UNITED CITIES LOGO PROJECT

NYPD CREATIVE SERVICES

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

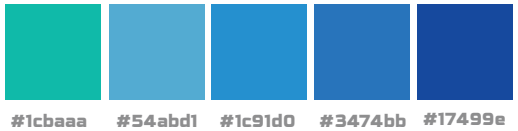
Thesis:
Implementing strategies and programs to proactively prevent crime and reduce the occurrence of criminal activities in cities nationwide.

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

PRIMARY LOGO

UNI COLOR PRIMARY LOGO

COLOR PALETTE

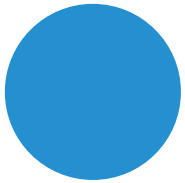


- Turquoise Green: Protection, Loyalty
- Blue: Trust, Freedom, Confidence, Sincerity, Intelligence

FONT: BALLEGA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GRAPHIC ELEMENTS



UNITED
CITIES

- Laurel wreath: Symbol of triumph, Military victory
- Circle: Globe, Worldwide, Organization
- Lines and Dots: Connection, Unity, Teamwork

UNITED
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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

UNITED CITIES

UNI COLOR PRIMARY LOGO

UNITED CITIES

COLOR PALETTE

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

- Yellow Orange: Happiness, Enthusiasm, Energy
- Turquoise Green: Protection, Loyalty
- Blue: Trust, Freedom, Confidence, Sincerity, Intelligence

FONT: GOLDMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GRAPHIC ELEMENTS

UNITED CITIES

- Combined circle: Symbol of globe, United countries
- Top view of city: Organize, Rules, Order
- Colorful square dots: Variety of people, culture, teamwork

UNITED
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CITIES

Design #3

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

United
Cities

PRIMARY LOGO

UNI COLOR PRIMARY LOGO

COLOR PALETTE

#ee6823	#76c9b3	#d64c81	#facf1a	#602c86	#17499e

- 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

FONT: MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GRAPHIC ELEMENTS

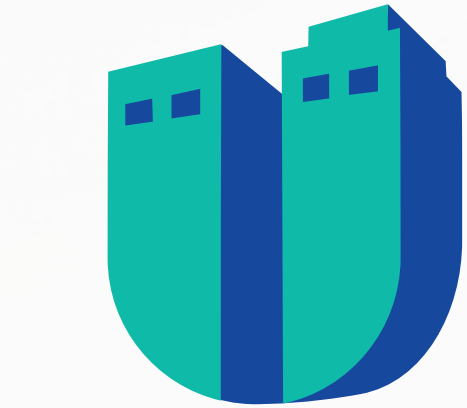
United
Cities

- 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

United Cities

Design #4



UNITED CITIES

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

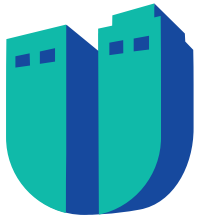
Keywords:
Modern, Forward Thinking, Contemporary, Minimalism, Youth, Strong Bond between Law Enforcement and the Communities, Digital Platform

UNITED CITIES

PRIMARY LOGO

UNITED CITIES

BI-COLOR PRIMARY LOGO



UNITED CITIES

COLOR PALETTE

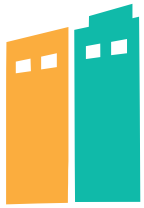
#1cbaaa #fbad3f #17499e

- Turquoise Green: Protection, Loyalty
- Yellow: Confidence, Happiness, Joy
- Blue: Trust, Freedom, Confidence, Sincerity, Intelligence

FONT: BALLEGA

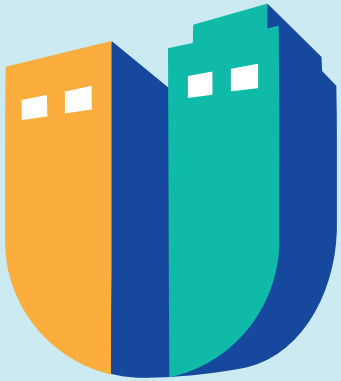
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GRAPHIC ELEMENTS



UNITED CITIES

- 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

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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.

THANK
YOU
NYPD
CREATIVE
SERVICES
Eugene Song, Graphic Artist II