



# Police Unity Tour Inc.

P.O. Box 528  
Florham Park, NJ 07932

Phone: 973 443-0030

Fax: 973 443-0808

**Patrick P. Montuore**  
*Founder & CEO*

**Harry E. Phillips**  
*Executive Director*

## 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 the Chapter 1 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.

**All requests for approval or any questions that you may have must be submitted through [info@policeunitytour.com](mailto:info@policeunitytour.com)**

**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.**

**Proud Sponsors of the National Law Enforcement Officers Memorial**

[www.policeunitytour.com](http://www.policeunitytour.com)

# Police Unity Tour Logo Guidelines

## Logo 1 - Yellow Bike



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

### Black Logo



### White Logo



### CMYK White Text



## 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)

### 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

### Logo DON'Ts

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

### 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