Branding Resource Guide

An overview on consistent use of the C.O.P.S. Brand
Concerns of Police Survivors (C.O.P.S.) has implemented a family of logos to meet the needs of diverse constituents and target audiences. Outside agencies must complete the Logo Usage Application to utilize the National Logo. C.O.P.S. Chapters must follow the guidelines set forth in this document.

Shown are two variations of the National Logo. Usage of chapter logos also requires adherence to these guidelines.

The logo may not be reproduced without permission. It is best reproduced at 3/4 of an inch or larger. The white behind the shield is part of the logo and may not be made transparent.

To use a chapter logo, permission must be gained from that chapter’s president or authorized representative.
The Pantone Color Matching System (PMS) is largely a standardized color reproduction system. By standardizing the colors, different manufacturers in different locations can all refer to the Pantone system to make sure colors match without direct contact with one another.

The CMYK process is a method of printing color by using four inks—cyan, magenta, yellow and black. Please note that the blues should not look purple to the naked eye.

The RGB and HTML color equivalents provided by the Pantone company, are calibrated and optimized for the majority of monitors and web browsers to be reproduced consistently without modification, from monitor to monitor.

The official C.O.P.S. Logo Usage Form can be found online:
https://concernsofpoliceSurvivors.wufoo.com/forms/m191xobs1602z3j/
Tag Lines

Rebuilding Shattered Lives, is what the whole premise of C.O.P.S. is based on. We are here to pick up the pieces after a life altering tragedy. We have also incorporated the use of other taglines to continue to inspire the survivors we serve.

Taglines

REBUILDING SHATTERED LIVES
HOPE STARTS HERE
HONORING HEROES, HEALING HEARTS

Mission Statement

REBUILDING SHATTERED LIVES OF SURVIVORS AND CO-WORKERS AFFECTED BY LINE-OF-DUTY DEATHS

Fonts

Below are the fonts included in C.O.P.S. primary logo:

COPPERPLATE GOTHIC BOLD
AaBbCcDdEeFfGg
12345!?  
COPPERPLATE GOTHIC LIGHT
AaBbCcDdEeFfGg
12345!?
Below are other C.O.P.S. logos that are available to the public upon request. Please email sara_slone@nationalcops.org to inquire about these respective logos.
## Social Media

Below are recommended sizes when producing social media graphics/advertisements in which an outside organization will be represented by C.O.P.S. or C.O.P.S. is representing an outside organization.

<table>
<thead>
<tr>
<th>Social Media Platform</th>
<th>Profile photo:</th>
<th>Landscape:</th>
<th>Portrait:</th>
<th>Square:</th>
<th>Stories:</th>
<th>Cover photo:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>320 x 320</td>
<td>1200 x 630</td>
<td>630 x 1200</td>
<td>1200 x 1200</td>
<td>1080 x 1920</td>
<td>N/A</td>
</tr>
<tr>
<td>Facebook</td>
<td>170 x 170</td>
<td>1024 x 512</td>
<td>N/A</td>
<td>N/A</td>
<td>1080 x 1920</td>
<td>851 x 315</td>
</tr>
<tr>
<td>Twitter</td>
<td>400 x 400</td>
<td>1200 x 627</td>
<td>627 x 1200</td>
<td>N/A</td>
<td>1080 x 1920</td>
<td>1500 x 1500</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>400 x 400</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1128 x 191</td>
</tr>
</tbody>
</table>

## Banners

All banners supplied by outside organization’s for C.O.P.S. to display at National Police Week, Trainings, Conferences, Hands-On Programs and Special Events should be 3’ in height by 6’ in length. All banners should be exported at 300 dpi and need to also include grommets for hanging.

*Example*
Below are requirements for print advertising with C.O.P.S. ALL print advertisements must be exported as a pdf (print) with marks and bleeds set at .125 inches for the artwork.

**National Police Week**

Ad Information is in Inches and Pixels

<table>
<thead>
<tr>
<th>Layout</th>
<th>Inches</th>
<th>Pixels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7.5” X 10”</td>
<td>540px X 720px</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>7.5” X 4.937”</td>
<td>540px X 355.464px</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.687” X 4.937”</td>
<td>265.464px X 355.464px</td>
</tr>
<tr>
<td>Business Card</td>
<td>3.5” X 2”</td>
<td>252px X 144px</td>
</tr>
</tbody>
</table>

**Examples**

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**C.O.P.S. National Conference on Law Enforcement Wellness & Trauma**

Ad Information is in Inches and Pixels

<table>
<thead>
<tr>
<th>Layout</th>
<th>Inches</th>
<th>Pixels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>8” X 5”</td>
<td>576px X 360px</td>
</tr>
<tr>
<td>3/4 Page</td>
<td>6” X 5”</td>
<td>432px X 360px</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>4” X 5”</td>
<td>288px X 360px</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>2” X 5”</td>
<td>144px X 360px</td>
</tr>
<tr>
<td>Business Card</td>
<td>3.5” X 2”</td>
<td>252px X 144px</td>
</tr>
</tbody>
</table>

**Examples**

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The Concerns of Police Survivors Inc., C.O.P.S. name, trademarks, servicemarks, trade names, logos and icons and related images, including all of the new C.O.P.S. branding variations provided in this guide, registered or not, are the intellectual property of C.O.P.S. and protected by the law as it relates to trademarks, trade dress, copyright, publicity and communications. The failure to appropriately mark, attribute ownership or use and/or modify any of the marks, logos or trade dress, is strictly prohibited. Any unauthorized copying, registration, reproduction, distribution, broadcast, republishing, downloading, display or transmission, in any form or by any means, including but not limited to electronic, mechanical, photocopying, recording, or other means, of the C.O.P.S. name, trademarks, service marks, tradenames, logos and icons and related images, may result in appropriate civil and criminal prosecution.

Concerns of Police Survivors, Inc.

C.O.P.S.

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