



*The International
Conference of
Police Chaplains*

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Brand Platform



TAGLINE

What you say to stake a claim in, and expand, the customer's mind

See the Good.

ANTHEM

Why the ideal is important to the marketplace

The battle has raged since the foundation of the world: between good and evil, light and dark, agency and compulsion. In its retelling there are heros and villains; deeds of valour and acts of shame - nicely packaged as sermons for our Sunday best.

But the lines blur in the fray. Platitudes lose thier power when the world burns in slow motion. Here, it is not verse, but brotherhood, that staves the bitter cup, and though it cannot always be avoided, it musn't be drunk alone.

In the barren places of the world, where the noble are called to labor, where there is no cleft to shelter nor cloud to shade, where extremity has stripped away all pretense and politeness, we stand witness to the real. It is upon this stage that we offer our humble soliloquy:

Look! Even here you are not alone.
Look! This is the battle yet, and you are victorious.
Look! And see the good.

BRAND IDEAL

The intangible you seek to embody

CONTEXT



Brand Guidelines.

BRAND MANTRA

What we tell each other to remind us of our mandate

For such a time as this.

BRAND PROMISE

What our customers should say about us

When I needed them, they were there.

OUR ASPIRATION

The change we seek to achieve through the ideal

Police men and women thrive in every circumstance.

VALUE PROPOSITION

How we deliver on our Brand Promise

ICPC's spiritually informed curriculum, remote and on premise training, credentialing, agency relationship management, and internal accountability safeguards prepare and empower its mostly volunteer workforce

BRAND STORY

How the Ideal changed us

We who endeavor to serve the light, however we percieve it, must sooner or later become acquainted with the dark. It is simply the way of things.

And it is in confronting the dark that we are changed by it. The truths with which we armed ourselves - once so plain and simple - are tried, tested, and galvanized.

OUR CONVICTION

The reason the ideal will deliver change

Perspective uncovers meaning to what you experience.

OUR MANDATE

What we're doing to affect that change

SHOW UP.

to embody a ministry of unfaltering presence among brothers and sisters who so often labor in the dark places of the world.

In the crucible they take on greater meaning, and we discover that in fighting the dark we have been served by it.

The difference between a simple truth and a profound truth is only context, and it is the profound truths that work the miracle in all of us.

BRAND PERSONALITY

The key characteristics of the brand

The retirement party was nice. They needed to open the overflow before dinner started. It was supposed to be formal, and there was no shortage of men in uniform, but those who looked most at home were the ones in tank tops and cutoffs. Funny thing: the only one who seemed uncomfortable was the guest of honor. The party wasn't his idea; in fact, he was told it was for someone else! It was the only way they could get him there.

Instead of speeches, anyone who wanted was invited to say a few words during the main course. The dinner took four hours. It's cliché to say there wasn't a dry eye in the room, but that phrase hits different when the room is filled with decorated and battle hardened peace keepers.

The night ended with drinks and dancing and laughing, and it was generally felt he was sent into retirement with a party that befitted one who served so loyally and so faithfully for so long. He thought so too; he was overwhelmed.

When he got home, after he kissed his wife goodnight during a break in her show, he shut himself in his closet and, as he had done so many times before, took down the shoebox that held his spare revolver and the picture of the little boy. This was an old ritual. An old battle.

He wept for a very long time, and then put the picture and the gun back in the shoebox, and never took them down again.

It wasn't until years later that he learned who had planned the party. He wasn't surprised at all to learn it was his chaplain. His chaplain was the only one who

knew about the boy, and how that day haunted him. He was the only one who knew how he powerless he felt, and about his daily battle.

His chaplain was the only one who had to know. It was enough to keep him where he needed to be; to remind him why he needed to put the shoebox back.

INSTANT < immediate

EXCITING > fun

IMMERSIVE > interactive

REWARDING > challenging

EDUCATIONAL / traditional

COMPETITIVE / violent

ADVENTUROUS < extreme

RESPONSIBLE / restrictive

INVITING < exclusive

RECREATIONAL < tactical

CASUAL / informal

COMPETITIVE / losers

COMFORTABLE < practical

CREATIVE < repetitious

this < as opposed to that

this / without being that

this > instead of just that

COMPETITIVE POSITION & STRATEGY

How and why your ideal and position are dominant in the market place

ICPC, like all chaplaincy programs, is faced with the challenge of defining and answering its own mandate without formal commission from a governing body. Although it serves at the pleasure of the presiding agency authority, its status as a mostly volunteer organization puts ICPC outside the chain of command - not accountable in the same way other members of the agency are. Accountability, and the conflict resolution framework it enables, is a key lubricant for the smooth functioning of rigid hierarchies. Without it, agency captains and other leadership only have one option at thier disposal for effective, systemic, and repeatable resolution, and that is to terminate a chaplaincy program altogether.

ICPC can strengthen its relationship with the agencies it serves by introducing an internal accountability framework that provides agency leadership with conflict resolution alternatives. It is not that ICPC has a lot of rogue chaplains that need discipline, it is that agency leaders need to feel a greater sense of control over this facet of thier charge. They need to understand the levels of excellence they can trust a chaplain to perform to, and how to respond when there is an issue. They need clear expectations and clear recourse when those expecations aren't met.

ICPC can butress thier leadership position within the volunteer community that serves law enforcement and first responders by further codifying its level of service; and by doing so internally, without pressure or request from agencies, ICPC demonstrates the kind of self-governance and integrity that will open doors into new agencies and attract committed ecclesiastical leaders.

People need boundaries. ICPC needs to create more.

2

Brand Ideal

Tagline.

Story

Anthem

Brand Personality

This not that

Messaging



BRAND IDEAL
The intangible you seek to embody

Context



OUR TAGLINE
What you say to stake a claim in, and expand, the customer's mind

See the Good.



BRAND PERSONALITY

How the brand would act and move through the world if it was a person.

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COMFORTABLE < practical

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This < As opposed to that **This** / without being that **This** > instead of just that



BRAND STORY

How the Ideal changed us

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Section.

Brand Guidelines.

Logo Defined

Logo Variation.

Logotype.

Logotype Clearspace.

Logomark.

Logomark Clearspace.

The logo. What not to do.

Logos.



Logomark



Logotype

*The International
Conference of
Police Chaplains*

The ICPC logo is made up of two elements:

Logomark

A logomark refers to an image or symbol which represents a brand, and usually does not include the name of that company. This has the advantage of great creative range, and can generate a very strong visual identity for the ICPC company.

Logotype

The logotype, also known as a “word mark”, is a brand name styled as a logo. The advantage for ICPC is obvious - it immediately associates a business name with the visual identity and does not leave much room for brand confusion.



Final Logo.



*The International
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Logos.

ICPC’s logo is the single most recognizable element of our brand identity. It is our hallmark, and its consistent application throughout all of our communication materials is imperative to the strength of that identity.

The ICPC logo should be used for all general marketing materials including brochures, sales communications, advertisements, etc. It should also be used on formal business documentation including contracts, Terms and Conditions, invoices, paychecks, purchase order forms, etc.

Full Logo.

Logo Variation.

Brand Guidelines.

Logo Variation.

HORIZONTAL FULL



LOGOMARK



LOGOTYPE

The International
Conference of
Police Chaplains

STACKED



Logo Clearspace.

Logos.

The logo, also known as a "word mark", is a brand name styled as a logo. The advantage for ICPC is obvious - it immediately associates a business name with the visual identity and does not leave much room for brand confusion.

Logotype.



Stacked Logo.

Brand Guidelines.

Clear space is the recommended free space around a logo. Clear space ensures the logo feels important and iconic, separate from other design elements.

Here are the appropriate clear spaces for the ICPC logo, using internal measurements of the logo as guides.

Isolation Area.



*The International
Conference of Police
Chaplains*



Stacked Logo Clearspace.

Logos.

The stacked logo, is a brand name styled as a logo. The advantage for ICPC is obvious - it immediately associates a business name with the visual identity and does not leave much room for brand confusion. This stacked verison allows for alternative uses while maintaing brand consistency.

Isolation Area.



Logotype.

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Logotype.

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Logo Mark.



Logo Mark.

Brand Guidelines.

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Logo Mark.



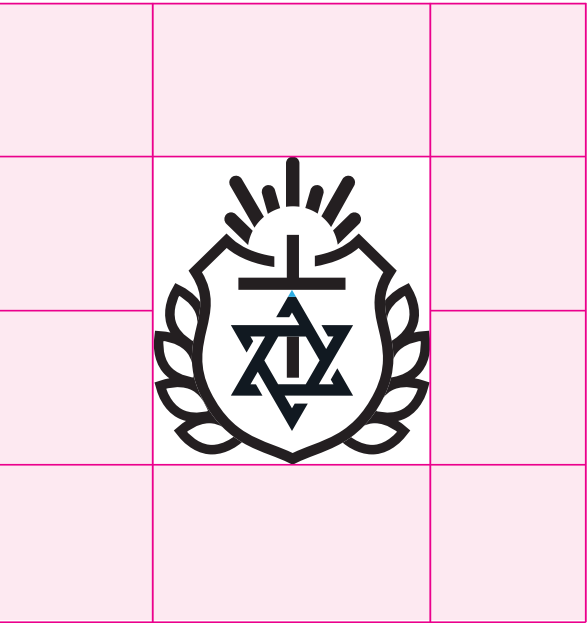
Logotype Clearspace.

Logos.

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Logo Mark.



Alt. Logo

Brand Guidelines.

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Logo Mark.



Logotype Clearspace.

Logos.

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Here are the appropriate clear spaces for the ICPC logo, using internal measurements of the logo as guides.

Logo Mark.



THE LOGO. WHAT NOT TO DO.

Consistency is key to maintaining the strong visual integrity of our brand. Never attempt to recreate the logo acomplete list

1. Do not change the logo to an inappropriate color.



2. Do not add gradients or strokes.



3. Do not tilt the logo at an angle



4. Do not skew or distort the logo.



5. Do not add effects like drop shadows or inner glows.



6. Do not substitute with fonts for word marks.



Color Explained

Brand Color.

Hero Color.

Color Tint.

Color Proportions

Secondary Palette

Single Color

Color.

Color can convey context in various ways, primarily through cultural associations, psychological effects, and symbolic meanings.

Colors can serve as cultural signifiers, representing specific concepts or identities within a society. For example, the use of certain colors in national flags or religious symbols carries deep cultural significance and can communicate identity, values, or historical context. By considering these factors, creators can leverage color to convey rich contextual information in various forms of communication, including art, design, advertising, and storytelling.

Brand Color.

Brand colors play a vital role in shaping the identity and perception of a company or organization. They are a visual representation of the brand's personality, values, and overall image. When chosen thoughtfully and consistently implemented across various touch-points, brand colors can establish strong associations and create a recognizable visual identity. Each color carries its own symbolic meaning and can evoke specific emotions and attitudes.

ICPC POLICE BLUE



PMS: 2388 C
HEX COLOR: #0050B5
RGB: (0,80,181)
CMYK: (100,69,0,0)

ICPC BRASS



PMS: 618 C
HEX COLOR: #AC9F3C
RGB: (172,159,60)
CMYK: (19,16,82,18)

ICPC BABY BLUE



PMS: 306 C
HEX COLOR: #00B5E2
RGB: (0,181,226)
CMYK: (76,0,0,0)

ICPC SAFETY YELLOW



PMS: Yellow C
HEX COLOR: #FEDD00
RGB: (254,221,0)
CMYK: (0,1,100,0)

ICPC BLACK

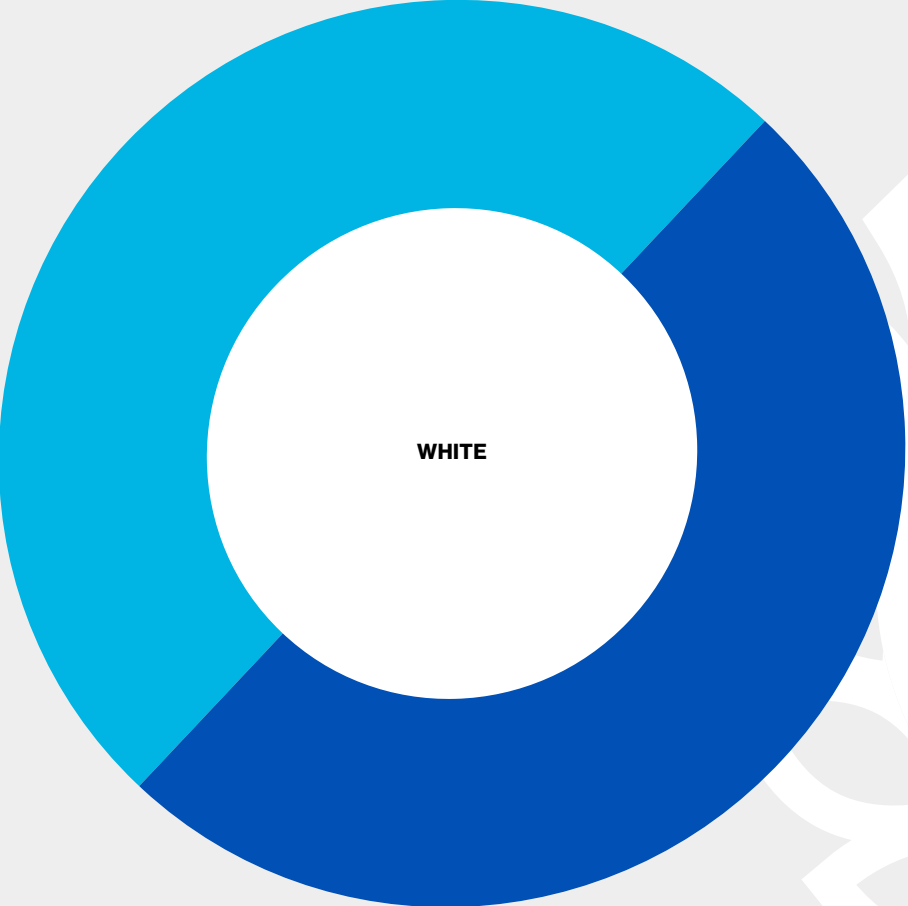


PMS: BLACK 6C
HEX COLOR: #101820
RGB: (16, 24, 32)
CMYK: (100,79,44,93)



Hero Color.

A hero color is a dominant and distinctive color chosen as the primary representation of a brand. This color is consistently used across various brand assets, including logos, advertisements, packaging, and digital platforms.



Primary Palette.

This brand color palette is designed as a foundation for all printed and digital brand materials.

Pantone colors are shown with CMYK values for printed applications (when spot color applications are not possible) and RGB values for web and digital applications.

Screens of each color may also be used in combination with this palette or the secondary and tertiary palettes. Minimum screened values will be evaluated by the Creative Director based on intended use.



COLOR PROPORTION

50%

20%

20%

10%



Guidelines showing best case application are shown here. However, good judgment should be used to determine which version will provide maximum visibility.

Whatever the application, the logo mark and logotype must be recognizable and readable. Approval from the design team is required for application of the logo in all communications materials.

REVERSE REPRODUCTION

The ICPC logo may only be reproduced in the standard branding colors. Above are the only approved variations of the logo when printed on a dark surface.

BACKGROUND & LEGIBILITY

When pairing colored logos and backgrounds, be sure to use colors that have high contrast with each other. This will ensure clear legibility of our various lockups.

Above are some examples of our primary color combinations that work well together.



Primary.

Use Of Type..

Hierarchy

Typography is a fundamental building block of the ICPC design architecture, providing a uniform structure that reinforces our brand identity throughout all of our materials.

The ICPC typography is a collection of fonts to be used exclusively when a printed materials for ICPC.

In certain instances, it may be necessary to use additional typefaces to call interest, coordinate with other marketing efforts, or capture a feeling that can't properly be expressed using the fonts provided. In these cases, it is extremely important that the overall visual impression is still clearly ICPC.

Typography

Primary.

By using primary typography consistently across various touchpoints such as logos, websites, and marketing materials, a brand can create a strong and cohesive visual presence, fostering brand recognition and recall.

Designer by Antonella Anderson.

NEUE HAAS
GROTESK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.

1234567890.
!@#\$%^&*()_+<>?/\

Download.
<https://fonts.adobe.com/fonts/neue-haas-grotesk>

Light
Light Italic
Regular
Italic
Medium
Medium Italic
Semibold
Semibold Italic
Bold
Bold Italic

Use Of Type.

DISPLAY FONT
NEUE HAAS GROTESK THIN

HEADLINE
NEUE HAAS GROTESK BOLD

SUBHEAD
NEUE HAAS GROTESK MEDIUM

BODY PARAGRAPH
NEUE HAAS GROTESK ROMAN

PARAGRAPH STRONG
NEUE HAAS GROTESK BOLD



Make a bold
statement.

Title a story.

Add additional information after
a headline.

Tell the whole story.

Body copy has a tracking of 50 pts.

Highlight something important.



First Level Header

SECOND LEVEL HEADER

MICRO DETAILS

Selfies deserunt elit +1. Delectus Godard kale chips, chambray fixie qui non Odd Future hashtag irony beard banh mi cornhole et. McSweeney’s sriracha quinoa whatever fingerstache. Bitters thundercats ad, sed fap meggings banjo hella tofu pop-up direct trade keffiyeh. Wayfarers shoreditch letterpress elit, aliquip 3 wolf moon **Pinterest art party Marfa.**

“Selfies deserunt elit +1. Delectus Godard kale chips, chambray fixie qui non Odd Future hashtag irony beard banh mi cornhole et. McSweeney’s sriracha quinoa whatever fingerstache. Bitters thundercats ad, sed fap meggings banjo hella tofu pop-up direct trade keffiyeh.”

Type Family

The primary typeface for **The International Conference of Police Chaplains** is Neue Haas. This type family was chosen for it's modern, differentiated look and clarity. It is used across all applications, along with the support fonts provided on the next page. Consistent use of these type families will help promote brand recognition.

20 / NUMERICS



Photography Do and Do Not.

Image Color.

Image Color.

Image Black and White.

Image Examples.

Photography

In order to preserve the spirit and history of ICPC, be sure to read carefully through the following pertaining to what to do and what not to do in terms of photography.

Do

- Portray ICPC as an all inclusive brand
- Utilize all races, body shapes, sexes
- Stick with warm color palettes regardless of season
- Create a focal point that highlights moments within the environment
- Create drama through lighting
- Make sure all activities are portrayed as being accessible
- Keep lighting natural

Do Not

- Use overly staged or expected shots
- Choose anything too glossy or polished
- Use anything that's too dark or gloomy
- Use anything with obvious flash usage
- Choose anything overtly technical or complicated

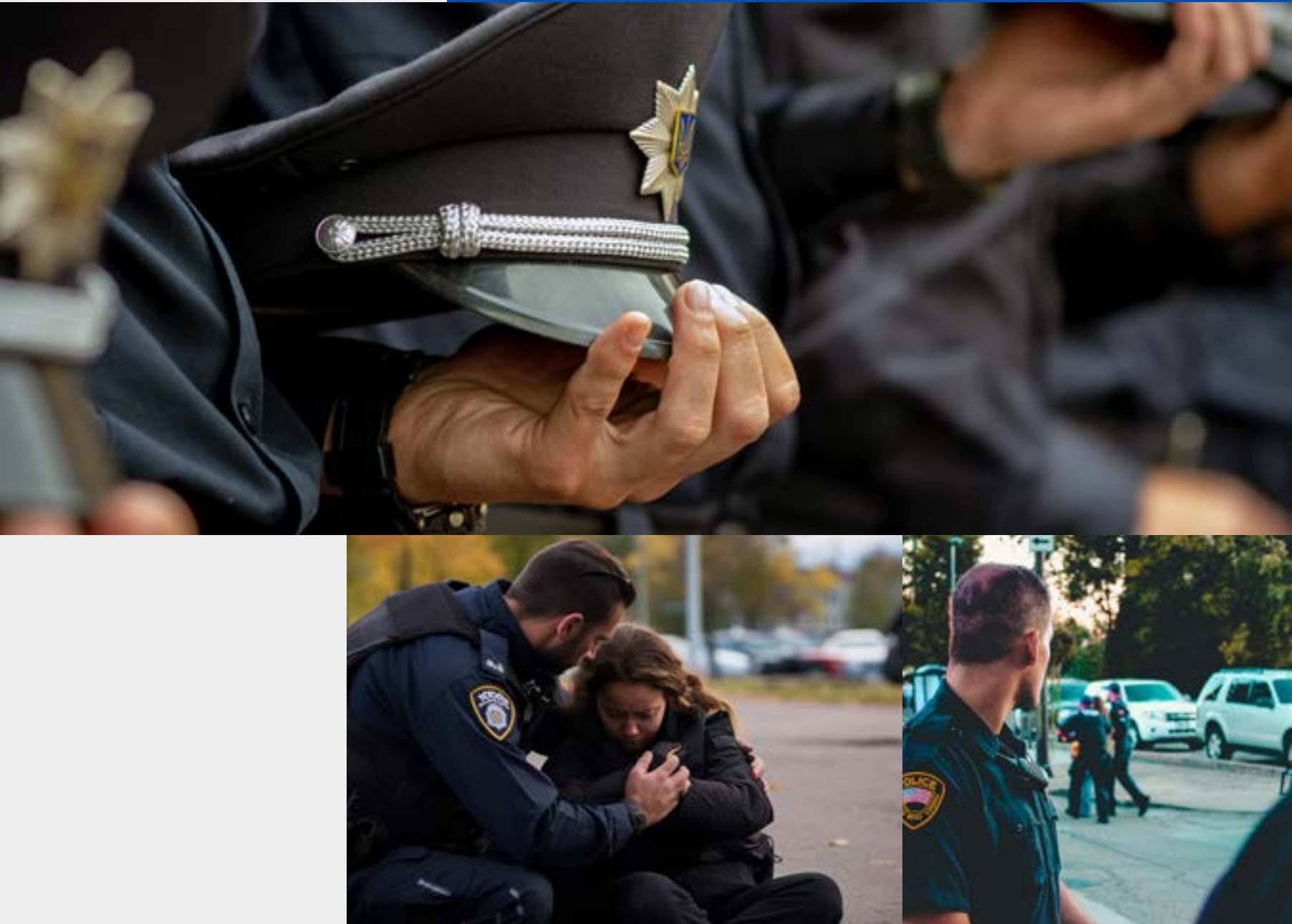


Image Color.

Photography Color

Photos should be processed or shot so that the overall effect is warm (yellows), rather than cool (blues). All whites should have a warm tint to them. Existing photos can be used but should have a warming filter applied to increase the amount of yellow.

Existing imagery can be used but should have a warming filter applied to increase the amount of yellow.

In many instances a yellow screen at 20% over the image will generate the desired look.



Image consistency is as important to the brand vocabulary as the color palette and typography. Consistency in color is important to make all photos feel like a part of the ICPC brand. The differences may look subtle, but when seen over a vast number of photos, they will help to strengthen the brand.

Color Image.



Image Black & White.

Black and white photography can support a brand by adding elegance, timelessness, emotional impact, and a consistent visual identity. Its simplicity, versatility, and ability to evoke nostalgia make it a powerful tool for brands looking to convey a certain aesthetic or evoke a specific emotional response.

Black and White.





Poster.

Poster.

Pin.

Patch

Brand Application

