



Forest Park Police Department New Logo/Seal

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About The New Logo

- 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 when it comes to establishing any law enforcement agency as credible, reliable and – above all – trustworthy.
- The color palettes used in the new logo helps emphasize the department's commitment to **SERVICE, INTEGRITY** and **RESPECT** through quality policing.



Customed Logo Color Variations



1. Full Color Logo



2. Solid White Stencil
| Navy Blue Canvas



3. Solid Green Stencil
| White Canvas



4. Sold Crimson-Orange
Stencil
| White Canvas



5. Solid Navy Blue Stencil
| White Canvas

A Refreshed, Modern Look For Patrol Vehicles



About The New Seal

- Displayed are the color variations for the department's new seal – all of which use the city's current branding and color standards for consistency.
- The new seal for the department is a brand extension of the new logo.
- Inspired by recommended branding elements, the primary (traditional) colors and variations will always be used on a solid white, light grey or official brand canvas to complement these standard colors.



1. Full Color Logo



2. Solid Navy Blue
| White Canvas



3. Solid White
| Navy Blue Canvas



4. Solid Green
| White Canvas



5. Solid Gold
| White Canvas



6. Solid crimson-
orange | White Canvas

Q&A

Thank You!

Mayor Angelyne Butler, MPA

Forest Park City Council

City Manager Ricky L. Clark, Jr.

Le'Var Norsworthy, Marc Norsworthy & Co.

Members of the Forest Park Police Department