

Las Vegas Police Department Foundation Brand Assets Guide



The Las Vegas Metropolitan Police Department Foundation Logos & Icons



L A S V E G A S
M E T R O P O L I T A N
P O L I C E D E P A R T M E N T
F O U N D A T I O N

Logo



Icon

Using the Las Vegas Metropolitan Police Department Foundation Logo & Icons

The Foundation icon should only be used on an LVMPD Foundation asset or space and not for stand-alone or partner marketing. Examples for Icon use include, social media platforms, Foundation event step-and-repeats, email marketing and in publications ONLY when the LVMPD Foundation logo also appears.



Min. Digital Ht.



Min. Digital Ht.



Min. Print Ht.



Min. Print Ht.

Minimum Size

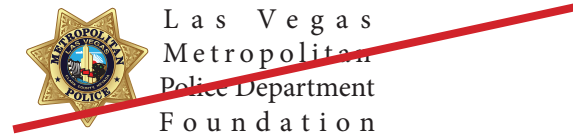


Safe Space

Logo safe space .222 inches around logo

What not to do with the logo

- Change the spacing between the icon and the words "Las Vegas Police Department Foundation"
- Use any colors other than gradient, white and black
- Choose a different typeface for "Las Vegas Police Department Foundation"
- Add visual effects like a drop shadow and/or make changes such as bold or italics to the typeface
- Change, add to or replace the words "Las Vegas Police Department Foundation" in any way
- Change the shape of the logo
- Use the icon alone without the "Foundation" banner



Using the Las Vegas Metropolitan Police Department Foundation Logos & Icons



Logo on Dark Background

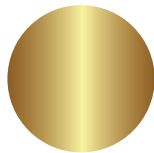


Logo on Light Background



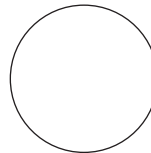
Icon

The Las Vegas Metropolitan Police Department Foundation Colors



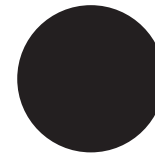
● Gradient ●

#8f5e26 #faf4a2
 RGB: 143.94.38 RGB: 250.244.162
 CMYK: 34.61.99.23 CMYK: 3.0.46.0



White

#FFFFFF
 RGB: 255.255.255
 CMYK: 0.0.0.0



Black

#000000
 RGB: 0.0.0
 CMYK: 75.68.67.90

The Las Vegas Metropolitan Police Department Foundation Fonts



L A S V E G A S
 M E T R O P O L I T A N
 P O L I C E D E P A R T M E N T
F O U N D A T I O N Gotham Medium



L A S V E G A S
 M E T R O P O L I T A N
 P O L I C E D E P A R T M E N T
F O U N D A T I O N Gotham Ultra

The Las Vegas Metropolitan Police Department Foundation Go True Blue Logo



Using the Las Vegas Metropolitan Police Department Foundation Go True Blue Logo



Min. Digital Ht.



Min. Print Ht.

Minimum Size



Safe Space

Logo safe space .222 inches around logo

What not to do with the logo

- Use any colors other than the approved colors gradient, dark blue, light blue, white and black
- Add visual effects like a drop shadow and/or make changes such as bold or italics to the logo
- Change the shape of the logo



Using the Las Vegas Metropolitan Police Department Foundation Go True Blue Logo



Logo on Light Background

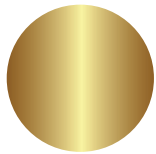


Logo on Dark Background



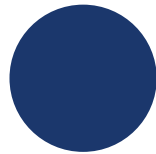
Monochrome Logo

The Las Vegas Metropolitan Police Department Foundation Go True Blue Logo Colors



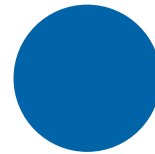
● Gradient ●

#8f5e26 #faf4a2
 RGB: 143.94.38 RGB: 250.244.162
 CMYK: 34.61.99.23 CMYK: 3.0.46.0



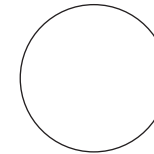
Dark Blue

#002d74
 RGB: 0.45.116
 CMYK: 100.87.27.19



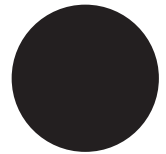
Light Blue

#005cb9
 RGB: 0.92.185
 CMYK: 100.62.7.0



White

#FFFFFF
 RGB: 255.255.255
 CMYK: 0.0.0.0



Black

#000000
 RGB: 0.0.0
 CMYK: 75.68.67.90

The Las Vegas Metropolitan Police Department Foundation Font



Gotham Bold Italic



OPTI Binder Style light



Neutra Text PS Bold