

British Transport Police Authority
Re-branding brief

Prepared for British Transport Police Authority by Sherry 9 January 2009

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Background

British Transport Police Authority (BTPA) is a statutory body set up in 2004, is funded by the rail companies, and has a board that is selected by the Department for Transport.

In its role overseeing British Transport Police, BTPA's work includes; working for the public, holding the Force to account, budgetary control, target setting, monitoring, consulting with the rail community and supporting BTP whilst challenging it to perform effectively and efficiently.

The awareness of BTPA within BTP is low.

Lacking a defined graphic profile, BTPA has been using the full name together with the BTP shield image, and in some cases the abbreviated form BTPA, in a variation of colours and typefaces.

BTPA recognises the need to appear separate to the Force and understand that this will help to raise their own profile whilst also giving the Force more credibility if it's seen to be regulated by a totally independent body.

BTPA wants to be seen as an Authority in its own right and not an annex or department of BTP.

Key words – the core of BTPA

authority	governance	assurance
independence	confidence	strategy
transparency	regulation	monitoring
support	value	direction
performance	result	respect

BTPA audiences

British Transport Police	Organisations representing local authorities in England
Department for Transport (DfT)	Association of Train Operating Companies
Transport Scotland	Network Rail
Passengers	Transport for London (TfL)
Passenger representative groups	Other Police Authorities
Train operating companies	Other Police Forces, including those outside London
Rail maintenance companies	The UK Parliament
Rail staff and rail unions	The Scottish Parliament
Passenger Focus	The Home Office
PSA holders	Devolved Assemblies

Brief

We are looking to create a brand that reflects BTPA as the independent authority it is – challenging and supporting BTP.

The aim is to create awareness and respect through a confident and assuring identity.

Name:

The abbreviation (BTPA) of the name should be used for the official logo, together with the full name as a tag line.

Positioning:

BTPA's brand should sit comfortably next to BTP's logo, but be clearly distinguished since some material will be co-branded.

Colour:

The main colour should not be blue, and the most frequently used colours of the train companies' logos should be avoided.

Key material where the brand will appear:

- Stationery
- Policy documents (some joint branded with BTP)
- Pull-up and display banners
- Website
- Recruitment ads (some joint branded)
- Leaflets
- Email newsletter
- Annual report – so far in cooperation with BTP
- Bi-weekly email bulletin to chief officers and board members
- Air space in train operators' newsletters