

# An identity refresh for the COPS Office

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The beginning of a new journey along with a new vision...



## Looking ahead.

The current COPS Office logo has been displayed for a span of nearly twenty years. It was designed at a time when no one thought the COPS Office would exist five years after it was created. The current mark reflects that time period and it is ready to be energized to better represent the growing vision and goals of the COPS Office for the 21st century, and beyond.

In 1994, the COPS Office introduced the practice of community policing in the United States and was tasked with putting 100,000 police officers on our nation's streets. The vision was to make our country a safer place to live while filling a shortage of police officers through funding generated by the COPS Office.

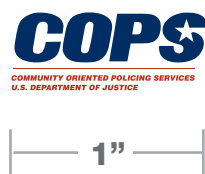
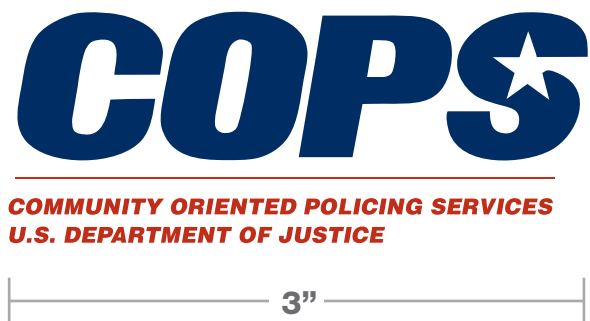
Today, we are the Federal voice of law enforcement and instrumental in the growth and direction in which the future of community policing will evolve. The COPS Office not only helps fund law enforcement agencies, it creates awareness in social causes and evokes justice in issues touching the lives of every American today through its publications and outreach. The COPS Office has been invaluable in keeping our homes, schools and communities safer places for everyone.

As this organization continues to expand in its ability to evolve community policing, it has also realized the need to refresh its image. In the following pages are possibilities for a refreshed identity.

# Minimal brand refresh effort for the COPS Office

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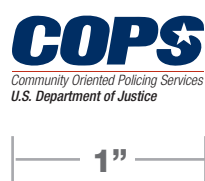
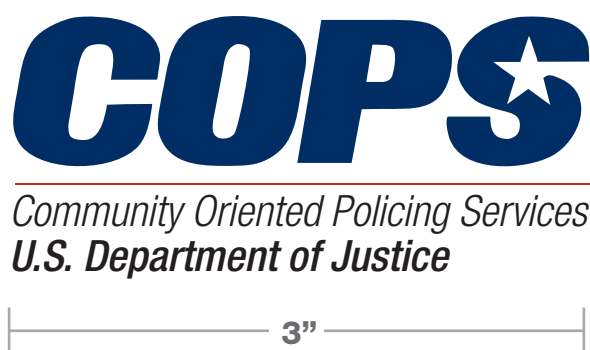
Minor cleaning up of the existing elements for the current brandmark



## The current COPS Office brandmark.

The office identifier and affiliation is too small to be read when the logo is reduced to a minimum width of one inch. The current brandmark fails this test.

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## A proposed refresh of the COPS Office brandmark.

If no redesign of the COPS Office brandmark is implemented, at a minimum, the typography and color use should be addressed so the office identifier and affiliation are legible at a width of one inch.

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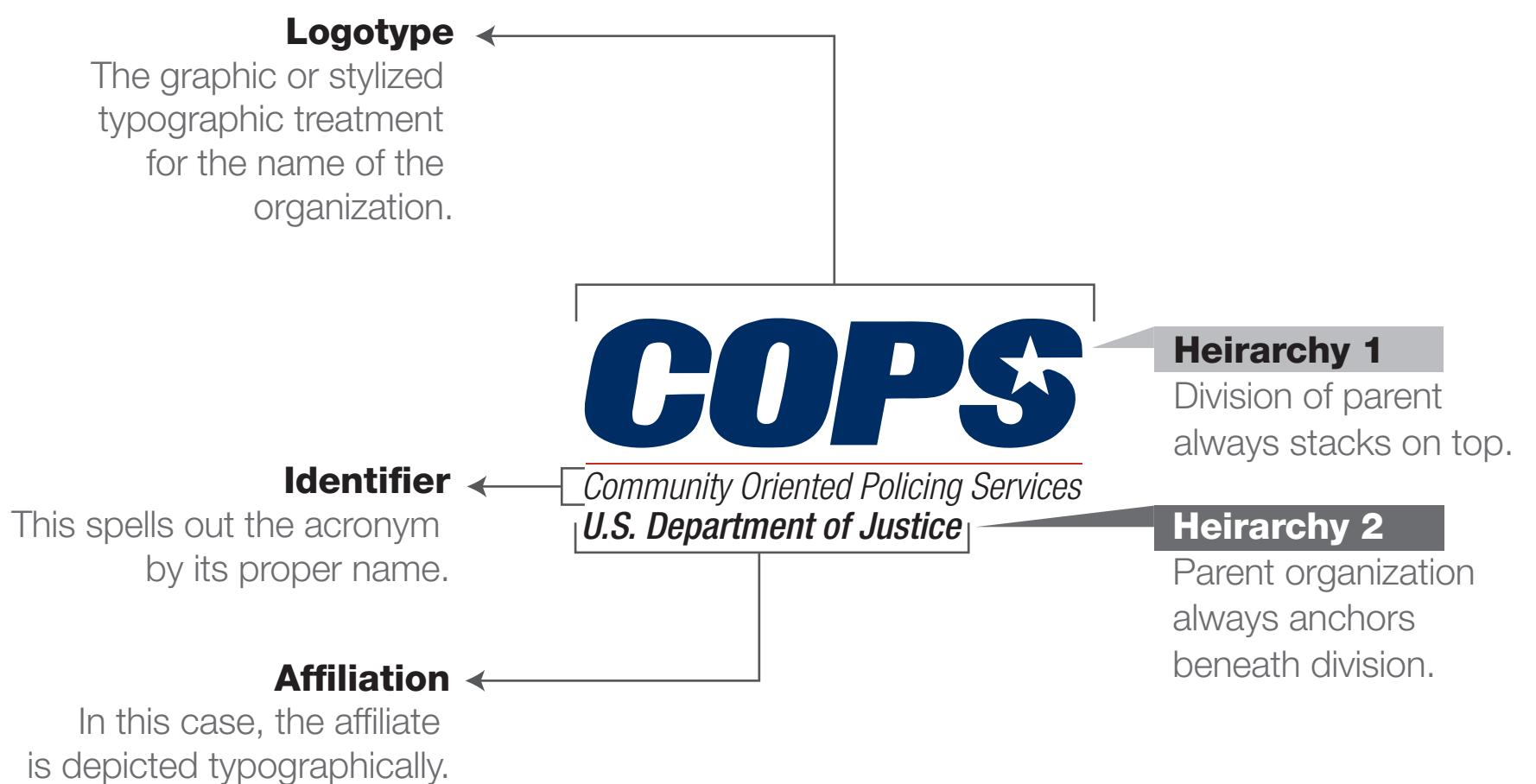
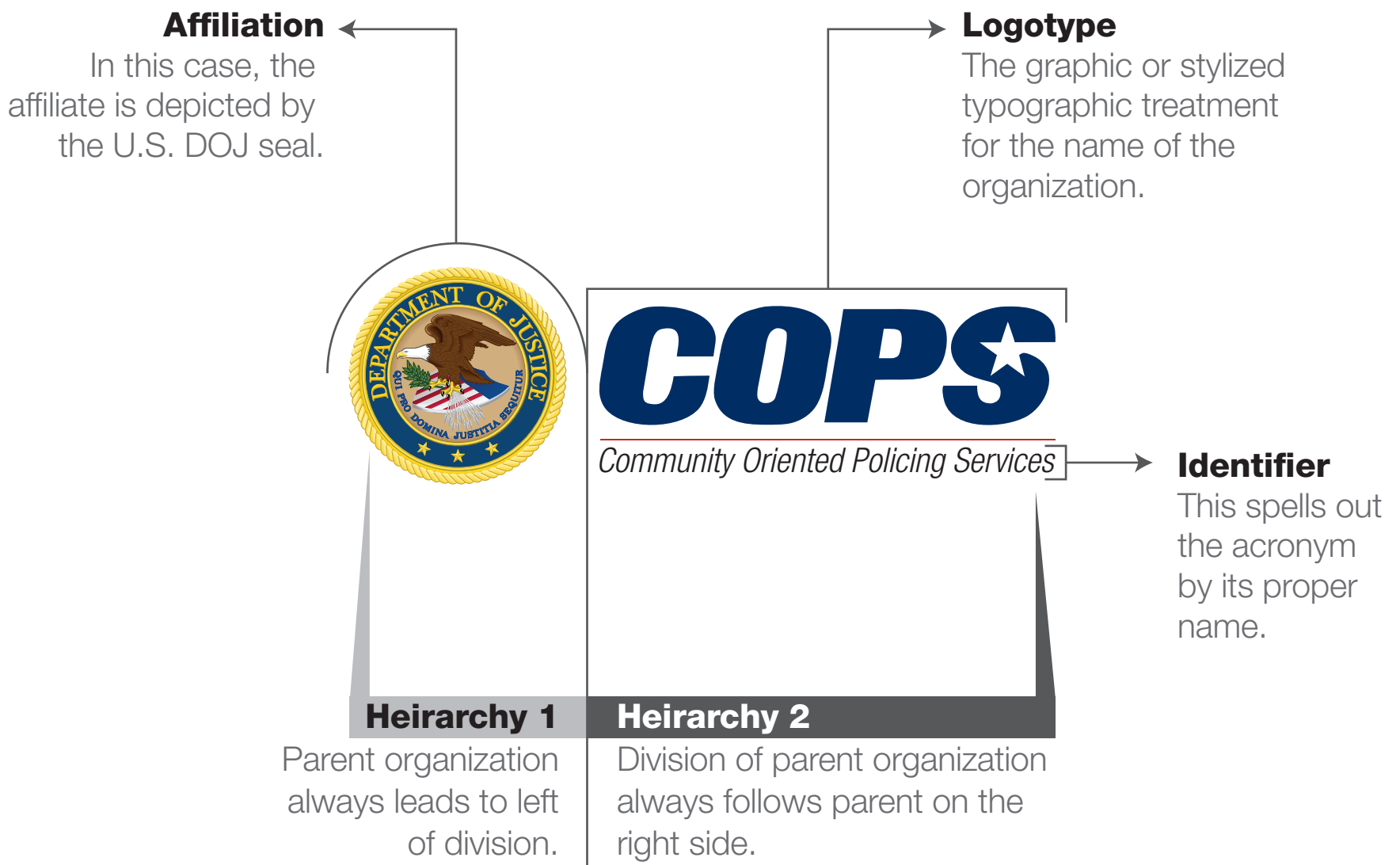
## External brandmark usage.

This is the recommended version to be used for Grantees or in cases in which the U.S. DOJ affiliation line should not be present.

For all publications and media visible to the public at large, the U.S. DOJ seal should be used in conjunction with the COPS mark. The use of the official U.S. DOJ seal nullifies the need for the affiliation tag beneath the identifier because it is redundant (see the COPS Office mark, above).

# Anatomy of a brandmark

Names of the important parts for us all to remember



# Explanation of the differences between landmarks

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A summary of internal versus external usage

The logo for the Community Oriented Policing Services (COPS) office. It features the word "COPS" in a bold, blue, sans-serif font. The letter "O" is stylized with a white star inside it. A thin red horizontal line is positioned below the text.

*Community Oriented Policing Services*  
*U.S. Department of Justice*

## **External use without the U.S. DOJ seal.**

For use with Grantee materials, references to the Department of Justice should not be made. In those instances, only the identifier may be used, not the affiliation.

The logo for the Community Oriented Policing Services (COPS) office, identical to the one in the first section, featuring the word "COPS" in blue with a white star in the "O" and a red line below.

*Community Oriented Policing Services*

## **External use with the U.S. DOJ seal.**

It's our recommendation the identifier only be used in conjunction with the U.S. DOJ seal/affiliation. Its placement underneath the COPS Office landmark is not necessary and would be redundant.

This option should be used on publications and online media.

The logo for the Community Oriented Policing Services (COPS) office, identical to the ones in the previous sections, featuring the word "COPS" in blue with a white star in the "O" and a red line below.

*Community Oriented Policing Services*

## **Internal use.**

For all internal communications, the use of the COPS Office landmark does not need to be used in conjunction with the U.S. DOJ seal. This option provides the necessary link between the Department and the COPS Office.

This option is best suited for Memorandums and internal events or promotions.

# Recommended COPS Office brand refresh concepts

Option 01

26 June, 2012



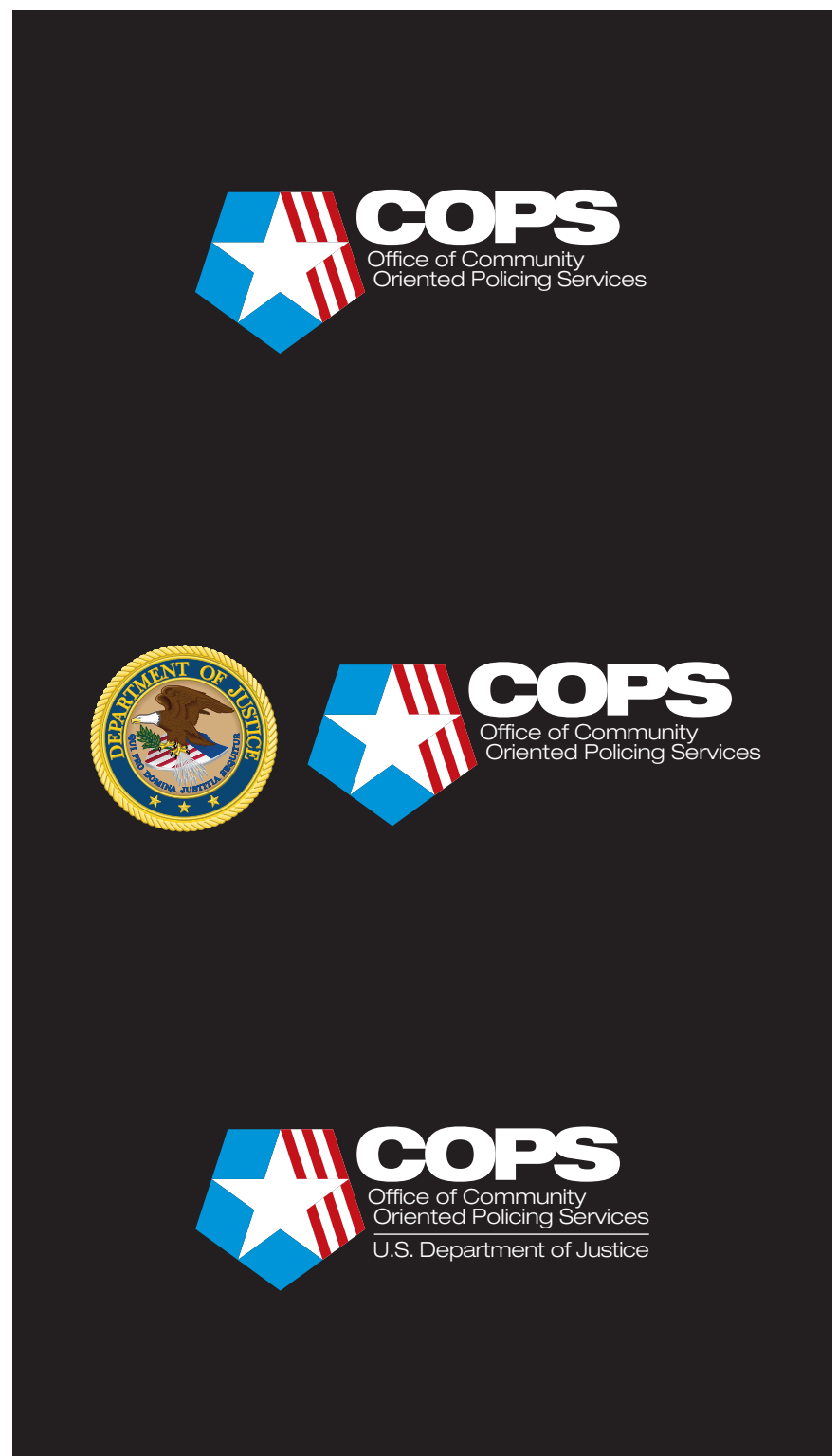
**External use:** Typographic use only, no affiliation with US DOJ.



**External use:** Use with US DOJ seal for public at large.



**Internal use:** All typographic with no use US DOJ seal for all internal communications.



# Recommended COPS Office brand refresh concepts

Option 02

26 June, 2012



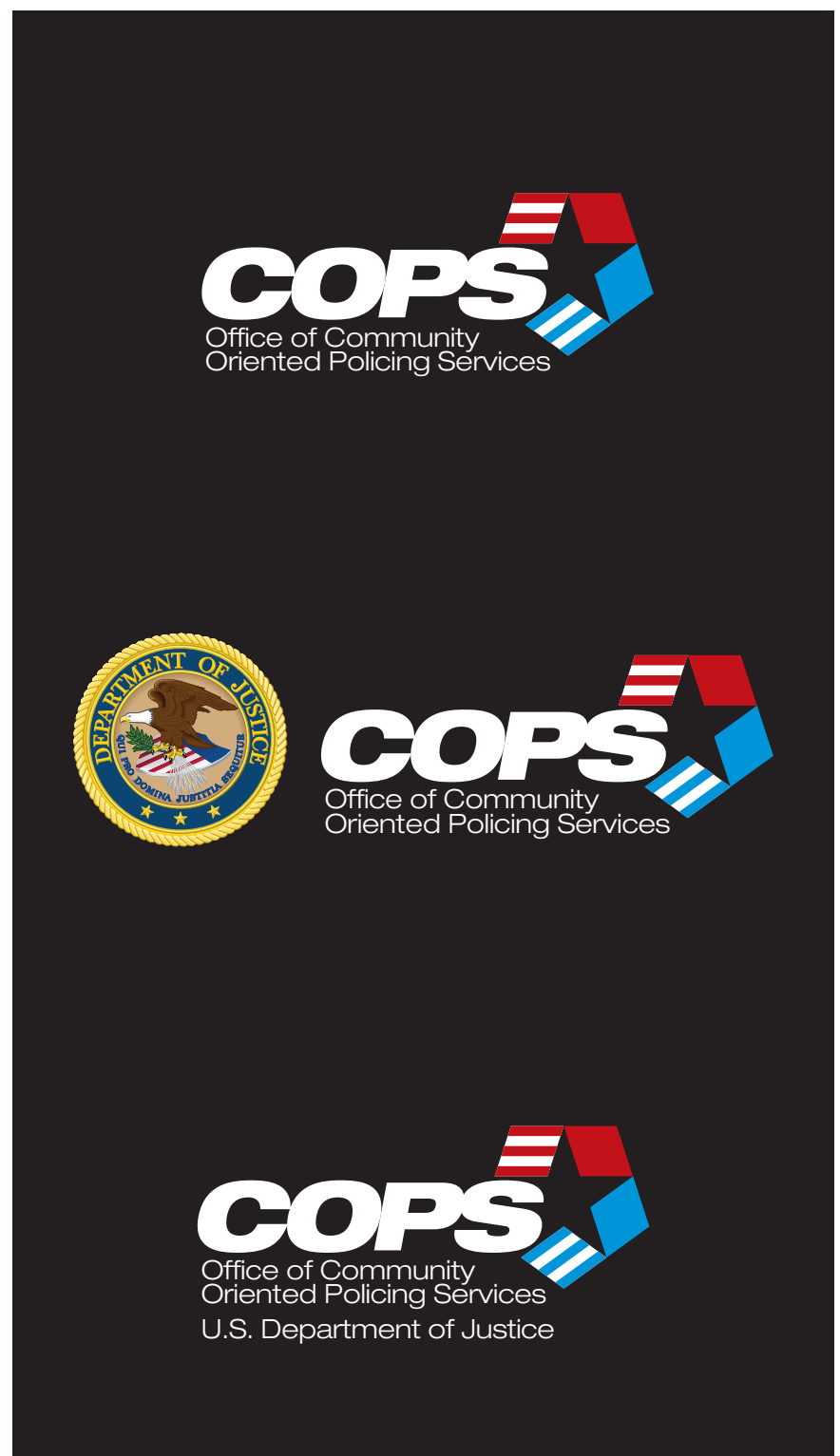
**External use:** Typographic use only, no affiliation with US DOJ.



**External use:** Use with US DOJ seal for public at large.



**Internal use:** All typographic with no use US DOJ seal for all internal communications.



# Recommended COPS Office brand refresh concepts

Option 03

26 June, 2012



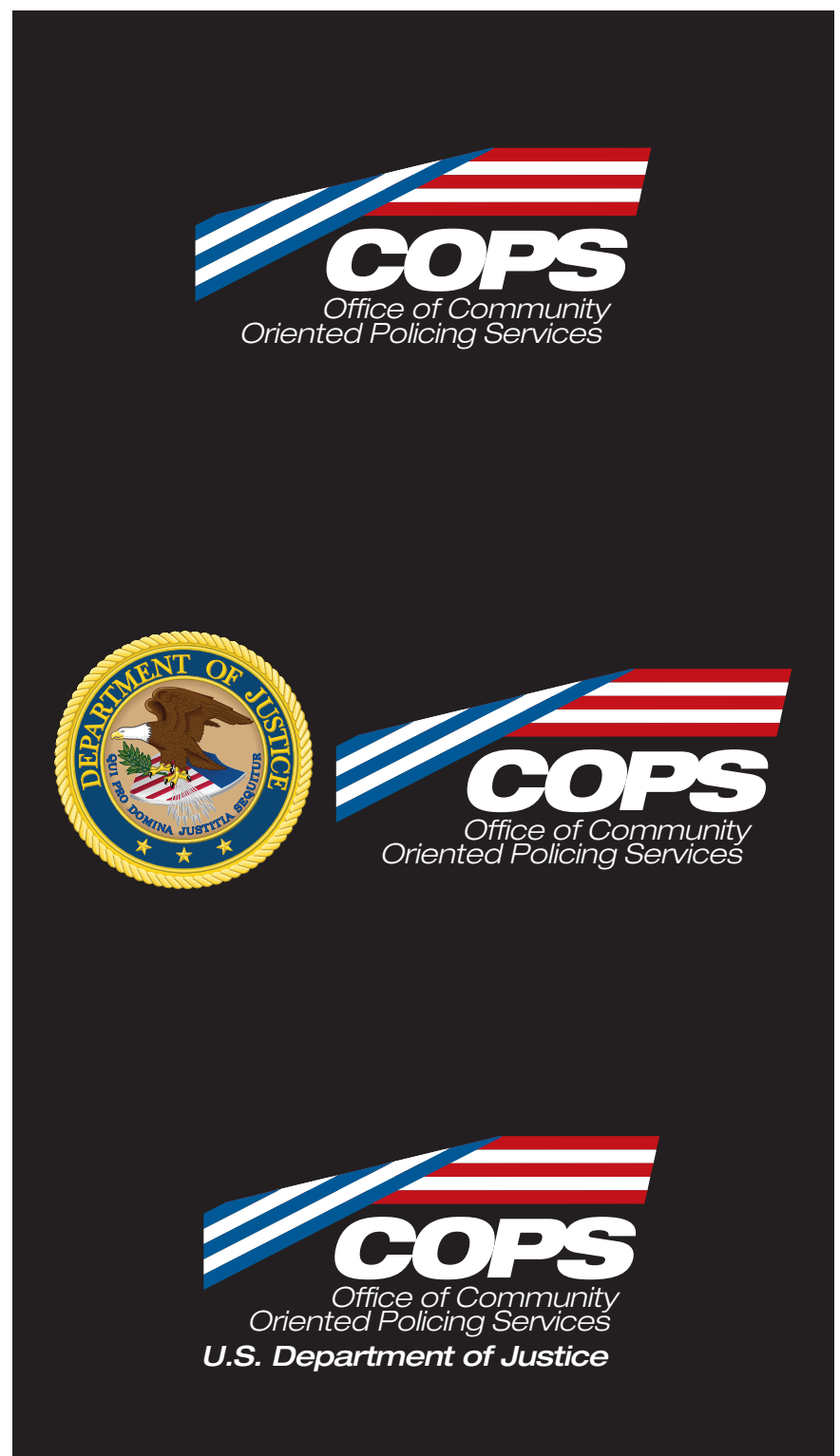
**External use:** Typographic use only, no affiliation with US DOJ.



**External use:** Use with US DOJ seal for public at large.



**Internal use:** All typographic with no use US DOJ seal for all internal communications.



# Recommended COPS Office brand refresh concepts

Option 04

26 June, 2012



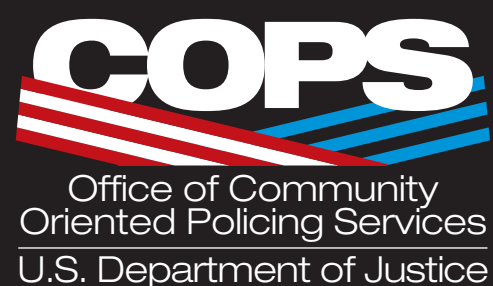
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# Recommended COPS Office brand refresh concepts

Option 05

26 June, 2012



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**Internal use:** All typographic with no use US DOJ seal for all internal communications.

