding for extreme portrait formats (internal).

The alternate Layout Guide for bottom mounted master branding for extreme portrait formats (external).

Brand device construction for landscape layouts

For landscape formats such as 48 sheet billboards the standard Layout Guide is used. It is first scaled to the short side of the layout to determine the size of the elements before being rotated 90° and positioned in the bottom right of the layout. Borders can now be added using the magenta markers to set the widths.

Step 1

Step 2

Brand device construction for extreme landscape layouts

The construction of the master branding elements is slightly different for extreme landscape layouts. In cases where the format is very wide the layout guide is scaled to half the width of the format in order to determine the size of all other elements.

Step 1

Step 2

The Layout Guides

The standard Layout Guide for top mounted master branding (internal).

The alternate Layout Guide for top mounted master branding for extreme portrait formats (internal).

The standard Layout Guide for bottom mounted master branding (external).

The alternate Layout Guide for bottom mounted master branding for extreme portrait formats (external).

Multi-page documents

Master branding only applies to the cover of a document and therefore the internal pages do not hold the master branding of the Police Service crest and strapline. Instead the inside pages have a border equal to the thin sides of the cover (a thickness of 2X units).

The inside pages are treated as spreads so the border does not separate the individual pages at the folds represented by the black dashed lines in the examples opposite.

Within each page a gap of 3X units acts as a margin for the text area shown by the magenta dashed boxes in the example opposite. This text area may be used at full width or be further slit into columns depending on the needs of the document.

A4 internal multi-page document cover.

A4 internal multi-page document spreads.

External 1/3rd A4 (DL) leaflet cover.

External 1/3rd A4 (DL) leaflet spreads.

User colour palette

The branding consists of four basic colours: a light grey and three corporate colours.

The brand borders are always produced in pure black at a value of 12%, a CMYK breakdown of:

C 00
M 00
Y 00
K 12

For on-screen applications such as web design or television advertising the following RGB breakdowns should be used to describe the brand colours.

R 233
G 234
B 235

The corporate colours from which the main colour palette is derived from is as follows:

C 90
M 30
Y 50
K 12

R 000
G 123
B 120

C 30
M 85
Y 35
K 15

R 163
G 052
B 100

C 80
M 05
Y 00
K 00

R 018
G 175
B 233

C 00
M 00
Y 00
K 12

R 233
G 234
B 235

C 00
M 90
Y 91
K 00

R 225
G 043
B 034

C 04
M 68
Y 92
K 00

R 225
G 103
B 032

C 11
M 30
Y 93
K 00

R 226
G 180
B 027

C 54
M 00
Y 100
K 00

R 141
G 192
B 021

C 69
M 00
Y 50
K 00

R 091
G 185
B 148

C 80
M 05
Y 00
K 00

R 018
G 175
B 233

C 89
M 51
Y 00
K 00

R 049
G 104
B 179

C 65
M 80
Y 00
K 15

R 107
G 055
B 136

C 35
M 72
Y 00
K 00

R 173
G 086
B 160

C 02
M 88
Y 12
K 00

R 223
G 043
B 133

C 00
M 00
Y 00
K 40

R 174
G 175
B 178

C 28
M 86
Y 77
K 18

R 162
G 051
B 049

C 30
M 66
Y 82
K 17

R 163
G 089
B 049

C 37
M 41
Y 90
K 10

R 165
G 135
B 045

C 66
M 15
Y 97
K 02

R 111
G 162
B 045

C 82
M 08
Y 76
K 00

R 050
G 163
B 097

C 90
M 30
Y 50
K 12

R 000
G 123
B 120

C 85
M 37
Y 24
K 02

R 051
G 127
B 163

C 93
M 79
Y 00
K 00

R 059
G 061
B 151

C 75
M 98
Y 11
K 03

R 103
G 015
B 123

C 30
M 85
Y 35
K 15

R 163
G 052
B 100

Choosing colours

Layouts must always have a limited colour palette. This consists of the master brand palette used only for the Police Service crest, light grey for the border and a maximum of 3 other colours of the designer's choosing. Black, white and both shades of grey are considered "free" colours and are not counted in the limited number of colours.

All colours are chosen from the User Colour Palette and are chosen as set groups to prevent colour clashes.

When choosing three colours, choose those which sit together on the scale shown opposite. See examples A, B and C. Further examples are shown below.

	C	M	Y	K	R	G	B
	00	00	00	12	233	234	235
	00	90	91	00	225	043	034
	04	68	92	00	225	103	032
	11	30	93	00	226	180	027
	54	00	100	00	141	192	021
	69	00	50	00	091	185	148
A	80	05	00	00	018	175	233
A	89	51	00	00	049	104	179
A	65	80	00	15	107	055	136
	35	72	00	00	173	086	160
	02	88	12	00	223	043	133

	C	M	Y	K	R	G	B
	00	00	00	40	174	175	178
	28	86	77	18	162	051	049
	30	66	82	17	163	089	049
	37	41	90	10	165	135	045
	66	15	97	02	111	162	045
B	82	08	76	00	050	163	097
B	90	30	50	12	000	123	120
B	85	37	24	02	051	127	163
C	93	79	00	00	059	061	151
C	75	98	11	03	103	015	123
C	30	85	35	15	163	052	100

Monochrome

Communications to be printed in monochrome are designed in the same way as full colour pieces.
For monochrome layouts the Police Service crest is replaced by the mono version. The light grey border remain the same at 12% black (a CMYK breakdown of C-0, M-0, Y-0, K-12)

C 00
M 00
Y 00
K 12

R 233
G 234
B 235

C 00
M 00
Y 00
K 100

R 000
G 000
B 000

Black and white images may be used in mono layouts. Images should be converted to greyscale before placing into the document. A mono version of the coloured backdrop can be used or a plain white cover.

Title of document
Subhead giving extra info

Keeping People Safe

Keeping People Safe

Title of document
Subhead giving extra info

Monochrome form books

Form books follow the same basic rule as other monochrome layouts but with a couple of minor changes. Because form books are often bound with black canvas spines the vertical grey borders are removed. Also a form referance number is added to each form positioned in the bottom right corner where the guiding principles graphic would normally be.

Because forms may need to be produced in nonstandard sizes a special Layout Guide may be used to properly size and position the brand elements.

Typography

The standard typeface for Police Service communications is the typeface DIN. Originally designed in 1936 for the German Institute for Standardization (Deutsches Institut für Normung). DIN is a realist sans-serif typeface that was used by the institute as the standard typeface for use in the areas of engineering, technology, traffic, administration and business.

In 1995, Dutch typeface designer Albert-Jan Pool designed a multi-weight version, making up the modern DIN type family.

DIN is a clear modernist typeface that expresses a professional attitude.

DIN is used in the following weights:

Headlines and main titles: DIN Light

Example headline

Sub headlines and call to action: DIN Bold

Example sub headline or call to action

Body copy: DIN Regular

Example body copy

The "at" sign

The standard at sign used in the DIN typeface is replaced by the at sign from Arial for greater legibility when used in email addresses.

Using the DIN at sign:

name@psni.pnn.police.uk

Using the Arial at sign: (Arial condensed light)

name@psni.pnn.police.uk

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789. &?! DIN Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789. &?! DIN Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789. &?! DIN Bold

The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.

Typography

Because the DIN type family is not available to every user within the Police Service an alternate typeface is used for internal documents.

Arial was designed in 1982 by Robin Nicholas and Patricia Saunders for Monotype Typography gaining world wide popuarity due to it being packaged with the Microsoft Windows operating system. This fact makes Arial one of the most widely available typefaces in the world.

Arial is a modern sans serif face that is clear to read at all sizes.

Arial is used in the following weights:

Headlines and main titles: Arial Medium

Example headline

Sub headlines and section headings: Arial Bold

Example sub headline

Body copy: Arial Medium

Example body copy

Arial Medium at a size of 12pt is used for all correspondence.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789. &?! Arial Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789. &?! Arial Bold

The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.

Text colours

Headline and sub head text may appear in any colour within the limited palette chosen for the layout.

When text is overlaid on an image it only appears in either black or white. This prevents colour clashing and causing the layout to become too complicated

Body copy always appears in either black or white.

Below are examples of acceptable combinations together with the palette they came from.

Headline example
Subhead or call to action

Headline example
Subhead or call to action

Headline example
Subhead or call to action

Headline example
Subhead or call to action

Headline example
Subhead or call to action

Headline example
Subhead or call to action

C 00 M 00 Y 00 K 12	R 233 G 234 B 235	C 00 M 00 Y 00 K 40	R 174 G 175 B 178
C 00 M 90 Y 91 K 00	R 225 G 043 B 034	C 28 M 86 Y 77 K 18	R 162 G 051 B 049
C 04 M 68 Y 92 K 00	R 225 G 103 B 032	C 30 M 66 Y 82 K 17	R 163 G 089 B 049
C 11 M 30 Y 93 K 00	R 226 G 180 B 027	C 37 M 41 Y 90 K 10	R 165 G 135 B 045
C 54 M 00 Y 100 K 00	R 141 G 192 B 021	C 66 M 15 Y 97 K 02	R 111 G 162 B 045
C 69 M 00 Y 50 K 00	R 091 G 185 B 148	C 82 M 08 Y 76 K 00	R 050 G 163 B 097
C 80 M 05 Y 00 K 00	R 018 G 175 B 233	C 90 M 30 Y 50 K 12	R 000 G 123 B 120
C 89 M 51 Y 00 K 00	R 049 G 104 B 179	C 85 M 37 Y 24 K 02	R 051 G 127 B 163
C 65 M 80 Y 00 K 15	R 107 G 055 B 136	C 93 M 79 Y 00 K 00	R 059 G 061 B 151
C 35 M 72 Y 00 K 00	R 173 G 086 B 160	C 75 M 98 Y 11 K 03	R 103 G 015 B 123
C 02 M 86 Y 12 K 00	R 223 G 043 B 133	C 30 M 85 Y 35 K 15	R 163 G 052 B 100

Type sizing for large formats

Type is sized in a unit called "points" (pt) 1 point is 1/72 of an inch (2.8pt / mm). Type size is described by two measurements the first is the font size, this is the maximum height of the capital letters measured in points and is sometimes called the Cap Height. The second measurement, usually in brackets, is the "leading" that the type is set on. This measurement controls the amount of space between the lines. For example this body text is set at 10pt on (12pt). This means that the font size is 10pt and the leading is 12pt giving a 2pt gap between each line of text.

Headlines

Headlines are set at a size that best suits the layout a short headline of 3 words will be set at a larger font size to a long advertising headline of 7 words.

Headlines are set with equal font and leading so that the lines are close together. The example below is set at 30pt on (30pt).

Example main headline of only seven words

Occasionally a headline will have descending characters such as lower case g, y and j that come too close to ascending characters such as capitals or lower case letters l, k, f etc on the line below.

This is shown in the example opposite where the descender of the letter p is almost touching the dot of the lower case letter i.

If this problem cannot be solved by changing the line break then the leading of the problem line may be increased in order to separate the characters.

In this case only the second line is adjusted from a value of 30pt on (30pt) to 30pt on (33pt).

Example main headline of only seven words

Example main headline of only seven words

Subheads

Once the headline height has been set other text sizes can be calculated. Subheads and call to action lines are set at half the height of the headline.

Example main headline of only seven words

Subhead set at half the height of the headline

This example shows a headline set at 48pt on (48pt) DIN Light and the subhead set at half the height at 24pt on (24pt) Din Bold. Between the Headline and the sub head is a line space at half the height of the sub head size making this line space 12pt

Call to action

A call to action line would be equal to the sub head in size. In this example 24pt on (24pt).

Call 0800 123 456 for more information

Body copy

Large formats very rarely have body copy but with formats such as exhibition stands limited copy can be used. It should be set at a size easily readable at a distance and that best suits the layout and amount of copy needed. The size should not exceed the subhead point size and should be kept at least 33% smaller. In this example any body copy needed should be set no larger than 16pt. on (19pt).

Example body copy

Document text colours

Body copy always appears in black on a white background. This gives the best legibility and makes the document look clean and uncluttered. It also gives the headlines and subheads greater stand out.

Headline example

Section heading

Body copy example. Donec placerat. Nullam nibh dolor, blandit sed, fermentum id, imperdiet sit amet, neque. Nam mollis ultrices justo. Sed tempor. Sed vitae tellus. Etiam sem arcu, eleifend sit amet, gravida eget, porta at, wisi. Nam non lacus vitae ipsum viverra pretium. Phasellus massa. Fusce magna sem, gravida in, feugiat ac, molestie eget, wisi. Fusce consectetuer luctus ipsum. Vestibulum nunc. Suspendisse dignissim adipiscing libero. Integer leo. Sed pharetra ligula a dui. Quisque ipsum nibh, ullamcorper eget, pulvinar sed, posuere vitae, nulla. Sed varius nibh ut lacus. Curabitur fringilla. Nunc est ipsum, pretium quis, dapibus sed, varius non, lectus. Proin a quam. Praesent lacinia, eros quis aliquam porttitor, urna lacus volutpat urna, ut fermentum neque mi egestas dolor.

Headline example

Subhead giving extra info

Donec placerat. Nullam nibh dolor, blandit sed, fermentum id, imperdiet sit amet, neque. Nam mollis ultrices justo. Sed tempor. Sed vitae tellus. Etiam sem arcu, eleifend sit amet, gravida eget, porta at, wisi. Nam non lacus vitae ipsum viverra pretium. Phasellus massa. Fusce magna sem, gravida in, feugiat ac, molestie eget, wisi. Fusce consectetuer luctus ipsum. Vestibulum nunc. Suspendisse dignissim adipiscing libero. Integer leo. Sed pharetra ligula a dui. Quisque ipsum nibh, ullamcorper eget, pulvinar sed, posuere vitae, nulla. Sed varius nibh ut lacus. Curabitur fringilla. Nunc est ipsum, pretium quis, dapibus sed, varius non, lectus. Proin a quam. Praesent lacinia, eros quis aliquam porttitor, urna lacus volutpat urna, ut fermentum neque mi egestas dolor.

Headline example

Section heading

Body copy example. Donec placerat. Nullam nibh dolor, blandit sed, fermentum id, imperdiet sit amet, neque. Nam mollis ultrices justo. Sed tempor. Sed vitae tellus. Etiam sem arcu, eleifend sit amet, gravida eget, porta at, wisi. Nam non lacus vitae ipsum viverra pretium. Phasellus massa.

Fusce magna sem, gravida in, feugiat ac, molestie eget, wisi. Fusce consectetuer luctus ipsum. Vestibulum nunc. Suspendisse dignissim adipiscing libero. Integer leo. Sed pharetra ligula a dui. Quisque ipsum nibh, ullamcorper eget, pulvinar sed, posuere vitae, nulla.

Another section heading

Sed varius nibh ut lacus. Curabitur fringilla. Nunc est ipsum, pretium quis, dapibus sed, varius non, lectus. Proin a quam. Praesent lacinia, eros quis aliquam porttitor, urna lacus volutpat urna, ut fermentum neque mi egestas dolor.

Headline example

Subhead giving extra info

Body copy example Donec placerat. Nullam nibh dolor, blandit sed, fermentum id, imperdiet sit amet, neque. Nam mollis ultrices justo. Sed tempor. Sed vitae tellus. Etiam sem arcu, eleifend sit amet, gravida eget. Nam non lacus vitae ipsum viverra pretium. Phasellus massa. Fusce magna sem, gravida in feugiat ac molestie.

Call to action call 0800 123 456

Typesetting for documents

For A4, A5, DL and other small documents use the following type sizes.

Accessibility

If a document is is being specially designed for the elderly or the sight impaired, the size of the body copy is increased to DIN Regular 14pt on 17pt).

Example of accessibility body copy

Adding 3rd party logos

Each template has an assigned area for third party logos. In every case the logos are not to exceed half the height of the Police Service crest and must not exceed the crest in width. A maximum of three third party logos can be added to a layout. If association with more than three parties is required then the association is noted in a text line rather than logos. This line is set on the same baseline as the master brand identity.

If the third party text line is used it should begin with 'In association with:'. The various parties are then listed in alphabetical order in DIN bold type. If the line becomes too long for the layout it may be split over two or more lines with the first line sharing a baseline with the guiding principles. As shown in the examples opposite.

In association with: **Organisation One**, **Organisation Two**, **Organisation Three** and **Organisation Four.**

In association with: **Organisation One With Long Name**, **Organisation Two With Long Name**, **Organisation Three With Long Name** and **Organisation Four With Long Name.**

Keeping People Safe

Using the master brand identity as a 3rd party logo

The master brand identity can be used on other organisation's communications as a 3rd party logo. In this case the following configuration is used. It should be produced no smaller than 20mm in height.

The Police Service master brand identity must not be manipulated or recoloured in any way. Please refer to the master branding section in these guidelines.

The Police Service master brand identity should be used on a plain coloured background. If the logo is overlaid on an image then a suitable uncluttered area must be used as a background.

Keeping People Safe Keeping People Safe

The 3rd party logo includes the following exclusion zone that no other element may overlap.

Keeping People Safe

Keeping People Safe

Branding promotional items

This same 3rd party configuration of the master brand identity may be used to brand promotional items that do not have room for the full branding system. Otherwise the standard grouping is used.

Front cover and poster design

Within all formats the image area fills the entire white area of the layout. This is either filled with an image or a coloured backdrop.

Coloured backdrops

The colour of the backdrop is decided by which of the guiding principles the document focuses on. For pieces that do not focus on one specific guiding principle one of a limited set of other coloured backdrops is used.

The back drop colour may be placed at any size or orientation to produce a variety of patterns.

Photographic backdrops

When choosing a photograph for the front cover of a document or poster, special care should be given to selecting an image. The image must have space to clearly display other elements in the layout such as headlines and the master brand. Also consider uncluttered areas for positioning of 3rd party logos when required.

In the following examples the images have been selected and positioned to provide suitable areas for other elements.

Designing for digital presentations

Digital presentations should be designed with the same care and using the same guidelines as printed material. Templates for use with programmes such as Microsoft PowerPoint are provided at a resolution of 1024 x 768 that will be able to be projected from portable data projectors.

Cover slides should be designed for presentations using the same guidelines as printed covers. They may contain images, coloured backdrops or text. The DIN standard typeface should be use if it is available, if not the Arial is substituted (See typography section).

Coloured backdrop cover slide

Where professional grade software is available the image may fill the grey border with the logo on a transparent layer in front.

Photographic cover slide

Due to limitations in the Powerpoint software images may placed within the grey border but do not fill the image area.

Photographic cover slide

Cover slide using DIN typeface

Cover slide using Arial typeface

Designing for digital presentations

In a digital presentation, only the cover page needs to carry the master branding elements. Subsequent pages use a thin grey border.

In presentations each page should not be overloaded with text and other information.

Bright and garish colours and shapes should not be used. Colours should be selected from the Police Service palette. (See choosing colours section).

Page title if needed

- Bullet point aptent taciti sociosqu ad litora torquent.
- Bullet point nibh felis, eleifend id, co interdum.
- Bullet point conubia nostra, per inceptos aeos.

Page title if needed

Body copy pellentesque nibh felis, eleifend id, commodo in, interdum vitae, leo. Praesent eu elit. Ut eu ligula. Class aptent taciti sociosqu ad litora torquent per conubia nostra.

- Bullet point aptent taciti sociosqu ad litora torquent.
- Bullet point nibh felis, eleifend id, commodo in, interdum.
- Bullet point conubia nostra, per inceptos aeos.

Page title if needed

Additional information as needed lorem ipsum sur dolor sit amet.

15%
60%
25%

Photography

Photography for the Police Service should always reflect real events rather than obviously posed shots. Photos should be taken in a "fly on the wall" reportage style. This style adds to the realism of an image, and makes the message of the piece tied to reality, rather than a fabricated situation.

Officers should always be portrayed in a professional manner, showing their authority but also a natural human side.

Photography should always strongly reflect our purpose of keeping people safe.

The opposite example shows a "fly on the wall style" that shows two officers interacting with two members of the public. The photograph is unposed and captures a realistic moment in time.

This image has a strong policing with the community quality - it shows officers in a professional and courteous light, communicating with respect and authority.

Photography

The Police Service of Northern Ireland has a Style Guide/Professional Corporate Standard to ensure that there is a corporate approach to the wearing of approved uniform and equipment. Dress and appearance are vitally important and can enhance the professional image of the Police Service.

Uniform

The police uniform is designed to portray a professional image, which instills confidence, credibility and respect. All staff, whether they normally wear 'uniform' or civilian attire, are encouraged to take pride in their appearance.

Officers taking part in photography or media interviews should remember:

- When two or more members are detailed for any particular duty in uniform, they will be dressed alike and in accordance with any direction, which their Commander has issued.
- They must not chew gum, smoke or wear non-regulation eye wear.

Name badges and numerals

In order to comply with Section 55 of the Police (Northern Ireland) Act 2000 all officers must display their numerals in a manner that is clearly visible when dressed in uniform. Name badges should be worn on the right pocket at all times when wearing uniform.

The badge with the word 'police' along with the crest must be worn on the left hand side of any uniform item which does not already have the police crest on it.

Insignia

Rank insignia is to be displayed on an officer's epaulettes, and must be worn and visible at all times whilst in uniform.

For more in-depth information please refer to the Police Service Style Guide/Professional Corporate Standard on Policenet.

Hair

Hair should be short or worn tied up in a bun or braided when in uniform - for Health and Safety reasons.

For male police officers, there is a requirement to have short hair which is worn above the collar, unless there is a medical or religious reason for it to be worn level with or below the collar. For female officers with longer styles, hair should be securely and appropriately fastened above collar length. Hair worn loose, or in pony tails, or in pig tails, presents a health and safety risk to the officer i.e. an assailant could grab the hair to inflict pain or to disable the officer, therefore hair must be put up in such a way to reduce the risk of being grabbed by an assailant i.e. long hair should be clipped up and contained within the cap. Any hair bands, clips, or ties, must be plain and in keeping with the colour of the main uniform, e.g. black, green or white.

Shapes, motifs, patterns and extreme styles, which may provoke hostility, or detract from a professional image, are not allowed. For example, mohicans or zigzags shaved into the hair. Hair should not be dyed in conspicuously unnatural colours, for example blue, purple or green, and with the exception of modest high lighting, hair should only be dyed one colour.

Headwear

When undertaking media interviews or being photographed there is no rule to say that officers must wear their cap. However, in certain cases hats should be worn. For example, for media interviews/ photo opportunities involving high visibility jackets, then hats should be worn.

The Style guide says Headwear is to be worn at all times when performing uniform duties in public, unless in a vehicle or otherwise prevented by the urgency or nature of the particular duty. Headwear should be removed if it is appropriate e.g. entering a house, office, church, place of worship or other appropriate place.

When taking photographs of officers, the images should reflect the requirements of a particular situation, e.g. a variety of pictures should be taken, some with hats on and others with hats off. This means that the images can be tailored to the situation, and will also allow the organisation to build up a bank of images.

High visibility

Officers being photographed when engaged on mobile patrol duties should have high visibility clothing readily available. High visibility jackets are classed as personal protective equipment and should be worn by all officers, uniform or plain clothes, when they are at or near the vicinity of a road/railway track or where they may be exposed to hazardous situations. When a high visibility jacket is worn epaulette should be on display on the shoulders.

Background/Backdrop

Always be aware what is in the background e.g. avoid signs promoting something that is not police related. If it is appropriate when being photographed/ interviewed refrain from standing in front of Police Tangis, Shoguns or any armoured vehicle, unless it is deemed a key part of the story/photograph. If possible, always try and stand where there is Police Service branding in the background.

For more in-depth information please refer to the Police Service Style Guide/Professional Corporate Standard on PoliceNet.

Photography

Photographs may display different sides to the Police Service. Officers can be shown interacting with the public or, as shown in the following pages, in a professional capacity in the office, or carrying out their duties around Northern Ireland.

POLICE

Language

Our purpose of keeping people safe should be clearly reflected in the way we communicate; the style and tone of our messages and the words and phrases we use.

This means:

Always being aware of who we are delivering our message to, and making sure our content is aimed at this audience. The language used to engage with a young person would be different to words and tone used when talking to an older person. So you may need to alter accordingly, always following our basic guidelines regarding clarity and simplicity outlined below.

At all times write in a clear concise manner that is easy to understand, and free of jargon. So no lengthy, complex paragraphs or sentences – simple straightforward messages.

Our language is direct but not stiff or formal. 'We', 'us' and 'you' are used for a more personal, approachable tone. But it should also be clear that our messages are serious ones, coming from a professional, service driven organisation, committed to keeping people safe.

We are a Police Service and a service orientated organisation, therefore the word 'force' should never be used.

We should always aim to refer to ourselves as the Police Service of Northern Ireland, or Police Service rather than the PSNI, and we should encourage others to do the same.

Before embarking on any form of communication, you should identify the key objective you wish to achieve through the communication and the key message or messages you will need. With written communication, it is best to assume that your reader has little or no knowledge of the subject, but equally important to keep all communication succinct: to ensure the full attention of your target audience.

On all materials for external use, police jargon and acronyms should be avoided. If you must use an acronym, write the words in full first, then put the acronym in brackets, for example: Policing with the Community (PWC) Scenes of Crime Officers (SOCO). The acronym can then be used on its own through the rest of the document.

Be consistent with your tone and language, and remember that different types of communication to different audiences require changes in tone and style.

We should always take care to ensure that the language that we use encompasses our personal service delivery ethos, which is central to everything that we do.

Correspondence

All letters from the Police Service of Northern Ireland should use the following format, as shown in the example opposite.

Correct letter format:

Your address
Date
Their address
Dear ..
Contents of letter
Yours faithfully
Your name

Keep all text including addresses and date left aligned for better readability.

Don't use capital letters for complete words or sentences, even in headings, as such text can be difficult to read. Italics and heavy bold type are also less easy to read, so should be used sparingly.

Do not use fancy typefaces – they may seem clever or innovative, but may actually come across as gimmicky and not professional or serious. Fancy fonts are also harder to read. At all times use the Arial font at size 12pt.

Do not indent paragraphs, instead put a line space between paragraphs.

Tips for writing letters

Never use the phrase "I am writing..." to start your letter. Just get directly to your message.

Get to the main point, quickly and simply. Avoid lengthy introductions, or wordy passages setting the scene or explaining the background in extensive detail. Try to keep the letter short and succinct.

If you are addressing the letter to someone by name, ie: "Dear Mr Smith", the letter should be signed off with "Yours sincerely."

If you are addressing the letter to someone by title, ie: "Dear Sir" or "Dear Madam" sign off with "Yours faithfully."

Always sign off using your full name and position.

Keeping People Safe

12 Your Address Street
Your Address Town
PC1 5YR

21st September 2010

12 Their Address Street
Their Address Town
PC1 5TH

Dear Sir

Contents of letter. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Morbi commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis. Nullam sit amet enim. Suspendisse id velit vitae ligula volutpat condimentum. Aliquam erat volutpat. Sed quis velit. Nulla facilisi. Nulla libero. Vivamus pharetra posuere sapien. Nam consectetuer. Sed aliquam, nunc eget euismod ullamcorper, lectus nunc ullamcorper orci, fermentum bibendum enim nibh eget ipsum. Donec porttitor ligula eu dolor. Maecenas vitae nulla consequat libero cursus venenatis. Nam magna enim, accumsan eu, blandit sed, blandit a, eros.

Quisque facilisis erat a dui. Nam malesuada ornare dolor. Cras gravida, diam sit amet rhoncus ornare, erat elit consectetuer erat, id egestas pede nibh eget odio. Proin tincidunt, velit vel porta elementum, magna diam molestie sapien, non aliquet massa pede eu diam. Aliquam iaculis. Fusce et ipsum et nulla tristique facilisis. Donec eget sem sit amet ligula viverra gravida. Etiam vehicula urna vel turpis. Suspendisse sagittis ante a urna. Morbi a est quis orci consequat rutrum. Nullam egestas feugiat felis. Integer adipiscing semper ligula. Nunc molestie, nisl sit amet cursus convallis, sapien lectus pretium metus, vitae pretium enim wisi id lectus.

Yours faithfully

Your full name
Your position

Example letter showing correct layout and formatting.

Examples

The following shows examples of how different formats should look once the corporate guidelines have been applied

48 sheet billboard

6 sheet poster

Keeping People Safe

Women's Police Association

Inspiration for change

For further information email WPA or visit our pages on policenet

A3 internal poster

Know your Public Protection Unit, Swindon's Hidden Face

1. Domestic Violence

2. Detective Sergeants

3. Child Abuse Investigation Unit

4. Sex Offender Management Team

5. Domestic Abuse Team

6. Missing and Vulnerable People

Internal Trifold leaflet

Protecting vulnerable people

Public Protection Units (PPUs) will specialise in child protection, domestic abuse, sexual and serious offender management and missing and vulnerable persons. These are areas of policing where cases, victims and offenders are frequently linked. For instance, there is evidence that cases of domestic abuse, sexual & child abuse are a known risk children have when relating to or in order to avoid sexual or physical abuse.

Public Protection Units will help to establish lines that identify potential or other behaviour that could lead to the example of a strong domestic abuse or child abuse. They will also provide specialist knowledge and investigative skills to prevent and detect crime and assist other areas of the force. A key objective is the early identification of incidents, which could lead to more serious crime.

[illegible]

[illegible] PPUs.

What is PPU and what does it do?

- Public Protection Units will be responsible for [illegible]
- [illegible]
- [illegible]
- [illegible]

Why do we need PPUs?

- [illegible]

What is involved in PPUs?

- [illegible]
- [illegible]
- [illegible]
- [illegible]
- [illegible]
- [illegible]
- [illegible]
- [illegible]
- [illegible]
- [illegible]
- [illegible]

Public protection cannot operate in isolation and is horizontally linked to Neighbourhood Policing and Community Safety.

You can contribute in public protection by getting to know your community and Public Protection Units, by reporting intelligence, and by sending us your constructive views.

Remember, what you do in the first hour is critical in determining the success or failure of the investigation.

Assume nothing!

Talk to your Public Protection Unit.

Police Service of Northern Ireland

Statistical Report

1st April 2007 - 31st March 2008

Keeping People Safe

External report

Signage

Keeping People Safe

Crime Operations Department

C2 Serious crime branch

Keeping People Safe

Forename Surname
Job title

Business card front

Building name,
123 Streetname Road,
Town name, BT1X XXX

Tel: 0845 600 8000
Mob: 07970 123456
Fax: 0845 600 8001
Eml: forename.surname@psni.pnn.police.uk
Web: www.psni.police.uk

Calls within the Police telephone system may be monitored or recorded.

Business card back

Keeping People Safe

Department Name

Rank Forename Surname
Job title

Door name plate

Quick screen
exhibition stand

Nomadic
exhibition stand

Designer's toolkit

The Designer's toolkit is available on request from the Corporate Communications department containing templates for common formats and Layout Guides for producing nonstandard formats. The toolkit also holds the coloured backdrop graphics, full coulour palettes, crest and logo options and a PDF version of these guidelines for distribution to Police Service staff.

Useful backgrounds

Logos

Keeping People Safe

Templates

Layout guides

Colour Palettes

Police Service of Northern Ireland

Brand Implementation Project Group

Terms of Reference

Remit:

- To complete the consultation phase of the Police Service Branding project and achieve endorsement from the Northern Ireland Policing Board in addition to the necessary public and internal support.
- Develop and complete the new Brand guidelines
- To implement and complete the Branding project by September 2021. This will include:
    - Change of signage across the Police estate
    - Development a new Police Service Web-site
    - Review of Social Media Branding
    - Vehicle Signage
    - Internal Communications
    - Uniform

Project Group Report: Strategic Management Board and Deputy Chief Constable

Membership:

- Director of Strategic Communications and Engagement (Chair)
- ACC OSD (or nominee)
- Executive Director of Finance and Support Services (or nominee)
- Director of ICS (or nominee)
- Director of Human Resources (or nominee)
- ACC District Policing (or nominee)
- ACC Community safety (or nominee)
- Representative of the Estates Unit
- Social Media Manager
- Creative Hub Manager
- Internal Communications Manager

Also Attending: Creative Hub staff as and when required

Serviced by: Strategic Communications and Engagement Department and ODD

DRAFT

[redacted] **NOT RELEVANT**

s.F31

From: [redacted] **s.F31(1)**
Sent: 05 June 2020 08:11 **s.F31(1)(a)**
To: [redacted] **s.F31(1)(b)**
Subject: OFFICIAL [PSNI ONLY]: Brand Implementation Project Group **s.F40**
Attachments: Branding Group TOR Draft 22.04.20.doc; 358201 PSNI update brand guidelines EXTERNAL ST4.pdf; Branding Group Agenda.docx **s.F40(2)**

s.F40(2)(a)

s.F40(2)(b)

This e-mail has been marked OFFICIAL [PSNI ONLY]

s.F40(3)(A)

Colleagues; **s.F40(3)(A)(a)**

I am trying to organise dates for the new Brand Implementation Project Group in June and July there will be none in August. It will most likely be a mix of physical attendance in a Brooklyn Conference Room and dial in facilities.

The agreed representatives are:

[redacted] - ICS
[redacted] – Community Safety Dept
[redacted] - HR
[redacted] – Estate Services
[redacted] – Finance and Support Services
[redacted] – Crime Ops
[redacted] – Ops Support
[redacted] – District
[redacted] – Legacy

s.F40

s.F40(2)

s.F40(2)(a)

s.F40(2)(b)

s.F40(3)(A)

s.F40(3)(A)(a)

Can you advise if your department's representative would be available on any of the following dates and times: (please state yes/no beside each time)

June:

Friday 19th - 10.30 – 12.00 noon
Tuesday 23rd - 10.00 – 11.30am
-11.30- 1pm
Thursday 25th - 10.00 – 11.30am
-11.30- 1pm
- 1.00 -2.30pm

July:

Monday 20th -11.30-1.00pm
Thursday 23rd - 10.00 – 11.30am
-11.30-1.00pm
Friday 24th -10.30 – 12.00 noon
Monday 27th - 11.30 – 1.00pm
Tuesday 28th -10.00-11.30am
-11.30 -1.00pm
Thursday 30th -10.00 -11.30am
-11.30- 1.00pm

Many thanks

[redacted]

s.F40

s.F40(2)

s.F40(2)(a)

s.F40(2)(b)

s.F40(3)(A)

s.F40(3)(A)(a)

Branding Group

Agenda

1. Apologies
2. TOR and remit of the group
3. Brand presentation
4. Work programme

   - Development of New Brand Guidelines (Stationary, Business Cards, email signatures, campaigns etc.)
   - External and Internal Signage
   - New Web-site development
   - Vehicle Livery
   - Social Media approach

5. New uniform update
6. Financial plan and costs
7. Action plan and costs
8. Action plan for Committee
9. Date of next meeting (diary of meetings for one year)
10. AOB

[redacted] **NOT RELEVANT**

Subject: OFFICIAL [PSNI ONLY]: Brand Implementation Project Group
Location: Main Conference Room Brooklyn/ Teleconference

Start: Tue 23/06/2020 10:00
End: Tue 23/06/2020 11:30
Show Time As: Tentative

Recurrence: (none)

Meeting Status: Not yet responded

Organizer: FEENEY Ryan
Required Attendees: [redacted]

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

Colleagues;

The Main Conference Room in Brooklyn has been arranged for this meeting, wherein social distancing measures will be in place.

However if you wish to dial in please use the following dial in information:

Dial in: [redacted]

Participant Pin : [redacted]

s.F31
s.F31(1)
s.F31(1)(a)
s.F31(1)(b)

OFFICIAL [PSNI ONLY]: Brand Im...

[redacted] **NOT RELEVANT**

From: [redacted]
Sent: 02 June 2020 08:42
To: [redacted]
Cc:
Subject: OFFICIAL [PSNI ONLY]: Brand Intro Paper
Attachments: Brand Refresh Overview Intro Paper.docx

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

[redacted]
Can you do a quick proof of the attached (check spelling and grammar etc.).
Once you have done the proof (no need to revert) can you print 20 copies, we need to provide each Policing Board Members and the CEO with the following in a pack

- Attached paper
- 2008 Brand guidelines (as discussed)
- New Brand proposals brochure (printed last week)

Can you gently push the team on this, we need to leave the packs into the Policing Board early on Thursday morning, there are 10 packs in my office. (Can we also have each Board member's name on the front of the packs with printed labels)
Finally (for next week) can you also print five further packs (containing the above) as the CC wants to send it the five party leaders (which will include the Minister for Justice).
Any problems let me know.
Thanks again for this,
Ryan

Ryan Feeney
Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
PSNI Headquarters
Brooklyn
☎ [redacted] (Internal) [redacted] (Mobile)
[redacted]y@psni.pnn.police.uk

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The POLICE SERVICE of NORTHERN IRELAND

Strategic Communications and Engagement Strategy 2020-2025

Brand Guidelines Refresh Proposals

1. Background

In line with the Chief Constable's transformation programme and new mission and vision and following the recommendations of following the consultation process on Local Policing 2018 it was agreed that the Corporate Communications Department would develop a new five year Strategic Communications and Engagement plan. Price Waterhouse Coopers (PwC) were commissioned in May 2019 to conduct a review of the current Communications capacity and a report was submitted to the Chief Constable in September 2019.

Following the PwC report which highlighted issues around brand consistency the Chief Constable asked that a brand review exercise be conducted to develop new proposals to improve the clarity and visibility of the Police Service of Northern Ireland Brand as part of a process to develop the new plan

In addition to consultations with media outlets and key stakeholders which involved feedback on Communications, Marketing and Engagement a table top exercise was also conducted using the following documents:

- Draft Policing Plan 2020
- Local Policing Review 2018
- Fresh Start Communications Strategy 2015
- PwC Review of Corporate Communications 2019
- A New Beginning: Policing in Northern Ireland 1999

Feedback varied but three consistent themes emerged:

- Media engagement was strong; however media outlets wanted an enhanced 24 hour response.
- The Communications approach is reactive and there limited proactive campaigns
- The Social Media approach is inconsistent and has no messaging programme in place.
- The Service has no strict brand, use of the crest and the acronym for Police Service of Northern Ireland (PSNI) is used intermixed with Police Service or the Police in media reports. The majority of opinion suggested that the public would better understand "Police" or "Police Service NI " rather than PSNI. It was also noted that the current Police Service of Northern Ireland Identity Guidelines (Appendix B) were not being adhered to and currently there is not a joined up approach that allows consistency within the Service Brand, online, publications, uniform and vehicle livery are all of which are different.

2. Brand Proposals

Following the review a workshop was held at the Service Leadership Executive Forum with a follow up discussion at the Service Executive Team. It was agreed to explore refreshing the Brand of PSNI to Police Service NI to enhance the message and impact as part of the new proposals to increase Community and Neighbourhood Policing, it was further agreed to enhance the consistency, look and feel of the Police Service NI Brand with the following direction:

- The Police Service of Northern Ireland crest cannot be changed
- Enhance the focus on ensuring that 'Police' becomes prominent in the new branding process
- A programme is developed to move away from the use of 'PSNI' to Police Service NI

- Following consultation with the NIPB develop a new set of strict brand guidelines to ensure consistency across all Police Service NI operations
- All proposals must be developed in house and be cost neutral

It should be noted a set of Brand Guidelines were developed in 2008.

3. Implementation:

The new brand will be implemented on a staged process:

- Initially launched on all Police Service NI internal and external digital communications, including an update of the web-site.
- A social media review has been conducted to establish a framework to enhance and embed the new brand across all digital channels and to establish consistent messaging.
- New branding guidelines and templates will be developed and made available to the organisation.
- The new uniform will adhere to the new brand
- The vehicle livery update project will use the new brand
- There will be a one year period of "spring cleaning" during which time the old branding will be removed from the Police Estate with new signage put in place over that period.
- A new Creative Hub will be created within the Communications Department to implement the new branding proposals and guidelines; this will involve amalgamating the Branding and Graphics Unit with the Corporate Communications team.
- A new Brand Project group has been established to manage the implementation of the project.

4. Brand Refresh Road Map

Stage 1 Complete	Stage 2 Complete	Stage 3 Underway	Stage 4 October	Stage 5 November
Information gathering, research and review Review examples of best practice from other Police Services Create draft visual identity elements to enhance process	Defining the brand strategy Organise brand feedback questionnaire service wide SELF workshop SET workshop SEB approval in principal Internal engagement	Finalise visual language (brand identity elements) NI Policing Board Partnership Committee Engagement with DOJ Socialise final branding Media and stakeholder Consultation and Feedback Public Consultation Process Messaging framework finalised	Buy in; Stakeholder mapping Subsidiary messaging positions District, Policing College, Roads Policing, and Crime Operations. Full NI Policing Board Engagement and Presentation Final Sign Off	One Year Implementation, from sign-off Marketing collateral Media launch Media Briefing Tools, guidelines, campaigns and change management programme in place

Further Information:

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For further information please contact:

- Ryan Feeney, Director of Strategic Communications and Engagement
- Email: [redacted]@psni.pnn.police.uk
- Mobile: [redacted]

Enclosed:

- Current Police Service of Northern Ireland Branding Guidelines approved in 2008
- Draft brand refresh proposals

[redacted] **NOT RELEVANT**

From: FEENEY Ryan
Sent: 29 May 2020 09:56
To: [redacted]
Cc:
Subject: OFFICIAL [PSNI ONLY]: Brand Refresh
Attachments: Brand Refresh Overview.docx; Brand.ppt

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s.F40(2)
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This e-mail has been marked OFFICIAL [PSNI ONLY]

All,
This is an amended version of the paper provided to the Partnership Committee of the Board next week, I am going to include this in a pack along with the new Brand refresh proposals and the 2008 Brand (current brand guidelines) for the political parties which they will receive at the Policing Board next week, can you review and suggest any amendments or additional information.
On Friday 5th, we will release a video from the CC that will provide an overview of our plans on Uniform, Branding and Vehicle signage and within that video feature images, we need to include an image of the current brand and then a switch over the proposals and some images of the Vehicles, we need to specifically discuss the pilot for the blue Land Rovers.
We will then release one image on Social Media of the new brand and highlight we will be commencing a public consultation process in August, this is our first public "test" and part of our plan to socialise the image in advance of the consultation.
[redacted] can you arrange a call with all the personnel above for Monday to discuss?
[redacted] can you talk to [redacted] and [redacted] about the image, see attached, what I want is the Logo in the white back ground at the top and the logo (non colour version) in white with a green background at the bottom, (ignore the boxes below, my lack of ICT skills didn't allow me to remove them, we need something that will work on Twitter and Facebook and high quality. Media can pick that up and we can highlight this is the first stage of our public consultation, if they can be told about this today so they have some time to prepare for next Friday that would be good.
We will also need a script of the CC and a press statement and possible lines against enquiry.
We can discuss further on Monday.
Thanks and regards,
Ryan

Ryan Feeney
Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
PSNI Headquarters
Brooklyn
☎ [redacted] (Internal) [redacted] (Mobile)
[redacted]@psni.pnn.police.uk

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[redacted] **NOT RELEVANT**

From: FEENEY Ryan
Sent: 10 October 2019 13:20
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: Branding

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s.F40(2)(a)
s.F40(2)(b)
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This e-mail has been marked OFFICIAL [PSNI ONLY]

[redacted]

A few follow ups on the branding.
Can you ask [redacted] to work on the following (no rush but for the start of November) for the SEB meeting in November

- We will move to Police Service NI, ask him to think about having different colours in the logo
- The corporate colour is bottle green
- Keeping People Safe is to be used as a hashtag from here on everything #KeepingPeopleSafe
- We Care, We Listen, We Act is to feature on future material as a tag line but not part of the logo of the brand
- The crest stays the same with various options but the opinion without the words Police Service of Northern Ireland can also be used but only alongside Police Service NI.

Once he has worked up some thoughts on this, can you get a date in the diary for me to get a first look in advance of going to the CC. I will need a draft brand (in a new PowerPoint that reflects the new brand) completed by Friday 4 November.
Happy to discuss further.
Thanks again,
Ryan

Ryan Feeney
Head of Corporate Communications
Corporate Communications Department
Police Service NI
PSNI Headquarters
Brooklyn
☎ [redacted] (Internal) [redacted] (Mobile)
[redacted]@psni.pnn.police.uk

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[redacted] **NOT RELEVANT**

Subject: OFFICIAL [PSNI ONLY]: Canceled: Brand Refresh

Start: Mon 01/06/2020 12:15
End: Mon 01/06/2020 12:45
Show Time As: Free

Recurrence: (none)

Meeting Status: Not yet responded

Organizer: FEENEY Ryan
Required Attendees: [redacted]

Importance: High

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s.F40(2)(b)
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Apologies, my fault on this, not joining up the dots, we can discuss this at the management meeting, rather than having a separate meeting.

[redacted] **NOT RELEVANT**

Subject: OFFICIAL [PSNI ONLY]: Canceled: Update on Branding
Location: Ryan's Office

Start: Tue 26/11/2019 12:30
End: Tue 26/11/2019 13:15
Show Time As: Free

Recurrence: (none)

Meeting Status: Not yet responded

Organizer: FEENEY Ryan
Required Attendees: [redacted]
Optional Attendees: [redacted]

Importance: High

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[redacted] **NOT RELEVANT**

From: FEENEY Ryan
Sent: 05 December 2019 10:45
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: Draft Work programme Branding
Attachments: Brand Draft Work Programmme October-April.doc

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This e-mail has been marked OFFICIAL [PSNI ONLY]

[redacted]
Can you have a look at this and review and tidy up as discussed?
Thanks,
Ryan

Ryan Feeney
Head of Corporate Communications
Corporate Communications Department
Police Service NI
PSNI Headquarters
Brooklyn
☎[redacted] (Internal) [redacted] (Mobile)
💻[redacted]@psni.pnn.police.uk

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Roadmap to updating the Brand

Stage 1
October-December Complete

Information gathering, research and review examples of best practice

Create draft visual identity elements to enhance process

Establish small task and finish Workgroup

Stage 2
January

SET Workshop

SELF workshop

Policing Board workshop

Defining the brand strategy

Engage the Policing Board

Organise brand feedback questionnaire service wide

Engagement with DOJ

Input into Corporate Plan

Stage 3
February

Finalise visual language (brand identity elements)

Socialise final branding

Media and stakeholder Consultation and Feedback

Public Consultation Process

Messaging framework finalised

Stage 4
March

Buy in; Stakeholder mapping

Internal engagement:

Subsidiary messaging positions –

District, Policing College, Roads Policing, Crime Operations.

Final Sign Off SEB

Stage 5
April-September

Six Month Implementation from sign-off

Media Briefing

Media launch with new Policing Plan

Tools, guidelines, campaigns and change management

Implementation

Immediate switch over on social media and web-site, followed by signage and publications

[redacted] **NOT RELEVANT**

From: [redacted]
Sent: 04 June 2020 15:31
To: FEENEY Ryan
Subject: OFFICIAL [PSNI ONLY]: FW: New Vehicle Liveries - Photographs
Attachments: IMG_2091.JPG

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s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

Ryan – this is what I have for the blue land rovers

From: [redacted]
Sent: 14 May 2020 14:32
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: New Vehicle Liveries - Photographs

This e-mail has been marked OFFICIAL [PSNI ONLY]

[redacted]

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As enclosed, these were taken at Garnerville

Regards

[redacted]

From: MCNAUGHTEN Mark
Sent: 04 March 2020 14:18
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: FW: New Vehicle Liveries - Photographs

This e-mail has been marked OFFICIAL [PSNI ONLY]

From: FEENEY Ryan
Sent: 04 March 2020 13:47
To: BYRNE Simon; MCNAUGHTEN Mark
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: New Vehicle Liveries - Photographs

This e-mail has been marked OFFICIAL [PSNI ONLY]

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s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
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Colleagues,

For information, photographs attached.

Regards,

Ryan

Ryan Feeney
Director of Strategic Communications and Engagement

Strategic Communications and Engagement Department
Police Service NI
PSNI Headquarters
Brooklyn
☎ [redacted] (Internal) [redacted] (Mobile)
[redacted]@psni.pnn.police.uk

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[redacted]

From: [redacted] s.F40
Sent: 02 June 2020 09:07 s.F40(2)
To: FEENEY Ryan s.F40(2)(a)
Subject: OFFICIAL [PSNI ONLY]: FW: Brand Intro Paper s.F40(2)(b)
Attachments: Brand Refresh Overview Intro Paper 2 June 2020.docx s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

Ryan- I have made a few changes – see attached s.F40

If you are happy I will ask [redacted] to print these off as he is in the office today s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

[redacted]

From: FEENEY Ryan
Sent: 02 June 2020 08:42
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: Brand Intro Paper

This e-mail has been marked OFFICIAL [PSNI ONLY]

[redacted]

Can you do a quick proof of the attached (check spelling and grammar etc.).

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Thanks again for this,

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Ryan Feeney
Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
PSNI Headquarters
Brooklyn

The POLICE SERVICE of NORTHERN IRELAND

Strategic Communications and Engagement Strategy 2020-2025

Brand Guidelines Refresh Proposals

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- Enhance the focus on ensuring that 'Police' becomes prominent in the new branding process

- A programme is developed to move away from the use of 'PSNI' to Police Service NI
- Following consultation with the Northern Ireland Policing Board ~~NIPB develop~~ develop a new set of ~~strict~~ brand guidelines to ensure consistency across all Police Service NI operations
- All proposals must be developed in house and be cost neutral

It should be noted a set of Brand Guidelines were developed in 2008.

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The new brand will be implemented on a staged process:

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Further Information:

For further information please contact:

- Ryan Feeney, Director of Strategic Communications and Engagement
- Email: [redacted]@psni.pnn.police.uk
- Mobile: [redacted]

Enclosed:

- Current Police Service of Northern Ireland Branding Guidelines approved in 2008

- Draft brand refresh proposals

[redacted]

NOT RELEVANT

From: [redacted]
Sent: 24 September 2019 20:11
To: FEENEY Ryan
Subject: Branding

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Ryan

I have emailed a copy of the branding presentation to [redacted] just in case you need to get it to other people when I'm off.

Thanks

[redacted]

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Sent from my Samsung Galaxy smartphone.

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POLICE SCOTLAND
Keeping people safe

POLICE SCOTLAND
Keeping people safe

METROPOLITAN POLICE

METROPOLITAN POLICE

Cheshire Constabulary

CITY OF LONDON POLICE

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PRINT + DESIGN

Graphic Design Unit

Procurement and Logistics Services

Lisnasharragh Police
POLICE NI

POLICE STAFF
JANE SMITH
Graphic Designer
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Have you got what it takes?
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NORTHERN IRELAND

POLICENI
KEEPING PEOPLE SAFE

we care.we listen.we act
POLICE

we care
we listen
we act
POLICE

we care
we listen
we act
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KEEPING PEOPLE SAFE
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KEEPING PEOPLE SAFE

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[redacted] **NOT RELEVANT**

From:	**s.F40**	[redacted]
Sent:	**s.F40(2)**	24 September 2019 20:09
To:	**s.F40(2)(a)**	[redacted]
Subject:	**s.F40(2)(b)**	Fwd: OFFICIAL [PSNI ONLY]: Powerpoint
Attachments:	**s.F40(3)(A)**	Brand presentation.pptx
	s.F40(3)(A)(a)	

[redacted]ust in case anyone is looking for this while I'm off

Now you, [redacted] and Ryan have it.

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

Sent from my Samsung Galaxy smartphone.

-------- Original message --------
From [redacted]
Date: 13/09/2019 15:42 (GMT+00:00)
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: Powerpoint

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

[redacted]

Here it is.

[redacted]

[redacted]

	s.F40	
From:	s.F40(2)	FEENEY Ryan
Sent:	s.F40(2)(a)	04 June 2020 17:57
To:		[redacted]
Cc:	s.F40(2)(b)	
Subject:	s.F40(3)(A)	Guidance notes Brand launch OFFICIAL [PSNI ONLY]:
	s.F40(3)(A)(a)	

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

[redacted]

We need to add some guidance notes on the images we are putting out tomorrow with the press statement.

Image 1: Current Police Service of Northern Ireland Brand Image

Image 2: Proposed new vehicle signage and livery for cars, vans and jeeps.

Image 3:

Top Image: Proposed Formal Police Service NI Brand for use on stationary, ceremonial events and Service publications.

Bottom Image: Proposed Operational Brand (non colour, white only) for use on vehicles, uniform, digital and signage.

Happy to discuss, I think it is important to provide some guidance on the imagery.

Thanks,

Ryan

Ryan Feeney
Director of Strategic Communications and Engagement
Police Service NI

[redacted]

NOT RELEVANT

From:	**s.F40**	[redacted]
Sent:	**s.F40(2)**	18 July 2019 14:19
To:	**s.F40(2)(a)**	FEENEY Ryan
Subject:	**s.F40(2)(b)**	OFFICIAL [PSNI ONLY]: Accepted: Meeting CC's Branding and Communications Requests
	s.F40(3)(A)	
	s.F40(3)(A)(a)	

[redacted] **NOT RELEVANT**

From:	**s.F40**	[redacted]
Sent:	**s.F40(2)**	25 July 2019 17:04
To:	**s.F40(2)(a)**	FEENEY Ryan
Subject:	**s.F40(2)(b)**	OFFICIAL [PSNI ONLY]: Accepted: Meeting CC's Branding and Communications Requests
	s.F40(3)(A)	
	s.F40(3)(A)(a)	

[redacted] **NOT RELEVANT**

From:	**s.F40**	[redacted]
Sent:	**s.F40(2)**	07 August 2019 11:02
To:	**s.F40(2)(a)**	FEENEY Ryan
Subject:	**s.F40(2)(b)**	OFFICIAL [PSNI ONLY]: Accepted: Meeting CC's Branding and Communications Requests
	s.F40(3)(A)	
	s.F40(3)(A)(a)	

[redacted]

NOT RELEVANT

From:	**s.F40**	[redacted]
Sent:	**s.F40(2)**	14 August 2019 14:16
To:	**s.F40(2)(a)**	FEENEY Ryan
Subject:	**s.F40(2)(b)**	OFFICIAL [PSNI ONLY]: Accepted: Meeting Graphics re Branding
	s.F40(3)(A)	
	s.F40(3)(A)(a)	

[redacted] **NOT RELEVANT**

From:	**s.F40**	[redacted]
Sent:	**s.F40(2)**	14 January 2020 17:31
To:	**s.F40(2)(a)**	FEENEY Ryan
Subject:	**s.F40(2)(b)**	OFFICIAL [PSNI ONLY]: Accepted: Re branding
	s.F40(3)(A)	
	s.F40(3)(A)(a)	

[redacted] **NOT RELEVANT**

From:	**s.F40**	[redacted]
Sent:	**s.F40(2)**	20 January 2020 17:11
To:	**s.F40(2)(a)**	FEENEY Ryan
Subject:	**s.F40(2)(b)**	OFFICIAL [PSNI ONLY]: Accepted: Re branding
	s.F40(3)(A)	
	s.F40(3)(A)(a)	

[redacted] **NOT RELEVANT**

From: s.F40 [redacted]
Sent: s.F40(2) 27 November 2019 10:55
To: s.F40(2)(a) FEENEY Ryan
Subject: s.F40(2)(b) OFFICIAL [PSNI ONLY]: Accepted: Rebrand Update
s.F40(3)(A)
s.F40(3)(A)(a)

[redacted] **NOT RELEVANT**

From:	**s.F40**	[redacted]
Sent:	**s.F40(2)**	26 November 2019 13:15
To:	**s.F40(2)(a)**	FEENEY Ryan
Subject:	**s.F40(2)(b)**	OFFICIAL [PSNI ONLY]: Accepted: Rebrand Update
	s.F40(3)(A)	
	s.F40(3)(A)(a)	

[redacted] **NOT RELEVANT**

From:	**s.F40**	[redacted]
Sent:	**s.F40(2)**	03 December 2019 11:47
To:	**s.F40(2)(a)**	FEENEY Ryan
Subject:	**s.F40(2)(b)**	OFFICIAL [PSNI ONLY]: Accepted: Rebrand Update
	s.F40(3)(A)	
	s.F40(3)(A)(a)	

[redacted] **NOT RELEVANT**

From: [redacted]
Sent: 19 May 2020 16:55
To: FEENEY Ryan; [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: FW: RE: FW: RE: RE: Presentation
Attachments: Police ServiceNI Brand 2020 (complete).ppt

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

Hello Ryan [redacted]

Please see attached the updated PowerPoint Presentation for tomorrow's meeting.

Thanks to [redacted] and [redacted] getting this onto one document.

Ryan – I will get hub to put on a pen drive for you tomorrow .

Thanks

[redacted]

From: [redacted]
Sent: 19 May 2020 16:33
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: FW: RE: RE: Presentation

This e-mail has been marked OFFICIAL [PSNI ONLY]

[redacted]

Here is the complete presentation, [redacted] and I would like to update this at some stage but this should do the trick for now.

Jeff

From: FEENEY Ryan <[redacted]/@psni.pnn.police.uk>
Sent: 19 May 2020 10:52
To: [redacted]@psni.pnn.police.uk>; [redacted]
<[redacted]H@psni.pnn.police.uk>
Cc: MCNAMARA Jeff [redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: Presentation

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

All,

The CC has urgently requested that the attached PowerPoint be tidied up.

A few points:

- Remove Cheshire from slide 1
- Just tidy up the PowerPoint no real work just ensure it flows well

Can we put this into one presentation document? This needs to be emailed to the CC's Office by tomorrow morning for a meeting with the DUP

We also need this on a memory stick for the Policing Board on Thursday morning

Is this possible?

Thanks,

Ryan

Ryan Feeney
Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
PSNI Headquarters
Brooklyn
☎[redacted] (Internal) [redacted] (Mobile)
[redacted]y@psni.pnn.police.uk

s.F31
s.F31(1)
s.F31(1)(a)
s.F31(1)(b)
s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

POLICE
SCOTLAND
Keeping people safe

POLICE
SCOTLAND
Keeping people safe

METROPOLITAN
POLICE

METROPOLITAN
POLICE

CITY OF LONDON
POLICE

DOMINE DIRIGE NOS

POLICE SERVICE
NORTHERN IRELAND

From PSNI to POLICE Service NI

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we listen
we act.
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we listen
we act.

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CALL 101
we care
we listen
we act.
POLICE

POLICE
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iquip ex ea commodo
CALL 101
we care
we listen
we act

POLICE
DEPARTMENT
CALL 911

POLICE
CALL THE POLICE 101

POLICE

POLICE
Police Service NI

We care
we listen
we act.
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01
02
03
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POLICE SERVICE NI | Print+Design Branch
Procurement and Logistics Services | www.policeserviceni.police.uk

POLICE SERVICE NI | Office of the Chief Constable
Police Headquarters | www.policeserviceni.police.uk

POLICE SERVICE NI | Corporate Communications
www.policeserviceni.police.uk | We Care • We Listen • We Act

POLICE
JANE SMITH
GRAPHIC DESIGNER
POLICE STAFF

Lisnasharragh
Police Station
POLICE

POLICE
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SERVICE

POLICE

- Branding managed by a new Creative Hub
  (Branding Police)
- New service wide branding guidelines
- Updated Branding Toolkit (with central support resource)
- Consistent *'look and feel'* to **Police Service NI**
- Web and Social Media presence, publications, signage, uniform, vehicles, business cards, e-mail signatures, headed paper, internal communications.

[redacted] **NOT RELEVANT**

From: FEENEY Ryan
Sent: 19 May 2020 18:06
To: [redacted]
Cc: [redacted]
Subject: RE: FW: RE: FW: RE: RE: Presentation OFFICIAL [PSNI ONLY]:

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Great work [redacted] thanks

Ryan Feeney
Director of Strategic Communications and Engagement
Police Service NI

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

From: [redacted]@psni.pnn.police.uk>
Date: Tuesday, 19 May 2020, 4:54 pm
To: FEENEY Ryan <[redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>
Cc: [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk> [redacted] Fiona <[redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: FW: RE: FW: RE: RE: Presentation

This e-mail has been marked OFFICIAL [PSNI ONLY]

Hello Ryan/[redacted]
Please see attached the updated PowerPoint Presentation for tomorrow's meeting.
Thanks to [redacted] and [redacted] getting this onto one document.
Ryan – I will get hub to put on a pen drive for you tomorrow .
Thanks
[redacted]

s.F40
s.F40(2)
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s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

From: [redacted]
Sent: 19 May 2020 16:33
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: FW: RE: RE: Presentation
This e-mail has been marked OFFICIAL [PSNI ONLY]

[redacted]
Here is the complete presentation, [redacted] and I would like to update this at some stage but this should do the trick for now.
[redacted]

From: [redacted]@psni.pnn.police.uk>
Sent: 19 May 2020 10:52
To: [redacted]@psni.pnn.police.uk>; [redacted]
<[redacted]@psni.pnn.police.uk>
Cc: MCNAMARA Jeff <[redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: Presentation
All,
The CC has urgently requested that the attached PowerPoint be tidied up.
A few points:
- Remove Cheshire from slide 1

s.F40
s.F40(2)
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- Just tidy up the PowerPoint no real work just ensure it flows well

Can we put this into one presentation document? This needs to be emailed to the CC's Office by tomorrow morning for a meeting with the DUP

We also need this on a memory stick for the Policing Board on Thursday morning

Is this possible?

Thanks,

Ryan

Ryan Feeney
Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
PSNI Headquarters
Brooklyn
☎ [redacted] (Internal) [redacted] (Mobile)
💻 [redacted]y@psni.pnn.police.uk

s.F31
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s.F40(3)(A)
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[redacted] **NOT RELEVANT**

From: [redacted]
Sent: 21 May 2020 08:08
To: FEENEY Ryan
Cc: [redacted]
Subject: Re: FW: RE: FW: RE: RE: Presentation OFFICIAL [PARTNERS]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

I'll speak to Lorraine and send it to Gmail account

Sent from my Samsung Galaxy smartphone.

-------- Original message --------
From: FEENEY Ryan
Date: 20/05/2020 20:06 (GMT+00:00)
To: [redacted]
Cc: [redacted]
Subject: RE: FW: RE: FW: RE: RE: Presentation OFFICIAL [PARTNERS]:

This e-mail has been marked as OFFICIAL [PARTNERS]:

All,

This presentation needs to be sent to [redacted] at the Policing Board first thing tomorrow for the presentation at 10.30am, we can't use pen drive as the NIPB system can not accommodate that.

My system is not letting me sent it through this evening, it might be due to size.

Can this be sent tomorrow early and a follow up done with [redacted] to ensure it has been received. I have briefed him on the need for confidentiality.

Thanks,

Ryan

Ryan Feeney
Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
Police HQ
65 Knock Road
Belfast
BT5 6LE
E-Mai[redacted]y@psni.pnn.police.uk
Press Office: [redacted]
Mobile: [redacted]
Web-site: www.psni.police.uk

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s.F40(3)(A)(b)

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

From: [redacted]H@psni.pnn.police.uk>
Date: Tuesday, 19 May 2020, 4:54 pm
To: FEENEY Ryan <[redacted]Y@psni.pnn.police.uk>, [redacted]
<[redacted]n@psni.pnn.police.uk>

Cc: [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: FW: RE: FW: RE: RE: Presentation

This e-mail has been marked OFFICIAL [PSNI ONLY]

Hello Ryan,[redacted]
Please see attached the updated PowerPoint Presentation for tomorrow's meeting.
Thanks to[redacted] and [redacted] getting this onto one document.
Ryan – I will get hub to put on a pen drive for you tomorrow .
Thanks
[redacted]

s.F40
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s.F40(3)(A)
s.F40(3)(A)(a)

NOT RELEVANT

[redacted]

From: [redacted]
Sent: 21 May 2020 08:08
To: FEENEY Ryan
Cc: [redacted]
Subject: Re: FW: RE: FW: RE: RE: Presentation OFFICIAL [PARTNERS]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

I'll speak to Lorraine and send it to Gmail account

Sent from my Samsung Galaxy smartphone.

-------- Original message --------
From [redacted]
Date: 20/05/2020 20:06 (GMT+00:00)
To: [redacted]
Cc: [redacted]
Subject: RE: FW: RE: FW: RE: RE: Presentation OFFICIAL [PARTNERS]:

This e-mail has been marked as OFFICIAL [PARTNERS]:

All,

This presentation needs to be sent to [redacted] at the Policing Board first thing tomorrow for the presentation at 10.30am, we can't use pen drive as the NIPB system can not accommodate that.

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Thanks,

Ryan

Ryan Feeney
Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
Police HQ
65 Knock Road
Belfast
BT5 6LE
E-Mail: [redacted]
Press Office: [redacted]
Mobile: [redacted]
Web-site: www.psni.police.uk

s.F31
s.F31(1)
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s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

From [redacted]H@psni.pnn.police.uk>
Date: Tuesday, 19 May 2020, 4:54 pm
To: FEENEY Ryan [redacted]@psni.pnn.police.uk>, [redacted]
[redacted]n@psni.pnn.police.uk>

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

Cc: [redacted]@psni.pnn.police.uk> [redacted]@psni.pnn.police.uk>, [redacted]N@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: FW: RE: FW: RE: RE: Presentation

This e-mail has been marked OFFICIAL [PSNI ONLY]

Hello Ryan [redacted]
Please see attached the updated PowerPoint Presentation for tomorrow's meeting.
Thanks to [redacted] and [redacted] getting this onto one document.
Ryan – I will get hub to put on a pen drive for you tomorrow .
Thanks
[redacted]

s.F40
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s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

NOT RELEVANT

From: FEENEY Ryan
Sent: 21 May 2020 08:12
To:
Cc:
Subject: RE: Presentation OFFICIAL [PARTNERS]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked as OFFICIAL [PARTNERS]:

thanks and highlight the confidential nature of the presentation

Ryan Feeney
Director of Strategic Communications and Engagement
Police Service NI

From: psni.pnn.police.uk>
Date: Thursday, 21 May 2020, 8:07 am
To: @psni.pnn.police.uk>
Cc: @psni.pnn.police.uk>, @psni.pnn.police.uk>, psni.pnn.police.uk>, @nipolicingboard.org.uk>
Subject: Re: FW: RE: FW: RE: RE: Presentation OFFICIAL [PARTNERS]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

I'll speak to and send it to Gmail account

Sent from my Samsung Galaxy smartphone.

-------- Original message --------
From: FEENEY Ryan
Date: 20/05/2020 20:06 (GMT+00:00)
To
Cc
Subject: RE: FW: RE: FW: RE: RE: Presentation OFFICIAL [PARTNERS]:

This e-mail has been marked as OFFICIAL [PARTNERS]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

All,

This presentation needs to be sent to at the Policing Board first thing tomorrow for the presentation at 10.30am, we can't use pen drive as the NIPB system can not accommodate that.

My system is not letting me sent it through this evening, it might be due to size.

Can this be sent tomorrow early and a follow up done with to ensure it has been received. I have briefed him on the need for confidentiality.

Thanks,

Ryan

Ryan Feeney

Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
Police HQ
65 Knock Road
Belfast
BT5 6LE
E-Mail: [redacted]@psni.pnn.police.uk
Press Office: [redacted]
Mobile: [redacted]
Web-site: www.psni.police.uk

s.F31
s.F31(1)
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s.F31(1)(b)
s.F40
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s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

From: [redacted]@psni.pnn.police.uk>
Date: Tuesday, 19 May 2020, 4:54 pm
To [redacted]psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>
Cc: [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: FW: RE: FW: RE: RE: Presentation

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

Hello Ryan [redacted]
Please see attached the updated PowerPoint Presentation for tomorrow's meeting.
Thanks to [redacted] and [redacted] getting this onto one document.
Ryan – I will get hub to put on a pen drive for you tomorrow .
Thanks
[redacted]

[redacted] **NOT RELEVANT**

From: FEENEY Ryan
Sent: 06 December 2019 15:04
To: [redacted]
Cc: [redacted]
Subject: RE: road map OFFICIAL [PSNI ONLY]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

[redacted]

Thanks for this, can you send this to [redacted] for information. Also can you see if [redacted] could have the amendments requested to me by mid day on Tuesday I have an update meeting with the CC on Tuesday at 4pm and I will like to review these options.

Thanks again,

Ryan

Ryan Feeney
Head of Corporate Communications
Police Service NI

From: [redacted]@psni.pnn.police.uk>
Date: Friday, 06 Dec 2019, 2:13 pm
To: FEENEY Ryan [redacted]/@psni.pnn.police.uk>
Cc: [redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: road map

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

Hello Ryan,
Please see attached the roadmap.
I have tweaked the format slightly and the content.
I have marked in grey the actions that are complete.
If you need anything changed, please let me know.

[redacted]
[redacted]
Corporate Communications Manager
PSNI Corporate Communications Department
Police Headquarters
Ext. [redacted]
Mob. [redacted]

s.F31
s.F31(1)
s.F31(1)(a)
s.F31(1)(b)
s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

[redacted] **NOT RELEVANT**

From: FEENEY Ryan
Sent: 01 June 2020 16:43
To: [redacted]
Subject: RE: FW: Brand Refresh OFFICIAL [PSNI ONLY]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Great minds, we are going to put that in the CC's script and the press release, the chief is keen that this is all tied together as part of his overall plan.

Ryan Feeney
Director of Strategic Communications and Engagement
Police Service NI

From: [redacted]@psni.pnn.police.uk>
Date: Monday, 01 Jun 2020, 4:41 pm
To: FEENEY Ryan [redacted]Y@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: FW: Brand Refresh

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

Ryan,
You may want to keep it completely separate but there could be an opportunity here to intertwine the social media review with the branding, under the implementation section. It would give the committee a clear understanding of changes on our social media with 'no surprises'.
Implementation
A social media review will be conducted to establish a framework to enhance and embed the new brand across all digital channels and to establish consistent messaging.
For your consideration

From: [redacted]
Sent: 29 May 2020 09:56
To [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: Brand Refresh
This e-mail has been marked OFFICIAL [PSNI ONLY]

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

All,
This is an amended version of the paper provided to the Partnership Committee of the Board next week, I am going to include this in a pack along with the new Brand refresh proposals and the 2008 Brand (current brand guidelines) for the political parties which they will receive at the Policing Board next week, can you review and suggest any amendments or additional information.
On Friday 5th, we will release a video from the CC that will provide an overview of our plans on Uniform, Branding and Vehicle signage and within that video feature images, we need to include an image of the current brand and then a switch over the proposals and some images of the Vehicles, we need to specifically discuss the pilot for the blue Land Rovers.
We will then release one image on Social Media of the new brand and highlight we will be commencing a public consultation process in August, this is our first public "test" and part of our plan to socialise the image in advance of the consultation.
[redacted], can you arrange a call with all the personnel above for Monday to discuss?
[redacted] can you talk to Jeff and Marion about the image, see attached, what I want is the Logo in the white back ground at the top and the logo (non colour version) in white with a green background at the bottom, (ignore

the boxes below, my lack of ICT skills didn't allow me to remove them, we need something that will work on Twitter and Facebook and high quality. Media can pick that up and we can highlight this is the first stage of our public consultation, if they can be told about this today so they have some time to prepare for next Friday that would be good.
We will also need a script of the CC and a press statement and possible lines against enquiry.
We can discuss further on Monday.
Thanks and regards,
Ryan

Ryan Feeney
Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
PSNI Headquarters
Brooklyn
☎ [redacted](Internal) [redacted](Mobile)
[redacted]@psni.pnn.police.uk

s.F31
s.F31(1)
s.F31(1)(a)
s.F31(1)(b)
s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

[redacted] **NOT RELEVANT**

From: FEENEY Ryan
Sent: 01 June 2020 16:35
To: [redacted]
Subject: RE: FW: RE: RE: RE: SM sitrep and CC video OFFICIAL [PSNI ONLY]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Perfect

Ryan Feeney
Director of Strategic Communications and Engagement
Police Service NI

From: [redacted]@psni.pnn.police.uk>
Date: Monday, 01 Jun 2020, 4:22 pm
To: FEENEY Ryan [redacted]Y@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: FW: RE: RE: RE: SM sitrep and CC video

This e-mail has been marked OFFICIAL [PSNI ONLY]

Ryan,
Is this what we need for the Chief's video to show the old branding?
[redacted]

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

From [redacted]
Sent: 01 June 2020 15:57
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: RE: RE: SM sitrep and CC video
This e-mail has been marked OFFICIAL [PSNI ONLY]

Hi [redacted]
Please see attached graphic featuring Police logo on branded green background
Many thanks,
[redacted]

From: [redacted]
Sent: 01 June 2020 12:42
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: RE: SM sitrep and CC video
This e-mail has been marked OFFICIAL [PSNI ONLY]

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

Brilliant [redacted] thank you.
Also, I need you to make a graphic which will be used in the video.
The Chief will talk about our existing brand and for this we will need to fade to a screen which features our existing brand – this should simply be the bottle green background with our crest and Keeping People Safe under it.
I've attached the brand guidelines for the correct colour to use.
Will you see if you can create something that we can use please?
Thank you
[redacted]

From: [redacted]
Sent: 01 June 2020 12:13

s.F40

To: [redacted] s.F40(2)

Subject: OFFICIAL [PSNI ONLY]: RE: SM sitrep and CC video s.F40(2)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY] s.F40(2)(b)

Thanks [redacted] – I'll be in on Thursday, so happy to facilitate the filming. s.F40(3)(A)

[redacted] s.F40(3)(A)(a)

From: [redacted]@psni.pnn.police.uk>

Sent: 01 June 2020 11:38

To: [redacted]@psni.pnn.police.uk>; [redacted]@psni.pnn.police.uk>; [redacted]@psni.pnn.police.uk>

Subject: OFFICIAL [PSNI ONLY]: SM sitrep and CC video

This e-mail has been marked OFFICIAL [PSNI ONLY]

Hello [redacted],

At our management meeting today we discussed the ongoing requirement for a social media daily sitrep. s.F40

[redacted] has agreed that we can now reduce this to one weekly sitrep which will be issued on a Friday. [redacted] can I ask s.F40(2)

you to look after this moving forward please? I will leave it to you as the best way to do this – it might be easier to s.F40(2)(a)

do a quick trawl every day and have a live document which you add to through the week. It will not have to be as s.F40(2)(b)

comprehensive as the daily sitrep – you will just need highlights and anything major about our Covid response.

Also, the Chief will record a video in the Digital Hub at 3pm on Thursday in relation to the branding. My s.F40(3)(A)

understanding is that there will be an internal and external version but we can iron this out closer to the time. s.F40(3)(A)(a)

[redacted] will you add this to the Digital Hub diary please?

Thank you

[redacted] s.F31

[redacted] s.F31(1)

PSNI Corporate Communications Manager s.F31(1)(a)

Ext. [redacted] s.F31(1)(b)

Mob. [redacted] s.F40

Email. [redacted]@psni.pnn.police.uk s.F40(2)

s.F40(2)(a)

s.F40(2)(b)

s.F40(3)(A)

s.F40(3)(A)(a)

[redacted] **NOT RELEVANT**

From: FEENEY Ryan
Sent: 01 June 2020 16:35
To: [redacted]
Subject: RE: FW: RE: RE: RE: SM sitrep and CC video OFFICIAL [PSNI ONLY]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Perfect

Ryan Feeney
Director of Strategic Communications and Engagement
Police Service NI

From: [redacted]@psni.pnn.police.uk>
Date: Monday, 01 Jun 2020, 4:22 pm
To: [redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: FW: RE: RE: RE: SM sitrep and CC video

This e-mail has been marked OFFICIAL [PSNI ONLY]

[redacted]
Is this what we need for the Chief's video to show the old branding?
[redacted]

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

From: [redacted]
Sent: 01 June 2020 15:57
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: RE: RE: SM sitrep and CC video
This e-mail has been marked OFFICIAL [PSNI ONLY]

Hi [redacted]
Please see attached graphic featuring Police logo on branded green background
Many thanks,
[redacted]

From: [redacted]
Sent: 01 June 2020 12:42
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: RE: SM sitrep and CC video
This e-mail has been marked OFFICIAL [PSNI ONLY]

Brilliant [redacted], thank you.
Also, I need you to make a graphic which will be used in the video.
The Chief will talk about our existing brand and for this we will need to fade to a screen which features our existing brand – this should simply be the bottle green background with our crest and Keeping People Safe under it.
I've attached the brand guidelines for the correct colour to use.
Will you see if you can create something that we can use please?
Thank you
[redacted]

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

From: [redacted]
Sent: 01 June 2020 12:13

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: SM sitrep and CC video
This e-mail has been marked OFFICIAL [PSNI ONLY]

Thanks [redacted] – I'll be in on Thursday, so happy to facilitate the filming.
[redacted]
From: [redacted]@psni.pnn.police.uk>
Sent: 01 June 2020 11:38
To: [redacted]@psni.pnn.police.uk>; [redacted]@psni.pnn.police.uk>;
MORROW [redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: SM sitrep and CC video
This e-mail has been marked OFFICIAL [PSNI ONLY]

Hello [redacted]
At our management meeting today we discussed the ongoing requirement for a social media daily sitrep.
Ryan has agreed that we can now reduce this to one weekly sitrep which will be issued on a Friday. [redacted] can I ask you to look after this moving forward please? I will leave it to you as the best way to do this – it might be easier to do a quick trawl every day and have a live document which you add to through the week. It will not have to be as comprehensive as the daily sitrep – you will just need highlights and anything major about our Covid response.
Also, the Chief will record a video in the Digital Hub at 3pm on Thursday in relation to the branding. My understanding is that there will be an internal and external version but we can iron this out closer to the time.
[redacted] will you add this to the Digital Hub diary please?
Thank you
[redacted]
[redacted]
PSNI Corporate Communications Manager
Ext. [redacted]
Mob [redacted]
Email. [redacted]@psni.pnn.police.uk

s.F40
s.F40(2)
s.F40(2)(a)
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s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

[redacted]

From: FEENEY Ryan
Sent: 11 May 2020 13:35
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: Branding Implementation Project Group
Attachments: Branding Group TOR Final.doc

s.F31
s.F31(1)
s.F31(1)(a)
s.F31(1)(b)
s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

Colleagues,
Following recent meetings with the Chief and Deputy Chief it has been agreed to establish a Brand Implementation Project Group to take forward the Brand refresh project. The group will meet monthly starting in June and provide ongoing updates to SET.
I attach the Terms of Reference for information and would be grateful if you could provide the name of your nominated representative by close of business Friday 15 May.
Happy to provide any clarity if required.
Regards,
Ryan

Ryan Feeney
Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
Police HQ
65 Knock Road
Belfast
BT5 6LE
E-Mail: [redacted]psni.pnn.police.uk
Press Office: [redacted]
Mobile: [redacted]
Web-site: www.psni.police.uk

s.F31
s.F31(1)
s.F31(1)(a)
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Police Service of Northern Ireland

Brand Implementation Project Group

Terms of Reference

Remit:

- To complete the consultation phase of the Police Service NI Branding project and achieve endorsement from the Northern Ireland Policing Board in addition to the necessary public and internal support.

- The Service crest will remain unchanged and the focus will shift from using the abbreviation PSNI to Police Service NI. This will also involve using term Police more frequently across Uniform, Vehicles and Branding.

- Develop and complete the new Brand guidelines

- To implement and complete the Branding project by September 2021. This will include:

    - Change of signage across the Police estate
    - Development a new Police Service NI Web-site
    - Review of Social Media Branding
    - Vehicle Signage
    - Internal Communications
    - Uniform (linked to the Uniform Project Group)

Project Group Report: Strategic Management Board and Deputy Chief Constable

Membership:

- Director of Strategic Communications and Engagement (Chair)
- ACC OSD (or nominee)
- Executive Director of Finance and Support Services (or nominee)
- ACC Crime Operations (or nominee)
- ACC District Policing (or nominee)
- ACC Community safety (or nominee)
- Director of ICS (or nominee)
- Director of Human Resources (or nominee)
- Representative of the Estates Unit
- Social Media Manager
- Creative Hub Manager
- Internal Communications Manager

Also Attending: Creative Hub staff as and when required

Serviced by: Strategic Communications and Engagement Department

[redacted] **NOT RELEVANT**

From: FEENEY Ryan
Sent: 05 December 2019 10:45
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: Draft Work programme Branding
Attachments: Brand Draft Work Programmme October-April.doc

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

[redacted]

Can you have a look at this and review and tidy up as discussed?

Thanks,
Ryan

Ryan Feeney
Head of Corporate Communications
Corporate Communications Department
Police Service NI
PSNI Headquarters
Brooklyn
☎ [redacted] (Internal) [redacted] (Mobile)
[redacted]@psni.pnn.police.uk

s.F31
s.F31(1)
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s.F40(3)(A)
s.F40(3)(A)(a)

Roadmap to updating the Brand

Stage 1
October-December Complete

Information gathering, research and review examples of best practice

Create draft visual identity elements to enhance process

Establish small task and finish Workgroup

Stage 2
January

SET Workshop

SELF workshop

Policing Board workshop

Defining the brand strategy

Engage the Policing Board

Organise brand feedback questionnaire service wide

Engagement with DOJ

Input into Corporate Plan

Stage 3
February

Finalise visual language (brand identity elements)

Socialise final branding

Media and stakeholder Consultation and Feedback

Public Consultation Process

Messaging framework finalised

Stage 4
March

Buy in; Stakeholder mapping

Internal engagement:

Subsidiary messaging positions –

District, Policing College, Roads Policing, Crime Operations.

Final Sign Off SEB

Stage 5
April-September

Six Month Implementation from sign-off

Media Briefing

Media launch with new Policing Plan

Tools, guidelines, campaigns and change management

Implementation

Immediate switch over on social media and web-site, followed by signage and publications

[redacted]

From: [redacted]
Sent: 03 December 2019 16:56
To: [redacted] FEENEY Ryan
Subject: OFFICIAL [PSNI ONLY]: FW: re-brand
Attachments: Police Rebrand.pdf

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

Hello Ryan/[redacted]

See attached a few ideas from [redacted] and [redacted] on the Branding prior to our meeting on Thursday.

Thanks

[redacted]

From: [redacted]
Sent: 03 December 2019 10:20
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: re-brand

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

Hi [redacted]

Could you pass this on to Ryan, once we have established a logo brand and name we'll produce a raft of 'in place' designs for consideration and development.

Thanks
[redacted]

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KEEPING PEOPLE SAFE

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KEEPING PEOPLE SAFE

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KEEPING PEOPLE SAFE

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Police Service NI

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[redacted] **NOT RELEVANT**

From: [redacted]
Sent: 03 June 2020 14:03
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: Chief's video
Attachments: FINAL EXTERNAL Chief Constable's message 5th June 2020.docx; FINAL INTERAL Chief Constable's message 5th June 2020.docx

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

Hello All

Please see attached the updated and final scripts for the Chief's recordings tomorrow.

Grateful if you can please use these for the filming tomorrow.

[redacted]

From: [redacted]
Sent: 03 June 2020 09:24
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: Chief's video

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

Hi guys

For your forward planning.... The Chief is scheduled to record an internal and external video on Thursday at 3pm.

I have attached the current draft scripts. Ryan is keen to use these videos to introduce the new draft brand visuals – you will see from the script where he wants to display the old brand and the new brand. The videos are due to be broadcast both internally and externally on Friday lunchtime.

Fiona has written a few tweets also which I have pasted below. Ryan is content but still has to share this with the Chief.

I will keep you posted.

Thanks for your help.[redacted]

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s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

TWEET
Chief Constable Simon Byrne introduces draft visuals for new Police Service NI branding #KeepingPeopleSafe (WITH LINK TO VIDEO)

SECOND TWEET
A first glimpse at the proposed new branding for Police Service NI. We will announce consultation plans for the brand proposals at a later date #KeepingPeopleSafe (WITH IMAGES OF OLD AND NEW BRAND)

Chief Constable's External Message – Friday 5th June

Hello everyone

As the restrictions and regulations change so is the role for policing and we are continuing to work closely with Colleagues in the Department of Health and across the Executive to support them.

As a society, we are making tentative progress but our Health Service Colleagues continue to need us to be responsible in how we make that progress. It is important that we all abide by the restrictions that remain in place and follow the advice around social distancing - if you go out – stay apart.

We will continue to keep you updated via our communications channels.

As your Police Service we believe the ability to be able to communicate effectively with you is essential. For that reason, we are currently reviewing and working hard to improve our communications and as part of this work, we are reviewing our current brand guidelines.

Policing is so much more than an acronym – which is why our review is focussing on using "Police Service NI" as opposed to "PSNI". Our current brand **(show current image)** is simply the crest and we aim to enhance this to better reflect the breadth and depth of what we do and improving our connection to our communities.

"We are keen to bring consistency and a fresher look to the Police Service NI brand and imagery across our digital platforms, publications, building signage, livery and our website. Alongside this, we are reviewing our Uniform and our Fleet. It is important to highlight that we are not changing the crest or the name of the Service as both are representative of the service we deliver and are set in law.

We have already briefed the Northern Ireland Policing Board and the Justice Minister on our plans and will be starting a consultation process which we will publicise in the near future.

Today **(show new Brand)** we are releasing our draft visuals for better use of the Service Crest which will enhance the name and purpose of Police Service NI, all of the design work has been completed in house and has been cost neutral.

When we reach the implementation stage we will return to the Policing Board with an update and at that point I will be able to provide more information to you on our progress with the new brand guidelines.

This review fits within my broader ambition for a more visible, accessible, responsive and community-focused service and I will keep you updated on an ongoing basis.

Thank you.

[redacted] **NOT RELEVANT**

From: [redacted]
Sent: 08 June 2020 08:22
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: direction on we care we listen we act

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

Hi [redacted]

That's great at least we now have direction and if anyone ask for it we can say it is part of the new branding.

[redacted]

From: [redacted]
Sent: 06 June 2020 11:29
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: direction on we care we listen we act

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

Hello [redacted],

I spoke to Ryan yesterday about your query around the We Care We Listen We Act banner.

[redacted] is content for us to continue as we are. There is no corporate direction on including this on any of our documents until the new brand is agreed.

I hope this provides some clarity but if you need anything else, give me a shout.

[redacted]

[redacted]
PSNI Corporate Communications Manager
Police Headquarters
Mob. [redacted]
Email. [redacted]@psni.pnn.police.uk

s.F31
s.F31(1)
s.F31(1)(a)
s.F31(1)(b)
s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

[redacted]

From: [redacted]
Sent: 21 May 2020 08:47
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: FW: Presentation OFFICIAL [PARTNERS]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

I have emailed it to [redacted] in the Gmail and have texted her so hopefully it will go thrugh that way – others it may need to be split

---

From: [redacted]
Sent: 21 May 2020 08:23
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: FW: Presentation OFFICIAL [PARTNERS]:

This e-mail has been marked OFFICIAL [PSNI ONLY]

Do you need any help with this?

[redacted]

From: FEENEY Ryan
Sent: 21 May 2020 08:12
To: [redacted]
Cc: [redacted]
Subject: RE: Presentation OFFICIAL [PARTNERS]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked as OFFICIAL [PARTNERS]:

[redacted], thanks and highlight the confidential nature of the presentation

Ryan Feeney
Director of Strategic Communications and Engagement
Police Service NI

From: [redacted]@psni.pnn.police.uk>
Date: Thursday, 21 May 2020, 8:07 am
To: FEENEY Ryan [redacted]@psni.pnn.police.uk>
Cc [redacted]@psni.pnn.police.uk> [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>, [redacted]@nipolicingboard.org.uk>
Subject: Re: FW: RE: FW: RE: RE: Presentation OFFICIAL [PARTNERS]:

I'll speak to [redacted] and send it to Gmail account

Sent from my Samsung Galaxy smartphone.

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

-------- Original message --------
From: FEENEY Ryan <[redacted]@psni.pnn.police.uk>

Date: 20/05/2020 20:06 (GMT+00:00)
To: [redacted]@psni.pnn.police.uk>
Cc: [redacted]e@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>, [redacted]N@psni.pnn.police.uk>, "[redacted]@nipolicingboard.org.uk>
Subject: RE: FW: RE: FW: RE: RE: Presentation OFFICIAL [PARTNERS]:

This e-mail has been marked as OFFICIAL [PARTNERS]:

All,

This presentation needs to be sent to [redacted] at the Policing Board first thing tomorrow for the presentation at 10.30am, [redacted] as the NIPB system can not accommodate that.

My system is not letting me sent it through this evening, it might be due to size.

Can this be sent tomorrow early and a follow up done with [redacted] to ensure it has been received. I have briefed him on the need for confidentiality.

Thanks,

Ryan

Ryan Feeney
Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
Police HQ
65 Knock Road
Belfast
BT5 6LE
E-Mail: [redacted]@psni.pnn.police.uk
Press Office: [redacted]
Mobile: [redacted]
Web-site: www.psni.police.uk

s.F31
s.F31(1)
s.F31(1)(a)
s.F31(1)(b)
s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

From: [redacted]@psni.pnn.police.uk>
Date: Tuesday, 19 May 2020, 4:54 pm
To: FEENEY Ryan [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>
Cc: [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: FW: RE: FW: RE: RE: Presentation

This e-mail has been marked OFFICIAL [PSNI ONLY]

Hello Ryan [redacted]

Please see attached the updated PowerPoint Presentation for tomorrow's meeting.

Thanks to [redacted] and [redacted] getting this onto one document.

Ryan – I will get hub to put on a pen drive for you tomorrow .

Thanks

[redacted]

s.F40(3)(A)(a)
s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

[redacted] **NOT RELEVANT**

From: [redacted]
Sent: 08 June 2020 16:35
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: RE: FW: OFFICIAL [PUBLIC]: RE: Higher resolution new brand image
Attachments: Police Vehicles branded.jpg

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s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

Here you are if you need it ...

[redacted]

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

From: [redacted]
Sent: 08 June 2020 16:30
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: FW: OFFICIAL [PUBLIC]: RE: Higher resolution new brand image

This e-mail has been marked OFFICIAL [PSNI ONLY]

Hi [redacted]

[redacted] might have a higher res image of the police vehicles on the Mac in the Hub.

[redacted]

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

From: [redacted]@psni.pnn.police.uk>
Sent: 08 June 2020 16:25
To: [redacted]@psni.pnn.police.uk>; [redacted]@psni.pnn.police.uk>
Cc: [redacted]@psni.pnn.police.uk>; [redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: FW: OFFICIAL [PUBLIC]: RE: Higher resolution new brand image

This e-mail has been marked OFFICIAL [PSNI ONLY]

Hi [redacted]

Sorry for another ask! Can you please see the email below. Is it possible to get a higher resolution image of the police vehicles, please?

Thanks again for your help.

[redacted]

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

[redacted] - only one image was sent. It would be good to get one of the Police vehicles if possible?
Sorry to be a pain.

[redacted]

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s.F40(3)(A)
s.F40(3)(A)(a)

[redacted]

> On 8 Jun 2020, at 15:19, "[redacted]@psni.pnn.police.uk" <[redacted]@psni.pnn.police.uk> wrote:
>
> This e-mail has been marked OFFICIAL [PUBLIC];
>
> Hi [redacted] there should be an email (from another member of the team) on its way to you shortly.
>
> Best wishes,
>
> [redacted]
>
> [redacted] | Press Officer |
> Department of Corporate Communications | PSNI Headquarters
> Tel: [redacted] Ext: [redacted]
>
> HQ PRESS OFFICE OPENING HOURS:
> Monday - Friday: 7am - 8pm | Saturday & Sunday: 9am - 5pm
>
>
> -----Original Message-----
> From: [redacted] Blackberry&News [mailto:[redacted]@bbc.co.uk]
> Sent: 08 June 2020 14:12
> To: [redacted]
> Subject: Higher resolution new brand image
>
> Hi [redacted] - as mentioned on the phone. Any chance of higher resolution images than the ones emailed out on Friday.
> On a TV screen, they don't look v good. And we're hoping to use them this evening.
> If they can be sent via [redacted] or WeTransfer to preserve the quality, please send them to [redacted]@bbc.co.uk or [redacted]@gmail.com
>
> Many thanks, as always.
>
> [redacted]
>
>
> [redacted]
> [redacted]
> [redacted]
>
> **********
> Any views expressed by the sender of this message are not necessarily those of the Police Service of Northern Ireland. This e-mail and any files transmitted with it are intended solely for the use of the individual or entity to whom they are addressed. Internet email is not to be treated as a secure means of communication. PSNI monitors all internet email activity and content. If you have received this e-mail in error please notify the sender immediately by using the reply facility in your e-mail software. All e-mails are swept for the presence of viruses.
> **********

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s.F31(1)
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s.F40(2)(a)
s.F40(2)(b)
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s.F40(3)(A)(a)

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http://www.bbc.co.uk
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sent or received.

POLICE
KGZ 7858
KGZ 2875
KGZ 7880

[redacted] **NOT RELEVANT**

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s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

From: [redacted]
Sent: 04 June 2020 10:28
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: RE: RE: FW: Rebrand Graphics for Social Media Posts - FAO [redacted]

s.F31
s.F31(1)
s.F31(1)(a)
s.F31(1)(b)
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s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

Perfect [redacted] great job.

Ryan Feeney
Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
PSNI Headquarters
Brooklyn
☎ [redacted] (Internal) [redacted] (Mobile)
[redacted]@psni.pnn.police.uk

From: [redacted]
Sent: 04 June 2020 10:26
To: FEENEY Ryan
Subject: OFFICIAL [PSNI ONLY]: RE: RE: FW: Rebrand Graphics for Social Media Posts - FAO [redacted]

This e-mail has been marked OFFICIAL [PSNI ONLY]

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

Yes, the three below are for different social media formats so we will only use one in the video and and on our SM posts.

[redacted]

From: FEENEY Ryan
Sent: 04 June 2020 10:09
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: FW: Rebrand Graphics for Social Media Posts - FAO [redacted]

This e-mail has been marked OFFICIAL [PSNI ONLY]

Thanks [redacted] I assume we only are using one of the screenshots below.

s.F31
s.F31(1)
s.F31(1)(a)
s.F31(1)(b)
s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

Ryan Feeney
Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
PSNI Headquarters
Brooklyn
☎ [redacted] (Internal) [redacted] (Mobile)
[redacted]@psni.pnn.police.uk

From: [redacted]
Sent: 04 June 2020 10:07
To: FEENEY Ryan
Subject: OFFICIAL [PSNI ONLY]: FW: Rebrand Graphics for Social Media Posts - FAO [redacted]

This e-mail has been marked OFFICIAL [PSNI ONLY]

Ryan, please see the graphics of the new brand for social media.

[redacted]

From: [redacted]@gmail.com>
Sent: 04 June 2020 10:00
To: [redacted]@psni.pnn.police.uk>
Subject: Fwd: Rebrand Graphics for Social Media Posts - FAO [redacted]

s.F31
s.F31(1)
s.F31(1)(a)
s.F31(1)(b)
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s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

---------- Forwarded message ---------
From: [redacted]sni@gmail.com>
Date: Tue, Jun 2, 2020 at 3:16 PM
Subject: Rebrand Graphics for Social Media Posts - FAO [redacted]
To: [redacted]gmail.com>

Download full-resolution images
Available until 2 Jul 2020

[redacted] **NOT RELEVANT**

From: [redacted]
Sent: 25 February 2020 15:54
To: [redacted]
Cc: FEENEY Ryan; [redacted]
Subject: OFFICIAL [PSNI ONLY]: Update/Actions from Brading Meeting

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

Hello [redacted]
Thanks for coming over earlier this afternoon.

Below are a few actions/ updates:

- Business Cards – hold off on them at the minute.
- Headed Paper – [redacted] to printout the copy you had sent a few weeks ago to give to Ryan to get Chief's sign off.
- Ryan to email over the suggested updated Brand Guidelines and the narrative. This will be a work in progress until we have final sign off
- Imagery for Brand Guidelines – [redacted] to liaise with ACC Todd re new uniform. [redacted] to provide a few images from recent photography.
- Communication and Engagement Strategy - you are currently designing it with the new brand guidelines.
- From 1st April we will be going live with digital switchover – this will mean we will need the design for Facebook, twitter, Instagram and YouTube headers completed a week or so before hand – from what I can remember you know the sizes that are required for each of the digital platforms.
- 1st April – we will switch over to the updated crest on our website. However, because of the website review there will be minimal changes to it.
- 1st April - Design of new PowerPoint Presentation.
- Corporate Email signature to be developed and ready to be rolled out on 1st April.
- Signage at front of Headquarters – [redacted] to liaise with [redacted] and [redacted] to get updated sign at front gate.
- Signage across all of the Estate will be the priority for the roll out of the new Police Service NI Brand.
- All stocks of up-to-date literature to be used first before creating new designs.

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s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

Ryan to establish a working which will consist of representatives from Graphics, Corporate Communications, Estates and Finance. This group will oversee the introduction/implementation of the new Police Service NI Brand.
I hope all of this makes sense. Will you please share this with Ivor.
If you need anything further, please let me know
Regards

[redacted]
Corporate Communications Officer
Police Service of Northern Ireland
Internal Extension [redacted]
Direct Dial [redacted]

s.F31
s.F31(1)
s.F31(1)(a)
s.F31(1)(b)
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s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

[redacted]

From: FEENEY Ryan
Sent: 05 March 2020 21:49
To: [redacted]; BYRNE Simon; HAMILTON Mark; [redacted]; [redacted] s.F31
Cc: [redacted] s.F31(1)
Subject: RE: CC and DCC Meeting re Uniform and Branding OFFICIAL [PSNI ONLY]: s.F31(1)(a)
s.F31(1)(b)

This e-mail has been marked as OFFICIAL [PSNI ONLY]: s.F40
s.F40(2)

[redacted] s.F40(2)(a)

Thanks for this, we have a lot of this underway on the branding side so I will link in the uniform project. We will need s.F40(2)(b)
a task and finish group to manage this, I will talk to [redacted], Mark McNaughton, DCC and CC to get their steer on s.F40(3)(A)
membership and a project plan together. s.F40(3)(A)(a)

Regards,

Ryan s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)

From: [redacted]@psni.pnn.police.uk> s.F40(3)(A)
Date: Thursday, 05 Mar 2020, 6:29 pm s.F40(3)(A)(a)
To: BYRNE Simon [redacted]@psni.pnn.police.uk>, HAMILTON Mark [redacted]@psni.pnn.police.uk>, FEENEY Ryan <[redacted]@psni.pnn.police.uk> [redacted]@psni.pnn.police.uk>, [redacted]psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk> [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>, [redacted]
F[redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: CC and DCC Meeting re Uniform and Branding

This e-mail has been marked OFFICIAL [PSNI ONLY]

Colleagues,
Short note of what was discussed and agreed:

- Uniform – trial plan, be well rationaled, write to Board to advise of trial, trial flat pocket and non-pocket trousers, unisex headwear option
- Branding – Sec 75 screening, equality testing, engagement/consultation plan, joint purpose focus groups (for branding, uniform and fleet), wait to write with final proposals to NIPB until completed,, letter to NIPB advising of consultation plans, trial to include blue ALRs to 1 TSG and 1 local station (DCC)
- Autumn show and tell at Garnerville
- 1 co-ordinated plan – Ryan Feeney s.F31

[redacted] s.F31(1)

Please copy your response into zComsec1. s.F31(1)(a)

[redacted] **- Chief Constable's Office - Police Service of Northern Ireland** s.F31(1)(b)
65 Knock Road, Belfast, BT5 6LE - Tel: [redacted] **- Mob:** [redacted] **Email:** s.F40
[redacted]**sni.pnn.police.uk** s.F40(2)

s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

[redacted] **NOT RELEVANT**

From: FEENEY Ryan
Sent: 27 February 2020 12:17
To: [redacted]
Cc:
Subject: RE: Corporate Branding OFFICIAL [PSNI ONLY]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

[redacted], can you follow up with [redacted]? Thanks

Ryan Feeney
Director of Strategic Communications and Engagement
Police Service NI

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

From: [redacted]@psni.pnn.police.uk>
Date: Thursday, 27 Feb 2020, 9:04 am
To: FEENEY Ryan <[redacted]/@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: Corporate Branding

This e-mail has been marked OFFICIAL [PSNI ONLY]

Ryan
I had a meeting with the Chief earlier this morning and we were reviewing the first draft of the Corporate Plan. He has requested that I have access to the new Corporate Branding so that I may embed it in the Corporate Plan. This report will not be published until April.
Thanks
[redacted]

[redacted] **NOT RELEVANT**

From: FEENEY Ryan
Sent: 10 March 2020 11:57
To: [redacted]
Cc: [redacted]
Subject: RE: FW: Corporate Branding for the Corporate Plan OFFICIAL [PSNI ONLY]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

[redacted]

The CC wants the new brand held until the Autumn, please proceed with the current brand until we have a plan in place for all materials.

Please tell [redacted] this is the CC's direction and she has any issues she can contact [redacted]

Thanks,

Ryan

Ryan Feeney
Director of Strategic Communications and Engagement
Police Service NI

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

From: [redacted]@psni.pnn.police.uk>
Date: Tuesday, 10 Mar 2020, 6:54 am
To: FEENEY Ryan [redacted]@psni.pnn.police.uk>
Cc: [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: FW: Corporate Branding for the Corporate Plan

This e-mail has been marked OFFICIAL [PSNI ONLY]

Ryan, I just been chatting to [redacted] and there seems to be some confusion.
I tried to explain that until the branding has been agreed as per [redacted] email on Thursday evening that the Corporate Plan could not go out in with the new corporate Identity.
I have also been chatting to [redacted] and I think best solution which I hope [redacted] will be happy with is that if [redacted] can design the Corporate Plan using the We Care, We Listen We Action which we are currently using and no reference to the new brand identity should be used.
From the email trail below I understand that [redacted] has been directed from Chief to use the new Branding, but this was before [redacted] email.
Also has the Chief Constable's Vision been signed off and agreed as I understand that this is in the plan also
I have a meeting with [redacted] this afternoon about the Policing Plan and can clarify about the CC's Vision.
Thanks
[redacted]

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

From: [redacted]
Sent: 10 March 2020 10:32
To: FEENEY Ryan; [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: Corporate Branding for the Corporate Plan
This e-mail has been marked OFFICIAL [PSNI ONLY]

Ryan[redacted]
I am just off the phone with [redacted]who received my draft Corporate Plan last week for upgrading to the new corporate branding in line with the Chiefs specific request.
Can Corporate Comms please confirm if there are any issues with the Chiefs request to have this document updated in the new branding. I am awaiting this documents return to engage with the Heads of other departments who are looking for copies of the Corporate Plan to assist them with the drafting of their plans. The Chief is wanting this document launched alongside the Policing Plan the beginning of April. [redacted]appears to be receiving mixed messages regarding the use of the new branding in my document and I would welcome a conversation on how this is progressed to a satisfactory conclusion.
Thanks
[redacted]

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s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

[redacted]

From: FEENEY Ryan
Sent: 20 May 2020 20:07
To: [redacted]
Cc: [redacted]
Subject: RE: FW: RE: FW: RE: RE: Presentation OFFICIAL [PARTNERS]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked as OFFICIAL [PARTNERS]:

All,

This presentation needs to be sent to [redacted] at the Policing Board first thing tomorrow for the presentation at 10.30am, [redacted] can not accommodate that.

My system is not letting me sent it through this evening, it might be due to size.

Can this be sent tomorrow early and a follow up done with [redacted] to ensure it has been received. I have briefed [redacted] on the need for confidentiality.

Thanks,

Ryan

Ryan Feeney
Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
Police HQ
65 Knock Road
Belfast
BT5 6LE
E-Mail: [redacted]@psni.pnn.police.uk
Press Office: [redacted]
Mobile: [redacted]
Web-site: www.psni.police.uk

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s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

From: [redacted]@psni.pnn.police.uk>
Date: Tuesday, 19 May 2020, 4:54 pm
To: [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>
Cc: [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: FW: RE: FW: RE: RE: Presentation

This e-mail has been marked OFFICIAL [PSNI ONLY]

Hello Ryan/[redacted]
Please see attached the updated PowerPoint Presentation for tomorrow's meeting.
Thanks to [redacted] and [redacted] getting this onto one document.
Ryan – I will get hub to put on a pen drive for you tomorrow .
Thanks
[redacted]

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

[redacted]

From: FEENEY Ryan
Sent: 19 May 2020 18:06
To: [redacted]
Cc:
Subject: RE: FW: RE: FW: RE: RE: Presentation OFFICIAL [PSNI ONLY]:

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Great work [redacted], thanks

Ryan Feeney
Director of Strategic Communications and Engagement
Police Service NI

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

From: [redacted]@psni.pnn.police.uk>
Date: Tuesday, 19 May 2020, 4:54 pm
To: FEENEY Ryan <[redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>
Cc: [redacted]@psni.pnn.police.uk> [redacted]@psni.pnn.police.uk>, [redacted]
Fiona <[redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: FW: RE: FW: RE: RE: Presentation

This e-mail has been marked OFFICIAL [PSNI ONLY]

Hello Ryan/[redacted]
Please see attached the updated PowerPoint Presentation for tomorrow's meeting.
Thanks to [redacted] getting this onto one document.
Ryan – I will get hub to put on a pen drive for you tomorrow .
Thanks
[redacted]

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s.F40(3)(A)
s.F40(3)(A)(a)

From: [redacted]
Sent: 19 May 2020 16:33
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: FW: RE: RE: Presentation
This e-mail has been marked OFFICIAL [PSNI ONLY]

[redacted]
Here is the complete presentation, [redacted] and I would like to update this at some stage but this should do the trick for now.
[redacted]

From: FEENEY Ryan [redacted]@psni.pnn.police.uk>
Sent: 19 May 2020 10:52
To: [redacted]@psni.pnn.police.uk>; [redacted]
[redacted]@psni.pnn.police.uk>
Cc: [redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: Presentation
All,
The CC has urgently requested that the attached PowerPoint be tidied up.
A few points:
- Remove Cheshire from slide 1

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

- Just tidy up the PowerPoint no real work just ensure it flows well

Can we put this into one presentation document? This needs to be emailed to the CC's Office by tomorrow morning for a meeting with the [redacted]

We also need this on a memory stick for the Policing Board on Thursday morning

Is this possible?

Thanks,

Ryan

Ryan Feeney
Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
PSNI Headquarters
Brooklyn
☎ [redacted] (Internal) [redacted] (Mobile)
💻 [redacted]@psni.pnn.police.uk

s.F31
s.F31(1)
s.F31(1)(a)
s.F31(1)(b)
s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

[redacted]

From: [redacted]
Sent: 21 May 2020 08:08
To: FEENEY Ryan
Cc: [redacted]
Subject: Re: FW: RE: FW: RE: RE: Presentation OFFICIAL [PARTNERS]:

I'll speak to [redacted] and send it to Gmail account

Sent from my Samsung Galaxy smartphone.

-------- Original message --------
From: [redacted]
Date: 20/05/2020 20:06 (GMT+00:00)
To: [redacted]
Cc: [redacted]
Subject: RE: FW: RE: FW: RE: RE: Presentation OFFICIAL [PARTNERS]:

This e-mail has been marked as OFFICIAL [PARTNERS]:

All,

This presentation needs to be sent to [redacted] at the Policing Board first thing tomorrow for the presentation at 10.30am, [redacted] can not accommodate that.

My system is not letting me sent it through this evening, it might be due to size.

Can this be sent tomorrow early and a follow up done with [redacted] to ensure it has been received. I have briefed him on the need for confidentiality.

Thanks,

Ryan

Ryan Feeney
Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
Police HQ
65 Knock Road
Belfast
BT5 6LE
E-Mail: [redacted]@psni.pnn.police.uk
Press Office: [redacted]
Mobile: [redacted]
Web-site: www.psni.police.uk

From: [redacted]@psni.pnn.police.uk>
Date: Tuesday, 19 May 2020, 4:54 pm
To: FEENEY Ryan <[redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)
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s.F31(1)
s.F31(1)(a)
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s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

Cc: [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>

Subject: OFFICIAL [PSNI ONLY]: FW: RE: FW: RE: RE: Presentation

s.F40

s.F40(2)

s.F40(2)(a)

s.F40(2)(b)

s.F40(3)(A)

s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

Hello Ryan/[redacted]
Please see attached the updated PowerPoint Presentation for tomorrow's meeting.
Thanks to [redacted] and [redacted] getting this onto one document.
Ryan – I will get hub to put on a pen drive for you tomorrow .
Thanks
[redacted]

[redacted] **NOT RELEVANT**

From: FEENEY Ryan
Sent: 21 May 2020 08:12
To: [redacted]
Cc: [redacted]
Subject: RE: Presentation OFFICIAL [PARTNERS]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked as OFFICIAL [PARTNERS]:

[redacted] thanks and highlight the confidential nature of the presentation

Ryan Feeney
Director of Strategic Communications and Engagement
Police Service NI

From: [redacted]@psni.pnn.police.uk>
Date: Thursday, 21 May 2020, 8:07 am
To: FEENEY Ryan [redacted]@psni.pnn.police.uk>
Cc: [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>, [redacted]@nipolicingboard.org.uk>
Subject: Re: FW: RE: FW: RE: RE: Presentation OFFICIAL [PARTNERS]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

I'll speak to [redacted] and send it to Gmail account

Sent from my Samsung Galaxy smartphone.

-------- Original message --------
From: FEENEY Ryan
Date: 20/05/2020 20:06 (GMT+00:00)
To: [redacted]
Cc: [redacted]
Subject: RE: FW: RE: FW: RE: RE: Presentation OFFICIAL [PARTNERS]:

This e-mail has been marked as OFFICIAL [PARTNERS]:

All,

s.F31
s.F31(1)
s.F31(1)(a)
s.F31(1)(b)
s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This presentation needs to be sent to [redacted] at the Policing Board first thing tomorrow for the presentation at 10.30am, [redacted] can not accommodate that.

My system is not letting me sent it through this evening, it might be due to size.

Can this be sent tomorrow early and a follow up done with [redacted] to ensure it has been received. I have briefed him on the need for confidentiality.

Thanks,

Ryan

Ryan Feeney

Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
Police HQ
65 Knock Road
Belfast
BT5 6LE
E-Mail: [redacted]@psni.pnn.police.uk
Press Office: [redacted]
Mobile: [redacted]
Web-site: www.psni.police.uk

s.F31
s.F31(1)
s.F31(1)(a)
s.F31(1)(b)
s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

From: [redacted]@psni.pnn.police.uk>
Date: Tuesday, 19 May 2020, 4:54 pm
To: FEENEY Ryan [redacted]@psni.pnn.police.uk>, [redacted]
<[redacted]n@psni.pnn.police.uk>
Cc: [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>,
[redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: FW: RE: FW: RE: RE: Presentation

This e-mail has been marked OFFICIAL [PSNI ONLY]

Hello Ryan [redacted]
Please see attached the updated PowerPoint Presentation for tomorrow's meeting.
Thanks to [redacted] and [redacted] getting this onto one document.
Ryan – I will get hub to put on a pen drive for you tomorrow .
Thanks
[redacted]

[redacted] **NOT RELEVANT**

From: FEENEY Ryan
Sent: 06 December 2019 15:04
To: [redacted]
Cc:
Subject: RE: road map OFFICIAL [PSNI ONLY]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

[redacted]

Thanks for this, can you send this to [redacted] for information. Also can you see if [redacted] could have the amendments requested to me by mid day on Tuesday I have an update meeting with the CC on Tuesday at 4pm and I will like to review these options.

Thanks again,

Ryan

Ryan Feeney
Head of Corporate Communications
Police Service NI

From: [redacted]@psni.pnn.police.uk>
Date: Friday, 06 Dec 2019, 2:13 pm
To: FEENEY Ryan <[redacted]@psni.pnn.police.uk>
Cc: [redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: road map

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

Hello Ryan,
Please see attached the roadmap.
I have tweaked the format slightly and the content.
I have marked in grey the actions that are complete.
If you need anything changed, please let me know.

[redacted]

Corporate Communications Manager
PSNI Corporate Communications Department
Police Headquarters
Ext. [redacted]
Mob. [redacted]

s.F31
s.F31(1)
s.F31(1)(a)
s.F31(1)(b)
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s.F40(2)(a)
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s.F40(3)(A)(a)

[redacted] **NOT RELEVANT**

From: FEENEY Ryan
Sent: 01 June 2020 16:43
To: [redacted]
Subject: RE: FW: Brand Refresh OFFICIAL [PSNI ONLY]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
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This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Great minds, we are going to put that in the CC's script and the press release, the chief is keen that this is all tied together as part of his overall plan.

Ryan Feeney
Director of Strategic Communications and Engagement
Police Service NI

s.F40
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s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

From: [redacted]@psni.pnn.police.uk>
Date: Monday, 01 Jun 2020, 4:41 pm
To: FEENEY Ryan [redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: FW: Brand Refresh

This e-mail has been marked OFFICIAL [PSNI ONLY]

Ryan,
You may want to keep it completely separate but there could be an opportunity here to intertwine the social media review with the branding, under the implementation section. It would give the committee a clear understanding of changes on our social media with 'no surprises'.
Implementation
A social media review will be conducted to establish a framework to enhance and embed the new brand across all digital channels and to establish consistent messaging.
For your consideration

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s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

From: [redacted]
Sent: 29 May 2020 09:56
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: Brand Refresh
This e-mail has been marked OFFICIAL [PSNI ONLY]

All,
This is an amended version of the paper provided to the Partnership Committee of the Board next week, I am going to include this in a pack along with the new Brand refresh proposals and the 2008 Brand (current brand guidelines) for the political parties which they will receive at the Policing Board next week, can you review and suggest any amendments or additional information.
On Friday 5th, we will release a video from the CC that will provide an overview of our plans on Uniform, Branding and Vehicle signage and within that video feature images, we need to include an image of the current brand and then a switch over the proposals and some images of the Vehicles, we need to specifically discuss the pilot for the blue Land Rovers.
We will then release one image on Social Media of the new brand and highlight we will be commencing a public consultation process in August, this is our first public "test" and part of our plan to socialise the image in advance of the consultation.
[redacted] can you arrange a call with all the personnel above for Monday to discuss?
[redacted] can you talk to [redacted] about the image, see attached, what I want is the Logo in the white back ground at the top and the logo (non colour version) in white with a green background at the bottom, (ignore

the boxes below, my lack of ICT skills didn't allow me to remove them, we need something that will work on Twitter and Facebook and high quality. Media can pick that up and we can highlight this is the first stage of our public consultation, if they can be told about this today so they have some time to prepare for next Friday that would be good.
We will also need a script of the CC and a press statement and possible lines against enquiry.
We can discuss further on Monday.
Thanks and regards,

Ryan
Ryan Feeney
Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
PSNI Headquarters
Brooklyn
☎[redacted] (Internal [redacted] (Mobile)
💻[redacted]y@psni.pnn.police.uk

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s.F31(1)(b)
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s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

[redacted] **NOT RELEVANT**

From: FEENEY Ryan
Sent: 01 June 2020 16:35
To: [redacted]
Subject: RE: FW: RE: RE: RE: SM sitrep and CC video OFFICIAL [PSNI ONLY]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Perfect

Ryan Feeney
Director of Strategic Communications and Engagement
Police Service NI

From: [redacted]@psni.pnn.police.uk>
Date: Monday, 01 Jun 2020, 4:22 pm
To: FEENEY Ryan [redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: FW: RE: RE: RE: SM sitrep and CC video

This e-mail has been marked OFFICIAL [PSNI ONLY]

Ryan,
Is this what we need for the Chief's video to show the old branding?
Fiona

From: [redacted]
Sent: 01 June 2020 15:57
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: RE: RE: SM sitrep and CC video
This e-mail has been marked OFFICIAL [PSNI ONLY]

Hi [redacted]
Please see attached graphic featuring Police logo on branded green background
Many thanks,
[redacted]

From: [redacted]
Sent: 01 June 2020 12:42
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: RE: SM sitrep and CC video
This e-mail has been marked OFFICIAL [PSNI ONLY]

Brilliant [redacted] thank you.
Also, I need you to make a graphic which will be used in the video.
The Chief will talk about our existing brand and for this we will need to fade to a screen which features our existing brand – this should simply be the bottle green background with our crest and Keeping People Safe under it.
I've attached the brand guidelines for the correct colour to use.
Will you see if you can create something that we can use please?
Thank you
[redacted]

From: [redacted]
Sent: 01 June 2020 12:13

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: SM sitrep and CC video
This e-mail has been marked OFFICIAL [PSNI ONLY]

Thanks [redacted] – I'll be in on Thursday, so happy to facilitate the filming.
[redacted]

From: [redacted]@psni.pnn.police.uk>
Sent: 01 June 2020 11:38
To: [redacted]@psni.pnn.police.uk>; [redacted]@psni.pnn.police.uk>; [redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: SM sitrep and CC video
This e-mail has been marked OFFICIAL [PSNI ONLY]

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

Hello [redacted]
At our management meeting today we discussed the ongoing requirement for a social media daily sitrep.
Ryan has agreed that we can now reduce this to one weekly sitrep which will be issued on a Friday. [redacted] can I ask you to look after this moving forward please? I will leave it to you as the best way to do this – it might be easier to do a quick trawl every day and have a live document which you add to through the week. It will not have to be as comprehensive as the daily sitrep – you will just need highlights and anything major about our Covid response.
Also, the Chief will record a video in the Digital Hub at 3pm on Thursday in relation to the branding. My understanding is that there will be an internal and external version but we can iron this out closer to the time.
[redacted] will you add this to the Digital Hub diary please?
Thank you
[redacted]
[redacted]
PSNI Corporate Communications Manager
Ext. [redacted]
Mob. [redacted]
Email. [redacted]@psni.pnn.police.uk

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s.F31(1)(b)
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s.F40(2)(a)
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s.F40(3)(A)
s.F40(3)(A)(a)

[redacted] **NOT RELEVANT**

From: FEENEY Ryan
Sent: 01 June 2020 16:35
To: [redacted]
Subject: RE: FW: RE: RE: RE: SM sitrep and CC video OFFICIAL [PSNI ONLY]:

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s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Perfect

Ryan Feeney
Director of Strategic Communications and Engagement
Police Service NI

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s.F40
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s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

From: [redacted]@psni.pnn.police.uk>
Date: Monday, 01 Jun 2020, 4:22 pm
To: FEENEY Ryan [redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: FW: RE: RE: RE: SM sitrep and CC video

This e-mail has been marked OFFICIAL [PSNI ONLY]

Ryan,
Is this what we need for the Chief's video to show the old branding?
[redacted]

From: [redacted]
Sent: 01 June 2020 15:57
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: RE: RE: SM sitrep and CC video
This e-mail has been marked OFFICIAL [PSNI ONLY]

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

Hi [redacted]
Please see attached graphic featuring Police logo on branded green background
Many thanks,
[redacted]

From: [redacted]
Sent: 01 June 2020 12:42
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: RE: SM sitrep and CC video
This e-mail has been marked OFFICIAL [PSNI ONLY]

Brilliant [redacted], thank you.
Also, I need you to make a graphic which will be used in the video.
The Chief will talk about our existing brand and for this we will need to fade to a screen which features our existing brand – this should simply be the bottle green background with our crest and Keeping People Safe under it.
I've attached the brand guidelines for the correct colour to use.
Will you see if you can create something that we can use please?
Thank you
[redacted]

s.F40
s.F40(2)
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s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

From: [redacted]
Sent: 01 June 2020 12:13

To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: SM sitrep and CC video
This e-mail has been marked OFFICIAL [PSNI ONLY]

Thanks [redacted] – I'll be in on Thursday, so happy to facilitate the filming.
[redacted]

From: [redacted]@psni.pnn.police.uk>
Sent: 01 June 2020 11:38
To: [redacted]@psni.pnn.police.uk>; [redacted]@psni.pnn.police.uk>; [redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: SM sitrep and CC video
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Hello [redacted]
At our management meeting today we discussed the ongoing requirement for a social media daily sitrep. [redacted] has agreed that we can now reduce this to one weekly sitrep which will be issued on a Friday [redacted] can I ask you to look after this moving forward please? I will leave it to you as the best way to do this – it might be easier to do a quick trawl every day and have a live document which you add to through the week. It will not have to be as comprehensive as the daily sitrep – you will just need highlights and anything major about our Covid response. Also, the Chief will record a video in the Digital Hub at 3pm on Thursday in relation to the branding. My understanding is that there will be an internal and external version but we can iron this out closer to the time. [redacted] will you add this to the Digital Hub diary please?
Thank you

[redacted]
[redacted]
PSNI Corporate Communications Manager
Ext. [redacted]
Mob. [redacted]
Email. [redacted]psni.pnn.police.uk

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s.F40(3)(A)
s.F40(3)(A)(a)

Police Service of Northern Ireland

Brand Implementation Project Group

Terms of Reference

Remit:

- To complete the consultation phase of the Police Service NI Branding project and achieve endorsement from the Northern Ireland Policing Board in addition to the necessary public and internal support.

- The Service crest will remain unchanged and the focus will shift from using the abbreviation PSNI to Police Service NI. This will also involve using term Police more frequently across Uniform, Vehicles and Branding.

- Develop and complete the new Brand guidelines

- To implement and complete the Branding project by September 2021. This will include:

    - Change of signage across the Police estate
    - Development a new Police Service NI Web-site
    - Review of Social Media Branding
    - Vehicle Signage
    - Internal Communications
    - Uniform (linked to the Uniform Project Group)

Project Group Report: Strategic Management Board and Deputy Chief Constable

Membership:

- Director of Strategic Communications and Engagement (Chair)
- ACC OSD (or nominee)
- Executive Director of Finance and Support Services (or nominee)
- ACC Crime Operations (or nominee)
- ACC District Policing (or nominee)
- ACC Community safety (or nominee)
- Director of ICS (or nominee)
- Director of Human Resources (or nominee)
- Representative of the Estates Unit
- Social Media Manager
- Creative Hub Manager
- Internal Communications Manager

Also Attending: Creative Hub staff as and when required

Serviced by: Strategic Communications and Engagement Department

Roadmap to updating the Brand

Stage 1
October-December Complete

Information gathering, research and review examples of best practice

Create draft visual identity elements to enhance process

Establish small task and finish Workgroup

Stage 2
January

SET Workshop

SELF workshop

Policing Board workshop

Defining the brand strategy

Engage the Policing Board

Organise brand feedback questionnaire service wide

Engagement with DOJ

Input into Corporate Plan

Stage 3
February

Finalise visual language (brand identity elements)

Socialise final branding

Media and stakeholder Consultation and Feedback

Public Consultation Process

Messaging framework finalised

Stage 4
March

Buy in; Stakeholder mapping

Internal engagement:

Subsidiary messaging positions –

District, Policing College, Roads Policing, Crime Operations.

Final Sign Off SEB

Stage 5
April-September

Six Month Implementation from sign-off

Media Briefing

Media launch with new Policing Plan

Tools, guidelines, campaigns and change management

Implementation

Immediate switch over on social media and web-site, followed by signage and publications

[redacted] **NOT RELEVANT**

From: [redacted]
Sent: 03 December 2019 16:56
To: [redacted] FEENEY Ryan
Subject: OFFICIAL [PSNI ONLY]: FW: re-brand
Attachments: Police Rebrand.pdf

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

Hello Ryan,[redacted]

See attached a few ideas from [redacted] and [redacted] on the Branding prior to our meeting on Thursday.

Thanks

[redacted]

From: [redacted]
Sent: 03 December 2019 10:20
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: re-brand

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

Hi [redacted]

Could you pass this on to Ryan, once we have established a logo brand and name we'll produce a raft of 'in place' designs for consideration and development.

Thanks
[redacted]

s.F40
s.F40(2)
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s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

POLICESERVICENI

KEEPING PEOPLE SAFE

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KEEPING PEOPLE SAFE

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KEEPING PEOPLE SAFE

POLICESERVICENI

Police Service NI

KEEPING PEOPLE SAFE

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[redacted] **NOT RELEVANT**

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s.F40(3)(A)
s.F40(3)(A)(a)

From: [redacted]
Sent: 03 June 2020 14:03
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: Chief's video
Attachments: FINAL EXTERNAL Chief Constable's message 5th June 2020.docx; FINAL INTERAL Chief Constable's message 5th June 2020.docx

s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

Hello All

Please see attached the updated and final scripts for the Chief's recordings tomorrow.

Grateful if you can please use these for the filming tomorrow.

[redacted]

From: [redacted]
Sent: 03 June 2020 09:24
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: Chief's video

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This e-mail has been marked OFFICIAL [PSNI ONLY]

Hi guys

For your forward planning.... The Chief is scheduled to record an internal and external video on Thursday at 3pm.

I have attached the current draft scripts. Ryan is keen to use these videos to introduce the new draft brand visuals – you will see from the script where he wants to display the old brand and the new brand. The videos are due to be broadcast both internally and externally on Friday lunchtime.

[redacted] has written a few tweets also which I have pasted below. Ryan is content but still has to share this with the Chief.

I will keep you posted.

Thanks for your help. [redacted]

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TWEET
Chief Constable Simon Byrne introduces draft visuals for new Police Service NI branding #KeepingPeopleSafe (WITH LINK TO VIDEO)

SECOND TWEET
A first glimpse at the proposed new branding for Police Service NI. We will announce consultation plans for the brand proposals at a later date #KeepingPeopleSafe (WITH IMAGES OF OLD AND NEW BRAND)

Chief Constable's External Message – Friday 5th June

Hello everyone

As the restrictions and regulations change so is the role for policing and we are continuing to work closely with Colleagues in the Department of Health and across the Executive to support them.

As a society, we are making tentative progress but our Health Service Colleagues continue to need us to be responsible in how we make that progress. It is important that we all abide by the restrictions that remain in place and follow the advice around social distancing - if you go out – stay apart.

We will continue to keep you updated via our communications channels.

As your Police Service we believe the ability to be able to communicate effectively with you is essential. For that reason, we are currently reviewing and working hard to improve our communications and as part of this work, we are reviewing our current brand guidelines.

Policing is so much more than an acronym – which is why our review is focussing on using "Police Service NI" as opposed to "PSNI". Our current brand **(show current image)** is simply the crest and we aim to enhance this to better reflect the breadth and depth of what we do and improving our connection to our communities.

"We are keen to bring consistency and a fresher look to the Police Service NI brand and imagery across our digital platforms, publications, building signage, livery and our website. Alongside this, we are reviewing our Uniform and our Fleet. It is important to highlight that we are not changing the crest or the name of the Service as both are representative of the service we deliver and are set in law.

We have already briefed the Northern Ireland Policing Board and the Justice Minister on our plans and will be starting a consultation process which we will publicise in the near future.

Today **(show new Brand)** we are releasing our draft visuals for better use of the Service Crest which will enhance the name and purpose of Police Service NI, all of the design work has been completed in house and has been cost neutral.

When we reach the implementation stage we will return to the Policing Board with an update and at that point I will be able to provide more information to you on our progress with the new brand guidelines.

This review fits within my broader ambition for a more visible, accessible, responsive and community-focused service and I will keep you updated on an ongoing basis.

Thank you.

Chief Constable's Internal Message Friday 5th June

Hello Colleagues

Throughout Covid-19 we have faced the unenviable task of ensuring community compliance with Health Service Restrictions that limited people's social, work and family lives in a way that none of us would have ever thought possible.

As a society, we are now making tentative progress but our Health Service Colleagues will continue to need police support in the time ahead.

Key to securing community support will continue to be the way in which police officers and staff engage with the community – both in person – but also via social and mainstream media.

I believe the ability to be able to communicate effectively with our communities is essential. In line with this, we have recently completed a review of our Communications approach and are finalising a new Communications and Engagement strategy. As part of this work, we are also reviewing our current brand guidelines.

Policing is so much more than an acronym – which is why our review is focussing on using "Police Service NI" as opposed to "PSNI". Our current brand **(show current image)** is simply the crest and we aim to enhance this to better reflect the breadth and depth of what we do and improving our connection to our communities.

"We are keen to bring consistency and a fresher look to the Police Service NI brand and imagery across our digital platforms, publications, building signage, livery and our website. Alongside this, we are reviewing our uniform and fleet. It is important to highlight that we are not changing the crest or the name of the Service as both are representative of the service we deliver and are set in law.

We have already briefed the Northern Ireland Policing Board and the Justice Minister on our plans and will be starting a consultation process over the summer months to get your views.

(show new Brand) Our draft visuals for better use of the Service Crest which will enhance the name and purpose of Police Service NI, all of this design work has been completed in house and has been cost neutral.

When we reach the implementation stage we will return to the Policing Board with an update and at that point I will be able to provide more information to you on our progress with the new brand guidelines.

This review fits within my broader ambition for a more visible, accessible, responsive and community-focused service and I will keep you updated on an ongoing basis.

Thank you.

[redacted]

From: FEENEY Ryan
Sent: 05 December 2019 10:45
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: Draft Work programme Branding
Attachments: Brand Draft Work Programmme October-April.doc

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This e-mail has been marked OFFICIAL [PSNI ONLY]

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[redacted],
Can you have a look at this and review and tidy up as discussed?
Thanks,
Ryan

Ryan Feeney
Head of Corporate Communications
Corporate Communications Department
Police Service NI
PSNI Headquarters
Brooklyn
☎ [redacted](Internal) [redacted] (Mobile)
💻 [redacted]@psni.pnn.police.uk

[redacted]

From: FEENEY Ryan
Sent: 11 May 2020 13:35
To: zServiceExecutive
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: Branding Implementation Project Group
Attachments: Branding Group TOR Final.doc

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This e-mail has been marked OFFICIAL [PSNI ONLY]

Colleagues,
Following recent meetings with the Chief and Deputy Chief it has been agreed to establish a Brand Implementation Project Group to take forward the Brand refresh project. The group will meet monthly starting in June and provide ongoing updates to SET.
I attach the Terms of Reference for information and would be grateful if you could provide the name of your nominated representative by close of business Friday 15 May.
Happy to provide any clarity if required.
Regards,
Ryan

Ryan Feeney
Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
Police HQ
65 Knock Road
Belfast
BT5 6LE
E-Mail: [redacted]@psni.pnn.police.uk
Press Office: [redacted]
Mobile: [redacted]
Web-site: www.psni.police.uk

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[redacted] **NOT RELEVANT**

From: [redacted]
Sent: 08 June 2020 08:22
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: direction on we care we listen we act

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This e-mail has been marked OFFICIAL [PSNI ONLY]

Hi [redacted]

That's great at least we now have direction and if anyone ask for it we can say it is part of the new branding.

[redacted]

From: [redacted]
Sent: 06 June 2020 11:29
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: direction on we care we listen we act

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This e-mail has been marked OFFICIAL [PSNI ONLY]

Hello [redacted]

I spoke to Ryan yesterday about your query around the We Care We Listen We Act banner.

Ryan is content for us to continue as we are. There is no corporate direction on including this on any of our documents until the new brand is agreed.

I hope this provides some clarity but if you need anything else, give me a shout.

[redacted]
[redacted]
PSNI Corporate Communications Manager
Police Headquarters
Mob. [redacted]
Email. [redacted]@psni.pnn.police.uk

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[redacted]

From: [redacted]
Sent: 21 May 2020 08:47
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: FW: Presentation OFFICIAL [PARTNERS]:

This e-mail has been marked OFFICIAL [PSNI ONLY]

I have emailed it to [redacted] in the Gmail and have texted her so hopefully it will go thrugh that way – others it may need to be split

---

From: [redacted]
Sent: 21 May 2020 08:23
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: FW: Presentation OFFICIAL [PARTNERS]:

This e-mail has been marked OFFICIAL [PSNI ONLY]

Do you need any help with this?

[redacted]

From: FEENEY Ryan
Sent: 21 May 2020 08:12
To: [redacted]
Cc: [redacted]
Subject: RE: Presentation OFFICIAL [PARTNERS]:

This e-mail has been marked as OFFICIAL [PARTNERS]:

[redacted] thanks and highlight the confidential nature of the presentation

Ryan Feeney
Director of Strategic Communications and Engagement
Police Service NI

From: [redacted]@psni.pnn.police.uk>
Date: Thursday, 21 May 2020, 8:07 am
To: FEENEY Ryan <Ryan.FEENEY@psni.pnn.police.uk>
Cc [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>, [redacted]N@psni.pnn.police.uk> [redacted]@nipolicingboard.org.uk>
Subject: Re: FW: RE: FW: RE: RE: Presentation OFFICIAL [PARTNERS]:

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I'll speak to [redacted] and send it to Gmail account

Sent from my Samsung Galaxy smartphone.

-------- Original message --------
From: FEENEY Ryan <[redacted]Y@psni.pnn.police.uk>

Date: 20/05/2020 20:06 (GMT+00:00)
To: [redacted]@psni.pnn.police.uk>
Cc: [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>, [redacted]l@psni.pnn.police.uk>, [redacted]@nipolicingboard.org.uk>
Subject: RE: FW: RE: FW: RE: RE: Presentation OFFICIAL [PARTNERS]:

This e-mail has been marked as OFFICIAL [PARTNERS]:

All,

This presentation needs to be sent to [redacted]at the Policing Board first thing tomorrow for the presentation at 10.30am, [redacted] can not accommodate that.

My system is not letting me sent it through this evening, it might be due to size.

Can this be sent tomorrow early and a follow up done with [redacted]to ensure it has been received. I have briefed him on the need for confidentiality.

Thanks,

Ryan

Ryan Feeney
Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
Police HQ
65 Knock Road
Belfast
BT5 6LE
E-Mail: [redacted]@psni.pnn.police.uk
Press Office: [redacted]
Mobile: [redacted]
Web-site: www.psni.police.uk

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From: [redacted]@psni.pnn.police.uk>
Date: Tuesday, 19 May 2020, 4:54 pm
To: FEENEY Ryan <[redacted]@psni.pnn.police.uk>, MCCAUGHAN John [redacted]@psni.pnn.police.uk>
Cc: [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>, [redacted]l@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: FW: RE: FW: RE: RE: Presentation

This e-mail has been marked OFFICIAL [PSNI ONLY]

Hello Ryan, [redacted]

Please see attached the updated PowerPoint Presentation for tomorrow's meeting.

Thanks to [redacted]and [redacted] getting this onto one document.

Ryan – I will get hub to put on a pen drive for you tomorrow .

Thanks

[redacted]

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[redacted] **NOT RELEVANT**

From: [redacted]
Sent: 08 June 2020 16:35
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: RE: FW: OFFICIAL [PUBLIC]: RE: Higher resolution new brand image
Attachments: Police Vehicles branded.jpg

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This e-mail has been marked OFFICIAL [PSNI ONLY]

Here you are if you need it ...

[redacted]

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From: [redacted]
Sent: 08 June 2020 16:30
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: FW: OFFICIAL [PUBLIC]: RE: Higher resolution new brand image

This e-mail has been marked OFFICIAL [PSNI ONLY]

Hi [redacted]

[redacted] might have a higher res image of the police vehicles on the Mac in the Hub.

[redacted]

From: [redacted]@psni.pnn.police.uk>
Sent: 08 June 2020 16:25
To: [redacted]@psni.pnn.police.uk>;[redacted]@psni.pnn.police.uk>
Cc: [redacted]@psni.pnn.police.uk>; [redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: FW: OFFICIAL [PUBLIC]: RE: Higher resolution new brand image

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This e-mail has been marked OFFICIAL [PSNI ONLY]

Hi [redacted] and [redacted],

Sorry for another ask! Can you please see the email below. Is it possible to get a higher resolution image of the police vehicles, please?

Thanks again for your help.

[redacted]

[redacted] - only one image was sent. It would be good to get one of the Police vehicles if possible?
Sorry to be a pain.

[redacted]

[redacted]

> On 8 Jun 2020, at 15:19, "[redacted]@psni.pnn.police.uk" <[redacted]@psni.pnn.police.uk> wrote:
>
> This e-mail has been marked OFFICIAL [PUBLIC];
>
> Hi [redacted] there should be an email (from another member of the team) on its way to you shortly.
>
> Best wishes,
>
> [redacted]
>
> [redacted] Press Officer |
> Department of Corporate Communications | PSNI Headquarters
> Tel: [redacted]
>
> HQ PRESS OFFICE OPENING HOURS:
> Monday - Friday: 7am - 8pm | Saturday & Sunday: 9am - 5pm
>
>
> -----Original Message-----
> From: [redacted]Blackberry&News [mailto:[redacted]@bbc.co.uk]
> Sent: 08 June 2020 14:12
> To: [redacted]
> Subject: Higher resolution new brand image
>
> Hi [redacted]- as mentioned on the phone. Any chance of higher resolution images than the ones emailed out on Friday.
> On a TV screen, they don't look v good. And we're hoping to use them this evening.
> If they can be sent via [redacted] or WeTransfer to preserve the quality, please send them to [redacted]@bbc.co.uk or [redacted]@gmail.com
>
> Many thanks, as always.
>
> [redacted]
>
>
> [redacted]
> [redacted]
> [redacted]
>
> **********
> Any views expressed by the sender of this message are not necessarily those of the Police Service of Northern Ireland. This e-mail and any files transmitted with it are intended solely for the use of the individual or entity to whom they are addressed. Internet email is not to be treated as a secure means of communication. PSNI monitors all internet email activity and content. If you have received this e-mail in error please notify the sender immediately by using the reply facility in your e-mail software. All e-mails are swept for the presence of viruses.
> **********

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information in any way nor act in reliance on it and notify the sender
immediately.
Please note that the BBC monitors e-mails
sent or received.

POLICE
KGZ 7858
KGZ 2875
KGZ 7880

[redacted]

From: FEENEY Ryan
Sent: 04 June 2020 10:28
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: RE: RE: FW: Rebrand Graphics for Social Media Posts - FAO [redacted]

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This e-mail has been marked OFFICIAL [PSNI ONLY]

Perfect[redacted], great job.

Ryan Feeney
Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
PSNI Headquarters
Brooklyn
☎ 2[redacted] Internal) [redacted] (Mobile)
[redacted]@psni.pnn.police.uk

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From: [redacted]
Sent: 04 June 2020 10:26
To: FEENEY Ryan
Subject: OFFICIAL [PSNI ONLY]: RE: RE: FW: Rebrand Graphics for Social Media Posts - FAO [redacted]

This e-mail has been marked OFFICIAL [PSNI ONLY]

Yes, the three below are for different social media formats so we will only use one in the video and and on our SM posts.

[redacted]

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From: FEENEY Ryan
Sent: 04 June 2020 10:09
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: FW: Rebrand Graphics for Social Media Posts - FAO [redacted]

This e-mail has been marked OFFICIAL [PSNI ONLY]

Thanks [redacted], I assume we only are using one of the screenshots below.

Ryan Feeney
Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
PSNI Headquarters
Brooklyn
☎ [redacted] (Internal) [redacted] (Mobile)
[redacted]@psni.pnn.police.uk

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From: [redacted]
Sent: 04 June 2020 10:07
To: FEENEY Ryan
Subject: OFFICIAL [PSNI ONLY]: FW: Rebrand Graphics for Social Media Posts - FAO [redacted]

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This e-mail has been marked OFFICIAL [PSNI ONLY]

Ryan, please see the graphics of the new brand for social media.

[redacted]

From: [redacted]@gmail.com>
Sent: 04 June 2020 10:00
To: [redacted]@psni.pnn.police.uk>
Subject: Fwd: Rebrand Graphics for Social Media Posts - FAO [redacted]

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---------- Forwarded message ---------
From: [redacted]@gmail.com>
Date: Tue, Jun 2, 2020 at 3:16 PM
Subject: Rebrand Graphics for Social Media Posts - FAO [redacted]
To: [redacted]@gmail.com>

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Download full-resolution images
Available until 2 Jul 2020

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[redacted] **NOT RELEVANT**

From: FEENEY Ryan
Sent: 05 March 2020 21:49
To: [redacted]
Cc: [redacted]
Subject: RE: CC and DCC Meeting re Uniform and Branding OFFICIAL [PSNI ONLY]:

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

[redacted]

Thanks for this, we have a lot of this underway on the branding side so I will link in the uniform project. We will need a task and finish group to manage this, I will talk to [redacted], Mark McNaughton, DCC and CC to get their steer on membership and a project plan together.

Regards,

Ryan

From: [redacted]@psni.pnn.police.uk>
Date: Thursday, 05 Mar 2020, 6:29 pm
To: BYRNE Simon <[redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: CC and DCC Meeting re Uniform and Branding

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This e-mail has been marked OFFICIAL [PSNI ONLY]

Colleagues,
Short note of what was discussed and agreed:

- Uniform – trial plan, be well rationaled, write to Board to advise of trial, trial flat pocket and non-pocket trousers, unisex headwear option
- Branding – Sec 75 screening, equality testing, engagement/consultation plan, joint purpose focus groups (for branding, uniform and fleet), wait to write with final proposals to NIPB until completed,, letter to NIPB advising of consultation plans, trial to include blue ALRs to 1 TSG and 1 local station (DCC)
- Autumn show and tell at Garnerville
- 1 co-ordinated plan – Ryan Feeney

[redacted]
Please copy your response into [redacted]

[redacted] **Chief Constable's Office - Police Service of Northern Ireland**
65 Knock Road, Belfast, BT5 6LE - Tel: [redacted] **Mob:** [redacted] **Email:** [redacted]**psni.pnn.police.uk**

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s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

[redacted] **NOT RELEVANT**

From: FEENEY Ryan
Sent: 27 February 2020 12:17
To: [redacted]
Cc:
Subject: RE: Corporate Branding OFFICIAL [PSNI ONLY]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

[redacted], can you follow up with [redacted] Thanks

Ryan Feeney
Director of Strategic Communications and Engagement
Police Service NI

From: [redacted]@psni.pnn.police.uk>
Date: Thursday, 27 Feb 2020, 9:04 am
To: FEENEY Ryan [redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: Corporate Branding

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

Ryan
I had a meeting with the Chief earlier this morning and we were reviewing the first draft of the Corporate Plan. He has requested that I have access to the new Corporate Branding so that I may embed it in the Corporate Plan. This report will not be published until April.
Thanks
[redacted]

[redacted]

From: [redacted]
Sent: 10 March 2020 11:57
To: [redacted]
Cc: [redacted]
Subject: RE: FW: Corporate Branding for the Corporate Plan OFFICIAL [PSNI ONLY]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

[redacted]

The CC wants the new brand held until the Autumn, please proceed with the current brand until we have a plan in place for all materials.

Please tell [redacted] this is the CC's direction and she has any issues she can contact [redacted]

Thanks,

Ryan

Ryan Feeney
Director of Strategic Communications and Engagement
Police Service NI

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

From: [redacted]psni.pnn.police.uk>
Date: Tuesday, 10 Mar 2020, 6:54 am
To: [redacted]@psni.pnn.police.uk>
Cc: [redacted]<[redacted]t@psni.pnn.police.uk>[redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: FW: Corporate Branding for the Corporate Plan

This e-mail has been marked OFFICIAL [PSNI ONLY]

[redacted] I just been chatting to [redacted] and there seems to be some confusion.
I tried to explain that until the branding has been agreed as per [redacted] email on Thursday evening that the Corporate Plan could not go out in with the new corporate Identity.
I have also been chatting to [redacted] and I think best solution which I hope [redacted] will be happy with is that if [redacted] can design the Corporate Plan using the We Care, We Listen We Action which we are currently using and no reference to the new brand identity should be used.
From the email trail below I understand that [redacted] has been directed from Chief to use the new Branding, but this was before [redacted] email.
Also has the Chief Constable's Vision been signed off and agreed as I understand that this is in the plan also
I have a meeting with [redacted] this afternoon about the Policing Plan and can clarify about the CC's Vision.
Thanks
[redacted]

From: [redacted]
Sent: 10 March 2020 10:32
To: FEENEY Ryan; [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: Corporate Branding for the Corporate Plan
This e-mail has been marked OFFICIAL [PSNI ONLY]

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

Ryan, [redacted]
I am just off the phone with [redacted] who received my draft Corporate Plan last week for upgrading to the new corporate branding in line with the Chiefs specific request.
Can Corporate Comms please confirm if there are any issues with the Chiefs request to have this document updated in the new branding. I am awaiting this documents return to engage with the Heads of other departments who are looking for copies of the Corporate Plan to assist them with the drafting of their plans. The Chief is wanting this document launched alongside the Policing Plan the beginning of April. [redacted] appears to be receiving mixed messages regarding the use of the new branding in my document and I would welcome a conversation on how this is progressed to a satisfactory conclusion.
Thanks
[redacted]

s.F40

s.F40(2)

s.F40(2)(a)

s.F40(2)(b)

s.F40(3)(A)

s.F40(3)(A)(a)

[redacted] **NOT RELEVANT**

s.F40

From: FEENEY Ryan s.F40(2)
Sent: 20 May 2020 20:07 s.F40(2)(a)
To: [redacted] s.F40(2)(b)
Cc: [redacted] s.F40(3)(A)
Subject: RE: FW: RE: FW: RE: RE: Presentation OFFICIAL [PARTNERS]: s.F40(3)(A)(a)

This e-mail has been marked as OFFICIAL [PARTNERS]:

s.F31

All, s.F31(1)

This presentation needs to be sent to [redacted] at the Policing Board first thing tomorrow for the presentation at 10.30am, [redacted] as the NIPB system can not accommodate that. s.F31(1)(a) s.F31(1)(b)

My system is not letting me sent it through this evening, it might be due to size. s.F40

Can this be sent tomorrow early and a follow up done with [redacted] to ensure it has been received. I have briefed him on the need for confidentiality. s.F40(2) s.F40(2)(a)

Thanks, s.F40(2)(b) s.F40(3)(A)

Ryan s.F40(3)(A)(a)

s.F31

Ryan Feeney s.F31(1)
Director of Strategic Communications and Engagement s.F31(1)(a)
Strategic Communications and Engagement Department s.F31(1)(b)
Police Service NI s.F40
Police HQ s.F40(2)
65 Knock Road s.F40(2)(a)
Belfast s.F40(2)(b)
BT5 6LE s.F40(3)(A)
E-Mail: [redacted]@psni.pnn.police.uk s.F40(3)(A)(a)
Press Office [redacted]
Mobile: [redacted]
Web-site: www.psni.police.uk

From: [redacted]@psni.pnn.police.uk>
Date: Tuesday, 19 May 2020, 4:54 pm
To: [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>
Cc: [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: FW: RE: FW: RE: RE: Presentation

This e-mail has been marked OFFICIAL [PSNI ONLY]

Hello Ryan, [redacted]
Please see attached the updated PowerPoint Presentation for tomorrow's meeting. s.F40
Thanks to [redacted] and [redacted] getting this onto one document. s.F40(2)
[redacted] – I will get hub to put on a pen drive for you tomorrow . s.F40(2)(a)
Thanks s.F40(2)(b)
[redacted] s.F40(3)(A)
s.F40(3)(A)(a)

[redacted] **NOT RELEVANT**

From: [redacted]
Sent: 19 May 2020 18:06
To: [redacted]
Cc: [redacted]
Subject: RE: FW: RE: FW: RE: RE: Presentation OFFICIAL [PSNI ONLY]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Great work [redacted], thanks

Ryan Feeney
Director of Strategic Communications and Engagement
Police Service NI

From: [redacted]@psni.pnn.police.uk>
Date: Tuesday, 19 May 2020, 4:54 pm
To: [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>
Cc: [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: FW: RE: FW: RE: RE: Presentation

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

Hello Ryan/[redacted]
Please see attached the updated PowerPoint Presentation for tomorrow's meeting.
Thanks to [redacted] and [redacted] getting this onto one document.
Ryan – I will get hub to put on a pen drive for you tomorrow .
Thanks
[redacted]

From: [redacted]
Sent: 19 May 2020 16:33
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: FW: RE: RE: Presentation
This e-mail has been marked OFFICIAL [PSNI ONLY]

[redacted]
Here is the complete presentation, [redacted] and I would like to update this at some stage but this should do the trick for now.
[redacted]

From: [redacted]@psni.pnn.police.uk>
Sent: 19 May 2020 10:52
To: [redacted]@psni.pnn.police.uk>; [redacted]
<[redacted]@psni.pnn.police.uk>
Cc: [redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: Presentation

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

All,
The CC has urgently requested that the attached PowerPoint be tidied up.
A few points:
- Remove Cheshire from slide 1

- Just tidy up the PowerPoint no real work just ensure it flows well

Can we put this into one presentation document? This needs to be emailed to the CC's Office by tomorrow morning for a meeting with the [redacted]

We also need this on a memory stick for the Policing Board on Thursday morning

Is this possible?

Thanks,

Ryan

Ryan Feeney
Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
PSNI Headquarters
Brooklyn
☎ [redacted](Internal) [redacted] (Mobile)
💻 [redacted]@psni.pnn.police.uk

s.F31
s.F31(1)
s.F31(1)(a)
s.F31(1)(b)
s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

[redacted] **NOT RELEVANT**

From: FEENEY Ryan
Sent: 21 August 2019 08:06
To: [redacted]
Cc:
Subject: OFFICIAL [PSNI ONLY]: FW: FW: FW: RE: HQ Imaging and Signage Facelift OFFICIAL [PSNI ONLY]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

FYI

Ryan Feeney
Head of Corporate Communications
Corporate Communications Department
Police Service NI
PSNI Headquarters
Brooklyn
☎ [redacted] (Internal) [redacted] (Mobile)
[redacted]@psni.pnn.police.uk

s.F31
s.F31(1)
s.F31(1)(a)
s.F31(1)(b)
s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

From: [redacted]
Sent: 21 August 2019 07:55
To: FEENEY Ryan
Subject: OFFICIAL [PSNI ONLY]: FW: FW: RE: HQ Imaging and Signage Facelift OFFICIAL [PSNI ONLY]:

This e-mail has been marked OFFICIAL [PSNI ONLY]

Ryan,

To see re corporate templates.

J

[redacted] – [redacted] - Chief Constable's Office - Police Service of Northern Ireland
65 Knock Road, Belfast, BT5 6LE - Tel: [redacted] - Mob: [redacted] - Email: [redacted]@psni.pnn.police.uk

s.F31
s.F31(1)
s.F31(1)(a)
s.F31(1)(b)

From: BYRNE Simon
Sent: 20 August 2019 21:31
To: [redacted]
Subject: RE: OFFICIAL [PSNI ONLY]: FW: RE: HQ Imaging and Signage Facelift OFFICIAL [PSNI ONLY]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

All noted thanks

Also can they consider a spruce up of PSNI ppt slide please or is that someone else

Thanks

Simon

Sent with BlackBerry Work
(www.blackberry.com)

From: [redacted]@psni.pnn.police.uk>
Date: Tuesday, 20 Aug 2019, 4:57 pm
To: BYRNE Simon [redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: FW: RE: HQ Imaging and Signage Facelift

This e-mail has been marked OFFICIAL [PSNI ONLY]

Sir,

FYI.

[redacted]

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

[redacted] – [redacted] - Chief Constable's Office - Police Service of Northern Ireland
65 Knock Road, Belfast, BT5 6LE - Tel: [redacted] Mob: [redacted] Email:
[redacted]@psni.pnn.police.uk

s.F31
s.F31(1)
s.F31(1)(a)
s.F31(1)(b)

From: FEENEY Ryan
Sent: 20 August 2019 08:46
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: HQ Imaging and Signage Facelift

This e-mail has been marked OFFICIAL [PSNI ONLY]

[redacted]

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

I have established a group which involves the Graphics department. We are meeting next Tuesday at 2pm to review first options.

I hope to have proposals for the CC to review by the end of August.

Regards,

Ryan

Ryan Feeney
Head of Corporate Communications
Corporate Communications Department
Police Service NI
PSNI Headquarters
Brooklyn

☎ [redacted](Internal) ([redacted](Mobile)
[redacted]@psni.pnn.police.uk

s.F31
s.F31(1)
s.F31(1)(a)
s.F31(1)(b)
s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

From: [redacted]
Sent: 20 August 2019 08:41
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: HQ Imaging and Signage Facelift

This e-mail has been marked OFFICIAL [PSNI ONLY]

[redacted]

CC has asked for an update re this. Can you advise please?

As ever, thanks.

[redacted]

[redacted]- [redacted] - Chief Constable's Office - Police Service of Northern Ireland
65 Knock Road, Belfast, BT5 6LE - Tel: ([redacted] - Mob: [redacted] - Email:
[redacted]@psni.pnn.police.uk

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[redacted] **NOT RELEVANT**

From: [redacted]
Sent: 21 May 2020 08:47
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: FW: OFFICIAL [PUBLIC]: Presentation
Attachments: Police ServiceNI Brand 2020 (complete).ppt

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

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s.F40(3)(A)
s.F40(3)(A)(a)

[redacted]
For info

From: [redacted]
Sent: 21 May 2020 08:19
To: [redacted]com'
Subject: OFFICIAL [PUBLIC]: Presentation

This e-mail has been marked OFFICIAL [PUBLIC];

Morning [redacted]

See attached the presentation that Ryan is delivering to the Board today. He has been chatting to [redacted] and there is an issue getting this through the main emails due to size.

Can you let me know if you get this email and that it will be able to be shown today.

Ryan has asked that you treat this as confidential.

[redacted]

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
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POLICE
SCOTLAND
Keeping people safe

POLICE
SCOTLAND
Keeping people safe

METROPOLITAN
POLICE

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CITY OF LONDON
POLICE

DOMINE DIRIGE NOS

POLICE SERVICE
NORTHERN IRELAND

From PSNI to POLICE Service NI

POLICENI

KEEPING PEOPLE SAFE

POLICE

NORTHERN IRELAND

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NORTHERN IRELAND

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we care
we listen
we act.
POLICE

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CALL 101
we care
we listen
we act

POLICE
DEPARTMENT
CALL 911

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CALL THE POLICE 101

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Police Service NI

We care
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POLICE SERVICE NI | Print+Design Branch
Procurement and Logistics Services | www.policeserviceni.police.uk

POLICE SERVICE NI | Office of the Chief Constable
Police Headquarters | www.policeserviceni.police.uk

POLICE SERVICE NI | Corporate Communications
www.policeserviceni.police.uk | We Care • We Listen • We Act

POLICE
JANE SMITH
GRAPHIC DESIGNER
POLICE STAFF

Lisnasharragh
Police Station
POLICE

POLICE
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POLICE

- Branding managed by a new Creative Hub
  (Branding Police)
- New service wide branding guidelines
- Updated Branding Toolkit (with central support resource)
- Consistent *'look and feel'* to **Police Service NI**
- Web and Social Media presence, publications, signage, uniform, vehicles, business cards, e-mail signatures, headed paper, internal communications.

[redacted] **NOT RELEVANT**

From: [redacted]
Sent: 28 May 2020 09:57
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: FW: Pack for printing
Attachments: Police ServiceNI Brand 28 May DMCV.ppt

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

From: [redacted]
Sent: 28 May 2020 09:44
To: FEENEY Ryan
Subject: OFFICIAL [PSNI ONLY]: Pack for printing

This e-mail has been marked OFFICIAL [PSNI ONLY]

Ryan – see the attached –

On the headed paper slide I will get the other two removed and just keep the first one.

If you are happy with this is I will get printed off.

[redacted]

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s.F31(1)(b)
s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

[redacted]
Corporate Communications Officer
Police Service of Northern Ireland
Internal Extension [redacted]
Direct Dial [redacted]

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we listen
we act.
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we listen
we act

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we care
we listen
we act.

POLICE
DEPARTMENT
CALL 911

We care
we listen
we act.
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Police Service NI

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Procurement and Logistics Services | www.policeserviceni.police.uk

POLICE SERVICE NI | Office of the Chief Constable
Police Headquarters | www.policeserviceni.police.uk

POLICE SERVICE NI | Corporate Communications
www.policeserviceni.police.uk | We Care • We Listen • We Act

POLICE
JANE SMITH
GRAPHIC DESIGNER
POLICE STAFF

Lisnasharragh
Police Station
POLICE

POLICE
SERVICENT
POLIC

POLICE
SERVICE

POLICE

[redacted] **NOT RELEVANT**

From: FEENEY Ryan
Sent: 13 February 2020 11:20
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: FW: SEB Update and Actions

This e-mail has been marked OFFICIAL [PSNI ONLY]

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

[redacted]

FYI.

Regards,

Ryan

Ryan Feeney
Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
PSNI Headquarters
Brooklyn
☎ [redacted](Internal) [redacted](Mobile)
💻 [redacted]@psni.pnn.police.uk

s.F31
s.F31(1)
s.F31(1)(a)
s.F31(1)(b)

From: [redacted]
Sent: 13 February 2020 11:17
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: SEB Update and Actions

This e-mail has been marked OFFICIAL [PSNI ONLY]

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

Colleagues,

I am pleased to report the Strategic Communications and Engagement Plan was approved at yesterday's meeting of the Service Executive Board, we are now moving to a full business case to secure additional funding for an uplift of staffing numbers, capital costs for equipment and new accommodation which needs to be with the Service Change Board for approval by the middle of March. I will provide you with a presentation and update on my plans for the staff uplift at the Management Meeting on February 24.

Please note that there has been some changes in terms of Governance;

- The Department will no longer be called Corporate Communications and will now move to become the Strategic Communications and Engagement Department effectively immediately, thought is be given on how to communicate this internally.
- Our Department now reports directly to the Chief Constable.
- All Grade 3 civil officer roles will be titled Executive Director, with Grade 5 posts assuming the title of Director, Grade 6 and 7 Staff will be titled as Heads of Service, DP level staff will be titled as Managers.
- [redacted]

[redacted]

The following action points were allocated to our Department at the meeting which we will discuss at GRIP meetings at the upcoming Management Team meeting, note the CC wants the PowerPoint template reviewed.

1) New Strategy to edited and designed in the new branding as a pilot and an impact equality assessment to take place
2) SCE Department to design new guidelines on the format and style of governance papers
3) The new Branding proposals have also been approved in principle and we now move to the development of a implementation plan, CC and myself have to consult the Policing Board, DOJ and the Unions on the changes. The Web-site upgrade and the Social media review will fit into this programme.
4) The Social Media Board instructions on Social Media use and the amalgamation of Facebook accounts into one per district were endorsed- It was suggested that the current twitter handles which use PSNI are reviewed to explore of the Police Service can be incorporated instead.

I trust this update is useful and I am as always happy to discuss any of the points outlined.

Thanks and regards,

Ryan

Ryan Feeney
Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
PSNI Headquarters
Brooklyn
☎ [redacted] (Internal) [redacted] (Mobile)
[redacted]@psni.pnn.police.uk

s.F31
s.F31(1)
s.F31(1)(a)
s.F31(1)(b)
s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

[redacted] **NOT RELEVANT**

From: FEENEY Ryan
Sent: 04 December 2019 08:05
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: FW: Service Rebrand OFFICIAL [PSNI ONLY]:

s.F40
s.F40(2)
s.F40(2)(a)
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[redacted]ote below.

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s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

Ryan Feeney
Head of Corporate Communications
Corporate Communications Department
Police Service NI
PSNI Headquarters
Brooklyn
☎ [redacted] (Internal) [redacted] (Mobile)
[redacted]@psni.pnn.police.uk

From: BYRNE Simon
Sent: 03 December 2019 20:43
To: FEENEY Ryan
Subject: RE: Service Rebrand OFFICIAL [PSNI ONLY]:

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Ryan thanks can you try adding some lime green to liven up the images please

Thanks

Simon

Sent with BlackBerry Work
(www.blackberry.com)

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s.F40(2)
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s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

From: [redacted]@psni.pnn.police.uk>
Date: Tuesday, 03 Dec 2019, 4:59 pm
To: BYRNE Simon [redacted]@psni.pnn.police.uk>
Subject: Service Rebrand OFFICIAL [PSNI ONLY]:

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Chief,

See attached in confidence, at the moment my preference is the third option as it places emphasis on the word Police but allows us to keep Service etc, which will appeal to the Board.

I have another meeting about this on Thursday, I will keep you updated as things progress.

Regards,

Ryan

Ryan Feeney
Head of Corporate Communications
Police Service NI

[redacted] **NOT RELEVANT**

From: [redacted]
Sent: 05 December 2019 08:35
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: FW: We Care We Listen We Act logo OFFICIAL [PSNI ONLY]:

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s.F40(2)
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s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

From: [redacted]
Sent: 04 December 2019 22:02
To: [redacted]
Subject: RE: We Care We Listen We Act logo OFFICIAL [PSNI ONLY]:

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Hi [redacted]

Without wanting to sound rude... Under no circumstances should it be used.

Totally agree with both of you.

Chat tomorrow. [redacted]

Sent with BlackBerry Work (www.blackberry.com)

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

From: [redacted]@psni.pnn.police.uk>
Date: Wednesday, 04 Dec 2019 8:47 pm
To: [redacted]@psni.pnn.police.uk>, [redacted] <[redacted]@psni.pnn.police.uk>
Subject: Re: FW: We Care We Listen We Act logo OFFICIAL [PSNI ONLY]:

Jello [redacted]

I'll chat to.you in the morning, and I agree they are not the brand and therfore should not be used.

I will also chat to [redacted] about it too.
[redacted]

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Sent from my Samsung Galaxy smartphone.

-------- Original message --------
From: [redacted]

Date: 04/12/2019 19:08 (GMT+00:00)
To: [redacted]
Cc: [redacted]
Subject: FW: FW: We Care We Listen We Act logo OFFICIAL [PSNI ONLY]:

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This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Hi [redacted]

Please see below. I had a very brief conversation with someone else about this earlier this afternoon and said that I didn't think this logo should be used as it is just a PowerPoint image and the final branding and design for anything regarding 'we care, we listen, we act' hasn't been produced or agreed yet, to my knowledge.

However, neither the new brand or strap lines are my projects so I just wanted to get your steer on it before I go back to HR.

Thanks

[redacted]

Sent with BlackBerry Work
(www.blackberry.com)

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s.F40(3)(A)(a)

From: [redacted]@psni.pnn.police.uk>
Date: Wednesday, 04 Dec 2019, 4:50 pm
To: [redacted]@psni.pnn.police.uk>
Cc: [redacted]@psni.pnn.police.uk>, [redacted]
[redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: FW: We Care We Listen We Act logo

This e-mail has been marked OFFICIAL [PSNI ONLY]

[redacted]

I was advised by [redacted] in Corporate Governance to contact you regarding usage of the attached logo.

Police Recruitment are currently updating the content on the JoinPSNI website in anticipation of the launch of the recruitment campaign. Our advertising partner is currently updating the images on the animation video and we were seeking to insert reference to We care, We listen, We Act (as per the attached logo). As this will be viewed externally and to ensure a corporate image is used can you provide direction on same. I would be obliged for a response by return as this animation video is to be completed by the end of this week with all images updated. In addition if this image is to be used the advertising partner require this image in PNG format in order that it can be inserted into the animation video. If this image attached can not be used then they will need to work on an alternative way of presenting.

I have also copied in [redacted] as she is currently liaising with [redacted] in relation to Corporate Communications and the launch of the new recruitment campaign.

Many thanks in anticipation for any assistance you can provide and apologies for the urgency of the request.

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[redacted]
External Recruitment HR

Police Service of Northern Ireland
[redacted]
Ext [redacted]

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s.F40(3)(A)
s.F40(3)(A)(a)

From: [redacted]
Sent: 04 December 2019 11:40
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: We Care We Listen We Act logo

This e-mail has been marked OFFICIAL [PSNI ONLY]

Good morning [redacted]

I was wondering if you could view the attached image, and confirm if this is an official logo that can be used within the organisation.

Thanks for your help and assistance, it is greatly appreciated.

Kind regards
[redacted]

[redacted]
[redacted]
Corporate Governance
Innovation and Change
Email: [redacted]@psni.pnn.police.uk
Telephone: 101 Extension [redacted]
Mobile: [redacted]

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[redacted] **NOT RELEVANT**

From: [redacted]
Sent: 30 January 2020 07:56
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: letterhead options
Attachments: Police Service NI letterhead options copy.pdf

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This e-mail has been marked OFFICIAL [PSNI ONLY]

G'mornin'
We're both at student interviews all day but here are the letterhead options as discussed and the printed copies are here for collection today if you can get someone to collect.
[redacted]

POLICE SERVICE NI
KEEPING PEOPLE SAFE

POLICE
SERVICE NI
KEEPING PEOPLE SAFE

Northern Ireland
CrimeStoppers.
0800 555 111
100% anonymous. Always.

www.policeserviceni.police.uk
we care we listen we act.

CALL THE POLICE
IN AN EMERGENCY ALWAYS CALL 999
101

POLICE
SERVICE NI
KEEPING PEOPLE SAFE

POLICE
SERVICE NI

[redacted] **NOT RELEVANT**

From: [redacted]
Sent: 15 January 2020 15:50
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: Police Service NI logotype
Attachments: Police Service NI Logotype Colour positive & White reversal.pdf

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This e-mail has been marked OFFICIAL [PSNI ONLY]

[redacted]
Here is the Logotype as discussed
[redacted]

POLICE
SERVICE NI

POLICE
SERVICE NI

[redacted] **NOT RELEVANT**

From: [redacted]
Sent: 02 June 2020 15:00
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: Brand Video

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This e-mail has been marked OFFICIAL [PSNI ONLY]

[redacted], happy with this, just drop proposals and go with draft visuals, we will go a bit longer this time as we have more to explain. Thanks

From: [redacted]
Sent: 02 June 2020 14:59
To: FEENEY Ryan ; [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: Brand Video

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This e-mail has been marked OFFICIAL [PSNI ONLY]

Hi Ryan

Below is a draft press release and tweets which [redacted] wrote. Attached are the draft external and internal scripts for the video. I did not change your commentary but have added in the covid bit as requested – although this has made the scripts a bit longer than I think you would like.

For your consideration, I have also proposed a slight re-phrasing of the wording "proposals".

k

Chief Constable Simon Byrne has today released his draft proposals / visuals for a new brand for the Police Service of Northern Ireland.

The Chief Constable explained:" When I first took on the role as Chief Constable I made it clear that my ambition was to provide a more visible, accessible, responsive and community-focused service. Introducing a new brand is part of this ambition.
"Policing is so much more than an acronym – which is why our brand review is focussing on using 'Police Service NI' as opposed to 'PSNI'. Our current brand is simply the crest and we aim to enhance this to better reflect the breadth and depth of what we do and to improve our connection to our communities.

"It is important to highlight that we are not changing the crest or the name of the Service as both are representative of the service we deliver but we are keen to enhance the consistency of the

Police Service NI brand and imagery across our digital platforms, publications, building signage and our web-site. Alongside this, we are reviewing our uniform and fleet.

"We have already briefed the Northern Ireland Policing Board and the Justice Minister on our plans and will be starting a consultation process over the summer months to get your views.
"Today we are releasing our draft proposals for better use of the Service Crest which will enhance the name and purpose of Police Service NI. All of this work has been carried out in house with our own graphic designers and, to date, has been cost neutral.
"We have created a brand implementation group who will take forward plans for our consultation which we will share with you in the near future.
"When we reach the implementation stage we will return to the Policing Board with an update.

"I look forward to introducing a brand that reflects our connection and continued partnership with all communities in Northern Ireland."

TWEET
Chief Constable Simon Byrne announces draft proposals for new Police Service NI branding #KeepingPeopleSafe (WITH LINK TO VIDEO)

SECOND TWEET
A first glimpse at the proposed new branding for Police Service NI. We will announce consultation plans for the brand proposals at a later date #KeepingPeopleSafe (WITH IMAGES OF OLD AND NEW BRAND)

From: FEENEY Ryan
Sent: 02 June 2020 09:07
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: Brand Video

This e-mail has been marked OFFICIAL [PSNI ONLY]

All,

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s.F40(3)(A)
s.F40(3)(A)(a)

See the attached draft script for part of the CC's video recording on Thursday.

- [redacted] can you do a polish on this but please keep all the points included in the script, it might seem like we are explaining too much, however, I think it is important we get this information out to dispel some of the myths. The opening part of the script is an update on our Covid-19 response.
- [redacted] can you tie in the current brand image as we discussed.
- [redacted] can you link in on the new brand image (the colour and the non-colour versions) note it should also have a green background to keep consistency, (not white and green), if you link with Fiona she can link the two images in the video with the Hub staff.

Finally we need a press statement to go out in the CC's name on the Brand, saying what we have stated in the script, followed up by a tweet from the CC that includes image of the current brand and a separate image of the new brand (we will need the two images ready for twitter).

We can put the video out and then the stage proactively, followed by a Tweet by the CC with the two images an hour later.

Any problems happy to discuss at any stage.

Regards,

Ryan

Ryan Feeney
Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
PSNI Headquarters
Brooklyn
☎ [redacted](Internal) [redacted] (Mobile)
💻 [redacted]@psni.pnn.police.uk

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[redacted]

From: [redacted]
Sent: 29 January 2020 15:13
To: FEENEY Ryan
Subject: OFFICIAL [PSNI ONLY]: RE: Corporate brand OFFICIAL [PSNI ONLY]:

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This e-mail has been marked OFFICIAL [PSNI ONLY]

Ryan – we will drop them over tomorrow

[redacted]

From: [redacted]
Sent: 29 January 2020 11:35
To: [redacted]
Subject: FW: Corporate brand OFFICIAL [PSNI ONLY]:

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

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[redacted]

Can [redacted] prepare three more packs like he did for the CC yesterday for his use?

thanks,

Ryan

Ryan Feeney
Head of Corporate Communications
Police Service NI

From: BYRNE Simon <[redacted]@psni.pnn.police.uk>
Date: Wednesday, 29 Jan 2020, 10:19 am
To: [redacted]@psni.pnn.police.uk>
Subject: RE: Corporate brand OFFICIAL [PSNI ONLY]:

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This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Also thinking can we prepare some decks (3) like the one you left with me to leave at the Board just to warm people up please next week

Thanks

Simon

Sent with BlackBerry Work
(www.blackberry.com)

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s.F40(2)

From: [redacted]@psni.pnn.police.uk>
Date: Wednesday, 29 Jan 2020, 9:51 am

s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

To: BYRNE Simon [redacted]@psni.pnn.police.uk>
Subject: RE: Corporate brand OFFICIAL [PSNI ONLY]:

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Give me a call when you get free later this evening. I will be on leave Monday.

Sent with BlackBerry Work
(www.blackberry.com)

From: BYRNE Simon <[redacted]@psni.pnn.police.uk>
Date: Tuesday, 28 Jan 2020, 9:28 pm
To: FEENEY Ryan <[redacted]@psni.pnn.police.uk>
Subject: Corporate brand OFFICIAL [PSNI ONLY]:

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This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Ryan a lot of good work today

Thank you

Just thinking about bringing brand copies to SET on Monday for members to discuss and share to speed up the SEB process

Can still input into SLEF for information as opposed to consultation which we can ask the business groups to do on advance

What do you thing

Regards

Simon

Sent with BlackBerry Work
(www.blackberry.com)

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[redacted] **NOT RELEVANT**

From: [redacted]
Sent: 10 March 2020 12:03
To: FEENEY Ryan; [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: Corporate Branding for the Corporate Plan OFFICIAL [PSNI ONLY]:

This e-mail has been marked OFFICIAL [PSNI ONLY]

Ryan
Thank you for the clarity. I will therefore disregard the Chiefs direction from my meeting with him last week.

[redacted]
I would be grateful if you could make the Chief aware of this when I submit the revised version.

[redacted]
We have clarity, please proceed with the old branding in the Corporate Plan please.

Thanks

[redacted]

From: FEENEY Ryan
Sent: 10 March 2020 11:59
To: [redacted]
Cc: [redacted]
Subject: RE: Corporate Branding for the Corporate Plan OFFICIAL [PSNI ONLY]:

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

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[redacted]

There is no confusion. The CC has established a brand and image group and requested that further consultations be done with a view to the new brand being phased in come autumn time.

In the interim the current brand remains, this is the CC's clear direction on the matter. [redacted]s also aware of this and implementing the direction.

Any issues you have in the interim please contact John as I am currently travelling.

Regards,

Ryan

Ryan Feeney
Director of Strategic Communications and Engagement
Police Service NI

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s.F40(3)(A)
s.F40(3)(A)(a)

From: [redacted]@psni.pnn.police.uk>
Date: Tuesday, 10 Mar 2020, 6:31 am

To: [redacted]psni.pnn.police.uk>,[redacted]@psni.pnn.police.uk>
Cc: [redacted]@psni.pnn.police.uk>,[redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: Corporate Branding for the Corporate Plan

This e-mail has been marked OFFICIAL [PSNI ONLY]

s.F40

s.F40(2)

Ryan,[redacted]
I am just off the phone with [redacted] who received my draft Corporate Plan last week for upgrading to the new corporate branding in line with the Chiefs specific request.

s.F40(2)(a)

s.F40(2)(b)

Can Corporate Comms please confirm if there are any issues with the Chiefs request to have this document updated in the new branding. I am awaiting this documents return to engage with the Heads of other departments who are looking for copies of the Corporate Plan to assist them with the drafting of their plans. The Chief is wanting this document launched alongside the Policing Plan the beginning of April.[redacted] appears to be receiving mixed messages regarding the use of the new branding in my document and I would welcome a conversation on how this is progressed to a satisfactory conclusion.

s.F40(3)(A)

s.F40(3)(A)(a)

Thanks

[redacted]

[redacted] **NOT RELEVANT**

From: FEENEY Ryan
Sent: 04 June 2020 15:32
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: FW: New Vehicle Liveries - Photographs

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This e-mail has been marked OFFICIAL [PSNI ONLY]

Yes, give him that, it is all we have.

Ryan Feeney
Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
PSNI Headquarters
Brooklyn
☎ [redacted] (Internal) [redacted] (Mobile)
[redacted]@psni.pnn.police.uk

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From: [redacted]
Sent: 04 June 2020 15:31
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: FW: New Vehicle Liveries - Photographs

This e-mail has been marked OFFICIAL [PSNI ONLY]

[redacted] – this is what I have for the blue land rovers

From: [redacted]
Sent: 14 May 2020 14:32
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: New Vehicle Liveries - Photographs

This e-mail has been marked OFFICIAL [PSNI ONLY]

[redacted]

As enclosed, these were taken at Garnerville

Regards

[redacted]

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s.F40(3)(A)
s.F40(3)(A)(a)

From: [redacted]
Sent: 04 March 2020 14:18
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: FW: New Vehicle Liveries - Photographs

This e-mail has been marked OFFICIAL [PSNI ONLY]

From: FEENEY Ryan
Sent: 04 March 2020 13:47
To: BYRNE Simon; MCNAUGHTEN Mark
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: New Vehicle Liveries - Photographs

This e-mail has been marked OFFICIAL [PSNI ONLY]

Colleagues,

For information, photographs attached.

Regards,

Ryan

Ryan Feeney
Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
PSNI Headquarters
Brooklyn
☎ [redacted] (Internal) [redacted] (Mobile)
[redacted]@psni.pnn.police.uk

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[redacted] **NOT RELEVANT**

From: [redacted]
Sent: 02 June 2020 09:13
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: FW: Brand Intro Paper

This e-mail has been marked OFFICIAL [PSNI ONLY]

Fine, good to go.

Ryan Feeney
Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
PSNI Headquarters
Brooklyn
☎ [redacted] (Internal) [redacted] (Mobile)
[redacted]@psni.pnn.police.uk

From: [redacted]
Sent: 02 June 2020 09:07
To: FEENEY Ryan
Subject: OFFICIAL [PSNI ONLY]: FW: Brand Intro Paper

This e-mail has been marked OFFICIAL [PSNI ONLY]

Ryan- I have made a few changes – see attached

If you are happy I will ask [redacted] to print these off as he is in the office today

[redacted]
From: FEENEY Ryan
Sent: 02 June 2020 08:42
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: Brand Intro Paper

This e-mail has been marked OFFICIAL [PSNI ONLY]

[redacted]

Can you do a quick proof of the attached (check spelling and grammar etc.).

Once you have done the proof (no need to revert) can you print 20 copies, we need to provide each Policing Board Members and the CEO with the following in a pack

- Attached paper
- 2008 Brand guidelines (as discussed)
- New Brand proposals brochure (printed last week)

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Can you gently push the team on this, we need to leave the packs into the Policing Board early on Thursday morning, there are 10 packs in my office. (Can we also have each Board member's name on the front of the packs with printed labels)

Finally (for next week) can you also print five further packs (containing the above) as the CC wants to send it the five party leaders (which will include the Minister for Justice).

Any problems let me know.

Thanks again for this,

Ryan

Ryan Feeney
Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
PSNI Headquarters
Brooklyn
☎ [redacted](Internal) [redacted](Mobile)
[redacted]@psni.pnn.police.uk

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s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

[redacted]

From: FEENEY Ryan
Sent: 03 June 2020 11:34
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: FW: RE: Brand Video

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

Well done, happy with this approach.

From: [redacted]
Sent: 03 June 2020 11:18
To: FEENEY Ryan
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: FW: RE: Brand Video

s.F40
s.F40(2)
s.F40(2)(a)
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s.F40(3)(A)
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This e-mail has been marked OFFICIAL [PSNI ONLY]

From: [redacted]
Sent: 03 June 2020 10:20
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: Brand Video

This e-mail has been marked OFFICIAL [PSNI ONLY]

[redacted] – I have emailed [redacted] about the crest being set in legislation as I think we should be a bit more firmed – He said he will come back to me later as he is home schooling.

Apart from that I have just put in two words – they are in red.

Ill phone in a few minutes

[redacted]

From: [redacted]
Sent: 03 June 2020 09:21
To: [redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: Brand Video

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s.F40(2)
s.F40(2)(a)
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This e-mail has been marked OFFICIAL [PSNI ONLY]

Hi [redacted]

With fresh eyes - would you mind giving all of this a proof to make sure it makes sense and flows well. [redacted] has a draft release and tweets below and attached are the video scripts.

Thanks. [redacted]

From: [redacted]
Sent: 02 June 2020 14:59
To: FEENEY Ryan; N[redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: Brand Video

This e-mail has been marked OFFICIAL [PSNI ONLY]

Hi Ryan

Below is a draft press release and tweets which [redacted] wrote. Attached are the draft external and internal scripts for the video. I did not change your commentary but have added in the covid bit as requested – although this has made the scripts a bit longer than I think you would like.

For your consideration, I have also proposed a slight re-phrasing of the wording "proposals".

k

Hi Ryan

[redacted] and [redacted] have both looked at the attached scripts and the press release in the email below. The only changes have been small typo changes to make it read better and a slight change in language to make it firmer that the brand is set in law (same language as the first press statement on this issue). See the line in blue below which is also reflected in the scripts. The draft tweets are also below the press release.

If you are happy with these, they are ready for passing on to the Chief Constable.

[redacted]

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Chief Constable Simon Byrne has today released his draft visuals for a new brand for the Police Service of Northern Ireland.

The Chief Constable explained:" When I first took on the role as Chief Constable I made it clear that my ambition was to provide a more visible, accessible, responsive and community-focused service. Introducing a new brand is part of this ambition.
"Policing is so much more than an acronym – which is why our brand review is focussing on using 'Police Service NI' as opposed to 'PSNI'. Our current brand is simply the crest and we aim to enhance this to better reflect the breadth and depth of what we do and to improve our connection to our communities.

"We are keen to enhance the consistency of the Police Service NI brand and imagery across our digital platforms, publications, building signage and our web-site. Alongside this, we are reviewing our uniform and fleet. It is important to highlight that we are not changing the crest or the name of the Service as both are representative of the service we deliver and are set in law.

"We have already briefed the Northern Ireland Policing Board and the Justice Minister on our plans and will be starting a consultation process over the summer months to get your views.

"Today we are releasing our draft proposals for better use of the Service Crest which will enhance the name and purpose of Police Service NI. All of this design work has been completed in house with our own graphic designers and, to date, has been cost neutral.

"We have created a brand implementation group who will take forward plans for our consultation which we will share with you in the near future.

"When we reach the implementation stage we will return to the Policing Board with an update.

"I look forward to introducing a brand that reflects our connection and continued partnership with all communities in Northern Ireland."

TWEET
Chief Constable Simon Byrne introduces draft visuals for new Police Service NI branding #KeepingPeopleSafe (WITH LINK TO VIDEO)

SECOND TWEET
A first glimpse at the proposed new branding for Police Service NI. We will announce consultation plans for the brand proposals at a later date #KeepingPeopleSafe (WITH IMAGES OF OLD AND NEW BRAND)

From: FEENEY Ryan
Sent: 02 June 2020 09:07
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: Brand Video

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All,

See the attached draft script for part of the CC's video recording on Thursday.

- [redacted], can you do a polish on this but please keep all the points included in the script, it might seem like we are explaining too much, however, I think it is important we get this information out to dispel some of the myths. The opening part of the script is an update on our Covid-19 response.
- [redacted] can you tie in the current brand image as we discussed.
- [redacted] can you link in on the new brand image (the colour and the non-colour versions) note it should also have a green background to keep consistency, (not white and green), if you link with [redacted] she can link the two images in the video with the Hub staff.

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Finally we need a press statement to go out in the CC's name on the Brand, saying what we have stated in the script, followed up by a tweet from the CC that includes image of the current brand and a separate image of the new brand (we will need the two images ready for twitter).

We can put the video out and then the stage proactively, followed by a Tweet by the CC with the two images an hour later.

Any problems happy to discuss at any stage.

Regards,

Ryan

Ryan Feeney
Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
PSNI Headquarters
Brooklyn
☎ [redacted] (Internal) [redacted] (Mobile)
[redacted]@psni.pnn.police.uk

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s.F40(3)(A)(a)

[redacted]

From: FEENEY Ryan
Sent: 20 May 2020 08:36
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: FW: RE: FW: RE: RE: Presentation

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This e-mail has been marked OFFICIAL [PSNI ONLY]

[redacted] great work, can you leave the memory stick with Suzanne and I will collect it off her.

From: [redacted]
Sent: 19 May 2020 16:55
To: FEENEY Ryan [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: FW: RE: FW: RE: RE: Presentation

This e-mail has been marked OFFICIAL [PSNI ONLY]

Hello Ryan/[redacted]

Please see attached the updated PowerPoint Presentation for tomorrow's meeting.

Thanks to [redacted] and [redacted] getting this onto one document.

Ryan – I will get hub to put on a pen drive for you tomorrow .

Thanks

[redacted]

From: [redacted]@psni.pnn.police.uk>
Sent: 19 May 2020 16:33
To: [redacted]@psni.pnn.police.uk>
Cc: [redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: RE: FW: RE: RE: Presentation

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This e-mail has been marked OFFICIAL [PSNI ONLY]

[redacted]

Here is the complete presentation, [redacted] and I would like to update this at some stage but this should do the trick for now.

[redacted]

From: [redacted]@psni.pnn.police.uk>
Sent: 19 May 2020 10:52
To: [redacted]@psni.pnn.police.uk>; [redacted]
[redacted]@psni.pnn.police.uk>
Cc: [redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: Presentation

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All,

The CC has urgently requested that the attached PowerPoint be tidied up.

A few points:

- Remove Cheshire from slide 1
- Just tidy up the PowerPoint no real work just ensure it flows well

Can we put this into one presentation document? This needs to be emailed to the CC's Office by tomorrow morning for a meeting with the DUP

We also need this on a memory stick for the Policing Board on Thursday morning

Is this possible?

Thanks,

Ryan

Ryan Feeney
Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
PSNI Headquarters
Brooklyn
☎ [redacted] (Internal) [redacted] (Mobile)
[redacted]@psni.pnn.police.uk

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[redacted] **NOT RELEVANT**

From: [redacted]
Sent: 04 December 2019 08:45
To: FEENEY Ryan
Subject: OFFICIAL [PSNI ONLY]: RE: FW: Service Rebrand OFFICIAL [PSNI ONLY]:

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This e-mail has been marked OFFICIAL [PSNI ONLY]

Ryan – I have emailed [redacted] and [redacted] asking to add some green – I will also give them a call this morning

[redacted]

From: FEENEY Ryan
Sent: 04 December 2019 08:05
To: M[redacted]
Subject: OFFICIAL [PSNI ONLY]: FW: Service Rebrand OFFICIAL [PSNI ONLY]:

This e-mail has been marked OFFICIAL [PSNI ONLY]

[redacted] note below.

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[redacted]
Head of Corporate Communications
Corporate Communications Department
Police Service NI
PSNI Headquarters
Brooklyn
☎ [redacted] (Internal) [redacted] (Mobile)
[redacted]@psni.pnn.police.uk

From: BYRNE Simon
Sent: 03 December 2019 20:43
To: FEENEY Ryan
Subject: RE: Service Rebrand OFFICIAL [PSNI ONLY]:

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Ryan thanks can you try adding some lime green to liven up the images please

Thanks

Simon

Sent with BlackBerry Work
(www.blackberry.com)

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s.F40(3)(A)(a)

From: [redacted]@psni.pnn.police.uk>
Date: Tuesday, 03 Dec 2019, 4:59 pm
To: BYRNE Simon [redacted]@psni.pnn.police.uk>
Subject: Service Rebrand OFFICIAL [PSNI ONLY]:

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Chief,

See attached in confidence, at the moment my preference is the third option as it places emphasis on the word Police but allows us to keep Service etc, which will appeal to the Board.

I have another meeting about this on Thursday, I will keep you updated as things progress.

Regards,

Ryan

Ryan Feeney
Head of Corporate Communications
Police Service NI

[redacted]

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From: [redacted]
Sent: 10 December 2019 12:49
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: latest version of the brand

This e-mail has been marked OFFICIAL [PSNI ONLY]

Thanks for these [redacted] They all look great - I will give them to Ryan.

Might be an idea to include the Crimestoppers logo on the headed paper, just to see what it looks like, but Ryan can explain that to the Chief

[redacted]

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From: [redacted]
Sent: 10 December 2019 12:23
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: latest version of the brand

This e-mail has been marked OFFICIAL [PSNI ONLY]

Hi [redacted]

Can you pass this to Ryan, any last minute changes we'll be here – popping out to get a sandwich now and straight back.

[redacted]

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[redacted]

From: FEENEY Ryan
Sent: 23 September 2019 15:15
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: New PowerPoint Presentation

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This e-mail has been marked OFFICIAL [PSNI ONLY]

Hello all,

Please send this to me for review when you get a chance to look at it.

Many thanks again for all the work!

Regards,

Ryan

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Ryan Feeney
Head of Corporate Communications
Corporate Communications Department
Police Service NI
PSNI Headquarters
Brooklyn
☎ [redacted] (Internal) [redacted] (Mobile)
💻 [redacted]@psni.pnn.police.uk

From: [redacted]
Sent: 23 September 2019 14:51
To: [redacted]
Cc: FEENEY Ryan; W[redacted]
Subject: OFFICIAL [PSNI ONLY]: New PowerPoint Presentation

This e-mail has been marked OFFICIAL [PSNI ONLY]

Hello [redacted] and [redacted]

[redacted] has just had a quick chat with me about getting a new PowerPoint Presentation designed. The Chief Constable would like one that includes images a bit like the one we used in the 400 officers graphics earlier this month.

This will be in the Keeping People Safe Branding that we are using.

From my understanding the Chief would like:

Front page/title slide – with the images of the officers

General /Generic slide that can be used throughout the presentation

concluding slide- that says thanks

Could you please look at developing this.

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I am finishing tomorrow for a few weeks so if you can please liaise directly with Ryan on the design that would be great. I have copied Ryan in on this email.

I will give you a call shortly and will also forward an M28A.

Thanks

[redacted]

[redacted]
Corporate Communications Officer
Police Service of Northern Ireland
Internal Extension [redacted]
Direct Dial [redacted]

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[redacted]

From: FEENEY Ryan
Sent: 28 May 2020 09:49
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: Pack for printing

This e-mail has been marked OFFICIAL [PSNI ONLY]

Perfect, great job

Ryan Feeney
Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
PSNI Headquarters
Brooklyn
☎ [redacted](Internal) [redacted](Mobile)
[redacted]@psni.pnn.police.uk

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From: [redacted]
Sent: 28 May 2020 09:44
To: FEENEY Ryan
Subject: OFFICIAL [PSNI ONLY]: Pack for printing

This e-mail has been marked OFFICIAL [PSNI ONLY]

Ryan – see the attached –

On the headed paper slide I will get the other two removed and just keep the first one.

If you are happy with this is I will get printed off.

[redacted]

[redacted]
Corporate Communications Officer
Police Service of Northern Ireland
Internal Extension [redacted]
Direct Dial [redacted]

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[redacted] **NOT RELEVANT**

From: [redacted]
Sent: 28 January 2020 08:05
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: Police Service NI

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This e-mail has been marked OFFICIAL [PSNI ONLY]

Hello [redacted] and [redacted]

Thanks for these – they look great – I will let you know the feedback

[redacted]

From: [redacted]
Sent: 27 January 2020 15:43
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: Police Service NI

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This e-mail has been marked OFFICIAL [PSNI ONLY]

Hi [redacted]

Pdf attached for Police Service NI Rebrand. [redacted]s delivering a hard copy now.

Let us know if you need anything else.

Thanks - [redacted]

[redacted]

From: FEENEY Ryan
Sent: 15 October 2019 10:04
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: RE: Branding

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[redacted]

I will also chat to Mark, highlight this is a priority of the CC.

Best wishes,

Ryan

Ryan Feeney
Head of Corporate Communications
Corporate Communications Department
Police Service NI
PSNI Headquarters
Brooklyn
☎ [redacted](Internal)[redacted](Mobile)
[redacted]@psni.pnn.police.uk

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From: [redacted]
Sent: 14 October 2019 17:31
To: FEENEY Ryan
Subject: OFFICIAL [PSNI ONLY]: RE: Branding

This e-mail has been marked OFFICIAL [PSNI ONLY]

Hello Ryan

I forwarded this to [redacted] and [redacted] last week and also had a chat with them about this. There is no doubt that both [redacted] and [redacted] want to work on this, but they just don't think that [redacted] their Head of Branchy fully understands what all of this will entail work wise.

On the back of our chat I have set up a meeting with you along with their Head of Branch, [redacted] and [redacted] and myself next Tuesday morning to explain what we fully need [redacted] and [redacted] to do to get the branding over the line.

I will chat to you about this on Friday.

[redacted]

From: [redacted]
Sent: 10 October 2019 13:20
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: Branding

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[redacted]

A few follow ups on the branding.

Can you ask [redacted] to work on the following (no rush but for the start of November) for the SEB meeting in November

- We will move to Police Service NI, ask him to think about having different colours in the logo
- The corporate colour is bottle green
- Keeping People Safe is to be used as a hashtag from here on everything #KeepingPeopleSafe
- We Care, We Listen, We Act is to feature on future material as a tag line but not part of the logo of the brand
- The crest stays the same with various options but the opinion without the words Police Service of Northern Ireland can also be used but only alongside Police Service NI.

Once he has worked up some thoughts on this, can you get a date in the diary for me to get a first look in advance of going to the CC. I will need a draft brand (in a new PowerPoint that reflects the new brand) completed by Friday 4 November.

Happy to discuss further.

Thanks again,

Ryan

Ryan Feeney
Head of Corporate Communications
Corporate Communications Department
Police Service NI
PSNI Headquarters
Brooklyn
☎ [redacted] Internal) [redacted] (Mobile)
[redacted]@psni.pnn.police.uk

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[redacted]

From: [redacted]
Sent: 19 May 2020 16:51
To: [redacted]
Cc:
Subject: OFFICIAL [PSNI ONLY]: RE: RE: FW: RE: RE: Presentation

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This e-mail has been marked OFFICIAL [PSNI ONLY]

Hello [redacted]

Thanks for doing this – I understand what you have said about updating this. I will pass to Ryan and copy you both in

[redacted]

From: [redacted]
Sent: 19 May 2020 16:33
To [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: FW: RE: RE: Presentation

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This e-mail has been marked OFFICIAL [PSNI ONLY

[redacted]

Here is the complete presentation, [redacted] and I would like to update this at some stage but this should do the trick for now.

[redacted]

From: [redacted]@psni.pnn.police.uk>
Sent: 19 May 2020 14:53
To: [redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: FW: RE: RE: Presentation

This e-mail has been marked OFFICIAL [PSNI ONLY]

From: [redacted]@psni.pnn.police.uk>
Sent: 19 May 2020 14:00
To: [redacted]@psni.pnn.police.uk>; [redacted]
<[redacted]@psni.pnn.police.uk>
Cc: [redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: RE: RE: Presentation

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This e-mail has been marked OFFICIAL [PSNI ONLY]

Thanks all, also email this to [redacted] as he will need it for tomorrow afternoon. Apprechated.

Ryan Feeney
Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
PSNI Headquarters
Brooklyn
☎ [redacted] (Internal) ([redacted] (Mobile)
[redacted]@psni.pnn.police.uk

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From: [redacted]
Sent: 19 May 2020 11:41
To: FEENEY Ryan; [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: Presentation

This e-mail has been marked OFFICIAL [PSNI ONLY]

Hello Ryan

I will chat to [redacted] but going from memory the PowerPoint is too big to be emailed in one section that is why it is split into two.

We will get the updated version onto a pen drive in the hub and will let you know when it is ready.

[redacted]

From: [redacted]@psni.pnn.police.uk>
Sent: 19 May 2020 10:52
To: [redacted]@psni.pnn.police.uk>; [redacted]
[redacted]@psni.pnn.police.uk>
Cc: [redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: Presentation

This e-mail has been marked OFFICIAL [PSNI ONLY]

This e-mail has been marked OFFICIAL [PSNI ONLY]

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

All,

The CC has urgently requested that the attached PowerPoint be tidied up.

A few points:

- Remove Cheshire from slide 1
- Just tidy up the PowerPoint no real work just ensure it flows well

Can we put this into one presentation document? This needs to be emailed to the CC's Office by tomorrow morning for a meeting with the [redacted]

We also need this on a memory stick for the Policing Board on Thursday morning

Is this possible?

Thanks,

Ryan

Ryan Feeney
Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
PSNI Headquarters
Brooklyn
☎ [redacted](Internal) [redacted] (Mobile)
[redacted]@psni.pnn.police.uk

s.F31

s.F31(1)

s.F31(1)(a)

s.F31(1)(b)

s.F40

s.F40(2)

s.F40(2)(a)

s.F40(2)(b)

s.F40(3)(A)

s.F40(3)(A)(a)

[redacted]

From: FEENEY Ryan
Sent: 04 June 2020 10:33
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: RE: RE: revised press release for new brand

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

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Perfect, I would put the full press statement up on Facebook if that works alongside images, after the video goes out. Same timings.

[redacted]
Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
PSNI Headquarters
Brooklyn
☎ [redacted] (Internal) [redacted] (Mobile)
[redacted]@psni.pnn.police.uk

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s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

From: [redacted]
Sent: 04 June 2020 10:29
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: RE: revised press release for new brand

This e-mail has been marked OFFICIAL [PSNI ONLY]

No problem.

We will issue the Chief's video at 11.30am and the second tweet at 12 and will issue the press statement at 12 on the website and to media.

[redacted]

From: FEENEY Ryan
Sent: 04 June 2020 10:08
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: revised press release for new brand

s.F40
s.F40(2)
s.F40(2)(a)
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[redacted]

Note some mild changes in blue below.

Would it be possible to get both tweets out (half an hour between each) out before 2pm tomorrow, after the Tweets go out, send out the press statement.

Any follow up enquires please refer them back to the statement.

Thanks,
Ryan

Chief Constable Simon Byrne has today released his draft visuals for a refresh Police Service of Northern Ireland branding.

The Chief Constable explained:" When I first took on the role as Chief Constable I made it clear that my ambition was to provide a more visible, accessible, responsive and community-focused service.

"As your Police Service we believe the ability to be able to communicate effectively with you is essential. For that reason, we are currently reviewing and working hard to improve our communications and as part of this work, we are refreshing our current brand guidelines.

"Policing is so much more than an acronym – which is why our brand review is focussing on using 'Police Service NI' as opposed to 'PSNI'. Our current brand is simply the crest and we aim to enhance this to better reflect the breadth and depth of what we do and to improve our connection to our communities.

"We are keen to bring consistency and a fresher look to the Police Service NI brand and imagery across our digital platforms, publications, building signage, livery and our website. Alongside this, we are reviewing our uniform and our vehicle fleet signage. It is important to highlight that we are not changing the crest or the name of the Service as both are representative of the service we deliver and are set in law.

"We have already briefed the Northern Ireland Policing Board, the Justice Minister and the Police Federation on our plans and will be starting a consultation process over the summer months that will continue into the Autumn to get your views before returning to the Policing Board with an update on the final proposals.

"Today we are releasing our draft visuals for better use of the Service Crest which will enhance the name and purpose of Police Service NI. All of this design work has been completed in house with our own graphic designers and, to date, has been cost neutral.

"I look forward to introducing a brand that reflects our connection and continued partnership with all communities in Northern Ireland."

TWEET from CC's Account with video
I am pleased to introduce the draft visuals for new Police Service NI branding #WeCareWeListenWeAct, a public consultation process to follow later in the summer before final sign off. (WITH LINK TO VIDEO)

SECOND TWEET
A first glimpse at the proposed visuals for new Police Service NI branding, current branding on the left, our new proposals on the right. We will announce consultation plans for the branding proposals later in the summer #WeCareWeListenWeAct (WITH IMAGES OF OLD AND NEW BRAND)

[redacted]
PSNI Corporate Communications Manager
Police Headquarters
Mob.[redacted]
Email.[redacted]@psni.pnn.police.uk

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s.F40(3)(A)
s.F40(3)(A)(a)

[redacted]

From: [redacted]
Sent: 03 December 2019 16:58
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: re-brand

s.F40
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This e-mail has been marked OFFICIAL [PSNI ONLY]

[redacted] – sorry I meant to come back to you earlier to say thanks for these.

I will see you on Thursday

[redacted]

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s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

From: [redacted]
Sent: 03 December 2019 10:20
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: re-brand

This e-mail has been marked OFFICIAL [PSNI ONLY]

Hi [redacted]

Could you pass this on to Ryan, once we have established a logo brand and name we'll produce a raft of 'in place' designs for consideration and development.

Thanks
[redacted]

[redacted]

From: [redacted]
Sent: 19 December 2019 16:39
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: Variations

s.F40
s.F40(2)
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This e-mail has been marked OFFICIAL [PSNI ONLY]

[redacted] - thanks for these – I passed them onto Ryan yesterday, but I know there were at the Board today.

Ill speak to you tomorrow

[redacted]

From: [redacted]
Sent: 18 December 2019 15:04
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: Variations

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
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This e-mail has been marked OFFICIAL [PSNI ONLY]

Hi [redacted]

Have a quick look and call me ...

[redacted]

[redacted] **NOT RELEVANT**

Subject:	OFFICIAL [PSNI ONLY]: Re-brand Update	
Location:	Ryan's Office	
Start:	Tue 25/02/2020 13:00	
End:	Tue 25/02/2020 14:00	
Show Time As:	Tentative	**s.F40**
Recurrence:	(none)	**s.F40(2)** **s.F40(2)(a)**
Meeting Status:	Not yet responded	**s.F40(2)(b)** **s.F40(3)(A)**
Organizer:	FEENEY Ryan	**s.F40(3)(A)(a)**
Required Attendees:	[redacted]	

[redacted] **NOT RELEVANT**

From: [redacted]
Sent: 03 December 2019 10:20
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: re-brand
Attachments: Police Rebrand.pdf

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

Hi [redacted]
Could you pass this on to Ryan, once we have established a logo brand and name we'll produce a raft of 'in place' designs for consideration and development.
Thanks
[redacted]

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KEEPING PEOPLE SAFE

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Police Service NI

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[redacted] **NOT RELEVANT**

From: [redacted]
Sent: 18 December 2019 15:04
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: Variations
Attachments: Police NI Logotype variations with 'lime' Green .pdf

This e-mail has been marked OFFICIAL [PSNI ONLY]

Hi [redacted]
Have a quick look and call me ...
[redacted]

s.F40

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s.F40(2)(a)

s.F40(2)(b)

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s.F40(3)(A)(a)

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we listen
we act.

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[redacted] **NOT RELEVANT**

From: FEENEY Ryan
Sent: 02 June 2020 09:45
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: Branding Group
Attachments: Branding Group TOR Draft 22.04.20.doc

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

[redacted]
Can you follow up with the departments who have not yet nominated a member? Can you also get a Socially distinct meeting in the diary before the end of June?
Vitally we get this up and running and a work programme in place.
The new DP Creative will be the Committee Manager for this group when in post.
Happy to discuss,
Regards,
Ryan

Ryan Feeney
Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
PSNI Headquarters
Brooklyn
☎ [redacted] (Internal) [redacted] (Mobile)
💻 [redacted]@psni.pnn.police.uk

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Police Service of Northern Ireland

Brand Implementation Project Group

Terms of Reference

Remit:

- To complete the consultation phase of the Police Service Branding project and achieve endorsement from the Northern Ireland Policing Board in addition to the necessary public and internal support.
- Develop and complete the new Brand guidelines
- To implement and complete the Branding project by September 2021. This will include:
    - Change of signage across the Police estate
    - Development a new Police Service Web-site
    - Review of Social Media Branding
    - Vehicle Signage
    - Internal Communications
    - Uniform

Project Group Report: Strategic Management Board and Deputy Chief Constable

Membership:

- Director of Strategic Communications and Engagement (Chair)
- ACC OSD (or nominee)
- Executive Director of Finance and Support Services (or nominee)
- Director of ICS (or nominee)
- Director of Human Resources (or nominee)
- ACC District Policing (or nominee)
- ACC Community safety (or nominee)
- Representative of the Estates Unit
- Social Media Manager
- Creative Hub Manager
- Internal Communications Manager

Also Attending: Creative Hub staff as and when required

Serviced by: Strategic Communications and Engagement Department and ODD

DRAFT

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s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

E-mail Message

From:	[redacted] [EX:/O=CSB/OU=CSBOPS/CN=RECIPIENTS/CN=[redacted]
To:	[redacted]@psni.pnn.police.uk]
Cc:	[redacted]@psni.pnn.police.uk],[redacted] [SMTP[redacted]@psni.pnn.police.uk], [redacted] [SMTP:[redacted]pnn.police.uk]
Sent:	26/09/2019 at 16:41
Received:	26/09/2019 at 16:41
Subject:	OFFICIAL [PSNI ONLY]: Corporate Re-Brand [12909-19]
Attachments:	Enhancing Performance Management TOR - Final v2.docx

This e-mail has been marked OFFICIAL [PSNI ONLY]

[redacted]

The Chief Constable has asked that the Deputy take forward the oversight of the progression of the Uniform Review.

The Chief has indicated that he will be looking for the corporate image re-brand to include a critical path to April 2020, an OBC, costs, internal and external consultation, issues re Irish language/Ulster Scots and a wider diversity impact. A date for the NIPB Task and Finish group is also required as the Chair is content to see this proceed.

As a first step the Deputy has asked me to forward the attached terms of reference template document which he would ask that you complete and return to him by Friday 4 October . The attachment is populated by the ToR for the Deputy's Enhanced Performance Management project as an example.

Thanks

[redacted]

[redacted]
Inspector
[redacted]

(33615 (Internal)
: HYPERLINK "mailto:[redacted]@psni.pnn.police.uk[redacted]@psni.pnn.police.uk

[Com Sec - 1 week please]

Project Ref No:	T/	Date:	15/08/2019
Subject:	**Terms of Reference -**		
Project Title:	Enhancing Performance Management		

	Name & Contact No.	Department/Unit	Location
Accountable Officer:	[redacted] **s.F40 s.F40(2) s.F40(2)(a)**		Brooklyn
Project Lead:	[redacted] **s.F40(2)(b) s.F40(3)(A)**	ISD	Brooklyn
Project Manager:	[redacted] **.F40(3)(A)(a)**	Innovation & Change, ISD	Brooklyn

Project Strategic Context and Drivers for Change:
1) What is the organisational context? 2) How does the Project support this strategic direction?

Context

The Corporate Performance Management Framework (CPMF) was adopted at the Service Change Board on 30 January 2019. The following paragraph is an extract from the Information Sheet:

"Performance Management is just good management. It goes to the heart of how resources are used to keep people safe.[1]

The Corporate Performance Management Framework (CPMF) will support leadership and promote strategic clarity. There are currently numerous individual department and branch strategies, priorities, objectives and performance measures. This results in duplication and competing demands. Adoption of the CPMF will ensure that the whole service is committed to achieving the vision and purpose."

Why

Programme for Government
We have a safe community where we respect the law and each other

PSNI vision
To help build a Safe, Confident, and Peaceful Society

Keeping People Safe:
Prevent Harm
Protect People
Detect Crime

How

OBA Performance Accountability

Performance Analysis
Strategic Analysis
Problem Solving
Influencing Decision Makers

What

Outcome (Result)

A safe community where we respect the law and each other

A Safe, Confident, and Peaceful Society

"Conversational Leadership"
Intelligent, creative and informed policing
Inclusive, enabling and visionary leadership

[1] Ho

Guide to Police Performance Management http://library.college.police.uk/docs/homeoffice/Prac

This project will address the **data** and **technology** issues identified as constraints to implementing the CPMF. PSNI is a data rich but information poor organisation.

Strategic Direction

The project will help deliver the Chief Constable's Shared Values (01/08/2019):

- We will use data objectively to make evidence based decisions;
- We will exploit technology to make public contact quicker and easier, make staff more productive and reduce duplication, wasted efforts and frustration. We will harness technology to fight crime;
- We will cut the dead hand of Headquarters and checking and aim that no decision has more than two hands touch it, unless laws/regulations or professional practice says otherwise;
- We will encourage innovation and experimentation to raise standards to reflect community needs and expectations;
- We will respect the lessons of the past, the sacrifices of our predecessors, traditions and culture, yet place crime prevention and problem solving as core to our service;
- We will be tech savvy and fleet of foot to stay one step ahead of new and emerging crime and criminality.

Project Scope:

1) What will be included? 2) What will not be included? 3) Why?

The purpose of this project is to translate data into performance management information and insight in order to improve the effectiveness and efficiency of PSNI. The project will endeavour to identify:

1. What data we need to effectively measure performance across the breadth and depth of the organisation
2. How this data can be collated and processed to provide performance management information and insight
3. How performance management information and insights are used to support effective decision-making.

The following work streams will be included:

- Develop a corporate approach to performance reporting
  - Ensure a clear and consistent understanding of performance management information and its importance in delivering an effective and efficient Service
  - Implement an Outcomes Based Accountability approach to performance management across the Service
  - Develop an accountability mechanism to ensure that performance management information is being used to support efficient and effective decision-making.
- Review of all performance processes and systems across Districts and Departments
  - Assess what data is required to measure performance across the Service
  - Identify existing good practice
  - Identify gaps in our data and processes
  - Identify duplication and wasted effort
  - Identify existing IT systems and establish a process for collating the required performance data
  - Identify any additional IT requirements.

- Develop a self-service "push" performance system (re-development of PRiDE)
    - Ensure that data is processed into relevant, statistically significant and timely performance management information and is disseminated to the appropriate decision makers.
- Develop the structures for Departmental and District performance reporting in line with the CPMF
    - Develop a communications strategy in relation to performance management, particularly directed at decision-makers
    - Identify training needs for the creators and decision makers of performance management information.
- Develop a 'healthy' performance culture focussing on outcomes (OBA approach)
    - Develop a performance learning programme for all levels of the organisation
    - Initiate a 'conversational' approach to performance leading to better understanding and impact.

Ensure that local TCG processes are aligned to the CPMF.
Not included:

- Sub-Branch Structures – this is being addressed though the Innovation and Change Business Case.

Project Objectives:
(e.g. SMART – Specific, Measurable, Achievable, Realistic, Time)

Create a performance management system which is responsive, accessible and visible to improve the effectiveness and efficiency of PSNI.

The system needs to be:

- flexible enough to respond to emerging patterns and trends
- easy to use and intuitive to allow people to access and interpret useful and timely performance information
- able to 'push' out relevant and actionable performance information therefore improving the visibility of performance management.

Project Constraints – prioritise these:
(e.g. time, money, people, quality, service delivery)

1. **People** - The current establishment in Corporate Governance supports reporting against the Policing Plan not wider performance management. The Innovation and Change Branch Business Case is being submitted to the Service Change Board on 04/09/19. This includes a proposal to create a dedicated 'Performance' Sub-Branch which would have responsibility for the Policing Plan and the implementation of the Corporate Performance Management Framework. **Without the creation of this sub-branch the framework to take this project forward will not exist.**

2. **Skills - There is a requirement for a Data Scientist.** These skill sets do not currently exist in the organisation.
    a. Data science is the study and application of techniques for deriving insights from data, including constructing algorithms for prediction. Traditional statistical science forms part of data science, which also includes a strong element of coding and data management.
    b. The role of Data Scientist will involve assessing data quality, preparing datasets for researchers and, supporting systems to share data and analysis.

Data scientists are a new breed of analytical data expert who have the technical skills to solve complex problems – and the curiosity to explore what problems need to be solved. They're part mathematician, part computer scientist and part trend-spotter.

3. **Organisational Culture –** there is a lack of data literacy across the organisation and a negative performance culture.
    a. **Data literacy:** the ability to understand the principles behind learning from data, carry out basic data analyses, and critique the quality of claims made on the basis of data.

Compliance Guidelines:
(Which standards need to be complied with e.g. PwC, Professional Standards, legislation, policies)

The system needs to be able to support:

- Programme for Government (Outcomes Based Accountability)
- Accountability Bodies (Northern Ireland Policing Board, Northern Ireland Audit Office, HMICFRS)

Interdependencies:
(With other Projects, Departments, Units, Live Recommendations, External Stakeholders)

Internal

- Service Executive Team
- District PQAs and Departmental Performance Units
- Information and Communication Services (ICS)
- Central Statistics Unit
- Internal Audit

External

- Policing Board
- Department of Justice
- Northern Ireland Audit Office (NIAO)
- NISRA
- HMICFRS (PEEL and FMS)
- Criminal Justice Inspectorate Northern Ireland.

Risks:
(a) What are they, if we do this Project? b) What are they if we don't do this Project?

Risks of doing the project:

- The project is highly likely to identify solutions which have a financial implication, such as training, although there is currently no budget to deliver these.
- Failure to deliver an effective performance management system due to a lack of resources with the appropriate skills and knowledge.

Risks of not doing the project:

- Unable to use data objectively to make decisions
- Continued duplication and wasted effort to monitor performance
- Poor decision making resulting in the inefficient use of resources
- Fail to encourage innovation and experimentation to raise standards
- Failure to be tech savvy and fleet of foot to stay one step ahead of new and emerging crime and criminality.

Stakeholders Force Field:		
	Supportive of the Objectives	Opposed to the Objectives:
Internal	Chief Constable Deputy Chief Constable Internal Audit	Potential resistance from: Other SET members PQAs and Dept. Performance Units ICS, Central Statistics
External	Policing Board Department of Justice NIAO NISRA HMICFRS CJINI	

Project Board:	
T/Deputy Chief Constable – Stephen Martin (Chair) T/ACC ISD – [redacted] T/ACC Crime Operations – Barbara Gray Director of Finance and Support Services/HR – Mark McNaughten [redacted] Head of ICS – Jeff McNamara [redacted] Head of Corporate Communications – Ryan Feeney [redacted]	**s.F40** **s.F40(2)** **s.F40(2)(a)** **s.F40(2)(b)** **s.F40(3)(A)** **s.F40(3)(A)(a)**

Timescales for Delivery:	

High Level Project Plan:	
Business Case	
Solution Design	
Implementation	
Go Live	
Post Implementation	

Project Owner *(signed)*

Date

Appendix 1: Design and Delivery Support

Project Officers:

Work Area Team: *(Name, Grade/Rank, Dept/Unit)*

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s.F40(3)(A)(a)

E-mail Message

From:	[redacted] SO to DCC) [EX:/O=CSB/OU=CSBOPS/CN=RECIPIENTS/CN=[redacted]
To:	[redacted]@psni.pnn.police.uk]
Cc:	[redacted]@psni.pnn.police.uk]
Sent:	18/10/2019 at 14:08
Received:	18/10/2019 at 14:08
Subject:	RE: Draft TOR Branding Review [12909-19] OFFICIAL [PSNI ONLY]:

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

[redacted]

[redacted] has spoken to me about this with a proposal to amalgamate with other strands

I have to discuss with the Deputy next week

Thanks

[redacted]

[redacted]

(T) [redacted] (Direct)
(T) [redacted] (Internal)
(E) [redacted]@psni.pnn.police.uk

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s.F40(3)(A)
s.F40(3)(A)(a)

From: [redacted]
Date: Friday, 18 Oct 2019, 2:05 pm
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: Draft TOR Branding Review [[redacted]

This e-mail has been marked OFFICIAL [PSNI ONLY]

Please see below.

Grateful if you could provide an update on the current position.

Thanks

[redacted]

[redacted]

Command Secretariat

Brooklyn

Ext [redacted]

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s.F40(3)(A)(a)

From: [redacted]
Sent: 12 October 2019 08:52
To: MAIRS Tim
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: Draft TOR Branding Review [12909-19]

This e-mail has been marked OFFICIAL [PSNI ONLY]

Sir,

DCC has asked that I let you see nay of these for your comments prior to his consideration.

Thanks

[redacted]

s.F40
s.F40(2)
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[redacted]
Inspector
[redacted]
([redacted](Internal)
: HYPERLINK
"mailto:[redacted]@psni.pnn.police.uk"[redacted]psni.pnn.police.uk

[Com Sec - B/f on 18 Oct please]

From: [redacted]
Sent: 03 October 2019 16:12
To: [redacted]SO to DCC)
Subject: TRIM: OFFICIAL [PSNI ONLY]: Draft TOR Branding Review

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Ryan Feeney

Head of Corporate Communications

Corporate Communications Department

Police Service NI

PSNI Headquarters

Brooklyn

([redacted] (Internal) [redacted] (Mobile)
: [redacted] psni.pnn.police.uk

s.F31

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E-mail Message

From: [redacted]
[EX:/O=CSB/OU=CSBOPS/CN=MARSEXCHUSERS/CN=[redacted]
To: [redacted]
[EX:/o=CSB/ou=CSBOPS/cn=Recipients/cn=[redacted]
Cc:
Sent: 30/10/2019 at 16:01
Received: 30/10/2019 at 16:01
Subject: OFFICIAL [PSNI ONLY]: : Draft TOR Branding Review [12909-19]

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[redacted]

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[redacted]
[redacted]
Command Secretariat
Brooklyn
Ext [redacted]

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Subject: OFFICIAL [PSNI ONLY]: RE: FW: Draft TOR Branding Review [[redacted]

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[redacted]
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E-mail Message

From: FEENEY Ryan [EX:/O=CSB/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=16040B63CF1F4B11A4FB4AE91ABA8F11-[redacted]

To: [redacted] (SO to DCC) [SMTP:[redacted]@psni.pnn.police.uk]

Cc:

Sent: 03/10/2019 at 16:12

Received: 03/10/2019 at 16:12

Subject: OFFICIAL [PSNI ONLY]: Draft TOR Branding Review

Attachments: TOR Brand Review Oct 19.x2 doc.doc

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Keeping People Safe

Project Ref No:		Date:	3/10/2019
Subject:	Terms of Reference -		
Project Title:	Police Service of NI Brand Update		

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s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

	Name & Contact No.	Department/Unit	Location
Accountable Officer:	T/DCC Stephen Martin	Command	Brooklyn
Project Lead:	Ryan Feeney	Corporate Communications	Brooklyn
Project Manager:	[redacted]	Corporate Communications	Brooklyn

Project Strategic Context and Drivers for Change:
1) What is the organisational context? 2) How does the Project support this strategic direction?

In line with the agreed uplift in neighbourhood officers and development of a new Strategic Communications and Engagement strategy the Service has identified the requirement for a review and refresh of the corporate brand guidelines last updated in 2010.

The PWC report on the review of Corporate Communications (September 2019) makes the following recommendations:

- The PSNI Communications strategy should be based around sharing its purpose with internal and external stakeholders and embedding purpose within its brand.
- Move to a new integrated strategic approach, and adoption of an interactive engagement model, will invariably require a new set of playbooks, style guides and visual approaches. This is a good opportunity to unify offline and online activities within a review of your brand positioning.

An emerging focus on digital and social media also requires a corporate approach to branding and imaging. This work programme will link with the current projects

focused on reviewing both the uniform and fleet image design.

This project will focus on updating the brand guidelines for the organisation and establishing clear direction on imaging and corporate design in line with the strategic direction outlined by the Chief Constable in his shared values statement.

Strategic Direction

The project will help deliver the Chief Constable's Shared Values (01/08/2019):

- We will use data objectively to make evidence based decisions;
- We will exploit technology to make public contact quicker and easier, make staff more productive and reduce duplication, wasted efforts and frustration. We will harness technology to fight crime;
- We will aim that no decision has more than two hands touch it, unless laws/regulations or professional practice says otherwise;
- We will encourage innovation and experimentation to raise standards to reflect community needs and expectations;
- We will be tech savvy and stay one step ahead of new and emerging crime and criminality;
- We will respect the lessons of the past, the sacrifices of our predecessors, traditions and culture, yet place crime prevention and problem solving as core to our service;

Project Scope:
1) What will be included? 2) What will not be included? 3) Why?

The project will be managed in partnership with the NI Policing Board (NIPB). The NIPB has an important role in this project due the sensitive nature of symbolism and imagery in Northern Ireland.

The project will look at the operational name of the service and a new Brand focusing on the word "Police". Recommendation 8.10 of the Patten report states; *"the word Police should be painted onto all sides (of police vehicles)." The* ambition of Patten was that the public and media would refer to the Service as the "Police" and not the PSNI. This review will focus on:

- Updating and refreshing the Service Brand guidelines
- Creating new imagery for corporate use
- How to maximise branding opportunities on digital platforms
- Creating a branding toolkit for officers and staff.

The NIPB created and approved the current PSNI crest in December 2001. This project will not review the service crest which will remain the primary symbol for the Service within the new Brand guidelines.

Project Objectives:
(e.g. SMART – Specific, Measurable, Achievable, Realistic, Time)

Develop a fresh, vibrant and dynamic brand for the Service that focuses on the role of local Police in keeping people safe.

The Brand must:

- Be acceptable to the NIPB and the wider community
- Reflect the vital role of the Police in Northern Ireland in Keeping People Safe
- Reflect a modern, inclusive and people focused Police service representative of the community it serves.

Project Constraints – prioritise these:
(e.g. time, money, people, quality, service delivery)

1. **People** – This will be a task and finish project**.** The NIPB, Corporate Communications and the Branding and Graphics unit will take forward the work for this project. It may require additional support from an external resource subject the NIPB input into the project.

2. **Skills –** While there is a strong internal skill set there may be a requirement for external support in the area of public consultation and feedback subject to the requirements of the joint task and finish group.

3. **Organisational Culture-** There will be a requirement for internal feedback on any proposed new brand and a construct will be developed within the existing internal communications framework. There will also be engagement with the Human Resources Department on the Cultural implications when the project has progressed to the consultation stage.

Compliance Guidelines:
(Which standards need to be complied with e.g. PwC, Professional Standards, legislation,

policies)

The system needs to be able to support:

- Policing with the Community Priorities
- Programme for Government (Outcomes Based Accountability)
- Accountability Bodies (Northern Ireland Policing Board, Northern Ireland Audit Office, HMICFRS)

Interdependencies:
(With other Projects, Departments, Units, Live Recommendations, External Stakeholders)

Internal

- Service Executive Team
- District Neighbourhood teams
- Corporate Communications
- Branding and Graphics
- Information and Communication Services (ICS)
- Human Resources

External

- Policing Board
- Department of Justice
- Political Parties
- PSCP's
- Media

Risks:

(a) What are they, if we do this Project? b) What are they if we don't do this Project?

Risks of doing the project:

- The project may attract negative media attention due to cost and the requirement to rebrand vs focusing on tackling crime.
- Political Parties and other stakeholders linked to Policing may misconstrue this project as attempt to interfere with the Patten reports findings on symbols and the name of the Service.

Risks of not doing the project:

- Dated brand that is not fit for purpose
- Lack of a corporate approach to digital and social media platforms
- Continued lack of clarity and approach to Service branding

E-mail Message

From: [redacted]
[EX:/O=CSB/OU=CSBOPS/CN=RECIPIENTS/CN=[redacted]
To: [redacted]SMTP:[redacted]@psni.pnn.police.uk]
Cc:
Sent: 25/10/2019 at 13:54
Received: 25/10/2019 at 13:54
Subject: OFFICIAL [PSNI ONLY]: RE: FW: Draft TOR Branding Review [redacted]

s.F31
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[redacted]

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[redacted]
Inspector
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SO DCC

On bf -

Can you provide an update

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[redacted]
[redacted]
Command Secretariat
Brooklyn
Ext [redacted]

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Brooklyn

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From: [redacted]
Sent: 30 October 2019 15:02
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s.F31(1)
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s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

From: [redacted]
Sent: 12 October 2019 08:52
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: Draft TOR Branding Review [12909-19]

This e-mail has been marked OFFICIAL [PSNI ONLY]

Sir,

DCC has asked that I let you see nay of these for your comments prior to his consideration.

Thanks

[redacted]

[redacted]

Inspector

[redacted]

([redacted] (Internal)

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: HYPERLINK
"mailto:[redacted]psni.pnn.police.uk"[redacted]@psni.pnn.police.uk

[Com Sec - B/f on 18 Oct please]

From: [redacted]
Sent: 03 October 2019 16:12
To: [redacted]
Subject: TRIM: OFFICIAL [PSNI ONLY]: Draft TOR Branding Review

This e-mail has been marked OFFICIAL [PSNI ONLY]

[redacted]

Attached is the draft Terms of Reference for the Brand review as requested.

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Furthermore the CEO of the Board and I are going to meet next week as it will be November before the NIPB can allocate members to support.

Happy to discuss.

Regards,

Ryan

Ryan Feeney

Head of Corporate Communications

Corporate Communications Department

Police Service NI

PSNI Headquarters

Brooklyn

([redacted] (Internal) [redacted] (Mobile)
: [redacted]@psni.pnn.police.uk

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s.F40(2)
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s.F40(2)(b)
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s.F40(3)(A)(a)

E-mail Message

From:	[redacted] [EX:/O=CSB/OU=CSBOPS/CN=RECIPIENTS/CN=[redacted]]
To:	[redacted] SMTP[redacted]@psni.pnn.police.uk]
Cc:	[redacted] [SMTP:[redacted]@psni.pnn.police.uk]
Sent:	12/10/2019 at 08:51
Received:	12/10/2019 at 08:51
Subject:	OFFICIAL [PSNI ONLY]: Draft TOR Branding Review [12909-19]
Attachments:	TOR Brand Review Oct 19.x2 doc.doc

This e-mail has been marked OFFICIAL [PSNI ONLY]

Sir,

DCC has asked that I let you see nay of these for your comments prior to his consideration.

Thanks

[redacted]

[redacted]
Inspector
[redacted]

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s.F40(3)(A)(a)

([redacted] (Internal)
: HYPERLINK
"mailto:[redacted]@psni.pnn.police.uk"[redacted]@psni.pnn.police.uk

[Com Sec - B/f on 18 Oct please]

From: FEENEY Ryan
Sent: 03 October 2019 16:12
To: [redacted]
Subject: TRIM: OFFICIAL [PSNI ONLY]: Draft TOR Branding Review

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This e-mail has been marked OFFICIAL [PSNI ONLY]

[redacted]

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Ryan

Ryan Feeney

Head of Corporate Communications

Corporate Communications Department

Police Service NI

PSNI Headquarters

Brooklyn

([redacted] (Internal) [redacted] (Mobile)
: [redacted]psni.pnn.police.uk

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s.F40(2)(b)

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s.F40(3)(A)(a)

Keeping People Safe

Project Ref No:		Date:	3/10/2019
Subject:	Terms of Reference -		
Project Title:	Police Service of NI Brand Update		

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	Name & Contact No.	Department/Unit	Location
Accountable Officer:	T/DCC Stephen Martin	Command	Brooklyn
Project Lead:	Ryan Feeney	Corporate Communications	Brooklyn
Project Manager:	[redacted]	Corporate Communications	Brooklyn

Project Strategic Context and Drivers for Change:
1) What is the organisational context? 2) How does the Project support this strategic direction?

In line with the agreed uplift in neighbourhood officers and development of a new Strategic Communications and Engagement strategy the Service has identified the requirement for a review and refresh of the corporate brand guidelines last updated in 2010.

The PWC report on the review of Corporate Communications (September 2019) makes the following recommendations:

- The PSNI Communications strategy should be based around sharing its purpose with internal and external stakeholders and embedding purpose within its brand.
- Move to a new integrated strategic approach, and adoption of an interactive engagement model, will invariably require a new set of playbooks, style guides and visual approaches. This is a good opportunity to unify offline and online activities within a review of your brand positioning.

An emerging focus on digital and social media also requires a corporate approach to branding and imaging. This work programme will link with the current projects

focused on reviewing both the uniform and fleet image design.

This project will focus on updating the brand guidelines for the organisation and establishing clear direction on imaging and corporate design in line with the strategic direction outlined by the Chief Constable in his shared values statement.

Strategic Direction

The project will help deliver the Chief Constable's Shared Values (01/08/2019):

- We will use data objectively to make evidence based decisions;
- We will exploit technology to make public contact quicker and easier, make staff more productive and reduce duplication, wasted efforts and frustration. We will harness technology to fight crime;
- We will aim that no decision has more than two hands touch it, unless laws/regulations or professional practice says otherwise;
- We will encourage innovation and experimentation to raise standards to reflect community needs and expectations;
- We will be tech savvy and stay one step ahead of new and emerging crime and criminality;
- We will respect the lessons of the past, the sacrifices of our predecessors, traditions and culture, yet place crime prevention and problem solving as core to our service;

Project Scope:
1) What will be included? 2) What will not be included? 3) Why?

The project will be managed in partnership with the NI Policing Board (NIPB). The NIPB has an important role in this project due the sensitive nature of symbolism and imagery in Northern Ireland.

The project will look at the operational name of the service and a new Brand focusing on the word "Police". Recommendation 8.10 of the Patten report states; *"the word Police should be painted onto all sides (of police vehicles)." The* ambition of Patten was that the public and media would refer to the Service as the "Police" and not the PSNI. This review will focus on:

- Updating and refreshing the Service Brand guidelines
- Creating new imagery for corporate use
- How to maximise branding opportunities on digital platforms
- Creating a branding toolkit for officers and staff.

The NIPB created and approved the current PSNI crest in December 2001. This project will not review the service crest which will remain the primary symbol for the Service within the new Brand guidelines.

Project Objectives:
(e.g. SMART – Specific, Measurable, Achievable, Realistic, Time)

Develop a fresh, vibrant and dynamic brand for the Service that focuses on the role of local Police in keeping people safe.

The Brand must:

- Be acceptable to the NIPB and the wider community
- Reflect the vital role of the Police in Northern Ireland in Keeping People Safe
- Reflect a modern, inclusive and people focused Police service representative of the community it serves.

Project Constraints – prioritise these:
(e.g. time, money, people, quality, service delivery)

1. **People** – This will be a task and finish project**.** The NIPB, Corporate Communications and the Branding and Graphics unit will take forward the work for this project. It may require additional support from an external resource subject the NIPB input into the project.

2. **Skills –** While there is a strong internal skill set there may be a requirement for external support in the area of public consultation and feedback subject to the requirements of the joint task and finish group.

3. **Organisational Culture-** There will be a requirement for internal feedback on any proposed new brand and a construct will be developed within the existing internal communications framework. There will also be engagement with the Human Resources Department on the Cultural implications when the project has progressed to the consultation stage.

Compliance Guidelines:
(Which standards need to be complied with e.g. PwC, Professional Standards, legislation,

policies)

The system needs to be able to support:

- Policing with the Community Priorities
- Programme for Government (Outcomes Based Accountability)
- Accountability Bodies (Northern Ireland Policing Board, Northern Ireland Audit Office, HMICFRS)

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(With other Projects, Departments, Units, Live Recommendations, External Stakeholders)

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- Corporate Communications
- Branding and Graphics
- Information and Communication Services (ICS)
- Human Resources

External

- Policing Board
- Department of Justice
- Political Parties
- PSCP's
- Media

Risks:

(a) What are they, if we do this Project? b) What are they if we don't do this Project?

Risks of doing the project:

- The project may attract negative media attention due to cost and the requirement to rebrand vs focusing on tackling crime.
- Political Parties and other stakeholders linked to Policing may misconstrue this project as attempt to interfere with the Patten reports findings on symbols and the name of the Service.

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- Lack of a corporate approach to digital and social media platforms
- Continued lack of clarity and approach to Service branding

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E-mail Message

From:	[redacted] [EX:/O=CSB/OU=CSBOPS/CN=RECIPIENTS/CN=[redacted]
To:	[redacted] EX:/o=CSB/ou=CSBOPS/cn=Recipients/cn=[redacted]
Cc:	[redacted] [EX:/O=CSB/OU=CSBOPS/cn=Recipients/cn=[redacted]
Sent:	28/10/2019 at 15:41
Received:	28/10/2019 at 15:41
Subject:	OFFICIAL [PSNI ONLY]: FW: Draft TOR Branding Review [[redacted]
Attachments:	TOR Brand Review Oct 19.x2 doc.doc

This e-mail has been marked OFFICIAL [PSNI ONLY]
[redacted]

Please see below update from ACC Mairs to [redacted]

Thanks

[redacted]
Innovation & Standards Department
PSNI Headquarters
Brooklyn

• Ext: [redacted]
DD: [redacted]

From: [redacted]
Sent: 16 October 2019 14:24
To: [redacted] (SO to DCC)
Subject: OFFICIAL [PSNI ONLY]: FW: Draft TOR Branding Review [12909-19]

This e-mail has been marked OFFICIAL [PSNI ONLY]
[redacted]

I wonder if there is benefit in including the Uniform Review and the Vehicle Livery work in this too? That would allow us to line the three up.

[redacted]

From: [redacted]
Sent: 12 October 2019 08:52
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: Draft TOR Branding Review [12909-19]

This e-mail has been marked OFFICIAL [PSNI ONLY]
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[redacted]

[redacted]
Inspector
[redacted]

• [redacted] (Internal)
• [redacted]@psni.pnn.police.uk

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s.F40(3)(A)(a)

[Com Sec - B/f on 18 Oct please]

From: FEENEY Ryan
Sent: 03 October 2019 16:12
To: [redacted] [redacted]
Subject: TRIM: OFFICIAL [PSNI ONLY]: Draft TOR Branding Review

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Ryan

Ryan Feeney
Head of Corporate Communications
Corporate Communications Department
Police Service NI
PSNI Headquarters
Brooklyn
• [redacted] (Internal) [redacted] (Mobile)
• [redacted]psni.pnn.police.uk

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Keeping People Safe

Project Ref No:		Date:	3/10/2019
Subject:	Terms of Reference -		
Project Title:	Police Service of NI Brand Update		

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s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

	Name & Contact No.	Department/Unit	Location
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Project Manager:	[redacted]	Corporate Communications	Brooklyn

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s.F40(2)
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s.F40(3)(A)(a)

E-mail Message

From: [redacted]
[EX:/O=CSB/OU=CSBOPS/CN=RECIPIENTS/CN=[redacted]
To: [redacted]SMTP:[redacted]@psni.pnn.police.uk]
Cc: [redacted]SMTP:[redacted]@psni.pnn.police.uk]
Sent: 04/12/2019 at 17:32
Received: 04/12/2019 at 17:32
Subject: OFFICIAL [PSNI ONLY]: CORPORATE REBRAND UPDATE [redacted]

This e-mail has been marked OFFICIAL [PSNI ONLY]

Ryan,

The Deputy has asked that I seek from you an update in respect of the current position with the corporate re-brand, the next stage and timelines for potential implementation.

Thanks

s.F40
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s.F40(3)(A)
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[redacted]
[redacted]
Inspector
[redacted]
([redacted] (Internal)
: HYPERLINK
"mailto:[redacted]@psni.pnn.police.uk"[redacted]psni.pnn.police.uk

[redacted] - 2 days please]

E-mail Message

From: [redacted] EX:/O=CSB/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=16040B63CF1F4B11A4FB4AE91ABA8F11-[redacted]
To: [redacted] [SMTP:[redacted]@psni.pnn.police.uk]
Cc: [redacted] [SMTP:[redacted]@psni.pnn.police.uk]
Sent: 04/12/2019 at 18:24
Received: 04/12/2019 at 18:24
Subject: OFFICIAL [PSNI ONLY]: RE: CORPORATE REBRAND UPDATE (12909-19)

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[redacted]

I will be a better position to update you on this after the brand team meeting tomorrow.

I will revert tomorrow afternoon with an overview.

Regards,

Ryan

Ryan Feeney

Head of Corporate Communications

Corporate Communications Department

Police Service NI

PSNI Headquarters

Brooklyn

([redacted] (Internal) ([redacted] (Mobile)
: [redacted]@psni.pnn.police.uk

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s.F40(3)(A)(a)

From: [redacted]
Sent: 04 December 2019 16:32
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: CORPORATE REBRAND UPDATE ([redacted]

This e-mail has been marked OFFICIAL [PSNI ONLY]

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Thanks

[redacted]

[redacted]
Inspector
[redacted]

([redacted] (Internal)
: HYPERLINK
"mailto:[redacted]@psni.pnn.police.uk"[redacted]@psni.pnn.police.uk

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[Com Sec - 2 days please]

E-mail Message

From: [EX:/O=CSB/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=16040B63CF1F4B11A4FB4AE91ABA8F11-
To: [EX:/o=CSB/ou=CSBOPS/cn=Recipients/cn=
Cc: [EX:/o=CSB/ou=CSBOPS/cn=Recipients/cn=
Sent: 19/12/2019 at 19:15
Received: 19/12/2019 at 19:15
Subject: RE: FW: : CORPORATE REBRAND UPDATE (12909-19) OFFICIAL [PSNI ONLY]:

s.F31
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This e-mail has been marked as OFFICIAL [PSNI ONLY]:

I sent through the timeline previously and the deputy and Chief have the final designs, we are going out for consultation in January. I will find the email tomorrow and send it on.

Thanks,

Ryan

s.F31
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s.F40
s.F40(2)
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s.F40(3)(A)(a)

From:
Date: Thursday, 19 Dec 2019, 5:19 pm
To:
Cc:
Subject: OFFICIAL [PSNI ONLY]: FW: : CORPORATE REBRAND UPDATE (12909-19)

This e-mail has been marked OFFICIAL [PSNI ONLY]

Apologies if you have already responded whilst I have been on leave.

Could you advise me please what the current position is.

Thanks

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

Inspector
- (Internal)
- @psni.pnn.police.uk

From:
Sent: 06 December 2019 13:47
To:
Cc:
Subject: OFFICIAL [PSNI ONLY]: CORPORATE REBRAND UPDATE (12909-19)

This e-mail has been marked OFFICIAL [PSNI ONLY]
Ryan,

Would you have an update please.

Thanks

s.F31
s.F31(1)
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s.F40(3)(A)(a)

[redacted]
[redacted]
Inspector
[redacted]
• [redacted] (Internal)
• [redacted]@psni.pnn.police.uk

From: [redacted]
Sent: 04 December 2019 17:24
To: [redacted] [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: CORPORATE REBRAND UPDATE (12909-19)

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Ryan Feeney
Head of Corporate Communications
Corporate Communications Department
Police Service NI
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• [redacted] (Internal) [redacted] (Mobile)
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From: [redacted] [redacted]
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To: FEENEY Ryan
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[redacted]

s.F31
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s.F40(3)(A)
s.F40(3)(A)(a)

[redacted]
Inspector
[redacted]
• [redacted] Internal)
• [redacted]@psni.pnn.police.uk

[Com Sec - 2 days please]

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s.F40(3)(A)
s.F40(3)(A)(a)

E-mail Message

From:	[redacted]
	[EX:/O=CSB/OU=CSBOPS/CN=MARSEXCHUSERS/CN=[redacted]
To:	[redacted][SMTP:[redacted]@psni.pnn.police.uk]
Cc:	
Sent:	18/06/2020 at 22:02
Received:	18/06/2020 at 22:02
Subject:	OFFICIAL [PSNI ONLY]: Corporate Image
Attachments:	DCCCorporateImageJune20.doc

This e-mail has been marked OFFICIAL [PSNI ONLY]

Please trim and return.

s.F31
s.F31(1)
s.F31(1)(a)
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s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

[redacted]

[redacted]

to Chief Constable Simon Byrne

(Phone: Internal [redacted] / External [redacted]

Mobile [redacted]

: E-mail: HYPERLINK
"mailto:[redacted]psni.pnn.police.uk"[redacted]@psni.pnn.police.uk

We Care - We Listen - We Act

Our Ref:- 20

SUBJECT: REFRESH – CORPORATE IMAGE, UNIFORM AND VEHICLE LIVERY

To: Deputy Chief Constable
Ryan Feeney, Director Corporate Communications

Following recent events I just want to clarify expectations going forward.

- The need for a refined consultation plan to be managed via Service Transformation Board.
- No operational change to uniform, livery or corporate image without reference to the Strategic Management Board and Northern Ireland Policing Board.
- Formal noting of the Police Emblems and Flags Regulations (2002) on our corporate brand guidelines.
- A plan to remove all signage not consistent with the guidelines on our property, uniform, fleet and social media platforms.
- Notwithstanding the above a removal plan to refresh our corporate image that explicitly notes these Regulations and works within them.
- All proposals to be shared with the 'Your Voice Forum' and our Independent Advisory Group.
- Uniform and livery testing should parity to meet previously agreed deadlines.
- New corporate imaging by September 2020, mindful of the above and operating in plain sight of relevant Policing Board Committees, political parties and other key stakeholders.

SIMON BYRNE
Chief Constable

June 2020

E-mail Message

From: [redacted]
[EX:/O=CSB/OU=CSBOPS/CN=RECIPIENTS/CN=[redacted]
To: [redacted][SMTP[redacted]@psni.pnn.police.uk]
Cc:
Sent: 11/12/2019 at 15:40
Received: 11/12/2019 at 15:40
Subject: OFFICIAL [PSNI ONLY]: RE: RE: CORPORATE REBRAND UPDATE (12909-19)

s.F31
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s.F40(2)(a)
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s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

[redacted]

The Deputy may have had a verbal brief, but I can't confirm this.

I don't recall seeing a further update. Can you put a further B/F on this for next Wednesday 18/12.

Thanks

[redacted]

[redacted]

Deputy Chief Constable's Office

[redacted]

Ext: [redacted]

HYPERLINK "mailto:[redacted]@psni.pnn.police.uk[redacted]@psni.pnn.police.uk

s.F31
s.F31(1)
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s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

From: [redacted]
Sent: 11 December 2019 14:37
To: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: CORPORATE REBRAND UPDATE (12909-19)

This e-mail has has been marked OFFICIAL [PSNI ONLY]

[redacted]

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Has anything been received on this.

I think Ryan feeney may verbally briefed DCC.

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s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

[redacted]
[redacted]
Command Secretariat
Brooklyn
Ext [redacted]

From: [redacted]
Sent: 06 December 2019 13:47
To: FEENEY Ryan
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: CORPORATE REBRAND UPDATE (12909-19)

This e-mail has been marked OFFICIAL [PSNI ONLY]

[redacted]

Would you have an update please.

Thanks

[redacted]

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s.F40(2)
s.F40(2)(a)
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s.F40(3)(A)
s.F40(3)(A)(a)

[redacted]
Inspector
[redacted]
([redacted] (Internal)
: HYPERLINK
"mailto:[redacted]psni.pnn.police.uk"[redacted]@psni.pnn.police.uk

From: [redacted]

Sent: 04 December 2019 17:24
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: CORPORATE REBRAND UPDATE (12909-19)

This e-mail has been marked OFFICIAL [PSNI ONLY]

[redacted]

I will be a better position to update you on this after the brand team meeting tomorrow.

I will revert tomorrow afternoon with an overview.

Regards,

Ryan

Ryan Feeney

Head of Corporate Communications

Corporate Communications Department

Police Service NI

PSNI Headquarters

Brooklyn

([redacted] (Internal) [redacted] (Mobile)
: [redacted]psni.pnn.police.uk

From: [redacted]
Sent: 04 December 2019 16:32
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: CORPORATE REBRAND UPDATE (12909-19)

This e-mail has been marked OFFICIAL [PSNI ONLY]

Ryan,

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s.F40(3)(A)
s.F40(3)(A)(a)

The Deputy has asked that I seek from you an update in respect of the current position with the corporate re-brand, the next stage and timelines for potential implementation.

Thanks

[redacted]

[redacted]
Inspector
[redacted]
([redacted] (Internal)
: HYPERLINK
"mailto:[redacted]@psni.pnn.police.uk"[redacted]@psni.pnn.police.uk

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[Com Sec - 2 days please]

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s.F40(3)(A)
s.F40(3)(A)(a)

E-mail Message

From: [redacted]
[EX:/O=CSB/OU=CSBOPS/CN=MARSEXCHUSERS/CN=[redacted]
To: [redacted][SMTP:[redacted]@psni.pnn.police.uk]
Cc:
Sent: 08/06/2020 at 14:37
Received: 08/06/2020 at 14:37
Subject: OFFICIAL [PSNI ONLY]: FW: Media statement

Attachments: Branding8June.doc

s.F31
s.F31(1)
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This e-mail has been marked OFFICIAL [PSNI ONLY]

Trim and file with previous re the branding

[redacted]

[redacted]

[redacted]

to Chief Constable Simon Byrne

(Phone: Internal [redacted] / External [redacted]

Mobile [redacted]

: E-mail: HYPERLINK
"mailto:[redacted]@psni.pnn.police.uk"[redacted]n@psni.pnn.police.uk

We Care - We Listen - We Act

From: [redacted]
Sent: 08 June 2020 14:03
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: Media statement

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

All,

For information.

Regards,

[redacted]

[redacted]

Deputy Head of Strategic Communications and Engagement Dept

Police Service NI Headquarters

Internal [redacted]

External [redacted]

Mobile [redacted]

s.F31
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I am aware that our soft testing of new ideas before consultation to deal with our look and appearance in the public domain has provoked a mixed set of reactions.

In the spirit of openness and transparency these ideas have been shared internally, with the Policing Board and with other stakeholders. There will be consultation later in the summer to trial our new ideas around a corporate brand, vehicle livery and in due course a new uniform, reflecting the values of the Police Service. All this work to date has happened in house and costs thus far have been cost neutral.

These proposals reflect the style and tone I set out to the Policing Board upon my appointment about being more visible and accessible as a Police Service. There is a journey to travel before ideas are finalised and presented to the Policing Board.

The term PSNI is an acronym that has no basis in law and our proposals are based around retaining the crest and the name Police Service of Northern Ireland at the heart of what we do.

E-mail Message

From: [EX:/O=CSB/OU=CSBOPS/CN=RECIPIENTS/CN=
To: [SMTP: @psni.pnn.police.uk]
Cc: [SMTP: @psni.pnn.police.uk]
Sent: 19/06/2020 at 08:25
Received: 19/06/2020 at 08:25
Subject: OFFICIAL [PSNI ONLY]: Corporate Image (12909-19)

Attachments: DCCCorporateImageJune20.doc

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This e-mail has been marked OFFICIAL [PSNI ONLY]

Morning

As requested; Trim Container

Many Thanks

Command Secretariat

(Phone: Internal

s.F31
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s.F40(3)(A)(a)

From:
Sent: 18 June 2020 22:02
To:
Subject: TRIM: OFFICIAL [PSNI ONLY]: Corporate Image

This e-mail has been marked OFFICIAL [PSNI ONLY]

Please trim and return.

to Chief Constable Simon Byrne

(Phone: Internal / External

Mobile

: E-mail: HYPERLINK
"mailto: @psni.pnn.police.uk" @psni.pnn.police.uk

We Care - We Listen - We Act

s.F31
s.F31(1)
s.F31(1)(a)
s.F31(1)(b)
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s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

E-mail Message

From: [redacted] (SO to DCC) [EX:/O=CSB/OU=CSBOPS/CN=RECIPIENTS/CN=[redacted]
To: [redacted] [SMTP:[redacted]@psni.pnn.police.uk]
Cc: [redacted] [SMTP:[redacted]@psni.pnn.police.uk]
Sent: 19/12/2019 at 18:19
Received: 19/12/2019 at 18:19
Subject: OFFICIAL [PSNI ONLY]: FW: : CORPORATE REBRAND UPDATE (12909-19)

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s.F40(2)(a)
s.F40(2)(b)
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s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

Ryan,

Apologies if you have already responded whilst I have been on leave.

Could you advise me please what the current position is.

Thanks

[redacted]

[redacted]
Inspector
[redacted]

([redacted] (Internal)
: HYPERLINK
"mailto:[redacted]@psni.pnn.police.uk"[redacted]@psni.pnn.police.uk

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s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

From: [redacted]
Sent: 06 December 2019 13:47
To: [redacted]
Cc: zComsec1
Subject: OFFICIAL [PSNI ONLY]: CORPORATE REBRAND UPDATE (12909-19)

This e-mail has been marked OFFICIAL [PSNI ONLY]

Ryan,

Would you have an update please.

Thanks

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Inspector
[redacted] s.F40(3)(A)
s.F40(3)(A)(a)
([redacted] (Internal)
: HYPERLINK
"mailto:[redacted]@psni.pnn.police.uk"[redacted]psni.pnn.police.uk

From: FEENEY Ryan
Sent: 04 December 2019 17:24
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: CORPORATE REBRAND UPDATE (12909-19)

This e-mail has been marked OFFICIAL [PSNI ONLY]

[redacted]

I will be a better position to update you on this after the brand team meeting tomorrow.

I will revert tomorrow afternoon with an overview.

Regards,

Ryan

Ryan Feeney

Head of Corporate Communications

Corporate Communications Department

Police Service NI

PSNI Headquarters

Brooklyn

([redacted] (Internal) [redacted] (Mobile)
: [redacted]@psni.pnn.police.uk

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s.F40(3)(A)(a)

From: [redacted] [redacted]
Sent: 04 December 2019 16:32
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: CORPORATE REBRAND UPDATE (12909-19)

This e-mail has been marked OFFICIAL [PSNI ONLY]

[redacted]

The Deputy has asked that I seek from you an update in respect of the current position with the corporate re-brand, the next stage and timelines for potential implementation.

Thanks

[redacted]

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[redacted]
Inspector
[redacted]

([redacted] (Internal)
: HYPERLINK
"mailto:[redacted]psni.pnn.police.uk"[redacted]psni.pnn.police.uk

[Com Sec - 2 days please]

Our Ref:- 20

SUBJECT: REFRESH – CORPORATE IMAGE, UNIFORM AND VEHICLE LIVERY

To: Deputy Chief Constable
Ryan Feeney, Director Corporate Communications

Following recent events I just want to clarify expectations going forward.

- The need for a refined consultation plan to be managed via Service Transformation Board.
- No operational change to uniform, livery or corporate image without reference to the Strategic Management Board and Northern Ireland Policing Board.
- Formal noting of the Police Emblems and Flags Regulations (2002) on our corporate brand guidelines.
- A plan to remove all signage not consistent with the guidelines on our property, uniform, fleet and social media platforms.
- Notwithstanding the above a removal plan to refresh our corporate image that explicitly notes these Regulations and works within them.
- All proposals to be shared with the 'Your Voice Forum' and our Independent Advisory Group.
- Uniform and livery testing should parity to meet previously agreed deadlines.
- New corporate imaging by September 2020, mindful of the above and operating in plain sight of relevant Policing Board Committees, political parties and other key stakeholders.

SIMON BYRNE
Chief Constable

June 2020

E-mail Message

From:	[redacted] [EX:/O=CSB/OU=CSBOPS/CN=MARSEXCHUSERS/CN=[redacted]	s.F31
To:	HAMILTON Mark [SMTP:r[redacted]@psni.pnn.police.uk], [redacted] @psni.pnn.police.uk]	s.F31(1)
Cc:	[redacted] MTP:[redacted]@psni.pnn.police.uk], [redacted] [SMTP:[redacted]@psni.pnn.police.uk], [redacted] @psni.pnn.police.uk], z[redacted] i.pnn.police.uk], [redacted] @psni.pnn.police.uk]	s.F31(1)(a) s.F31(1)(b) s.F40 s.F40(2)
Sent:	19/06/2020 at 13:47	s.F40(2)(a)
Received:	19/06/2020 at 13:47	s.F40(2)(b)
Subject:	OFFICIAL [PSNI ONLY]: Memo from Chief Constable re Corporate Image. Uniform and Vehicle Livery 12909-19	s.F40(3)(A)
Attachments:	Memo re Refresh Corporate Image 19 June.pdf	s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

Sirs

The attached correspondence from the Chief Constable is forwarded for your attention.

A meeting has been scheduled in the diary for Tuesday 30 June.

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s.F40(3)(A)
s.F40(3)(A)(a)

[redacted]

[redacted]

to Chief Constable Simon Byrne

(Phone: Internal [redacted] / External [redacted]

Mobile [redacted]

: E-mail: HYPERLINK "mailto[redacted]psni.pnn.police.uk'[redacted]psni.pnn.police.uk

We Care - We Listen - We Act

Com Sec

BF to me 8 July

s.F31
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s.F40(3)(A)(a)

E-mail Message

From:	[redacted]
To:	[redacted](@psni.pnn.police.uk)
Cc:	
Sent:	08/07/2020 at 11:05
Received:	08/07/2020 at 11:05
Subject:	OFFICIAL [PSNI ONLY]: FW: Memo from Chief Constable re Corporate Image. Uniform and Vehicle Livery 12909-19
Attachments:	Memo re Refresh Corporate Image 19 June.pdf

This e-mail has been marked OFFICIAL [PSNI ONLY]

[redacted]

Please see email below. Forwarded as requested.

Regards

[redacted]

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s.F40(3)(A)(a)

From: [redacted]
Sent: 19 June 2020 13:47
To: HAMILTON Mark; [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: Memo from Chief Constable re Corporate Image. Uniform and Vehicle Livery 12909-19

This e-mail has been marked OFFICIAL [PSNI ONLY]

Sirs

The attached correspondence from the Chief Constable is forwarded for your attention.

A meeting has been scheduled in the diary for Tuesday 30 June.

[redacted]

[redacted]

to Chief Constable Simon Byrne

(Phone: Internal [redacted] / External [redacted]

Mobile [redacted]
: E-mail: HYPERLINK
"mailto:[redacted]@psni.pnn.police.uk"[redacted]psni.pnn.police.uk

We Care - We Listen - We Act

Com Sec

BF to me 8 July

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s.F40(3)(A)(a)

Our Ref: Com Sec 12909-19

SUBJECT: REFRESH – CORPORATE IMAGE, UNIFORM AND VEHICLE LIVERY

To: Deputy Chief Constable
Ryan Feeney, Director Corporate Communications

Following recent events whilst appreciating all the hard work to date, I just want to clarify expectations going forward so that we learn the lessons yet maintain momentum and confidence in our corporate planning.

- The need for a refined consultation plan to be managed via Service Transformation Board. Draft paper by 10 July to me for formal consideration at the Service Transformation Board on 29 July.

- No operational change to uniform, livery or corporate image, without reference to the Strategic Management Board and Northern Ireland Policing Board. A full inclusive report to include design, costs, timescales for the Policing Board meeting on 3 September.

- Formal noting of the Police Emblems and Flags Regulations Northern Ireland (2002) in our corporate brand guidelines.

- A costed plan to remove/renew all signage, not consistent with the guidelines and these Regulations on our property, uniform, fleet and social media platforms over next 12 months.

- Notwithstanding the above, a renewed plan to refresh our corporate image that explicitly notes these Regulations and works within them. New corporate imaging proposals by 3 September 2020, mindful of the above and operating in plain sight of relevant Policing Board Committees, political parties and other key stakeholders.

- All proposals to be shared with the 'Your Voice Forum' and our Independent Advisory Group.

- Uniform and livery testing should aim to meet previously agreed deadlines, presuming full roll out April 2021.

SIMON BYRNE
Chief Constable

17 June 2020

[redacted] **NOT RELEVANT**

From: FEENEY Ryan
Sent: 27 August 2019 08:18
To: BYRNE Simon
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: RE: PSNI on a page OFFICIAL [PSNI ONLY]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

Sir,

Please note the following:

- We are meeting with the Graphics Department today to review the first cut at a new branding proposal, from that meeting the monthly stats infographic, updated appeals infographic, new PowerPoint and new signage will refined and with you for review asap.
- The Bank of Images is being completed and will be with you asap.

We are still planning to have something with you by the start of next week, due to staff holidays today is the first day we have managed to get all the key staff in a room to progress and finalise.

Happy to discuss.

Regards,

Ryan

Ryan Feeney
Head of Corporate Communications
Corporate Communications Department
Police Service NI
PSNI Headquarters
Brooklyn
☎ [redacted] (Internal) [redacted] (Mobile)
💻 [redacted]@psni.pnn.police.uk

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s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

From: BYRNE Simon
Sent: 27 August 2019 06:12
To: [redacted]
Cc: [redacted]
Subject: PSNI on a page OFFICIAL [PSNI ONLY]:

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Ryan we had talked earlier about this idea and was wondering will it be good to go for start of Sept please ?

Simple info graphic around a theme eg calls asb arrests , or something like that and review monthly .

Also when will I be able to see the plans for HQ uplift , bank images and updated appeal graphics please ?

Also can we speak about modernising the service power point slide to make it more eye catching .

Thanks very much

Regards

Simon

Sent with BlackBerry Work
(www.blackberry.com)

[redacted] **NOT RELEVANT**

From: FEENEY Ryan
Sent: 03 December 2019 17:00
To: BYRNE Simon
Subject: Service Rebrand OFFICIAL [PSNI ONLY]:
Attachments: Police Rebrand.pdf

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Chief,

See attached in confidence, at the moment my preference is the third option as it places emphasis on the word Police but allows us to keep Service etc, which will appeal to the Board.

I have another meeting about this on Thursday, I will keep you updated as things progress.

Regards,

Ryan

Ryan Feeney
Head of Corporate Communications
Police Service NI

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Police Service NI

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[redacted]

From: [redacted]
Sent: 08 December 2019 14:31
To: BYRNE Simon
Subject: FW: FW: Branding Road Map OFFICIAL [PSNI ONLY]:
Attachments: POLICE SERVICE NI NEW BRAND ROAD MAP.doc

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Sir,

For info.

[redacted]

[redacted] – Superintendent - [redacted] Police Service of Northern Ireland
65 Knock Road, Belfast, BT5 6LE - Tel:[redacted] - Mob:[redacted] - Email:
[redacted]@psni.pnn.police.uk

s.F31
s.F31(1)
s.F31(1)(a)
s.F31(1)(b)
s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

Sent with BlackBerry Work
(www.blackberry.com)

From: [redacted]@psni.pnn.police.uk>
Date: Friday, 06 Dec 2019, 4:17 pm
To: [redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: FW: Branding Road Map OFFICIAL [PSNI ONLY]:

This e-mail has been marked OFFICIAL [PSNI ONLY]

FYI
Thanks
[redacted]

Inspector
[redacted]
☎ [redacted](Internal)
[redacted]@psni.pnn.police.uk

s.F31
s.F31(1)
s.F31(1)(a)
s.F31(1)(b)
s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

From: FEENEY Ryan
Sent: 06 December 2019 15:00
To: [redacted]
Subject: Branding Road Map OFFICIAL [PSNI ONLY]:
This e-mail has been marked as OFFICIAL [PSNI ONLY]:

[redacted]

Attached is the branding road map plan that we are currently following.

I will be in a position next week to review the current branding examples with the Deputy (subject to some update work that is being carried out over the weekend) following a meeting of the internal team yesterday.
I will send you on a further update on this as soon as I can.
I hope this is useful if not please revert.
Regards,
Ryan
Ryan Feeney
Head of Corporate Communications
Police Service NI

POLICE SERVICE NI NEW BRAND ROAD MAP				
STAGE 1 **(October 2019 – December 2019)** **COMPLETE**	**STAGE 2** **(January 2020)**	**STAGE 3** **(February 2020)**	**STAGE 4** **(March 2020)**	**STAGE 5** **(April 2020 – September 2020)**
Information gathering, research and review examples of best practice	Presentation of brand identity proposals to SET Workshop	Finalise brand identity elements and visual language with Print & Design	Stakeholder mapping	Brand guidelines, toolkit, campaigns and change management plans finalised
Print & Design create draft visual identity elements	Presentation of brand identity at SLEF Workshop	Socialise final branding	Internal engagement – workshops and/or briefings for districts and departments	Launch with new Policing Plan internally and externally
Chief Constable to review identity options	Define brand strategy and narrative with task and finish group	Media and stakeholder consultation and feedback	Final sign off by SEB	Implementation Phase one - Immediate switch over on social media and website. Internal campaign to brief officers

				and staff and embed new brand and brand practices
Establish small task and finish work group to implement process	Engage with Policing Board and DOJ	Public consultation process		Implementation Phase two – change of signage and publications
	Service wide feedback questionnaire	Finalise messaging framework		
	Input into Corporate Plan			

[redacted]

From: BYRNE Simon
Sent: 20 October 2019 11:03
To: FEENEY Ryan
Subject: RE: [redacted] OFFICIAL [PSNI ONLY]:

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

[redacted]

Simon

Sent with BlackBerry Work
(www.blackberry.com)

s.F40

From: FEENEY Ryan <[redacted]@psni.pnn.police.uk>
Date: Sunday, 20 Oct 2019, 10:59 am
To: BYRNE Simon <[redacted]@psni.pnn.police.uk>
Cc: [redacted]@psni.pnn.police.uk>
Subject: RE: Stakeholder engagement OFFICIAL [PSNI ONLY]:

s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Chief,

[redacted]

Happy to discuss.

Regards,

Ryan

Sent with BlackBerry Work
(www.blackberry.com)

From: BYRNE Simon <[redacted]@psni.pnn.police.uk>
Date: Saturday, 19 Oct 2019, 12:45 pm
To: [redacted]@psni.pnn.police.uk>
Cc: [redacted]@psni.pnn.police.uk>
Subject: [redacted] OFFICIAL [PSNI ONLY]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Thanks

Simon

Sent with BlackBerry Work
(www.blackberry.com)

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we act.

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we listen
we act.

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we listen
we act.

POLICE SERVICE NI

we care
we listen
we act.

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6
3
7
4
8

[redacted] **NOT RELEVANT**

From: BYRNE Simon
Sent: 03 December 2019 20:43
To: FEENEY Ryan
Subject: RE: Service Rebrand OFFICIAL [PSNI ONLY]:

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Ryan thanks can you try adding some lime green to liven up the images please

Thanks

Simon

Sent with BlackBerry Work
(www.blackberry.com)

s.F40

From: FEENEY Ryan [redacted]@psni.pnn.police.uk> s.F40(2)
Date: Tuesday, 03 Dec 2019, 4:59 pm s.F40(2)(a)
To: BYRNE Simon <[redacted]@psni.pnn.police.uk> s.F40(2)(b)
Subject: Service Rebrand OFFICIAL [PSNI ONLY]: s.F40(3)(A)

This e-mail has been marked as OFFICIAL [PSNI ONLY]: s.F40(3)(A)(a)

Chief,

See attached in confidence, at the moment my preference is the third option as it places emphasis on the word Police but allows us to keep Service etc, which will appeal to the Board.

I have another meeting about this on Thursday, I will keep you updated as things progress.

Regards,

Ryan

Ryan Feeney
Head of Corporate Communications
Police Service NI

[redacted]

From: BYRNE Simon
Sent: 06 December 2019 05:39
To: FEENEY Ryan
Cc: [redacted]; MARTIN Stephen (DCC)
Subject: Corporate Image OFFICIAL [PSNI ONLY]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Hi Ryan we seem to keep missing each, other but I would welcome the chance to discuss a number of things please;

Timeline for new corporate image
Christmas messaging
The narrative for change
The PWC review of the Dept.
Handling the SET review.

Many thanks and look forward to seeing you

Regards

Simon

Sent with BlackBerry Work
(www.blackberry.com)

[redacted]

From: FEENEY Ryan
Sent: 29 January 2020 09:51
To: BYRNE Simon
Subject: RE: Corporate brand OFFICIAL [PSNI ONLY]:

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Give me a call when you get free later this evening. I will be on leave Monday.

Sent with BlackBerry Work
(www.blackberry.com)

From: BYRNE Simon <[redacted]@psni.pnn.police.uk>
Date: Tuesday, 28 Jan 2020, 9:28 pm
To: FEENEY Ryan <[redacted]@psni.pnn.police.uk>
Subject: Corporate brand OFFICIAL [PSNI ONLY]:

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

[redacted] a lot of good work today

Thank you

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

Just thinking about bringing brand copies to SET on Monday for members to discuss and share to speed up the SEB process

Can still input into SLEF for information as opposed to consultation which we can ask the business groups to do on advance

What do you thing

Regards

Simon

Sent with BlackBerry Work
(www.blackberry.com)

[redacted] **NOT RELEVANT**

From: FEENEY Ryan
Sent: 29 January 2020 10:32
To: BYRNE Simon
Subject: RE: Corporate brand OFFICIAL [PSNI ONLY]:

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

No problem

Sent with BlackBerry Work
(www.blackberry.com)

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

From: BYRNE Simon <[redacted]@psni.pnn.police.uk>
Date: Wednesday, 29 Jan 2020, 10:19 am
To: [redacted]@psni.pnn.police.uk>
Subject: RE: Corporate brand OFFICIAL [PSNI ONLY]:

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Also thinking can we prepare some decks (3) like the one you left with me to leave at the Board just to warm people up please next week

Thanks

Simon

Sent with BlackBerry Work
(www.blackberry.com)

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

From: FEENEY Ryan <[redacted]@psni.pnn.police.uk>
Date: Wednesday, 29 Jan 2020, 9:51 am
To: BYRNE Simon <[redacted]@psni.pnn.police.uk>
Subject: RE: Corporate brand OFFICIAL [PSNI ONLY]:

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Give me a call when you get free later this evening. I will be on leave Monday.

Sent with BlackBerry Work
(www.blackberry.com)

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

From: BYRNE Simon <[redacted]@psni.pnn.police.uk>
Date: Tuesday, 28 Jan 2020, 9:28 pm
To: FEENEY Ryan <[redacted]@psni.pnn.police.uk>
Subject: Corporate brand OFFICIAL [PSNI ONLY]:

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Ryan a lot of good work today

Thank you

Just thinking about bringing brand copies to SET on Monday for members to discuss and share to speed up the SEB process

Can still input into SLEF for information as opposed to consultation which we can ask the business groups to do on advance

What do you thing

Regards

Simon

Sent with BlackBerry Work
(www.blackberry.com)

From: BYRNE Simon
Sent: 28 January 2020 21:28
To: FEENEY Ryan
Subject: Corporate brand OFFICIAL [PSNI ONLY]:

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Ryan a lot of good work today

Thank you

Just thinking about bringing brand copies to SET on Monday for members to discuss and share to speed up the SEB process

Can still input into SLEF for information as opposed to consultation which we can ask the business groups to do on advance

What do you thing

Regards

Simon

Sent with BlackBerry Work
(www.blackberry.com)

[redacted]

From: FEENEY Ryan
Sent: 30 January 2020 15:16
To: BYRNE Simon
Cc: [redacted]
Subject: RE: New plan OFFICIAL [PSNI ONLY]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Simon,

Thanks for the feedback, we are currently working on the ethos and foundation principles as an overall piece of work for the entire service narrative project, once this is completed and finalised this will be included in our overall pitch. I am meeting Mark today about this piece of work.

I have deliberately kept this document high level and I am in the process of developing a supporting business case (Appendix) that will include the metrics, costs and overall logistics (structure follows strategy), which will go to the Service Change Board in March after the review and hopefully approval of the Strategy and the Brand project at SEB.

The capacity building, CPD and training will be better reflected in that paper, however Communications will still need keep firm control on media and social media engagement.

We will review support for yourself and senior leaders on the Public Affairs and Engagement area. I discussed the Call Sign move to Digital with my senior team this morning and will revert when we get a chance to look at the history and set up.

Regards,

Ryan

From: BYRNE Simon <[redacted]@psni.pnn.police.uk>
Date: Wednesday, 29 Jan 2020, 2:26 pm
To: FEENEY Ryan <[redacted]@psni.pnn.police.uk>
Cc: [redacted]@psni.pnn.police.uk>
Subject: New plan OFFICIAL [PSNI ONLY]:

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

Ryan just reviewing this a few prompts

Good analysis and benchmarking but ,

Does it reflect our design and Foundation principles ?

Does if reflect how it will support a care,listen, act ethos
Metrics and costs of change

Outcomes and standards eg Plain English/use of jargon

Building capacity through training locally to reduce demand on you as a Dept ?

What do we stop doing eg Call Sign goes Digital to cut costs to re invest

Specific support to CC re NIPB/ Executive and stakeholders management and briefing

What will good look like ? CPD ?

Thanks

Simon

Sent with BlackBerry Work
(www.blackberry.com)

[redacted]

From: BYRNE Simon
Sent: 17 December 2019 21:30
To: FEENEY Ryan
Cc: [redacted]
Subject: RE: CC's Commitments OFFICIAL [PSNI ONLY]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

A good start here.

Still interested in a lime green experiment as it were and perhaps the personal touch works best but a really good start coupled with [redacted] work Ryan

Many thanks

Regards

Simon

Sent with BlackBerry Work
(www.blackberry.com)

From: [redacted]@psni.pnn.police.uk>
Date: Tuesday, 17 Dec 2019, 12:22 pm
To: BYRNE Simon [redacted]@psni.pnn.police.uk>
Subject: CC's Commitments OFFICIAL [PSNI ONLY]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Simon,

See attached, this still needs work but it gives you an idea of our direction.

Thanks,

Ryan

[redacted]

From: FEENEY Ryan
Sent: 29 January 2020 09:51
To: BYRNE Simon
Subject: RE: Corporate brand OFFICIAL [PSNI ONLY]:

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Give me a call when you get free later this evening. I will be on leave Monday.

Sent with BlackBerry Work
(www.blackberry.com)

From: BYRNE Simon <[redacted]@psni.pnn.police.uk>
Date: Tuesday, 28 Jan 2020, 9:28 pm
To: [redacted]@psni.pnn.police.uk>
Subject: Corporate brand OFFICIAL [PSNI ONLY]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Ryan a lot of good work today

Thank you

Just thinking about bringing brand copies to SET on Monday for members to discuss and share to speed up the SEB process

Can still input into SLEF for information as opposed to consultation which we can ask the business groups to do on advance

What do you thing

Regards

Simon

Sent with BlackBerry Work
(www.blackberry.com)

[redacted]

From: BYRNE Simon
Sent: 29 January 2020 14:26
To: FEENEY Ryan
Cc: [redacted]
Subject: New plan OFFICIAL [PSNI ONLY]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

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Good analysis and benchmarking but ,

Does it reflect our design and Foundation principles ?

Does if reflect how it will support a care,listen, act ethos?

Metrics and costs of change

Outcomes and standards eg Plain English/use of jargon

Building capacity through training locally to reduce demand on you as a Dept ?

What do we stop doing eg Call Sign goes Digital to cut costs to re invest

Specific support to CC re NIPB/ Executive and stakeholders management and briefing

What will good look like ? CPD ?

Thanks

Simon

Sent with BlackBerry Work
(www.blackberry.com)

[redacted]

From: BYRNE Simon
Sent: 18 December 2019 19:35
To: FEENEY Ryan
Subject: RE: Branding Update OFFICIAL [PSNI ONLY]:

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Let's just test with a wider audience when all ready

Simon

Sent with BlackBerry Work
(www.blackberry.com)

From: [redacted]@psni.pnn.police.uk>
Date: Wednesday, 18 Dec 2019, 6:41 pm
To: BYRNE Simon [redacted]@psni.pnn.police.uk>
Subject: Branding Update OFFICIAL [PSNI ONLY]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Chief,

Further designs for your review, I don't think the lime green works.

Keen to discuss.

Regards,

Ryan

[redacted]

From: FEENEY Ryan
Sent: 29 January 2020 10:32
To: BYRNE Simon
Subject: RE: Corporate brand OFFICIAL [PSNI ONLY]:

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

No problem

Sent with BlackBerry Work
(www.blackberry.com)

From: BYRNE Simon <[redacted]@psni.pnn.police.uk>
Date: Wednesday, 29 Jan 2020, 10:19 am
To: FEENEY Ryan <[redacted]@psni.pnn.police.uk>
Subject: RE: Corporate brand OFFICIAL [PSNI ONLY]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

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Also thinking can we prepare some decks (3) like the one you left with me to leave at the Board just to warm people up please next week

Thanks

Simon

Sent with BlackBerry Work
(www.blackberry.com)

From: [redacted]@psni.pnn.police.uk>
Date: Wednesday, 29 Jan 2020, 9:51 am
To: BYRNE Simon <[redacted]@psni.pnn.police.uk>
Subject: RE: Corporate brand OFFICIAL [PSNI ONLY]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

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Sent with BlackBerry Work
(www.blackberry.com)

From: BYRNE Simon <[redacted]@psni.pnn.police.uk>
Date: Tuesday, 28 Jan 2020, 9:28 pm
To: FEENEY Ryan <[redacted]@psni.pnn.police.uk>
Subject: Corporate brand OFFICIAL [PSNI ONLY]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Ryan a lot of good work today

Thank you

Just thinking about bringing brand copies to SET on Monday for members to discuss and share to speed up the SEB process

Can still input into SLEF for information as opposed to consultation which we can ask the business groups to do on advance

What do you thing

Regards

Simon

Sent with BlackBerry Work
(www.blackberry.com)

[redacted] **NOT RELEVANT**

From: BYRNE Simon
Sent: 03 February 2020 20:28
To: FEENEY Ryan
Cc: [redacted]
Subject: New image OFFICIAL [PSNI ONLY]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Hi Ryan was hoping to have some books of sample images to leave with the Board at my Tuesday debrief as we discussed

Will this be possible please ?

Many thanks

Regards

Simon

Sent with BlackBerry Work
(www.blackberry.com)

[redacted]

From: FEENEY Ryan
Sent: 04 March 2020 13:47
To: BYRNE Simon; MCNAUGHTEN Mark
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: New Vehicle Liveries - Photographs
Attachments: IMG_1966.JPG; IMG_1981.JPG; IMG_1984.JPG; IMG_2086.JPG; IMG_2089.JPG; IMG_2091.JPG

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

Colleagues,

For information, photographs attached.

Regards,

Ryan

s.F31
s.F31(1)
s.F31(1)(a)
s.F31(1)(b)
s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

Ryan Feeney
Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
PSNI Headquarters
Brooklyn
☎ [redacted](Internal) [redacted](Mobile)
[redacted]@psni.pnn.police.uk

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[redacted]

From: FEENEY Ryan
Sent: 11 May 2020 13:35
To: [redacted]
Cc: [redacted]
Subject: OFFICIAL [PSNI ONLY]: Branding Implementation Project Group
Attachments: Branding Group TOR Final.doc

s.F31
s.F31(1)
s.F31(1)(a)
s.F31(1)(b)
s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked OFFICIAL [PSNI ONLY]

Colleagues,
Following recent meetings with the Chief and Deputy Chief it has been agreed to establish a Brand Implementation Project Group to take forward the Brand refresh project. The group will meet monthly starting in June and provide ongoing updates to SET.
I attach the Terms of Reference for information and would be grateful if you could provide the name of your nominated representative by close of business Friday 15 May.
Happy to provide any clarity if required.
Regards,
Ryan

Ryan Feeney
Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
Police HQ
65 Knock Road
Belfast
BT5 6LE
E-Mail: [redacted]@psni.pnn.police.uk
Press Office: [redacted]
Mobile: [redacted]
Web-site: www.psni.police.uk

s.F31
s.F31(1)
s.F31(1)(a)
s.F31(1)(b)
s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

Police Service of Northern Ireland

Brand Implementation Project Group

Terms of Reference

Remit:

- To complete the consultation phase of the Police Service NI Branding project and achieve endorsement from the Northern Ireland Policing Board in addition to the necessary public and internal support.

- The Service crest will remain unchanged and the focus will shift from using the abbreviation PSNI to Police Service NI. This will also involve using term Police more frequently across Uniform, Vehicles and Branding.

- Develop and complete the new Brand guidelines

- To implement and complete the Branding project by September 2021. This will include:

    - Change of signage across the Police estate
    - Development a new Police Service NI Web-site
    - Review of Social Media Branding
    - Vehicle Signage
    - Internal Communications
    - Uniform (linked to the Uniform Project Group)

Project Group Report: Strategic Management Board and Deputy Chief Constable

Membership:

- Director of Strategic Communications and Engagement (Chair)
- ACC OSD (or nominee)
- Executive Director of Finance and Support Services (or nominee)
- ACC Crime Operations (or nominee)
- ACC District Policing (or nominee)
- ACC Community safety (or nominee)
- Director of ICS (or nominee)
- Director of Human Resources (or nominee)
- Representative of the Estates Unit
- Social Media Manager
- Creative Hub Manager
- Internal Communications Manager

Also Attending: Creative Hub staff as and when required

Serviced by: Strategic Communications and Engagement Department

[redacted]

From: BYRNE Simon
Sent: 29 January 2020 14:26
To: FEENEY Ryan
Cc: [redacted]
Subject: New plan OFFICIAL [PSNI ONLY]:

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s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
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s.F40(3)(A)(a)

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Ryan just reviewing this a few prompts

Good analysis and benchmarking but ,

Does it reflect our design and Foundation principles ?

Does if reflect how it will support a care,listen, act ethos?

Metrics and costs of change

Outcomes and standards eg Plain English/use of jargon

Building capacity through training locally to reduce demand on you as a Dept ?

What do we stop doing eg Call Sign goes Digital to cut costs to re invest

Specific support to CC re NIPB/ Executive and stakeholders management and briefing

What will good look like ? CPD ?

Thanks

Simon

Sent with BlackBerry Work
(www.blackberry.com)

[redacted]

From: FEENEY Ryan
Sent: 05 March 2020 21:49
To: [redacted] BYRNE Simon; HAMILTON Mark; [redacted]
Cc: [redacted]
Subject: RE: CC and DCC Meeting re Uniform and Branding OFFICIAL [PSNI ONLY]:

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

[redacted]

Thanks for this, we have a lot of this underway on the branding side so I will link in the uniform project. We will need a task and finish group to manage this, I will talk to [redacted] DCC and CC to get their steer on membership and a project plan together.

Regards,

[redacted]

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s.F31(1)
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s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

From: [redacted]@psni.pnn.police.uk>
Date: Thursday, 05 Mar 2020, 6:29 pm
To: BYRNE Simon <[redacted]@psni.pnn.police.uk>, HAMILTON Mark <[redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>, DONALDSON Sam [redacted]psni.pnn.police.uk> [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>, [redacted]@psni.pnn.police.uk>
Subject: OFFICIAL [PSNI ONLY]: CC and DCC Meeting re Uniform and Branding

This e-mail has been marked OFFICIAL [PSNI ONLY]

Colleagues,
Short note of what was discussed and agreed:

- Uniform – trial plan, be well rationaled, write to Board to advise of trial, trial flat pocket and non-pocket trousers, unisex headwear option
- Branding – Sec 75 screening, equality testing, engagement/consultation plan, joint purpose focus groups (for branding, uniform and fleet), wait to write with final proposals to NIPB until completed,, letter to NIPB advising of consultation plans, trial to include blue ALRs to 1 TSG and 1 local station (DCC)
- Autumn show and tell at Garnerville
- 1 co-ordinated plan – Ryan Feeney

[redacted]

Please copy your response into zComsec1.

[redacted] – Superintendent - [redacted] - Police Service of Northern Ireland
65 Knock Road, Belfast, BT5 6LE - Tel: [redacted] - Mob: [redacted] - Email: [redacted]@psni.pnn.police.uk

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s.F40(2)
s.F40(2)(a)
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s.F40(3)(A)
s.F40(3)(A)(a)

[redacted]

From: BYRNE Simon
Sent: 03 February 2020 20:28
To: FEENEY Ryan
Cc: [redacted]
Subject: New image OFFICIAL [PSNI ONLY]:

s.F40
s.F40(2)
s.F40(2)(a)
s.F40(2)(b)
s.F40(3)(A)
s.F40(3)(A)(a)

This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Hi Ryan was hoping to have some books of sample images to leave with the Board at my Tuesday debrief as we discussed

Will this be possible please ?

Many thanks

Regards

Simon

Sent with BlackBerry Work
(www.blackberry.com)

[redacted]

From: FEENEY Ryan
Sent: 24 April 2020 13:13
To: BYRNE Simon
Cc: J[redacted]; HAMILTON Mark; [redacted]
Subject: Update on publication for CC Ambitions and Mission OFFICIAL [PSNI ONLY]:
Attachments: Chief Constable mission proposal.docx

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This e-mail has been marked as OFFICIAL [PSNI ONLY]:

Simon,

Following on from our meeting yesterday, attached is the update from [redacted] and the team on the course of action agreed to launch the Mission, Ambitions and Narrative in September.

I will provide you with on going updates.

Should you require any clarification please let me know.

Regards,

Ryan

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s.F40
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s.F40(3)(A)
s.F40(3)(A)(a)

Ryan Feeney
Director of Strategic Communications and Engagement
Strategic Communications and Engagement Department
Police Service NI
Police HQ
65 Knock Road
Belfast
BT5 6LE
E-Mail: [redacted]@psni.pnn.police.uk
Press Office: [redacted]
Mobile: [redacted]
Web-site: www.psni.police.uk

We Care; We Listen; We Act

Communicating We Care; We Listen; We Act with clarity to bring it to life and ensure buy in across our organisation

April 2020

The Chief Constable is refining and relaunching our organisational mission in line with his strategic direction for the next five years.

This paper aims to set out how we will launch and embed this mission to ensure that every member of our police service understands what it means as well as the actions and behaviours that underpin everything we do.

PSNI on a Page (replacing the triangle)

Timescale – Launched internally on Monday 31st August 2020

This product is a simple, one page visual that sets out who we are as a police service and how we will deliver our service to the public. Below are the stages for roll out.

i. 31 August – CC video on Point to introduce PSNI on a page.
ii. 31 August – PSNI on a page will be designed as a screensaver and will be promoted via articles on our intranet site and CallSign magazine.
iii. 31 Aug – 30 Sept – PSNI on a Page posters and foamex boards will be printed by graphics and displayed throughout the police estate. As part of this process the "Triangle" posters and Boards will be removed.
iv. 30 Sept – PSNI on a page together with the Chief Constable's Ambitions will form the basis for an Ask the Chief on Discussion Point.
v. Sept / Oct – PSNI on a Page is introduced by the Chief Constable in person at the next meetings of SLEF and Meet the Chief (senior and middle managers) and on an ongoing basis at his Chat with the Chief events (frontline staff).

Chief Constable's Ambitions Poster

Timescale – launched internally & externally on 3 September 20.

i. 3rd Sept – CC internal and external video to launch ambitions poster.

ii. 3 Sept – CC to sign large foamex Board at NIPB meeting

iii. 31 Aug – 30 Sept – PSNI on a Page posters and foamex boards will be printed by graphics and displayed throughout the police estate. As part of this process the "Triangle" posters and Boards will be removed.

Police College – Foundations of Policing

Timescale – Police College to advise.

i. The We Care, We Listen; We Act narrative will be used by the police College during the redesign of their Foundations of Policing.

ii. PSNI on a Page and the We Care, We Listen; We Act narrative will be integrated throughout the lesson plans for student officers (replacing the triangle and the former PWC narrative).

iii. Chief Constable will record a video for the Foundations of Policing lesson for an introduction to the Vision which will be used with all student officers.

A strategic narrative video

Timescale – Internal launch 31st August external launch 3rd September.

i. 31 August – internal launch of the new strategic narrative video which will be promoted extensively across the organisation and used as part of student officer and staff induction as well as promotion and long-service ceremonies etc.

ii. 3 Sept – external launch of the new strategic narrative video which will be histed on our website.