

**POLICY
215**

**EFFECTIVE
DATE
02-16-11**

**Eugene
Police Department**



Use of the EPD Logo and Tag Line

215.1 PURPOSE AND SCOPE

This policy outlines department policy and procedures regarding external communications design and the use of the Eugene Police Department logo and tag line. Policy regarding logos and design of clothing items are covered in other policies. For examples of communication logos and tag line usage, refer to Appendix A.

215.1.1 DEFINITIONS

Logo: Eugene Police badge, blue or silver, with the State of Oregon seal.

Tag line: **PROTECT.SERVE.CARE.**

215.2 POLICY

The Eugene Police Department logo and tag line, described in this policy, will not be used for any other purpose than Eugene Police Department identification. The combination use of the tag line and logo is intended to provide a cohesive identity for the department to use in its external communication with the community. No other combination of the logo or tag line will be used by any member or division of the Eugene Police Department except as authorized by this policy.

215.2.1 POLICY EXEMPTIONS

Exemptions to the current policy will be minimal in order to maintain a consistent department identity.

- (a) The Central Lane Communication Center may deviate from this policy when demonstrated communication needs dictate special identification and the particular exception is authorized by the Chief of Police or designee.
- (b) Other exceptions to the policy regarding logo and tag line use can be made at the discretion of the Chief of Police or designee for logos or identities of EPD programs or projects. These are defined as programs or projects that require specific outreach or marketing to target audiences where there is an explicit and demonstrated business need that requires the visibility and/or distinction as an independent cooperative program. These may be either short or long-term programs or projects and may also include projects undertaken with non-department entities. In all cases the Eugene Police Department logo and tag line is to appear with the enterprise identity.

215.2.2 RESTRICTIONS

A division name, section name, and/or unit name may be added below the logo using designated logo colors and fonts, and is required to fit within the logo's width. At no time will any other words or symbols be added to the logo or tag line.

215.3 DESIGN AUTHENTICATION

The Public Information Office will be responsible for official interpretation of the guidelines established with regard to logo and tag line use for all department publications unless the use is specifically covered by current policy. This provision covers consideration of all presentation, marketing and communications, and correspondence materials normally exposed to public view, including electronic and Internet/Intranet versions, and social media representations not otherwise provided for in this policy. All new material will be designed by the Public Information Office according to the standards laid out in this policy. Any divisions/units with design software will submit copies of material prior to sending a print request to press or placing it on the Web site.

215.4 APPEARANCE

The logo will be used alone, with the tag line, or with the words "Eugene Police Department", "City of Eugene Police Department", or "Eugene Police" along with specific division's/unit's name below. When these names are added, the lettering will not exceed the logo's width. Lettering may extend to two lines when the name is long; however total lines should not exceed four unless a specific need is demonstrated and approved by the Chief of Police or designee. The designated color is Pantone 281c, or approximate color when not available, or in grayscale. Electronic interpretations will be in RGB Blue 128. An alternate black and white line-art version of the logo should be used when the color or grayscale does not produce a professional-looking and legible logo. The logo or tag lines will not be combined with other logos (other than the current version of the City of Eugene logo), text, or altered in any way.

215.5 BASIC DESIGN, FORMAT, AND COLOR

The logo and tag line will be used on all printed matter according to the criteria below.

215.5.1 LETTERHEAD, ENVELOPES, AND BUSINESS CARDS

- (a) Design: A standard design will be used by all Eugene Police divisions. Exceptions will only be as provided by current policy or on the approval of the Chief of Police or designee.
- (b) Lettering:
 - (1) The words "Eugene Police Department" will be set in Franklin Gothic Medium. Division or unit/section titles may be placed below in Franklin Gothic Book with the individual unit/section name appearing in italics below the division name.
 - (2) The words "PROTECT.SERVE.CARE" will be set in Frutiger Ultra Blk or Franklin Gothic Heavy only.

- (3) Copy will be set in Times New Roman, Franklin Gothic Book, or Arial as appropriate for the document.
 - (4) The return address will be set in Franklin Gothic Book.
- (c) Letterhead stationery: Names and titles of Senior Staff may show in letterhead design under the division title as appropriate; inclusion of other names and titles must be approved by the Chief of Police or designee. The names will appear in Franklin Gothic Book. Document text will be set in Times New Roman, Franklin Gothic Book, or Arial typeface.
- (d) Envelopes: Names of divisions, sections, or units may be shown with the appropriate return address. Fonts used will be Franklin Gothic Medium for Eugene Police Department and Franklin Gothic Book for division, section, and unit names and the return address.
- (e) Business Cards:
- (1) Business cards will not exceed 2 5/16 inches x 3 5/8 inches in size and will be made of vellum, plate, or thinplate.
 - (2) The Eugene Police Department logo and tag line will be printed either with the logo in full color or the logo and tag line in a single color to be Pantone 281c, or approximate if color not available, or black. The logo will be set in Frutiger Ultra Blk.
 - (3) "City of Eugene" will be printed as shown in Franklin Gothic Medium in black ink and "Police Department" will be printed as shown in Franklin Gothic Demi in capitalized lettering, in Pantone 281c, or approximate if color not available.
 - (4) The division name and the individual's title and badge number (if applicable) will be set in Franklin Gothic Medium.
 - (5) The individual's name will be set in Franklin Gothic Heavy.
 - (6) Contact information will be set in Franklin Gothic Book.
 - (7) The reverse side format will be based upon current assignment needs; however all cards will display the Eugene Police Department website to be listed as www.eugene-or.gov/police in Franklin Gothic Book in the lower middle of the card. Additionally all cards will feature the City of Eugene Logo to conform with current City Logo Use standards printed in City-approved colors or in the single color application in black ink.
 - (8) Should additional text be placed on the reverse side of the business card, the type will be set to Franklin Gothic Book. No additional images (other than the City of Eugene logo) will be applied to the reverse side of the card.

215.5.2 EXTERNAL REPORTS, DOCUMENTS, AND PRINTED FORMS

- (a) All external community or public reports, documents, and printed forms will at least have the logo and tagline printed in the same color as the printed form. If a second color is used it will be Pantone 281c, or approximate if not available, or black.
- (b) Guidelines for placement of such materials will be established by the Chief of Police or designee.
- (c) Material design will conform to the pre-designed templates approved by the Chief of Police and Senior staff. Any additional material and/or exceptions to the pre-designed templates must be approved by the Chief of Police or designee as defined above.

215.5.3 PAMPHLETS AND BROCHURES

The appropriate pre-designed template approved by Chief of Police and Senior Staff featuring the blue bands with the incorporated tagline will be utilized in color, except as otherwise authorized below. The Public Information Office can be contacted for assistance in selecting the appropriate template format for a project. Should a project be a single use application, a template utilizing the tagline will be provided by the Public Information Office in a black and white or grayscale version to reduce cost.

- (a) Placement: The logo and tagline will be easily visible. The appropriate relationship of the logo to words is defined above. Exceptions will be allowed only by approval from the Chief of Police or designee.
- (b) Lettering: The words “Eugene Police Department” will be set in Franklin Gothic Medium or Franklin Gothic Heavy, depending upon the publication and regardless of the type utilized throughout the remainder of the brochure. Internal text within brochures or flyers will be Times New Roman, Franklin Gothic Book, or Arial as appropriate.
- (c) Color: The color of text throughout brochures will either be Pantone 281c, or approximate if unavailable, or Black. Exceptions will be minimal and must be on the approval of the Chief of Police or designee.
- (d) Artwork: A photo graphic will be utilized on the front of all brochures and pamphlets with appropriate attributions as necessary. All internal and supplemental graphics should be photograph images unless a specific design need is demonstrated and approved by the Chief of Police or designee.

215.5.4 ELECTRONIC SIGNATURE USE

All employees will place the tagline according to the following standards in the signature area of all electronic communication (e.g., e-mails) that they initiate. It is required on replies or forwards only if they are being sent to one or more recipients who are not City of Eugene employees.

- (a) Lettering: The type will be set in Franklin Gothic Heavy in all caps only.
- (b) Color: The words “PROTECT.SERVE.CARE.” will appear only in RGB Blue 128.

- (c) Size: The size of the words “PROTECT.SERVE.CARE.” will be 12 pt. or 14 pt.
- (d) Format: No adjustments will be made to the tagline word spacing, appearance, color, or size without approval of the Chief of Police or designee.

215.5.5 ELECTRONIC INTERPRETATIONS AND SOCIAL MEDIA

- (a) Electronic Interpretations: All electronic presentations for public consumption including PowerPoint presentations, website postings, and video presentations will utilize appropriate JPEG design templates as slide backgrounds. Templates and import instructions will be placed on the shared department server for access by all employees as needed. New video productions and website postings will conform to print logo and tag line standards along with policy-designated colors.
- (b) Social Media: All department-authorized social media outlets will conform to current design standards outlined by this policy.

Policy 215 – Use of EPD Logo and Tag Line – Appendix A

§ 215.5.1 – Letterhead, Envelopes, and Business Cards

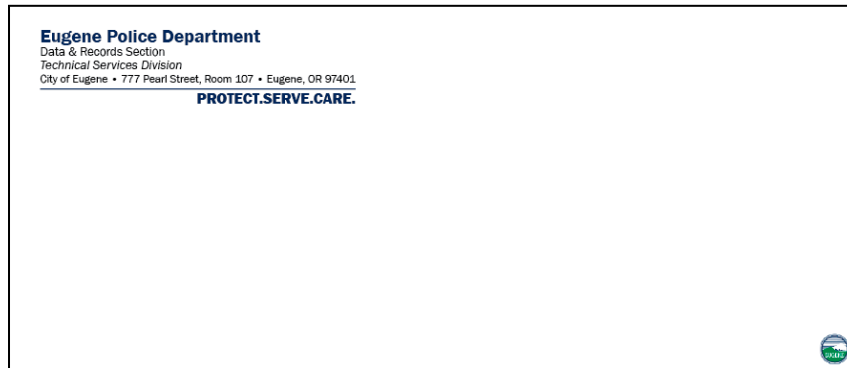
Example 1: Letterhead



City of Eugene Police Department
Data & Records Section
with Technical Services Division

PROTECT.SERVE.CARE.

Example 2: Envelope



Example 3: Business Card

City of Eugene
POLICE DEPARTMENT

Office of the Chief
Pete Kerns
Chief of Police • Badge 81

Office: (541) 682.5114 Cell Phone: (541) 554.2509
Fax: (541) 682.6603
777 Pearl Street, Room 107 • Eugene, OR 97401
chuck.r.tilby@ci.eugene.or.us

PROTECT.SERVE.CARE.



§ 215.5.2 – External Reports, Documents, and Printed Forms

Example 4: Portrait



Example 5: Landscape



Example 6: In-use sample

A sample of the EPD logo and tagline in use on a document. The logo and tagline are positioned vertically on the left side of the page. The tagline 'PROTECT.SERVE.CARE.' is written vertically in white, bold, sans-serif capital letters. The document content includes:

Moving... FORWARD

COUNTRY CLUB CENTER

**300 Country Club Road
Eugene, OR 97401**

New Address Stats:

- 2-Story building on a four-acre site
- 66,000 square feet (roughly double the space police current occupy at City Hall, 777 Pearl Street)
- Allows consolidated location for all police divisions
- Purchase price \$10.2 million, with about \$5.8 million estimated for remodeling
- Meets essential facility seismic requirements without extensive upgrades
- Already has considerable technological feature necessary for police facility
- 70-75 secure covered parking spaces
- More than 250 on-grade parking spaces
- Project lead: Lynn Reeves, Operations Support Division Manager

§ 215.5.3 – Pamphlets and Brochures

Example 7: Pamphlets/Brochures

Who we are...

... 300 ordinary people, including 180 sworn officers, who show up for work every day to help people, solve crimes, and save lives. We work in partnership with the community to promote safety and security, enforce laws, prevent crime and safeguard the constitutional rights of all people.

Office of the Chief:
Chief, Police Planning, Policy Analysis and Development, Professional Standards Section and Public Information Office

Patrol Divisions:
Patrol, Crime Prevention, Community Service Officers, School Resource Team, Forensics Investigation Reconstruction Survey Team, Special Operations Section (H&B, Traffic, Enforcement, Crisis Negotiation, Crowd Control, Metro Explosives Disposal Unit, Honor Guard, SWAT)

Investigations:
Crime Analysis, Property Crimes, Violent Crimes, Financial Crimes, Special Investigations, Vice Narcotics, Forensics Evidence, Property Control

Technical Services:
9-1-1 (Communications Operations), Data and Records and Technical Support

Operations Support:
Training, Quartermaster, Volunteers in Policing, and Financial Services

Contacts & Links

****EPD Service Directory with links and phone numbers:**
www.eugene-or.gov/epdservices

Chief of Police: policechief@eugene.or.us or 541.682.5137
East Patrol Captain: eastpatrol@eugene.or.us or 541.682.5137
West Patrol Captain: westpatrol@eugene.or.us or 541.682.5137
Crime Prevention: crimeprevention@eugene.or.us or 541.682.5137

Helpful Links:
Eugene Police Webpage: www.eugene-or.gov/police
Neighborhoods Crime Stats: www.eugene-or.gov/crimestatistics
Map Crimes in your area: www.eugene-or.gov/crimemap
Public Dispatch Log: www.eugene-or.gov/dispatchlog
Fight Property Crime: www.eugene-or.gov/fightpropertycrime
Eugene Police Commission: www.eugene-or.gov/policecommission
The Latest EPD News & Videos: www.eugene-or.gov/news

PROTECT.SERVE.CARE.

About EPD

Eugene Police Department
777 Pearl Street, Room 107
Eugene, OR 97401
541.682.5111

GET INVOLVED!

Participate

Volunteer! EPD has one of the premier volunteers programs in the U.S. featuring Seniors on Patrol, Squad Car Maintenance Team, Subpoena Service Team. Call 541.682.5355 or visit www.eugene-or.gov/policevolunteers

REPORT CRIME

- New, online reporting!** Convenient online reporting for minor thefts, vehicle break-ins, burglary, lost property, hit & run and crime tips at www.eugene-or.gov/policereportsonline
- For all other types of crime:**
 - Non-emergency calls: 541.682.5111, or visit a police location in person
 - Emergency calls: 9-1-1
 - Tip Line: To give police information about crime suspects: call 541.682.8688

Your Crime Prevention Resource:
Home, Neighborhood & Business

Crime Prevention Unit: 541.682.5137, or www.eugene-or.gov/crimeprevention

- Central and South Eugene: 541.682.8186
- Bethel, River Rd & Santa Clara: 541.682.5761
- U.O. East & North, Coburg Rd: 541.682.5178

EPD Staffing Compared to...

- EPD Officers per 1,000 Citizens: 1.18
- Oregon per 1,000 Citizens: 1.57
- US average per 2,49
- Oregon is ranked 50th in the Nation for officers per 1,000 citizens.

Neighborhood Watch: 541.682.5137
Eugene Cadets: 541.682.8646
Citizens Police Academy: 541.682.2752
Combat Auto Theft (CAT): 541.682.5137
Bicycle Registration: Any Safety Station
Police Commission: 541.682.5852
Ride-alongs: 541.682.8188
Tell Us About It: 541.682.8401

EVENTS

Watch the Website for details!
www.eugene-or.gov/police

Eugene Police Activity League
National Night Out
Prevention Convention
Mano a Mano en la Comunidad
Car Seat Clinics
Bike Registration Events
...and many more!

PROTECT.SERVE.CARE.

§ 215.5.4 – E-Mail signatures

Example 8: E-Mail signature

Name

Contact Information

Contact Information

PROTECT.SERVE.CARE.