

A new look AFP

By Robert Olney, Manager Marketing and Communications

The AFP has changed the way it looks. A three-year program of research, audit, analysis and creative development has resulted in a new AFP brand and visual identity guideline.

Market research steering the development of the new brand provided a clear picture of public and internal perceptions of the organisation and its culture.

These results, coupled with members, selected committees and working groups identified the high level of importance that the AFP badge holds within the organisation. This is now the centrepiece of the new look.

The need to review the brand was highlighted by the integration of the Australian Protective Service (APS) into the AFP, enhancements of and expansions to our existing roles in aviation security and counter terrorism; and increasing levels of assistance to our overseas law enforcement partners in forensics, peacekeeping missions and regional capacity development programs.

The new brand and visual identity provides a coherent overall framework

to be applied to all communications and draws the functionally diverse elements of the AFP together to provide a unified perspective.

The audit found that the AFP had as many as 50 variations of the brand used on collateral throughout Australia and around the world. Accordingly, a decision was made to build the new brand architecture around a single element.



The new brand strategy illustrates the AFP's unique international, national and local perspectives which allow the organisation to offer sound, effective advice to government and actively

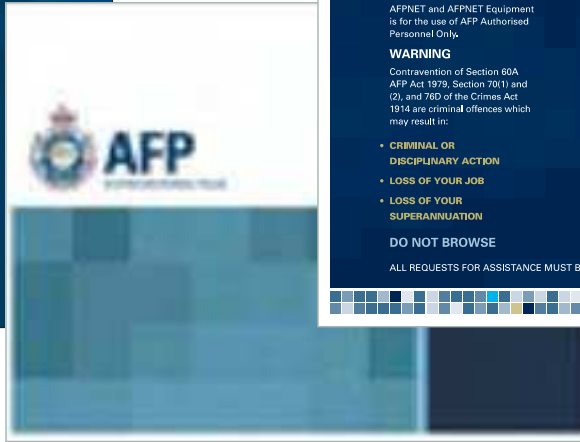
contribute to the efforts of other national and international law enforcement partners and government security agencies in a collaborative approach to fight crime.

The strategy also highlights the AFP's strategic focus on anticipating, recognising and minimising threat. This big picture role in making connections between disparate types of information and coordinating a wide variety of specialist functions helps to identify, disrupt and prosecute criminals.

The visual identity system has been designed to reflect communication style through colour palette, typography, texture and imagery. Variations to the look and feel of communication presentations distinguish style of message and better reach targeted audiences through three core communication styles - professional, operational and community.



Screensaver

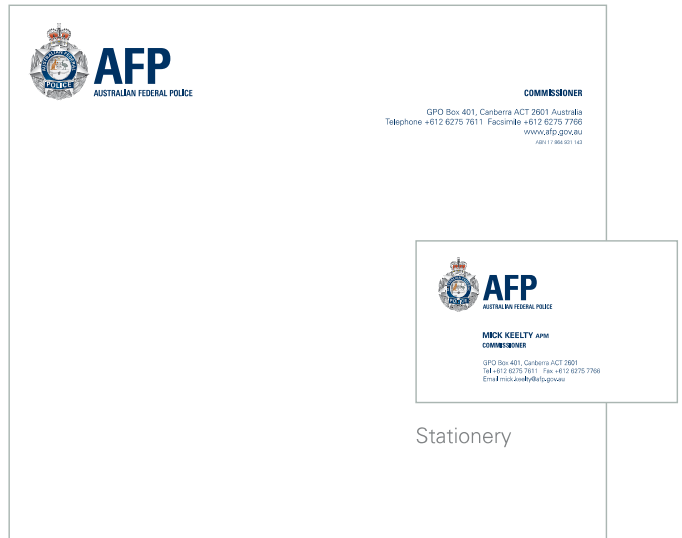


Log-on Screen

PowerPoint Template



Professional OPERATIONAL Community



Stationery

Implementation of the new brand will occur over three stages to ensure the changeover is thorough and the project is as cost effective as possible.

Initial collateral items will include PowerPoint templates, corporate stationery including letterhead, with compliment slips, envelopes and business cards, electronic imagery including email signature blocks, log-on screens and screen savers, a redeveloped AFP website and updated intranet and a suite of advertising templates.

Stages two and three will include the implementation of a new shoulder flash on AFP uniforms, building signage and ongoing work on marketing collateral.



Press Template



Shoulder Flash