

PNLD

BRAND GUIDE

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ABOUT US

PNLD is a trusted legal information service dedicated to supporting policing and criminal justice professionals across England & Wales.

We provide clear, accessible guidance on legislation, powers, procedures, case laws and the National Standard Offence Wordings helping users apply the law confidently and accurately.

Our content is written clearly to help simplify complex legal language, offering practical explanations and resources tailored to the needs of frontline officers, investigators, and legal advisers. With a strong reputation for reliability and accuracy, PNLD plays a vital role within policing, by defining lawful and consistent approaches.

We are committed to continuous improvement, userfocused innovation, and maintaining our position as the goto legal reference for policing in England & Wales.



BRAND VALUES

- Legal Clarity and Insight
- Innovation and Fresh Approaches
- Accuracy, Reliability and Trust
- Timeliness

LOGO GUIDE

Our logo text is an abbreviation for our full brand name also known as the Police National Legal Database.

The logo towards the left of the text is also inspired by a 2D globe representing our aim to help as many people as possible in policing and the criminal justice arena throughout England & Wales

A visual representation of the brand in a simplified and recognisable form



- Use only when the full logo is not required.
- Maintain clear space around the icon to preserve visibility.
- Do not alter colours, proportions, or orientation.

The complete logo that forms the full brand identity



PNLD



- Use on official documents, presentations, marketing materials, and digital platforms.
- Maintain clear space requirements.
- Do not rearrange, recolour, or separate the elements unless using approved variations.

The wording element features the PNLD initials in the approved typeface and style.



PNLD



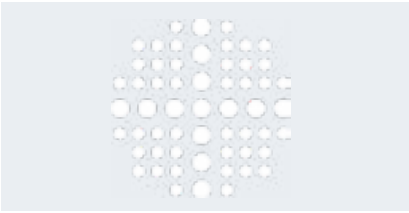
- This format is rarely used.
- If use is necessary, always use the approved font, colour, and spacing.
- Avoid stretching, condensing, or retyping the logotype.

OTHER VARIATIONS

The white variations can be used on darker backgrounds.



Use strong contrast between text and background. Examples of incorrect use of our logo based on background colour includes:



SOCIAL MEDIA



PNLD have a dedicated [Headspace](#) group on Facebook which is our digital meeting place, a space where we nurture genuine connections and foster a sense of belonging. Here, we focus on sharing stories and sparking conversations that bring our community closer together. It's a key channel for amplifying our message and driving meaningful engagement.



PNLD's [Twitter / X](#) account consists of various content such as legal updates, Q&A's and aims to keep officers and criminal justice partners informed about the latest developments in policing law and practice.



PNLD's [LinkedIn](#) profile is a professional showcase where we connect with policing leaders, provide legal updates, and highlight our contributions to the sector. Here, we focus on building credibility and sharing insights.