

Spokane Police Department Branding Basics

The Logo:

The Spokane Police Department uses variations of the Spokane Police Badge as their departmental logo. This logo can be used independently and does not require combined use with the City of Spokane logo.



The silver full-color badge is the primary mark. Please note the badge reads "Founded 1881" under the center medallion. There are older versions of the badge that read 1884 that should not be used.



The gold full-color badge is used to represent the Chief of Police and other command staff of the department. It is used on business cards, letterhead and certain messages directly from the command staff.



The black-only badge is used in one-color situations or when the badge must appear small (1/2-inch or less)

The Fonts:

Garamond

This serif font is used on business cards and in other "formal" situations. It is often used in SMALL CAPS for clarity.

Inter Regular, **Inter Bold**

Used for headlines and most body copy. Note: for legacy documents and online, other sans serif fonts are allowed, including Arial and Calibri.

The Colors:



SPD Blue

RGB – 14, 86, 150
HEX – 0E5696
CMYK – 90, 60, 0, 20

Legacy blue used in the badge seal, signage, business cards.



Spokane Blue

RGB – 0, 102, 153
HEX – 006699
CMYK – 95, 60, 15, 0

Used in relation to other departments, website.



SPD Yellow

RGB – 255, 207, 1
HEX – FFCE00
CMYK – 0, 18, 100, 0

Highlight color. Used mostly in recruiting.