



CITY OF
FORESTPARK

City Council Agenda Item

Subject: Presentation of Forest Park Police Departmental Logo/Seal

Submitted By: Brandon Criss, Chief of Police

Date Submitted: July 12, 2023

Work Session Date: July 17, 2023

Council Meeting Date: June 17, 2023

Background/History:

The Forest Park Police Department recently completed a rebranding project for both the agency's logo and seal in order to better improve brand awareness and overall communication with citizens, businesses, and community stakeholders.

Strong branding is extremely necessary to establish any law enforcement agency as credible, reliable and – above all – trustworthy.

The color palettes used in the new logo help emphasize the department's commitment to SERVICE, INTEGRITY, and RESPECT through quality policing.

Cost: \$ Variable

Budgeted for: Yes No

Financial Impact:

N/A

Action Requested from Council: Approve the ordinance