MONROE POLICE
CITY OF MONROE
EST 1783

BRAND GUIDE

WHAT IS A BRAND GUIDE?

Brand guidelines are a set of tools and rules on how to properly use branding elements. The instructions can be used by designers, writers, and any other staff utilizing the brand's elements like your logo to create marketing materials.

WHY IS THE BRAND GUIDE IMPORTANT?

The Brand Guide Establishes Consistency

Brand guidelines are critical to helping your brand work effectively and consistently. Without these guidelines, the brand's message can change at any point just because a logo was misused or because someone didn't know to use a wordmark instead of a graphic element.

The Brand Guide Maintains a Professional Image

Inconsistent branding (colors, logos, artwork, and messaging) can negatively affect your reputation. One of the reasons businesses need brand guidelines is that they ensure impressions of competence and professionalism across the brand. For example, if your logo differs on Facebook from your website, or even between your Facebook profile picture and your cover photo, customers may become confused or apprehensive.

The Brand Guide Increases Recognition

The consistency that guidelines create means that brands are instantly recognizable to viewers, without having to introduce who you are and what you do. The stronger and more consistent it is, the more likely your audience is going to recognize you and identify you amongst others.

WHAT IS INCLUDED IN THE BRAND GUIDE?

- **Logo Variations**

- **Proper Usage Guides**

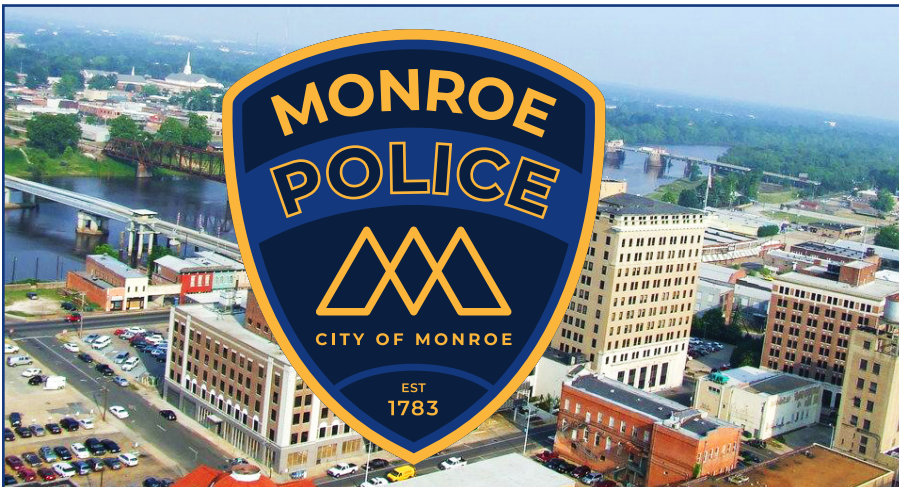- **Color Palette**

- **Approved Typography**

Do not use off brand colors

Do not distort or stretch the logo

Avoid placing the logo on busy images

Do not place the logo on colors that reduce visibility

IMPROPER USAGE

Clear space has been established to ensure logo visibility and impact. Maintaining the clear space zone between the logo and other graphic elements such as type, images, or other logos ensures that the logo always appears unobstructed and distinctly separate from any other visual elements.

When using the logo, allowing it to "breathe" gives it maximum impact. Wherever possible, allow even more space around the logo than required by clear space. The clear space is proportional and based on the width of the logo.

CLEAR SPACE

Corporate colors are a distinct part of an identity as they make the brand instantly recognizable. When applied consistently, these colors also provide visual cohesion across various communications and set the brand apart from entities.

Specifications for the reproduction of these primary colors are shown below. The colors are specified for offset printing on white paper (CMYK and Pantone) and use on computer monitors (RGB). When reproducing the brand colors on a different material, always make sure the colors visually match approved colors. The Secondary Colors provided are only used when referencing specific initiatives or programs.

PANTONE 2768

RGB: 12 31 2
HEX: 0C1F3E
CMYK: 99 87 44 52

PANTONE 280

RGB: 9 42 110
HEX: 092A6E
CMYK: 100 89 22 8

PANTONE 143

RGB: 254 191 64
HEX: FEBF40
CMYK: 0 27 85 0

COLOR SPECIFICATIONS

Typography plays a critical role in all communications. These primary and secondary typefaces were selected because of their effectiveness across the entire range of materials regardless of scale. Some of the official marks utilize the font variations below; it is critical that the Logotype is not altered or substituted. All other branded materials should consistently use the typefaces provided in the selected font families.

PRIMARY HEADLINES
UPPERCASE

MONTSERRAT EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!$&@*) 0123456789

SECONDARY HEADLINES
UPPERCASE

MONTSERRAT SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!$&@*) 0123456789

BODY COPY
Sentence Case

Montserrat
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!$&@*) 0123456789

TYPE SAMPLE

Size: 20pt
Leading: 20pt

PRIMARY HEADLINE TYPE SAMPLE

Size: 16pt
Leading: 14pt

Secondary Headline Type Sample

Size: 10pt
Leading: 14pt

Pit autem liciatemo omnis consequidunt eliant voles as aliqui omnis vid quunt lant odipsae doluptatem nonsequatur molut poruptaepudi dolessit lacium volor sitatint, volorerio. Et quatia volorios explabore eatur, quist lam quibus cus inctiostrum soluptatur?

Di dolo omnis experum fuga. Erisit, sitiaspiet in ni ut esto ercilit, nobis illupta tibusti onsequo tet arunt aditaeris dolore is sequos sitis nullores nus et excesseri to qui odi ommodipsam, voloresenim laccust emporia ndigent estrum aborum et, accum faccaboribus.