Ontario Provincial Police
Brand Style Guide

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Who We Are

The Ontario Provincial Police (OPP) is Ontario's largest police service. We are a division of the Ministry of Community Safety and Correctional Services (MCSCS).

We are one of North America's largest deployed police services with more than 5,800 uniformed officers, 2,400 civilian employees and 830 Auxiliary officers.

We provide essential services that ensure the safety and security of the people of the Province of Ontario.

Our Vision

Safe Communities. A Secure Ontario.

Our Mission

"Committed to public safety, delivering proactive and innovative policing in partnership with our communities."

Our Values

- » Professionalism
- » Accountability
- » Diversity
- » Respect
- » Excellence
- » Leadership

Where To Use This Guide

This style guide is intended to be used wherever the OPP's materials, including: pictures, video, and text is used in print or online. Adherence to the style guide is **required**.

You must not alter the logos, core values, vision, and mission of the OPP. No images and videos may be used without written permission from the OPP.

OUR HISTORY

1909	The Ontario Provincial Police Force is established. 45 constables are assigned across the province.
1910	First OPP uniforms are issued in olive green.
1916	OPP begins enforcing The Ontario Temperance Act. Constables close all bars, liquor stores, and pubs.
1922	Counties become responsible for enforcing the law within their region.
1928	First OPP motorcyle patrol unit is formed.
1941	Marked Chevrolet Coupes replace the OPP's highway motorcycle units.
1944	Counties enter into policing contracts for their townships with the OPP.
1947	The OPP installs the most modern radio system of the time.
1954	Radar is used for the first time in speed enforcement by the OPP.
1956	Breathalyzer tests are used to detect drunk drivers in Whitby, Ontario.
1957	OPP General HQ moves to 125 Fleet Street East, Toronto.
1963	Command structure changes.
1974	First female police officers join the OPP.
1975	OPP takes over First Nations policing from the RCMP.
1977	The OPP introduces laser fingerprint detection to the policing world.
1995	General HQ relocates to Orillia.
2001	Special Response Teams are established.
2005	Highway Safety Division is established.
2007	OPP gets brand-new highly visible black and white cruisers.

Who We Serve

As a provincial police force, the OPP serves everyone who resides in, or is a temporary visitor to, the province of Ontario. We serve millions of people, including:

» 13,448,494 people in Ontario

» 3,197,480 members of visible minority communities

» 301,430 indigenous people

» 101,000,000 domestic and international tourists every year

Our Audience

We believe in an informed province. Our audience is one of the most diverse in the country. It can be broken down into:

» Residents of Ontario (Ages 13 – 100)

» Tourists in Ontario

» Members of ethnic and visible minority groups

» Indigenous/First Nations community members

» Members of different religious/non-religious communities

» Members of the LGBTQ community

» Members of rural communities

» Citizens of Ontario's cities (population over 100,000)

» People of different social and economic backgrounds

» People of varying education levels (middle school to university)

It is crucial that the OPP maintains a safe, inclusive environment that considers the various demographics of the people we serve and caters to everyone with our messages.

Our goal is for the people we serve to feel safe at all hours of the day. We aim to do this through our brand presence across our many channels of communication.

The diversity of our target population means we spread our communications across multiple platforms including the internet and print media.

Online

- » Facebook
- » Twitter
    - » Regional twitter accounts
    - » Dedicated traffic alert accounts
    - » Specialized corporate and career accounts
    - » General information account
- » Instagram
- » YouTube
- » Flickr
- » Pinterest
- » The official OPP website

Across Ontario

- » In communities where we provide policing services
- » On Ontario's highways and waterways
- » At our many community events

CHANNELS

Logos

The logos of the OPP may not be used without first contacting the OPP's Visual Identity Coordinator.

OPP Digital Media Logo

Use the emblem with the *Ontario Provincial Police* text next to it.

Use either the black outline on a white background or a white outline on a black background.

Do not use the *Ontario Provincial Police* text on its own.

Where To Use It

- » Black or white backgrounds
- » Websites and social media
- » Digital media (PDFs, e-mails, documents, graphics)

Shoulder Flash Logo

Use this logo as-is, with no unauthorized variations to it.

Do not change the background color of the logo. Display it on a white background.

Do not change the colors of the logo. It must be as pictured above – yellow and black being the primary colors.

Where to use it: All print media including OPP uniforms and equipment.

There must be reasonable space around the logos to ensure their visibility.

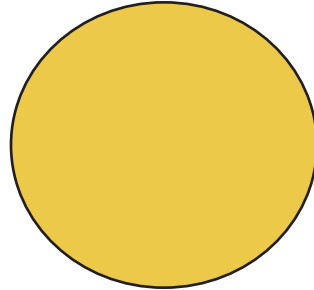**The OPP is the largest policing service in North America.**

The OPP uses 3 major colors to communicate our content. These colors <u>must</u> be used wherever the OPP's brand is present.

"OPP Yellow"

RGB:	(233, 204, 46)
HSL:	(51°, 81%, 55%)
CMYK:	(0%, 12%, 80%, 9%)

Where to use it

Headings on Black or Dark Backgrounds

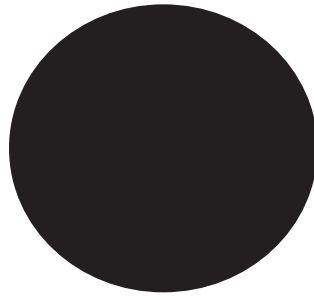Headings on black or dark backgrounds.

Popular

» Report a crime
» Find a _Report a crime online_
» Criminal record checks
» Most wanted
» Missing persons
» The OPP Museum
» Uniform Recruitment

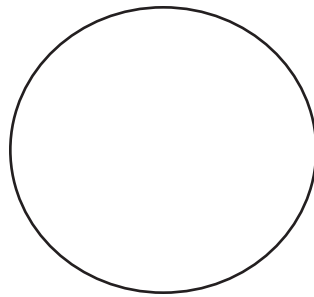Hovering over a link (.a:hover { } in CSS)

Black

RGB: (0, 0, 0)

HSL: (51°, 0%, 0%)

CMYK: (0%, 0%, 0%, 100%)

Usage: Text and headings on white backgrounds.

White

RGB: (255, 255, 255)

HSL: (51°, 0%, 100%)

CMYK: (0%, 0%, 0%, 0%)

Usage: Text and headings on black, off-white, and colour backgrounds.

These are the primary colours the OPP uses across all digital and print channels, including official clothing and equipment.

Do not use other colours to represent the OPP brand without written authorization from the Visual Identity Coordinator.

The OPP uses the Open Sans typeface for all print and web materials.

Headings – Open Sans, Light, sans-serif (18pt or more)

Sub Headings – Open Sans, Regular, Bold, sans-serif (16pt or more)

Paragraphs/Text – Open Sans, Regular, sans-serif (13pt or more)

Italicized text – Open Sans, Regular, Italics, sans-serif (same as body)

Bolded text – Open Sans, Regular, Bold, sans-serif (same as body)

Lists

» Lists must use the double angle quotation mark for bullets
» Font: Normal Text
» Subset: Latin-1 Supplement
» Unicode Value: 00BB

VISUAL IDENTITY: TYPEFACE

The voice of the OPP is professional. However, it must not be overly so. Readers must feel safe, included, and not discriminated against.

Use a professional tone with minimal adjectives. Do not overuse exclamation points and other "exciting" punctuation.

Some humor may be employed, but sparingly. Examples include:

» No seatbelt? Fines up to $1000 and 2 demerit points. #NotWorthIt

» Drive safe. Drive sober. #ArriveAlive

Keep all communications to the point. Every paragraph must have meaning. A message must be conveyed.

Pictures accompanying text must be relevant to the body of the copy. The OPP must **never** be portrayed in a way that compromises the safety of the people we protect and serve.

VOICE & RULES

Do not:

- » Target a specific demographic with a message unless required

- » Speak with malicious intent of any race, group, culture, or other demographic

- » Mention names unless permission has been given to do so

- » Profile groups of people based on their race, orientation, religion, or beliefs

- » Use derogatory terms, colloquialisms, or overly descriptive adjectives

- » Use any colors other than the OPP Yellow, Black, and White

- » Use the OPP Logo, mention the OPP name, or use images of our officers and staff in material that promotes, advocates for, or justifies crime or misdemeanors in any way, shape, or form.

- » Use OPP logos, name, images, or other material without the permission and guidance of the Visual Identity Coordinator

VOICE & RULES

Ontario Provincial Police