



BRAND GUIDELINES

Coffee with a Cop

PRIMARY LOGO USAGE & SPACING

The primary logo is only to be used in permitted colors, black, or reversed in white on either the permitted colors or a dark color such as black.

Do not use the logo in any other colors and do not reverse the logo out on light backgrounds that would diminish the legibility of the logo.

Do not separate any pieces of the logo and use them separately from the rest of the logo. This includes removing the badge or removing the cup. The logo must be used in its entirety at all times.

The minimum size the logo should be used at is a width of 70px or 1".

Please allow for adequate spacing around the logo at all times, whether it's near other logos or near the edge of a page.





SECONDARY LOGO USAGE

The secondary logo is only to be used in permitted colors, black, or reversed in white on either the permitted colors or a dark color such as black.

Do not use the logo in any other colors and do not reverse the logo out on light backgrounds that would diminish the legibility of the logo.

Do not separate any pieces of the logo and use them separately from the rest of the logo. This includes removing the badge or removing the cup. The logo must be used in its entirety at all times.



The secondary logo is only to be used where the primary logo cannot be used according to its requirements. This logo is meant only for instances where it's necessary.

LOGO USAGE IN SOCIAL MEDIA

When using the logo in social media profile images, be sure to follow the proper guidelines regarding logo placement of colors.

It's important to utilize proper spacing and to not crowd the logo. Adequate space should be left around all sides of the logo to insure it's fully in the frame.

Only use the primary Coffee with a Cop logo for all social media purposes.



BRAND COLORS

Coffee with a Cop has two official brand colors, a primary and a secondary blue.

The primary blue is to be used when possible or appropriate and should only be paired with the secondary blue.

The secondary blue is to be used in conjunction with the primary blue, to display a logo, or as a background color with a reversed logo in front of it.

Both colors may be used for text.

Always use the color codes listed on the right and do not use other color conversion methods.

COLOR Primary Blue

CMYK (PRINT) 76 • 60 • 44 • 26

RGB (DIGITAL) 68 • 84 • 100

HEX (WEB) #455464

PANTONE 7545

COLOR Secondary Blue

CMYK (PRINT) 61 • 26 • 12 • 0

RGB (DIGITAL) 101 • 159 • 195

HEX (WEB) #659fc3

PANTONE 3015 • 58%

PRIMARY TYPEFACE

The primary typeface within the Coffee with a Cop brand is **Source Sans Pro**.

Utilize this typeface when possible for either print or digital purposes.

Approved weights to be used throughout the brand are Light, Regular, and Semibold.

If you downloaded this guide from the Coffee with a Cop website, the font will be included.

Source Sans Pro can be acquired from Google at no cost to your department or agency.

[Download Fonts](#)

Source Sans Pro

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

The quick brown fox jumps
over the lazy dog.

SECONDARY TYPEFACES

The secondary typefaces within the Coffee with a Cop brand are **Gotham** and **Gotham Rounded**.

These typefaces are reserved for small headings or website buttons. Neither of these typefaces are to be used for body copy, large areas of text, or paragraphs.

The approved weight to be used is Medium.

Gotham can be purchased from the Hoefler & Co typography foundry.

Gotham

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

The quick brown fox
jumps over the lazy dog.

Gotham Rounded

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

The quick brown fox
jumps over the lazy dog.

SHERIFF LOGO

Coffee with a Cop provides an alternate version of the primary and secondary logo for use by sheriff departments. These logos are identical to the original logos except for their color.

Only use the alternate colors provided on the following page and follow all other existing guidelines such as logo sizing and spacing.



SHERIFF COLORS

Coffee with a Cop has two official colors to be used with the sheriff logo—a primary and a secondary green.

The primary green is to be used when possible or appropriate and should only be paired with the secondary green.

The secondary green is only to be used in conjunction with the primary green.

Always use the color codes listed on the right and do not use other color conversion methods.

COLOR	Primary Green
CMYK (PRINT)	58 • 47 • 80 • 34
RGB (DIGITAL)	91 • 92 • 60
HEX (WEB)	#5B5C3C
PANTONE	7763

COLOR	Secondary Green
CMYK (PRINT)	49 • 32 • 72 • 8
RGB (DIGITAL)	136 • 143 • 97
HEX (WEB)	#888F61
PANTONE	371 • 70%

SPANISH LOGO

Coffee with a Cop provides a Spanish version of the primary and secondary logos in both primary and sheriff colors.

All established guidelines must be followed, including sizing, spacing, and color usage.

