

AURARIA POLICE DEPARTMENT

APD WHO?



Image source: www.ahec.edu/services-departments/police

THE AURARIA CAMPUS POLICE DEPARTMENT

“committed to **enhancing the quality of life** on the **Auraria Campus...**” -APD

PROVIDING SERVICE TO:

- The Community College of Denver
- The Metropolitan State University of Denver
- The University of Colorado Denver
- The Auraria Higher Education Center

AURARIA IDENTITY



POSITIONING

A Tri-Institutional Campus police force that focuses on the following:

- **Protecting** and providing a **safe learning** environment for anyone on Auraria
- **Safety Education** to students and staff of Auraria
- A **community** open and **friendly** to anyone who needs their assistance

AURARIA IDENTITY



DIFFERENTIATION

Untraditional Police Force

- **Highest trained campus police force in the state**
- **Protection + Education**
- **Niche Bounds of Protection**
- **Servicing Students and Staff of Auraria**

THE REBRANDING

WHY REBRAND?

"The Auraria Campus Police Department is committed to **enhancing the quality of life** on the Auraria Campus and for the institutions it serves..." -APD

PROBLEM:

- Vague statement of **"enhancing the quality of life"**
- Lack of brand identity and presence
- Lack of landmark that represents the APD



REBRANDING



MISSION:

Our mission is to provide a **safe learning** environment for the **tri-institutional** campus of Auraria by **reducing** opportunities of **crime, reducing fear of crime**, and offer **high quality investigations**.

VISION: Make sure that people at Auraria feel **safe** and have a positive view of the APD while maintaining a high level of training status for our officers.

VALUES:

Safety

Community

Education

Action

REBRANDING



BEFORE



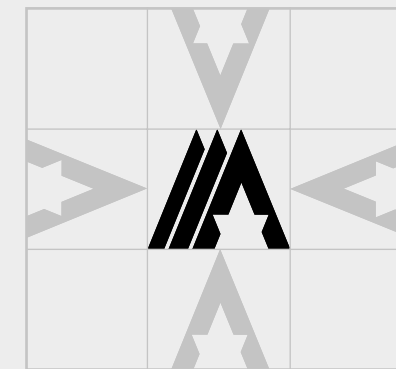
AFTER

BRANDMARK

SAFE SPACE



FULL VERSION

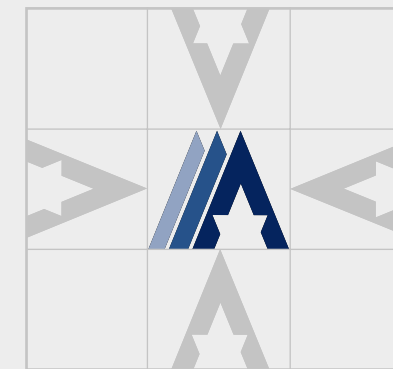


SMALL VERSION

SAFE SPACE



FULL VERSION



SMALL VERSION

BRANDMARK VARIATIONS



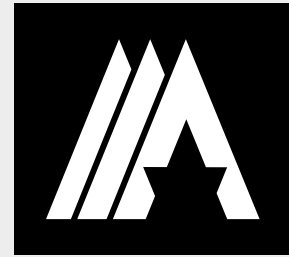
WORD EMBEDDED



CENTERED

BRANDMARK VARIATIONS

INVERTED SMALL



INVERTED WORD EMBEDDED



INVERTED CENTERED



INVERTED FULL



LOGO DON'TS

DO NOT WARP, DISTORT, RE-COLOUR, OR STRETCH THE EXCISTING MARK. PLEASE FOLLOW THE EXCISTING GUIDELINES FOR THE MARK.



TYPOGRAPHY

TYPEFACE

**ERBAUM [BOLD]
HEADINGS**

AURARIA POLICE BOLD AND POWERFUL

ACUMIN PRO (REGULAR - BOLD)
SUBHEADINGS

CASE FILE #12

Acumin Pro (Light - Regular)
Body Copy

Tassunt mosae alicidis sin eat.
Quistio im ellibus eumquia spedic tet ut ipientis voluptio molupta si dolupta tqviaeptae nonsecust, odit quunte porrumqui dolupti dolenim illandipsa pre eaquis nis eariber ci-delendanda si berum ea doluptur, accum qui ratiante mperumquis doleces doluptam que rerem que dolenih illigen diatis pe nim ratias es assinci digent, saped ma quat re venti-sin nosam recat. solo vites eiundebris pliae nector se mos sandita quiatur modi offic

**AURARIA POLICE
BOLD AND POWERFUL**

CASE FILE #12

Tassunt mosae alicidis sin eat.
Quistio im ellibus eumquia spedic tet ut ipientis voluptio molupta si dolupta tqviaeptae nonsecust, odit quunte porrumqui dolupti dolenim illandipsa pre eaquis nis eariber ci-delendanda si berum ea doluptur, accum qui ratiante mperumquis doleces doluptam que rerem que dolenih illigen diatis pe nim ratias es assinci digent, saped ma quat re venti-sin nosam recat. solo vites eiundebris pliae nector se mos sandita quiatur modi offic

COLOUR + SECONDARY IMAGERY

BRAND COLOURS



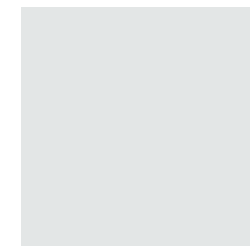
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R:0, G:28, B:113
C:100% M:93% Y:2.4% K:22%
Pantone P 62-2 C



HEX: #265289
R:38, G:82, B:137
C:93% M:74% Y:20% K:5%
Pantone P 105-15 U

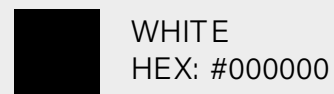


HEX: #91A4C2
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Pantone P 108-10 U

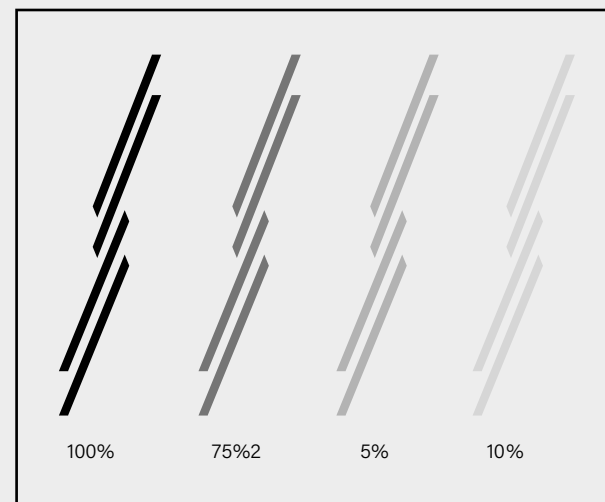


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C:9% M:6% Y:6% K:0%
Pantone P 179-2 U

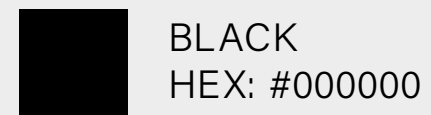
SECONDARY IMAGERY



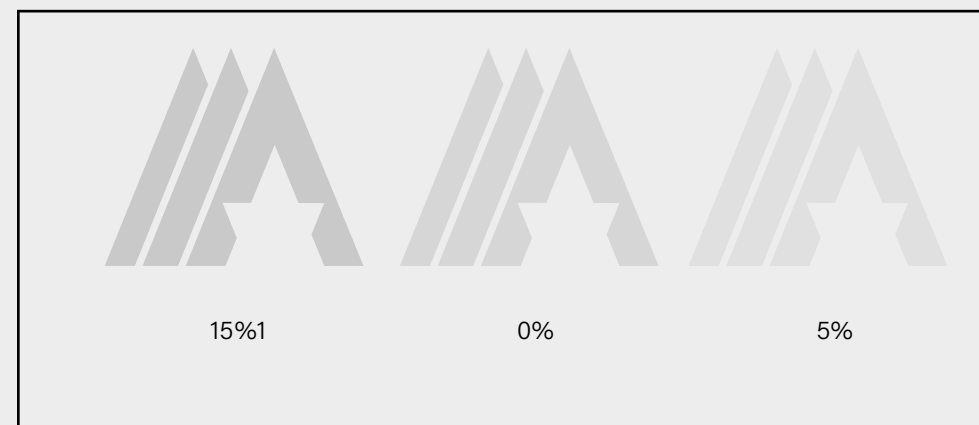
Accent placed behind
text at reduced opacity



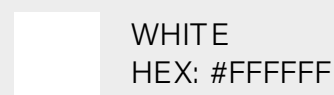
WHITE OR LIGHT GREY
BACKGROUND ONLY



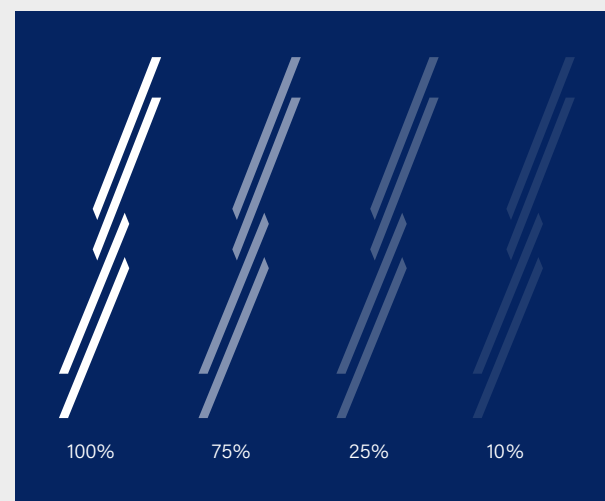
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text at reduced opacity



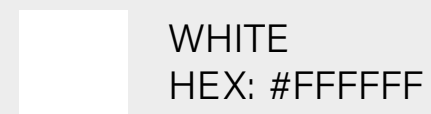
WHITE OR LIGHT GREY
BACKGROUND ONLY



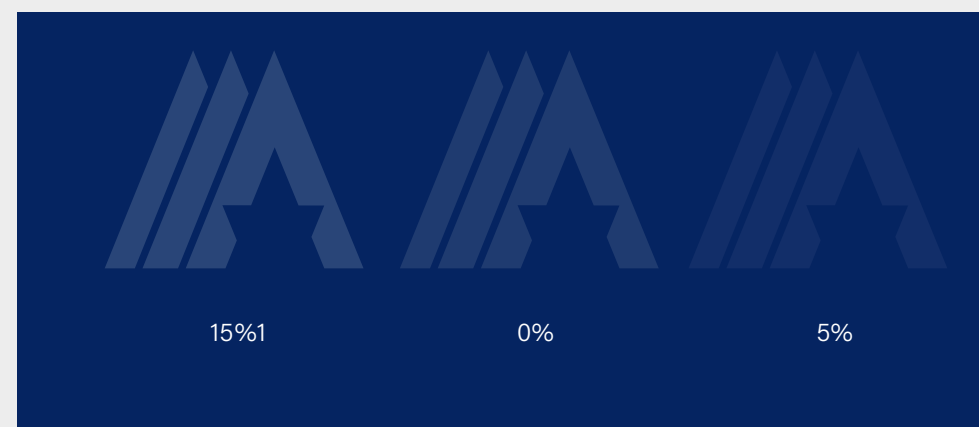
Accent placed behind
text at reduced opacity



NAVY BLUE
BACKGROUND ONLY

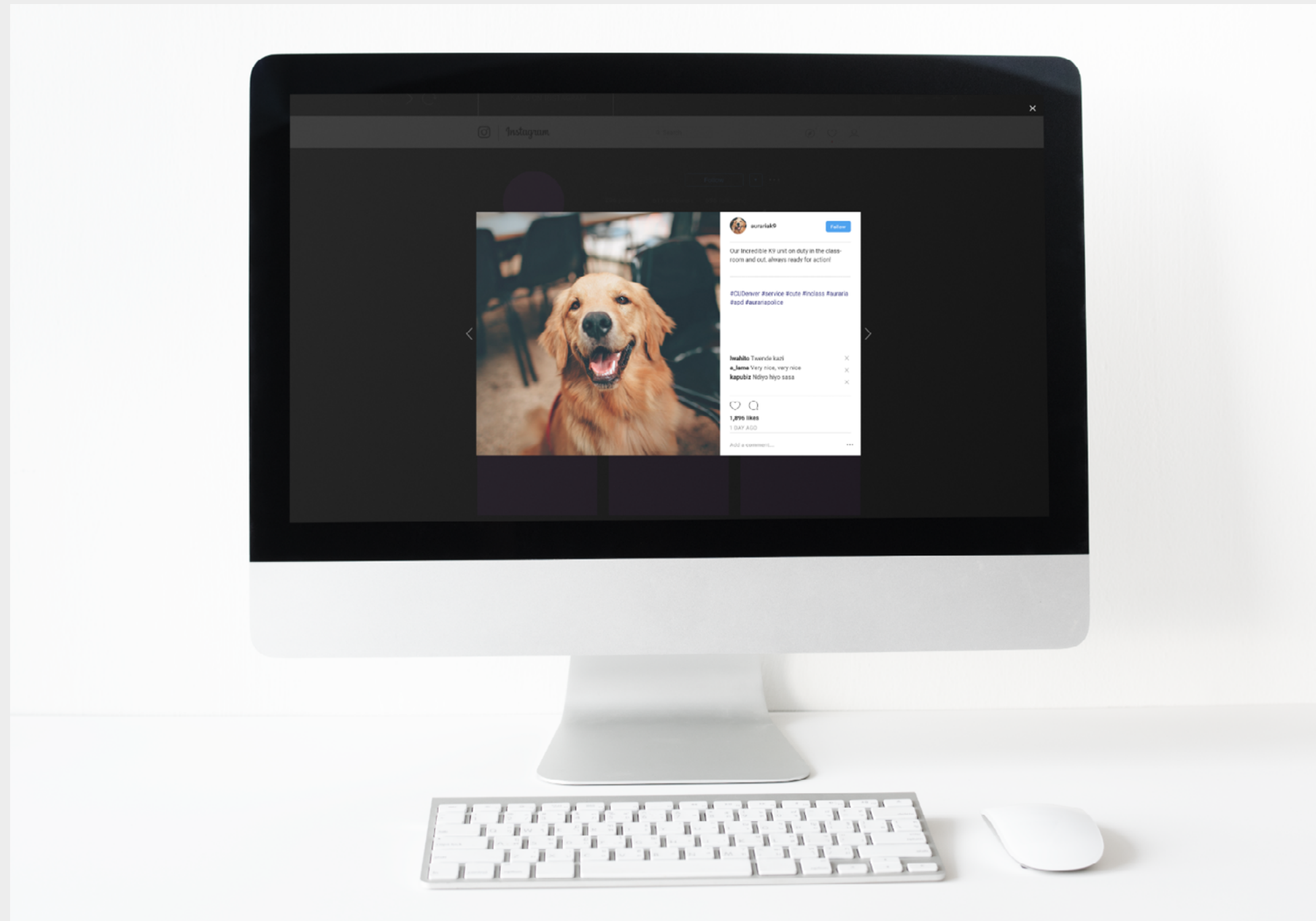


Accent placed behind
text at reduced opacity



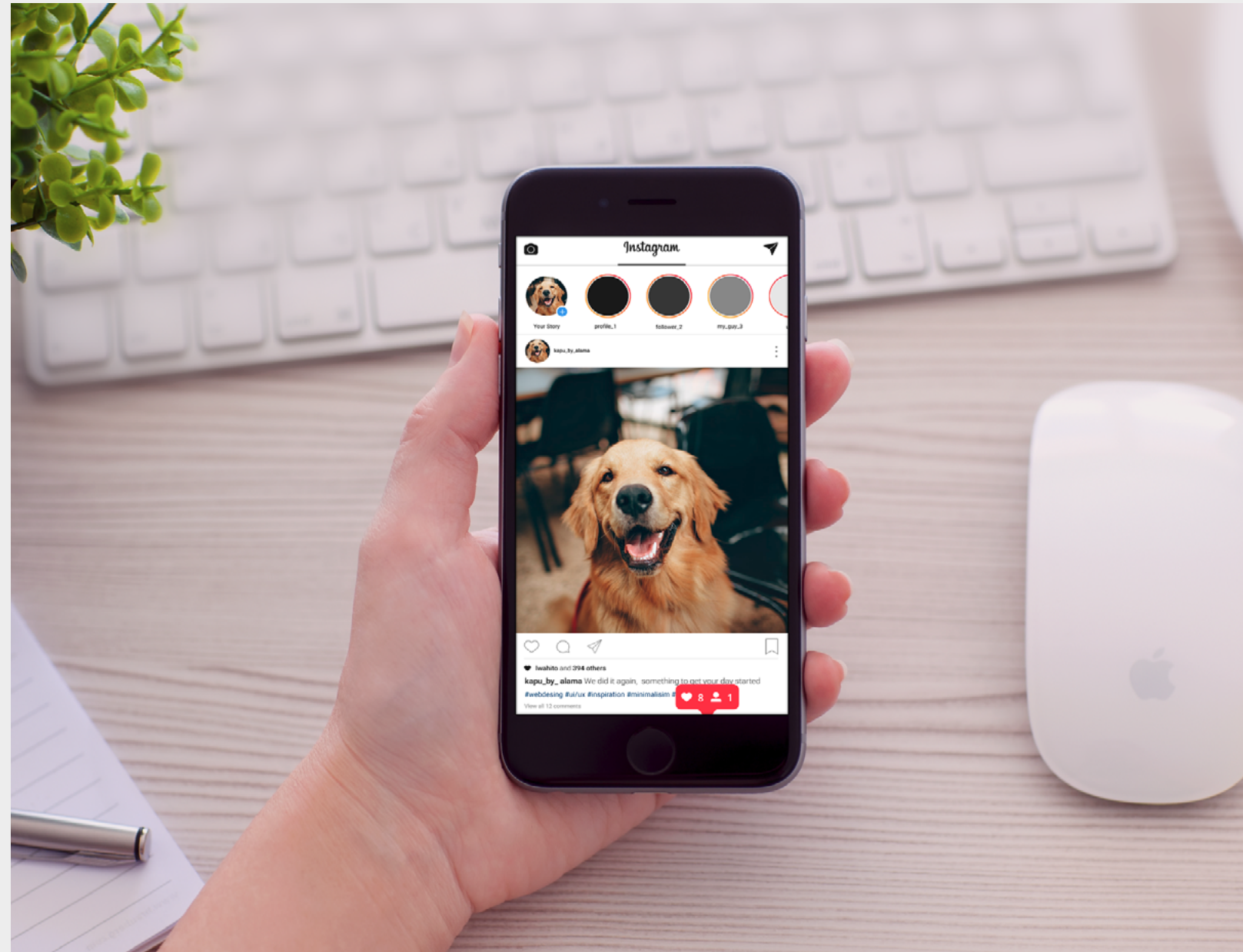
NAVY BLUE
BACKGROUND ONLY

**SECONDARY IMAGERY +
IDENTITY IN CONTEXT**



A FORCE TO RECKON WITH

Promotional images of K9 unit at work on Auraria in the classroom and out, showing the community interactions daily.



A FORCE TO RECKON WITH

Promotional images of K9 unit at work on Auraria in the classroom and out, showing the community interactions daily.



EDUCATION ON THE GO

BUSINESS CARDS WITH HELPFUL INFORMATION
WITH A POWERFUL LOOK



MISSION:

Our mission is to provide a **safe learning environment** for the tri-institutional campus of Auraria by reducing opportunities of crime, **reducing fear** of crime, and offer **high quality** investigations.



AURARIA POLICE DEPARTMENT

EDUCATION ON THE GO

SAFETY EDUCATION WITH AWARENESS ABOUT WHO THE APD IS AND HOW THEY CAN BEST SERVE THOSE OF AURARIA.

IN THE FIELD

OFFICERS EQUIPT WITH A CLEAN BADGE,
MARKING THE AURARIA POLICE PRESENCE

AURARIA POLICE DEPARTMENT

THANK YOU

SOURCES

AURARIA LOGO + AURARIA POLICE IMAGE:

www.ahec.edu

BUSINESS CARD:

<https://www.anthonyboyd.graphics>

COMPUTER MONITOR MOCK-UP:

www.freepik.com

INFORMATION PROVIDED BY:

Auraria Campus Police Department
Administration Building | 1201 5th Street | Denver, CO 80204
ahec.edu/police | 303-556-5000

INSTAGRAM MOCK-UP:

[Alma Creative.com](http://AlmaCreative.com)

PHONE MOCK-UP:

www.freepik.com

PATCH MOCK-UP:

<https://www.mockupworld.com>

POLICE OFFICER IMAGE + DOG IMAGE:

Pexels.com

PHONE MOCK-UP

<https://www.freepik.com>

SQUARE BOOKLET MOCK-UP:

<https://www.behance.net>