Police Unity Tour Inc.
P.O. Box 528
Florham Park, NJ 07932

Phone: 973 443-0030
Fax: 973 443-0808

Logo Guidelines

The Police Unity Tour has obtained numerous trademark registrations over the years to promote its cause. These trademark registrations include, but are not limited to, its name, slogan, patches and logos. Anyone creating any clothing, merchandise, flyers, vehicle or trailer markings or paraphernalia that includes any mention of the Police Unity Tour or uses any of its logos, slogans, patches or likenesses, must first obtain permission from their Chapter Executive Board.

To obtain permission, you must submit a color proof of the intended use. This proof must be of the complete item, such as the front and back of t-shirts, coins, glasses, etc. Submission does not constitute or guarantee approval. Failure to do so may result in member suspension from the tour and/or enforcement of the trademark violations with the vendors.

The following are things to keep in mind when you are designing your clothing, merchandise, flyers, vehicle or trailer markings or paraphernalia;

- Any production that includes any mention of the Police Unity Tour or use of any part of our logos or tag lines MUST include somewhere on the product the complete, unaltered Police Unity Tour logo.

- The use of Chapter and Team names under the Official Police Unity Tour logo is permitted.

- The use of Chapter or Team names before Police Unity Tour is prohibited!
  
  Example: Chapter 0 Police Unity Tour or Team Anytown Police Unity Tour
  Acceptable: Police Unity Tour Chapter 0 or Police Unity Tour Team Anytown

We are all members of the Police Unity Tour first and then our chapters and teams.

- All items and artwork must be appropriate, in good taste as not to tarnish the reputation of the Police Unity Tour, the National Law Enforcement Officers Memorial and our chosen profession.

  For your convenience the Police Unity Tour has various enhanced file types of the Official Logos. Contact your chapter representatives for these files.

The Police Unity Tour is a not-for-profit organization under section 501(c)(3) of the Internal Revenue Code and while fundraising for participation in the tour, members must comply with all federal, state and local laws governing such fundraising.
Police Unity Tour

Logo Guidelines

Logo 1 - Yellow Bike

Logo font: Times New Roman- Bold
Tag line font: Times New Roman- Bold Italic

Logo 2 - White Bike

Logo font: Times New Roman- Bold
Tag line font: Times New Roman- Bold Italic

Spot-Color Printing

5-Color Logo
Blue (PANTONE® 293 C)
Red (PANTONE® 192)
Green (PANTONE® 361)
Black
Yellow (PANTONE® 7406 C)

1-Color Logo (black)
(See CMYK 1-Color Logo)

Do not alter the color of the logo.
Do not alter or substitute the font Times New Roman.
Logo must be re-sized in correct proportion.

CMYK Process-Color Printing

5-Color Logo
Blue = C:100 M:57 Y:0 K:2
Red = C:0 M:100 Y:68 K:0
Green = C:69 M:0 Y:100 K:0
Black = C:0 M:0 Y:0 K:100
Yellow = C:8 M:22 Y:89 K:0

1-Color Logo
Black = C:0 M:0 Y:0 K:100
White = C:0 M:0 Y:0 K:0

Web Colors

5-Color Logo
Blue #0067b1 = R:0 G:103 B:177
Red #ed1849 = R:237 G:24 B:73
Green #54b948 = R:84 G:185 B:72
Yellow #ebc13b = R:235 G:193 B:59

1-Color Logo
Black #000000 = R:0 G:0 B:0
White #ffffff = R:255 G:255 B:255

For questions or further information, please contact: info@policeunitytour.com or 973-443-0030.

November 19, 2014