

A nighttime city skyline, likely New York City, featuring prominent skyscrapers like the Empire State Building. The image is overlaid with a dark blue gradient and several large, thin, overlapping circles in white, teal, and pink. Small dots of these colors are placed at the intersections of the circles. The text 'UNITED CITIES LOGO PROJECT' is centered in the middle of the image.

UNITED CITIES LOGO PROJECT

A circular logo with a blue geometric, low-poly pattern. The text 'NYPD CREATIVE SERVICES' is written in white, with 'CREATIVE' in a larger, bold font.

NYPD
CREATIVE
SERVICES

The background is a solid yellow color. It features several thin, light-yellow circles of varying sizes that overlap each other. Small, solid yellow dots are placed at the intersections of these circles, creating a geometric pattern.

GOAL

Represents the values,
professionalism, trust,
confidence, and unity of global
law enforcement agencies.



VALUES

- Unity and Collaboration
- Professionalism and Excellence
 - Trust and Confidence
 - Modern and Innovation
 - Respect and Inclusivity



Design #1



Thesis:
Implementing strategies
and programs to proactively
prevent crime and reduce
the occurrence of criminal
activities in cities nationwide.

Keywords:
Unity, Organization,
Protecting Nation,
Trust, Confidence,
Strong Law Enforcement Agencies,
Military Collaboration

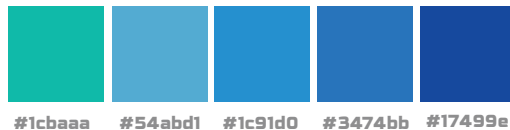


PRIMARY LOGO

UNI COLOR PRIMARY LOGO



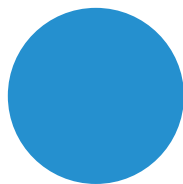
COLOR PALETTE



FONT: BALLEGA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GRAPHIC ELEMENTS



UNITED
CITIES

Turquoise Green:
Protection, Loyalty

Blue:
Trust, Freedom, Confidence,
Sincerity, Intelligence

Laurel wreath:
Symbol of triumph,
Military victory

Circle:
Globe, Worldwide, Organization

Lines and Dots:
Connection, Unity, Teamwork





UNITED
CITIES

Design #2



**UNITED
CITIES**

Thesis:

Continuously training and developing police personnel to enhance their skills, knowledge, and professionalism in areas such as community policing, conflict resolution, de-escalation techniques, cultural sensitivity, and emerging trends in law enforcement.

Keywords:

Global, Intelligent,
Professionalism,
Excellence, Effectiveness,
High-Tech Investigations,
Competence, Innovative,
Accuracy



UNITED CITIES

PRIMARY LOGO

UNI COLOR PRIMARY LOGO



COLOR PALETTE

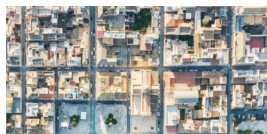


#fbad3f #1cbaaa #54abd1 #1c91d0 #3474bb #17499e

FONT: GOLDMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GRAPHIC ELEMENTS



UNITED
CITIES

Yellow Orange:
Happiness, Enthusiasm, Energy

Turquoise Green:
Protection, Loyalty

Blue:
Trust, Freedom, Confidence,
Sincerity, Intelligence

Combined circle:
Symbol of globe,
United countries

Top view of city:
Organize, Rules, Order

Colorful square dots:
Variety of people, culture, teamwork



**UNITED
CITIES**



**UNITED
CITIES**





Thesis:

Embrace the values of respect, fairness, and inclusivity. It should reflect the diverse communities served by law enforcement and demonstrate a commitment to treating everyone with dignity and equality.

Keywords:

Public Safety, Diverse Communities and Cities, People, Society, Respect, Inclusivity, Equality, Safeguarding, Positive Aspect



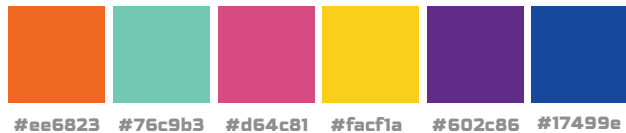
PRIMARY LOGO



UNI COLOR PRIMARY LOGO



COLOR PALETTE



FONT: MONTSEERRAT

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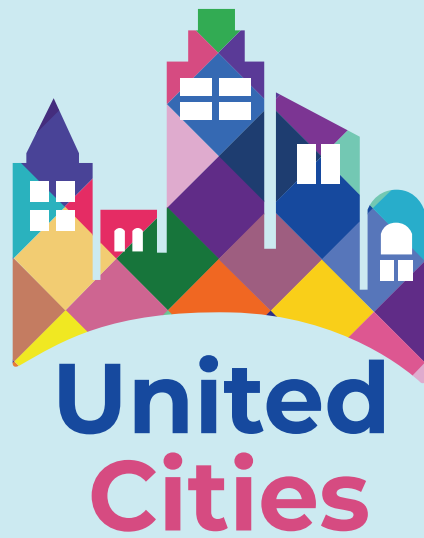
GRAPHIC ELEMENTS



United
Cities

- Orange:
Adventure, Ambition, Creativity
- Turquoise Green:
Protection, Loyalty
- Dark Magenta:
Compassion, Cooperation, Kindness
- Yellow:
Confidence, Happiness, Joy
- Dark Purple:
Royalty, Power, Ambition
- Blue:
Trust, Freedom, Confidence,
Sincerity, Intelligence

- Colorful Pattern:
Variety of people, Different cultures,
United countries
- Silhouette of buildings:
Cities in different locations
- Half Circle:
Shape of globe, earth, world





UNITED CITIES

Design #4



Thesis:

Collaborating with other agencies to share information, resources, and expertise in combating crime and addressing complex criminal issues that extend beyond city boundaries.

Keywords:

Modern, Forward Thinking, Contemporary, Minimalism, Youth, Strong Bond between Law Enforcement and the Communities, Digital Platform



PRIMARY LOGO



BI-COLOR PRIMARY LOGO



COLOR PALETTE



FONT: BALLEGA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GRAPHIC ELEMENTS



UNITED CITIES

Turquoise Green:
Protection, Loyalty

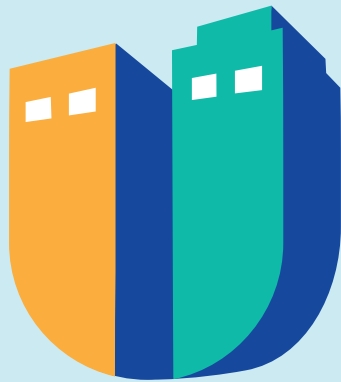
Yellow:
Confidence, Happiness, Joy

Blue:
Trust, Freedom, Confidence,
Sincerity, Intelligence

Shape U:
Letter "U" from "United"

Silhouette of buildings:
Cities in different locations

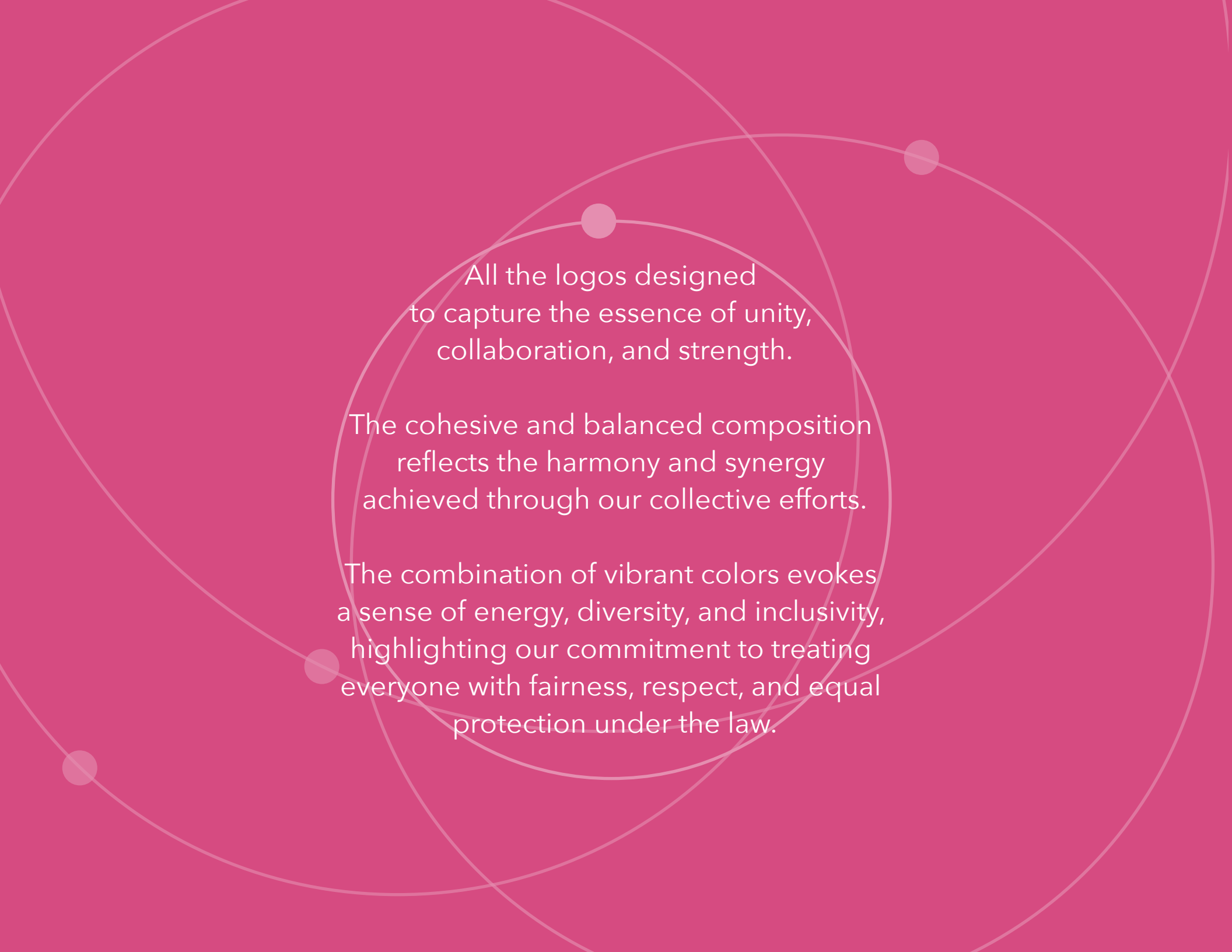
Combined Building in Half Circle:
Connection of the cities, Shape of
globe, earth, world



UNITED CITIES



UNITED CITIES

The background is a solid pink color. Overlaid on this are several thin, light pink circles of varying sizes that overlap each other. There are also four solid pink dots of the same color as the background, positioned at the intersections of the circles: one near the top center, one near the top right, one near the bottom left, and one near the bottom center.

All the logos designed
to capture the essence of unity,
collaboration, and strength.

The cohesive and balanced composition
reflects the harmony and synergy
achieved through our collective efforts.

The combination of vibrant colors evokes
a sense of energy, diversity, and inclusivity,
highlighting our commitment to treating
everyone with fairness, respect, and equal
protection under the law.

The graphic features a dark blue background on the left and a night cityscape on the right. Overlaid are several concentric circles in white, teal, and pink, each with a small dot of the same color. The text 'THANK YOU' is centered in white. Below it is a circular logo with a blue geometric pattern, containing the text 'NYFD CREATIVE SERVICES'.

THANK YOU

NYFD
CREATIVE
SERVICES

Eugene Song, Graphic Artist II