



BTL-COP

**Building Trust and Leadership to
Challenge Glocal Aporophobic Crime in a
Police Community of Practice**

Version 1.0

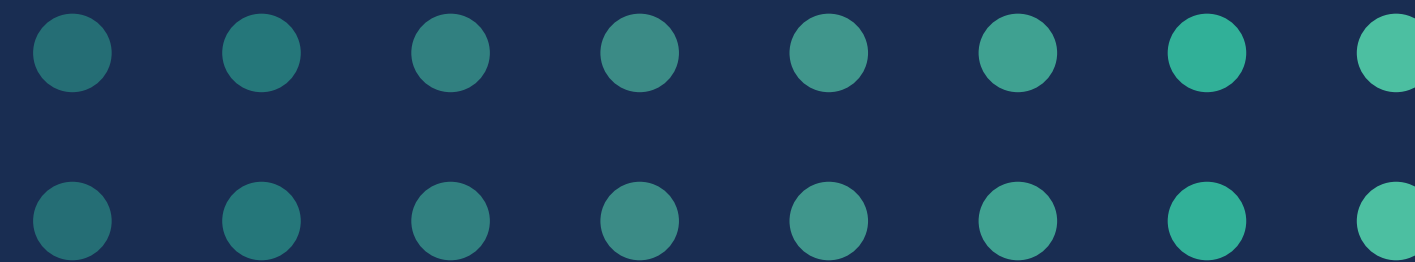
Brand Book



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BTL-COP



Logo



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Logo variations

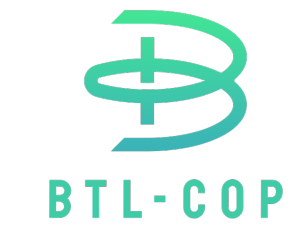
Dark Blue – trust, reliability, responsibility, and the formal structures of law enforcement, justice, and public institutions.

Leaf Green – growth, learning, community engagement, and positive social change.

The vertical line in the “**B**” symbolises stability, order, and institutional integrity.

The **circular, softer elements** surrounding it represent the community, continuous dialogue, and the collaborative processes required to build and sustain trust.

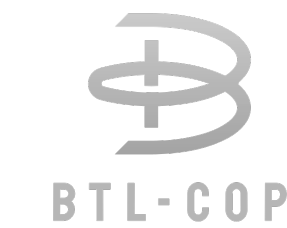
Note: The logo can be used in color and in grayscale. The logo works best when placed on a dark blue background. The logotype (icon) can be used on its own as well.



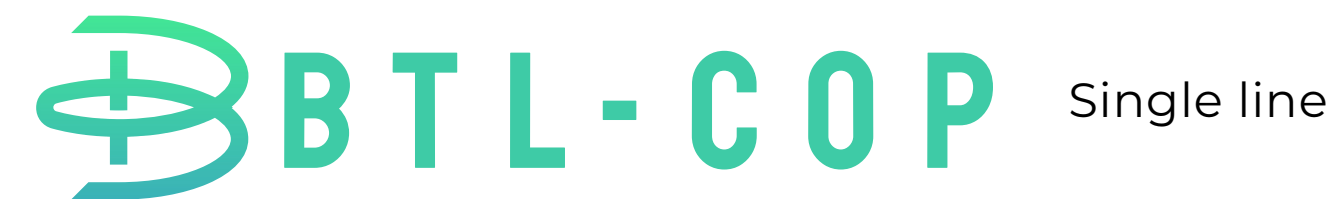
Color version



Black and white



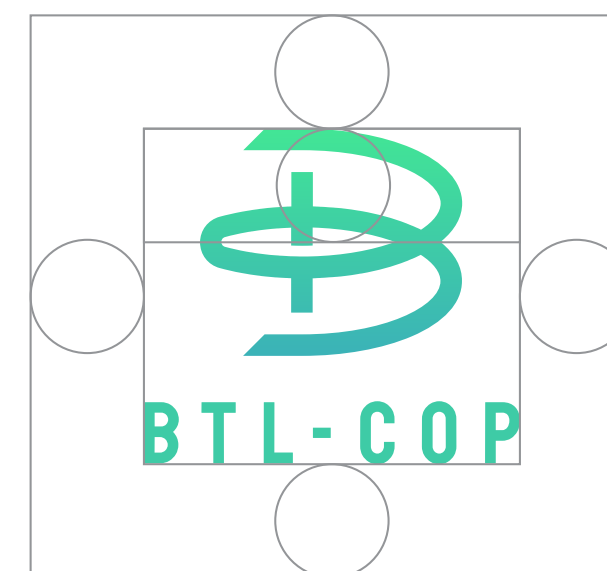
Grayscale



Single line

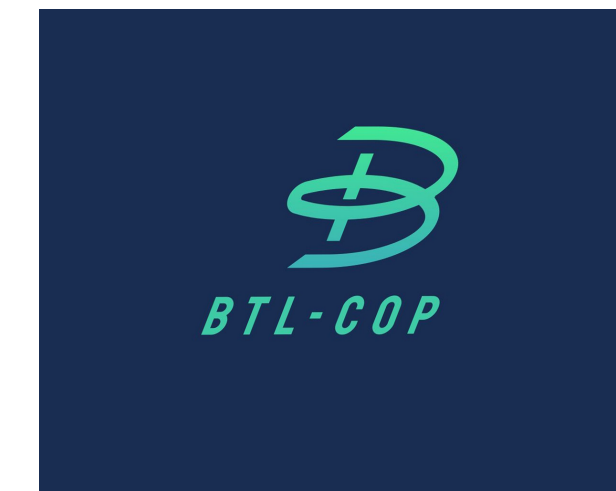
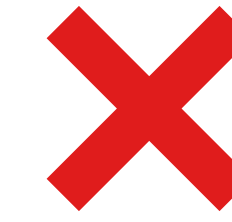


Logotype only



Safe Area – Enough free space should be left around the logo. The approximate free space is illustrated by the circle.

Logo usage

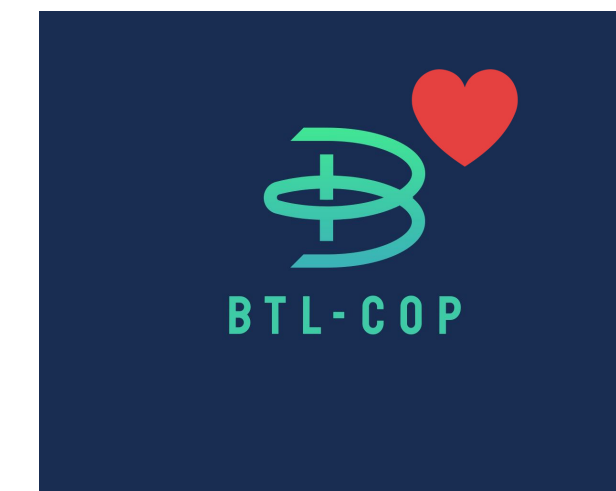


Proportions – don't alter or change the logo proportions

Colours – don't use any other colors on the logo apart from the ones shown on page 3.

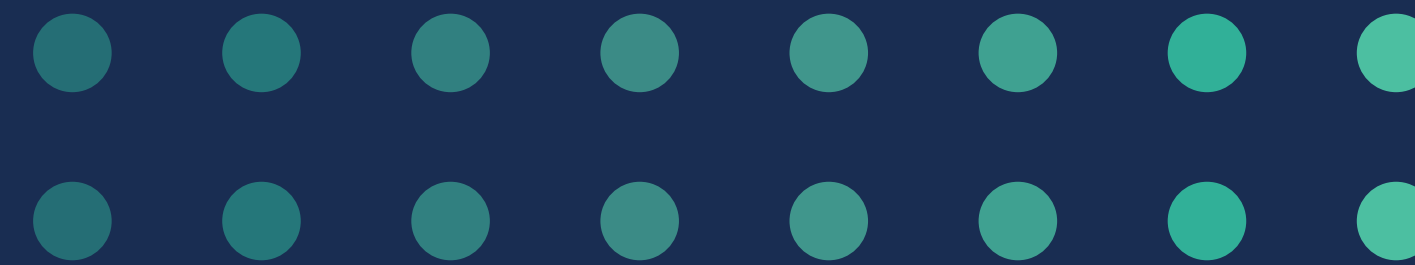
Modification – don't add any new elements to the logo. Don't remove any parts of the logo. The use of the logotype without the text is allowed when justified.

Photos – don't place the logo or logotype on top of a very busy or colorful image without the blue background.





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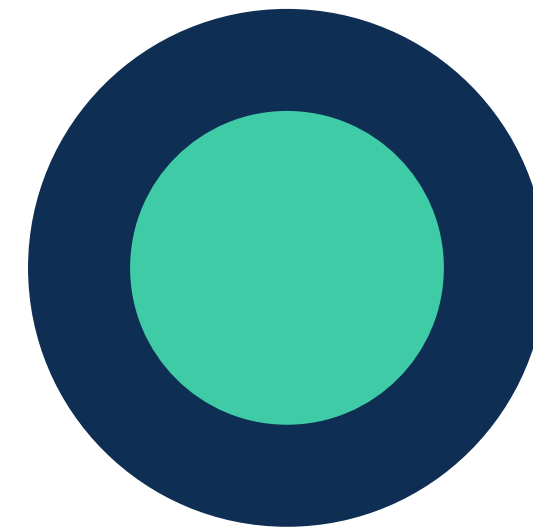


Colours

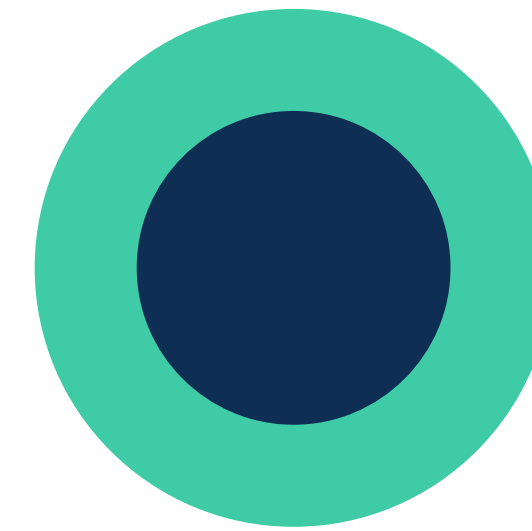


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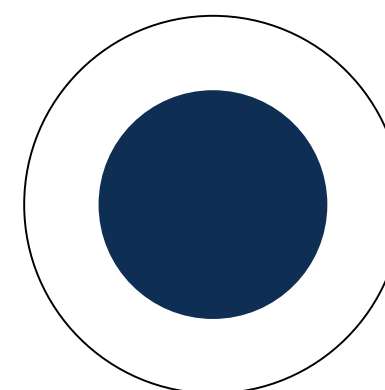
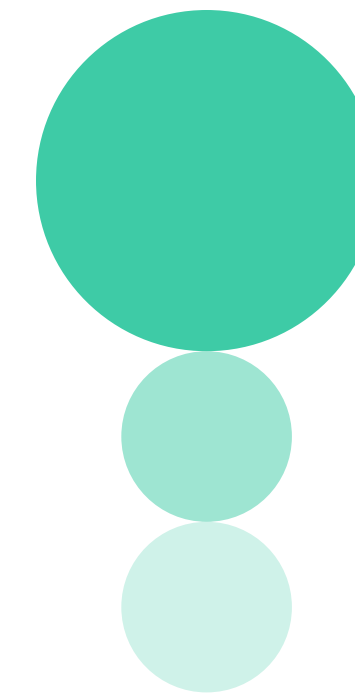
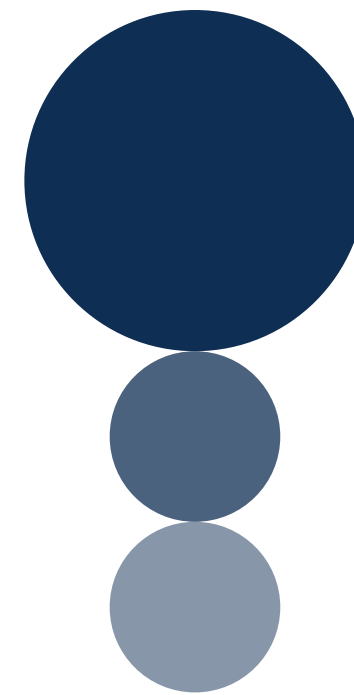
Colours



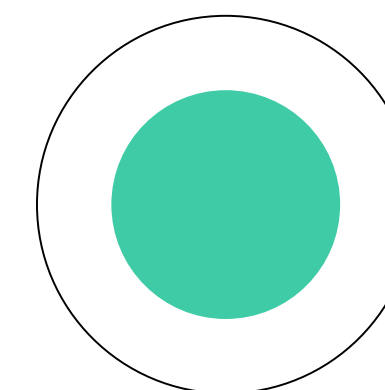
Dark Blue
#192d52
CMYK 100/84/38/36
Contrast Ratio 6.6:9



Leaf Green
#3ECBA6
CMYK 65/0/47/0
Contrast Ratio 6.6:9



Dark Blue
White Background
Contrast Ratio 13.6:4
Excellent visibility



Leaf Green
White Background
Contrast Ratio 2.0:3
Poor visibility

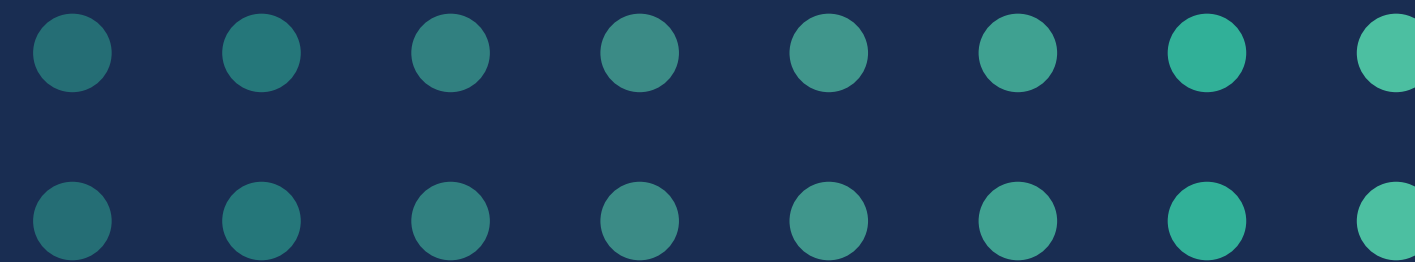
Dark Blue – trust, reliability, responsibility, and the formal structures of law enforcement, justice, and public institutions.

Leaf Green – growth, learning, community engagement, and positive social change.

Note: Leaf Green colour works best if it is used together with the Dark Blue Main color. Use as Bread text when the background color is white is not recommended. The Dark Blue colour works well on a white background.



BTL-COP



Fonts



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Fonts

Title font

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bread Text

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Montserrat Bold should be used as the main title and and header font when available. Montserrat can be downloaded for free at [Google Fonts](#).

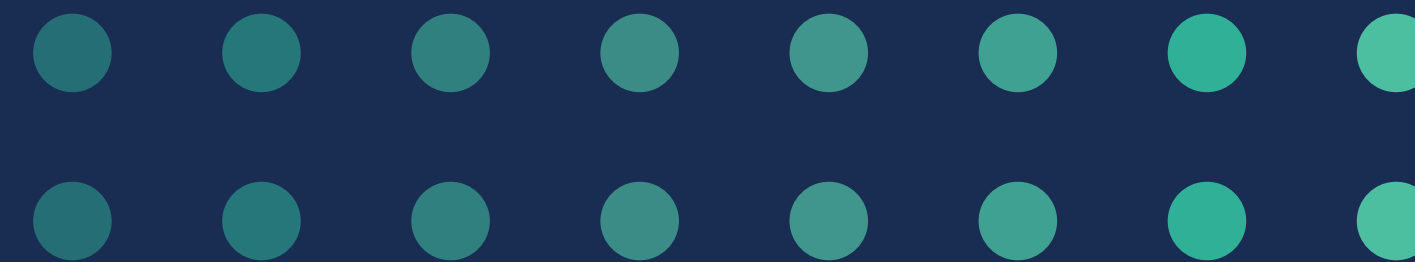
Bread Text font also belongs to the Montserrat Font family. The **Regular Type Cut** should be used.

Letter spacing for both cuts should be 20 pt to make the look less condensed.

Note: If Montserrat is not available then either **Aptos**, **Arial** or **Helvetica** can be used.



BTL-COP

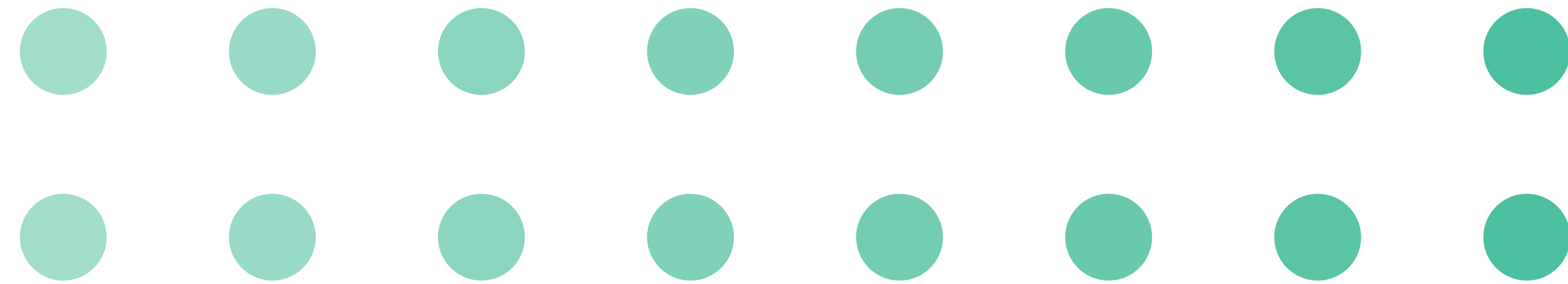


Pattern



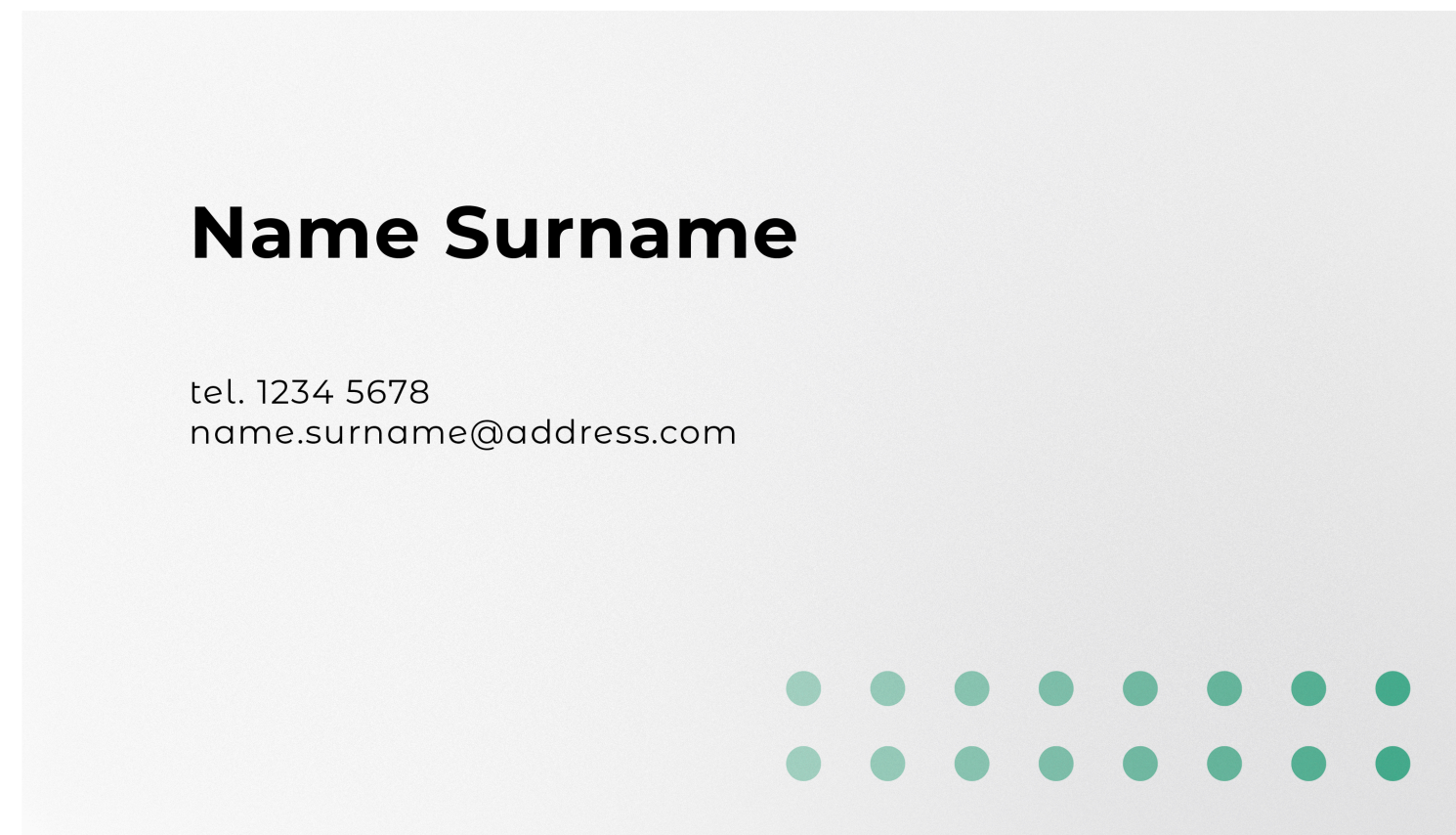
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Pattern



The **BTL-COP Dot Pattern** can be used to make presentations and documents more attractive. The colour of the pattern is Green Leaf. The pattern starts with 50 % opacity from the left and gradually reaches solid colour at the end on the right.

Applications



Applications

