



# Logos and Marks Policy

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## Purpose:

To preserve and protect the integrity of the EPS's visual identity by regulating the use of its logos and marks.

## Statement of Principle:

The EPS's visual identity, expressed through its logos and marks, is a strategic asset that reinforces our reputation and authority. The logos and marks are enduring symbols of our identity, professionalism, and public trust. Chief among them is the heraldic crest, also referred to as the official crest, that embodies the formal authority and heritage of EPS. These marks are not only protected assets but also sources of pride that reflect the values and integrity of the EPS, and as such, their use must be restricted to ensure integrity is maintained.

## Policy Statement:

- A.** To ensure consistency and protect EPS's identity, the use of logos and marks is subject to restriction. The term "logos and marks" means the visual symbols officially representing EPS.
- B.** The scope of this policy applies to all EPS logos and marks that have been authorized to be worn on operational uniforms, including, but not limited to, the EPS heraldic crest, EPS word mark design, EPS plain word mark, and Tactical Unit crest. This policy also covers all of EPS's official marks formally recognized by the Canadian Intellectual Property Office, such as the Operations & Intelligence Command Centre (OICC) crest and Air1 logo. Note that all these logos and marks are property of EPS and not of individual units.
- C.** Members wishing to copy or reproduce an EPS logo or mark must first obtain permission from the Branding Committee, which is chaired by the Corps Sergeant Major. Requests must be in writing and be accompanied by the proposed design. Upon approval, the member must then produce a sample or prototype of the finished article and submit it for approval. Logos and marks must adhere to approved standards for colour and design. Note that members do *not* need permission when using an EPS logo or mark in a slide deck for presentations, learning materials or handouts, so long as approved standards and designs are followed for the logo or mark being used.



<b>Manual Part:</b> Information Services (IS)	<b>Policy Number:</b> IS12PO	<b>Alberta Policing Standards:</b>
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- D.** Any logos, images, secondary patches, or the like used or created by a work area that has any connection to law enforcement activities or could be interpreted as having any connection to law enforcement activities and/or the EPS, must be approved by the Branding Committee. Chief's Executive Committee approval may also be required.