

# North Carolina Department of Public Safety Logo

These guidelines have been established to maintain the visual integrity of the North Carolina Department of Public Safety logo and to assist outside vendors in its proper use. The primary logo is comprised of the flag and shield illustration, the letters DPS and the wordmark (North Carolina Department of Public Safety, horizontal line, and tag line).

## PMS 187

print	C: 0 M: 100 Y: 29 K: 20
video + powerpoint	R: 196 G: 18 B: 48
hexadecimal (web)	#C41230

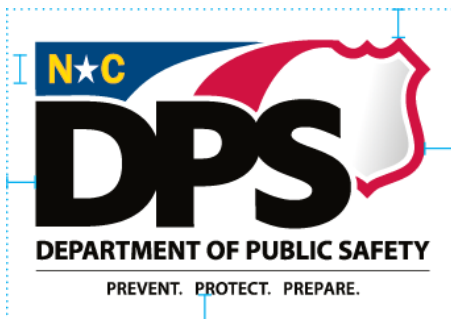
## PMS 541

print	C: 100 M: 57 Y: 0 K: 38
video + powerpoint	R: 0 G: 70 B: 127
hexadecimal (web)	#00467F

## PMS 123

print	C: 0 M: 24 Y: 94 K: 0
video + powerpoint	R: 255 G: 196 B: 37
hexadecimal (web)	#FFC425

## SAFETY MARGIN ON ALL LOGOS



## PRIMARY FORMAT



This is the main logo version that should be used in most cases. Use on items such as page headers, posters, large flyers, postcards, signs, films, publications, websites, banners, and in-house forms (where space allows).

## SECONDARY FORMAT



When space is limited or on small documents, use this format. Use on items such as page footers, small flyers, ads, postcards, business cards and rack cards.

## TERTIARY FORMAT

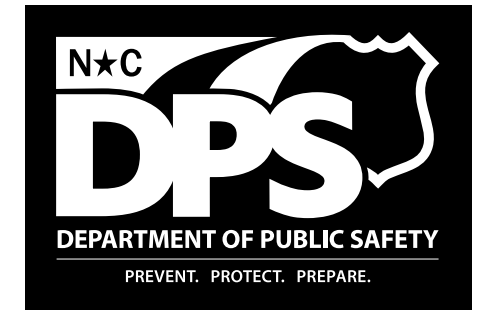


Use this version on exceptionally small documents when the logo must be smaller than 1¼" wide. This format does not include the full department name (wordmark) or tag line. Use on items such as small ads and rack cards.

## ONE COLOR BLACK



## ONE COLOR WHITE



## LOGO USAGE

The logo is available in four colors. It should only be printed or presented in the original color scheme, or in black and white. **No other color alterations or schemes are appropriate.**

## QUESTIONS

If you have any questions about NCDPS logo usage, please contact the Communications Office.

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