



**NATIONAL
PROBATION
SERVICE**



NATIONAL PROBATION SERVICE
for England and Wales

Enforcement, rehabilitation and public protection
North West Consortium



GWASANAETH PRAWF CENEDLAETHOL
dros Loegr a Chymra

Gerfod, adrelyddu a gweithd y cyhoedd
Consortium Cymru

National Probation Service (NPS)

The ask

A united front. That's what the Probation Service's new identity needed to portray. What's more, it had to reflect their core objectives – public protection, enforcing community sentences, preventing and reducing re-offending, and securing the rehabilitation of offenders.

The task

We designed and produced a logo from scratch, together with a range of artwork that the NPS could use regionally and nationally, across all their stationery and signage. The thinking behind the logo was three-fold: it represents progression, protection, and integration – of both the organisation and offenders into the community. And to help the NPS implement the designs effectively and consistently, we created their very own easy-to-use style guide.

The proof

Recognised and respected. Thanks to the effectiveness of the branding and the success of unification, the NPS is now widely recognised and operates as one umbrella organisation, with visual uniformity throughout the regions.

**bentley
holland**