



THIRD EDITION

Graphic Standards and Identity System for the COPS Office

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

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The COPS Office global branding positioning

The Office of Community Oriented Policing Services (COPS Office) is the component of the US Department of Justice (DOJ) responsible for advancing the practice of community policing by the nation's state, local, territorial, and tribal law enforcement agencies through information and grant resources.

We are the COPS Office

Many other, non-related organizations call themselves COPS, but there is only one COPS Office—and this is how we should be identified in all communications concerning our agency.

Our brand thrives on consistency of usage in the spoken and written word. It is also important that our identity be used in the way we have approved so that our messaging on all communications has a unified voice. This is why the communications and design industries created identity standards.

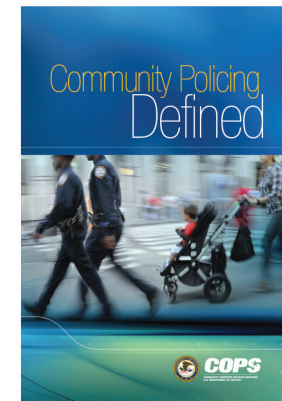


Referencing the COPS Office in prose

When referencing our agency in press releases, publications, and any other type of written medium, please follow these guidelines:

- ▶ When identifying our agency for the first time, please always include *Office of* and do not hyphenate *Community Oriented*.
- ▶ When COPS Office is abbreviated, please always include *Office* to differentiate our agency from other, non-related COPS organizations and programs, including when *COPS Office* is modifying another noun: e.g., COPS Office website, COPS Office award, and COPS Office staff.

When developing communications regarding our agency or promoting us as partners in your cause, please refer to *The COPS Office Editorial and Graphics Style Manual: Guide for Authors* to ensure your message is compliant with our approved guidelines—thank you.



▲ LEARN MORE ABOUT THE COPS OFFICE

To obtain a copy of our brochure, *Community Policing Defined* (available both online and in print), please visit the COPS Office website, www.cops.usdoj.gov.

The COPS Office graphic standards guidelines

The new COPS Office graphic standards

When the Office of Community Oriented Policing Services (the COPS Office) was established in 1994, we successfully created branding—a logo—that would stand the test of time. More than 20 years later, our logo has endured. We have refined it and created standards so that anyone using our identity for promotional use may do so correctly.

The following pages are set up to identify color, typography, and other usage considerations that allow the user to create documents with the proper guidelines and brand voice as approved by the COPS Office. Look for the following symbols to help determine which graphic approaches are approved for use.



◀ Indicates correct usage of the COPS Office logo



◀ Indicates incorrect usage of the COPS Office logo and should not be used

Helping you help us

It's our intention to deliver a set of easy-to-use and comprehensive guidelines that is based on industry standards so that anyone associated with our cause can deliver a well-presented message.

As always, only so much can be covered in these guidelines. If you need clarity for matters not covered in this document, please feel free to contact our Publishing & Creative Resources group.

We hope these guidelines help to position our identity in such a way that also furthers the identities of our many partners and other associates committed to keeping the United States safer through effective community policing practices.

Our two logos and when to use them

We use two identifying marks. First, the **standalone COPS Office logo** is used for (1) all products produced on our behalf by partner or grantee organizations, including training presentations, event signage, and grant-funded websites, and (2) all internal products. Below is a breakout of the logo elements and their correct terms.

Second, the **DOJ-affiliated logo** is reserved for products published by the COPS Office. In particular, the COPS Office has permission from the DOJ to use its seal on our publications. We cannot associate the DOJ seal with products not produced by the COPS Office. This logo comprises both the DOJ seal and our own logotype. Below is a breakout of this logo's elements and their correct terms.

STANDALONE LOGO

USES

- ▶ Products produced on our behalf by partner or grantee organizations
- ▶ Internal products



DOJ-AFFILIATED LOGO

USE

- ▶ Products published by the COPS Office



Preferred typographic standards

Type is to read

We also want our messages to be easily read on any media and have consistency. There are so many different typefaces that there's no way we can effectively regulate the usage of them all. The below examples are two of the typefaces we use on our communications to ensure legibility and that our messages are taken seriously by our peers and audiences. Try not to use gimmicky or trendy typefaces on communications bearing the COPS Office name.



Sans Serif

Helvetica Neue 47 Light Condensed
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

Helvetica Neue 47 Light Condensed Oblique
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

Helvetica Neue 57 Condensed
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

Helvetica Neue 57 Condensed Oblique
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

Helvetica Neue 67 Medium Condensed
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

Helvetica Neue 67 Medium Condensed Oblique
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

Helvetica Neue 45 Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

Helvetica Neue 46 Light Oblique
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

Helvetica Neue 55 Roman
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

Helvetica Neue 56 Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

Helvetica Neue 65 Medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

Helvetica Neue 66 Medium Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

Serif

Minion Pro Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

Minion Pro Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

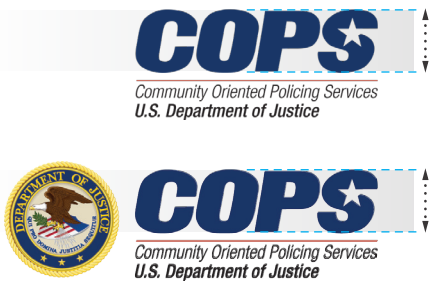
Minion Pro Semi Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

Minion Pro Semi Bold Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

Minion Pro Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

Minion Pro Bold Italic
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 abcdefghijklmnopqrstuvwxyz1234567890

Minimum lock-up and size of the COPS Office logo



cap height

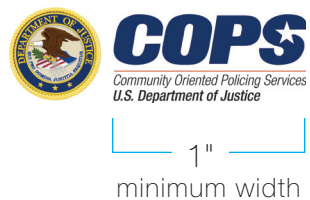
What is the lock-up?

Lock-up is the term used to define the acceptable clearance space allowed around the outside of a logo. It allows the logo to be seen without it being obstructed by any other graphic elements or being cut off in any way.

The minimum lock-up for our logo is defined by the cap height of the “COPS” logotype, as illustrated above. An identical distance on all four sides establishes the boundary for the lock-up. The lock-up enlarges or reduces proportionately with the size of the logo used.

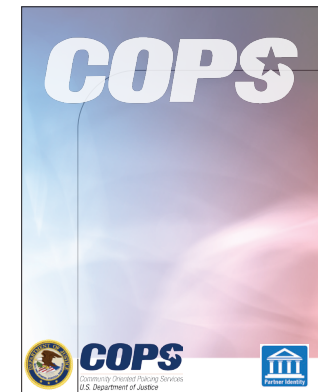
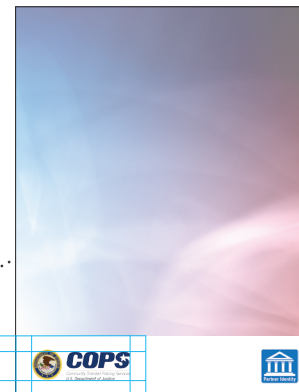
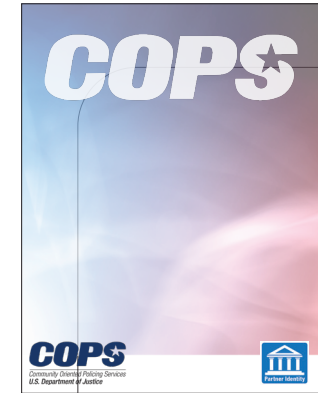
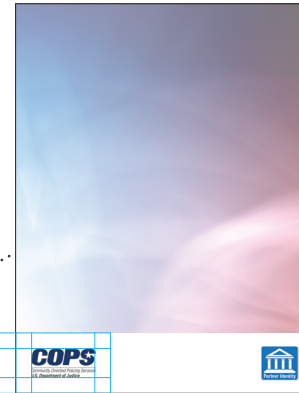
Size limitations

For legibility, the COPS Office logotype should not be used at less than 1 inch in width.



A VISUAL EXPLANATION OF LOCK-UP

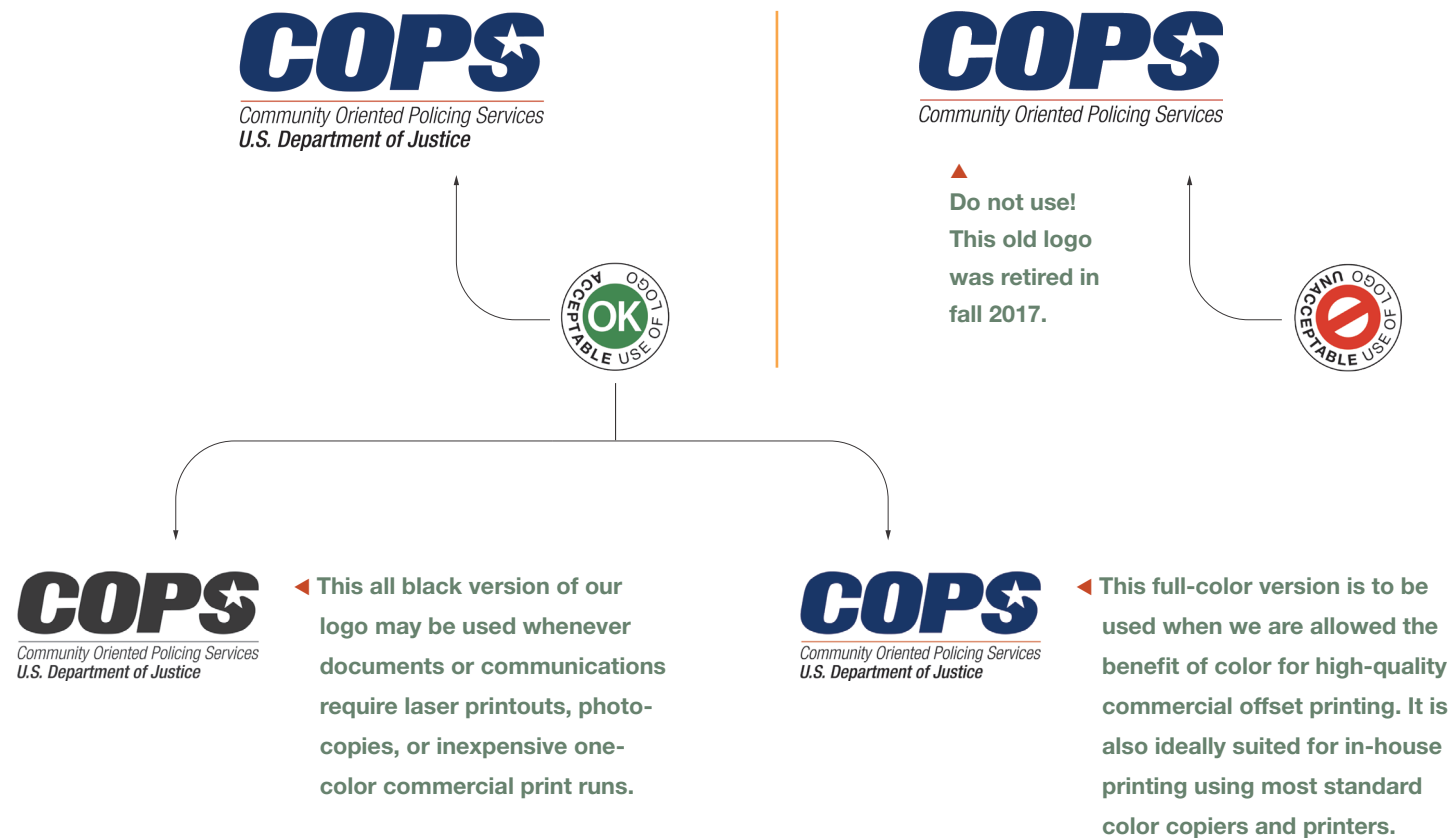
At right are two examples of the lock-up in use. The illustration at left shows the correct use of the logo with the minimum lock-up being observed. At right, the lock-up has been disregarded. It’s easy to see how the logo looks crowded and disproportionate with the other partner identity next to it and so close to the trim areas.



Acceptable use of the standalone COPS Office logo

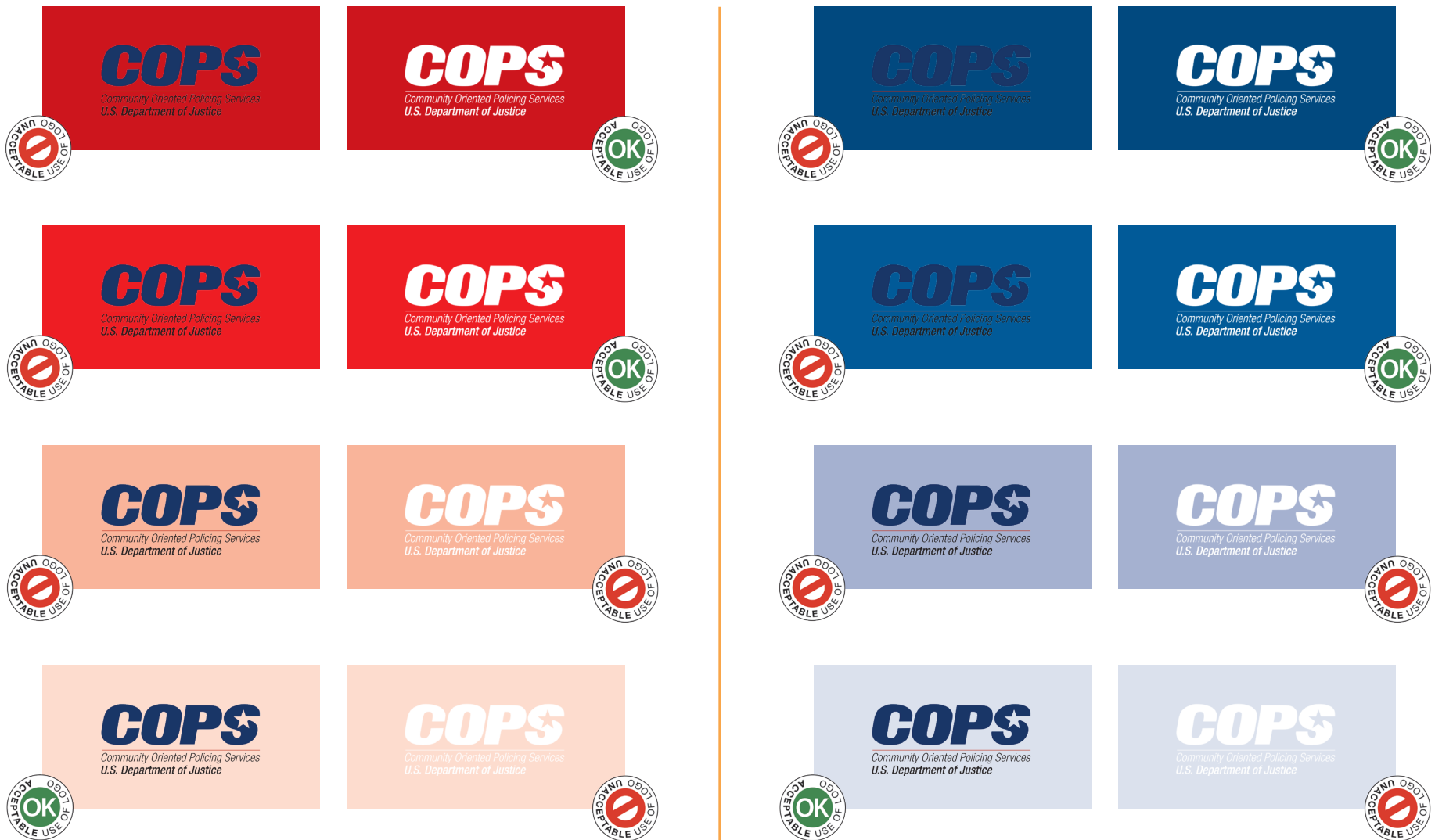
When to use the refreshed, standalone logo

This version is to be used for (1) all products produced on our behalf by partner or grantee organizations, including training presentations, event signage, and grant-funded websites, and (2) all internal products. For guidance on properly using the DOJ-affiliated logo, see page 10.











Background color issues and solutions for the standalone COPS Office logo

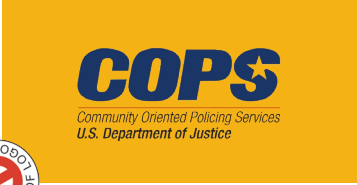
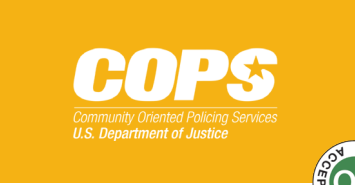
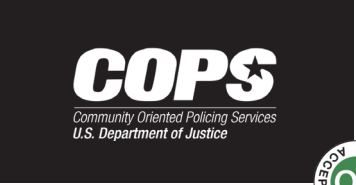
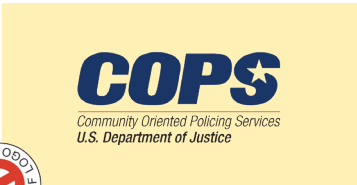
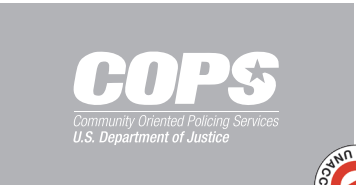
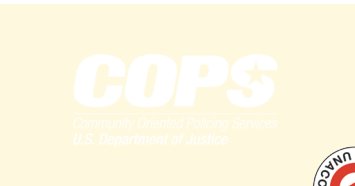
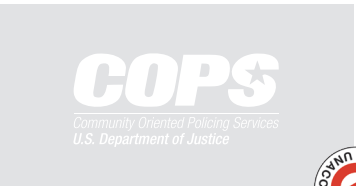
When placing our logo on a color background, please be careful of the color you choose, as the contrast can affect readability. To avoid visibility issues, make sure (1) the COPS logotype, (2) the red separator rule, and (3) the identifier and parent affiliate text are all clearly legible.



Background color issues and solutions for the standalone COPS Office logo *cont'd*

Background color issues and solutions for the standalone COPS Office logo *cont'd*

 <p>COPS Community Oriented Policing Services U.S. Department of Justice</p>	 <p>COPS Community Oriented Policing Services U.S. Department of Justice</p>	 <p>COPS Community Oriented Policing Services U.S. Department of Justice</p>	 <p>COPS Community Oriented Policing Services U.S. Department of Justice</p>
 <p>COPS Community Oriented Policing Services U.S. Department of Justice</p>	 <p>COPS Community Oriented Policing Services U.S. Department of Justice</p>	 <p>COPS Community Oriented Policing Services U.S. Department of Justice</p>	 <p>COPS Community Oriented Policing Services U.S. Department of Justice</p>
 <p>COPS Community Oriented Policing Services U.S. Department of Justice</p>	 <p>COPS Community Oriented Policing Services U.S. Department of Justice</p>	 <p>COPS Community Oriented Policing Services U.S. Department of Justice</p>	 <p>COPS Community Oriented Policing Services U.S. Department of Justice</p>
 <p>COPS Community Oriented Policing Services U.S. Department of Justice</p>	 <p>COPS Community Oriented Policing Services U.S. Department of Justice</p>	 <p>COPS Community Oriented Policing Services U.S. Department of Justice</p>	 <p>COPS Community Oriented Policing Services U.S. Department of Justice</p>

Unacceptable use of and changes to the standalone COPS Office logo



▲ Always include the separator rule, our agency's name, and our parent affiliate's name beneath the logotype.



▲ The colors of the logo should not deviate from the original.



▲ Special effects such as a drop shadow or reflection should never be used.



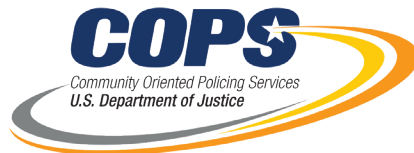
▲ Low resolution and images obtained from the web should never be used.



At left are samples of incorrect usage of the standalone COPS Office logo. Our identity has already been established. Any variations of our logo is a violation of usage because it serves only to create inconsistency and confusion and to diminish the integrity of our agency's identity.



▲ We have an identity so never create your own.



▲ Never improvise or add elements to our logo.



▲ Do not change the color of elements on the approved identity.



▲ Boxing out or framing our logo should never be done.



▲ Do not resize our logo by condensing it.



▲ Do not resize our logo by expanding it.



▲ Our Identity should never be used as a word in sentences for messaging.



▲ Do not alter the shape of our logo or include objects redefining our identity.



▲ Our logo can be used over a photograph only when the supporting image is not busy and provides enough contrast to clearly define our logo.



▲ Our identity should never be used as a part of another identity without approval.



▲ Our logo should never be used with silly, contrived, or whimsical graphics.

Acceptable use of the DOJ-affiliated logo

When to use the refreshed, DOJ-affiliated logo

This version is reserved for the COPS Office website and all products published by the COPS Office, including publications, promotions, or exhibits for the general public or for any audience outside of the COPS Office. We cannot associate the DOJ seal with products not produced by the COPS Office. This logo comprises both the DOJ seal and our own logotype.



▲ Do not use!
This old logo was retired in spring 2013.



◀ This all black version of our logo may be used whenever our documents or communications require laser printouts, photocopies, or inexpensive one-color commercial print runs.



◀ This full-color version is to be used on all of our communications when we are allowed the benefit of color for high-quality commercial offset printing, such as our publications. For this version, we also use the DOJ seal in four-color process. It is also ideally suited for in-house printing using most standard color copiers and printers.

Background color issues and solutions for the DOJ-affiliated logo

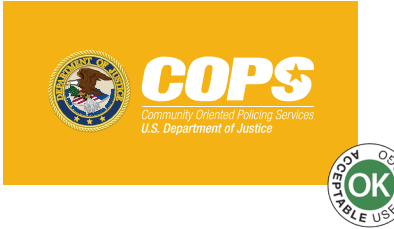
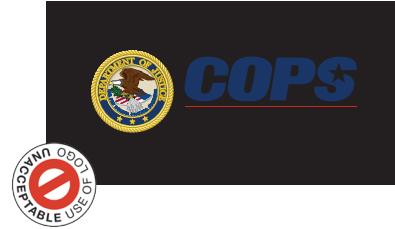
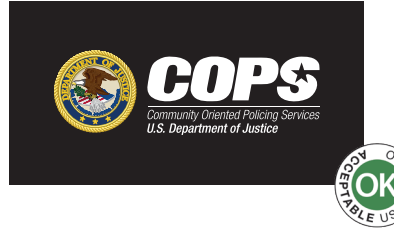
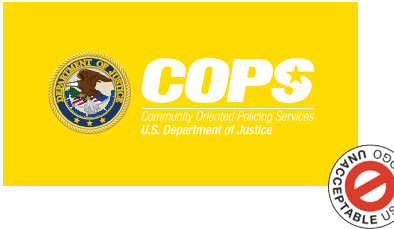
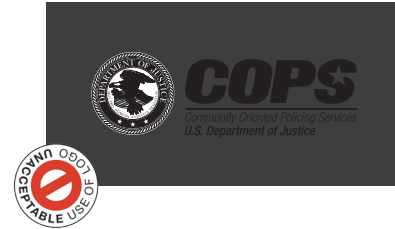

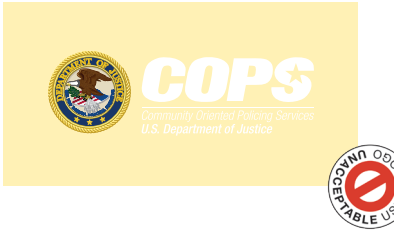
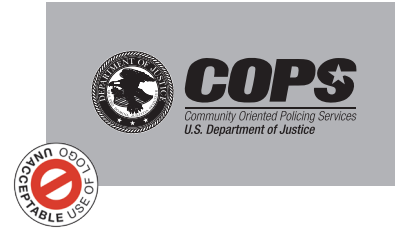
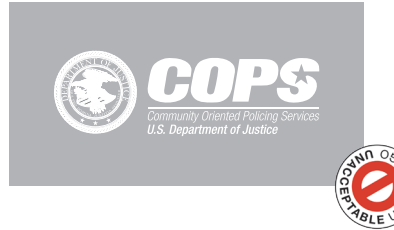

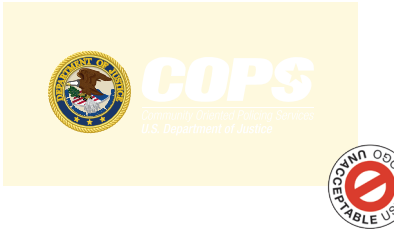
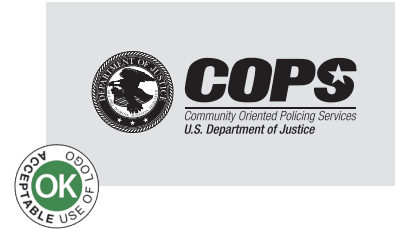
When placing our logo on a color background, please be careful of the color you choose, as the contrast can affect readability. To avoid visibility issues, make sure (1) the COPS logotype, (2) the red separator rule, (3) the identifier and parent affiliate text, and (4) the edge of the yellow DOJ seal are all clearly legible.



Background color issues and solutions for the DOJ-affiliated logo *cont'd*

Background color issues and solutions for the DOJ-affiliated logo *cont'd*

Unacceptable use of and changes to the DOJ-affiliated logo



▲ Do not transpose the placement of the COPS Office logotype with the seal.



▲ Boxing out or framing the logo should never be done.



▲ Do not resize the logo by expanding it.



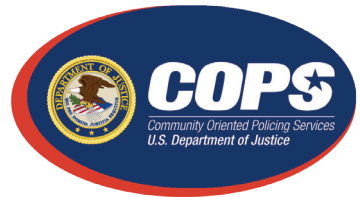
At left are samples of incorrect usage of the DOJ-affiliated logo. Our identity has already been established. Any variations of our logo is a violation of usage because it serves only to create inconsistency and confusion and to diminish the integrity of our agency's identity.



▲ Do not resize the logo by condensing it.



▲ Low resolution and web images should never be used.



▲ The logo should never be contained within a shape to create yet another logo.



▲ Special effects such as a drop shadow or reflection should never be used.



▲ The alignment and placement of the two identities should never be redefined.



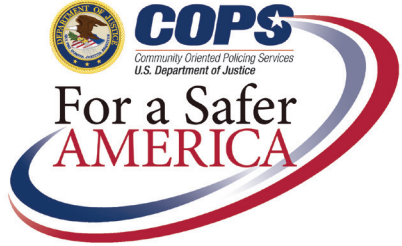
▲ Altered web images should never be used.



▲ Our logo should never be altered or used with silly, contrived, or whimsical graphics.



▲ The graphic structure of the logo should never be altered to square off or equalize the spacing of elements.



▲ Never combine our logo with a statement or tagline.



COPS

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

US Department of Justice
Office of Community Oriented Policing Services
145 N Street NE
Washington, DC 20530

To obtain details on COPS Office programs, call
the COPS Office Response Center at 800-421-6770.

Visit the COPS Office online at www.cops.usdoj.gov.