



KANSAS CITY MISSOURI POLICE DEPARTMENT
DEPARTMENT MEMORANDUM

DATE OF ISSUE
 06-25-2019

EFFECTIVE DATE
 06-25-2019

NO.
 19-06

SUBJECT
 Authorized Use of Registered Service Marked Department Logos
 and Artwork

AMENDS

REFERENCE

RESCINDS
 DM 14-01

I. INTRODUCTION

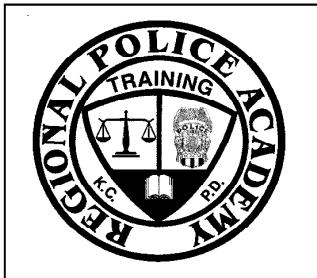
To protect the integrity of the Kansas City Missouri Police Department’s logos and artwork, and to ensure that the Department’s logos and artwork are not used for purposes contrary to the Department’s mission and goals, the application for Use of Service Marked Logos, Form 233 P.D., is available at www.kcpd.org. The logos below are for the explicit use of the Board of Police Commissioners. However, the Chief of Police has agreed to allow use of the logos and artwork with permission.

II. GUIDELINES

The Office of the General Council has identified and registered, as service marks, several logos with the Missouri Secretary of State.

A. The registered service marks are described below:

1. Academy Logo –



A circle with “Regional Police Academy” outside second circle with “Training KCPD” with a converse triangle containing scales, a badge and a book. This mark is commonly used on signage, letterhead, clothing items, and for other Kansas City Regional Training Academy purposes. Various colors used, depending upon application.

2. KCPD Logo –



The letters “KC” and “PD” on either side of a badge and with two lines or stripes. The letters are typically light blue and the badge predominately silver. This mark is commonly used on KCPD motor vehicles, clothing items, and for other purposes.

3. **Badge Logo –**



Usually a metallic-colored badge with a sworn or civilian member's rank or title over "Police" with a blue circle around the official seal of the State of Missouri. This mark is the badge worn by officers, sergeants and other Department members. It is also commonly used on letterhead, clothing items and for other purposes.

4. **Police KC/MO Logo –**



The letters "Police KC/MO" typically in white or blue with a reverse background. This mark is commonly used on KCPD motor vehicles, motorcycles, and is also commonly used on clothing items, letterhead, and for other purposes.

5. **Missouri Logo –**



Outline of the State of Missouri with a gold border and lettering "Kansas City Missouri Police" with the official seal of the State of Missouri. This mark is commonly used on uniforms, other clothing items, letterhead, and for other purposes.

- B. Although common uses and descriptions of the logos are provided above for illustrative purposes, the logos are registered service marks regardless of the application (use, size, color, etc.) of the mark.
- C. Any other person or entity wishing to use the above referenced logos for any purpose must sign a Use Agreement, Form 233 P.D. The Form 233 P.D. will be submitted to the Office of the General Counsel. The Chief of Police shall have thirty days to review and approve or disapprove the requested use of the logo(s). This requirement applies equally to all persons or entities desiring to use the logo(s) in the future and to those persons or entities currently using the logo(s).

- D. An approved Form 233 P.D. will remain in full force and effect for a period of up to two years from the date of approval. The Chief of Police may terminate the agreement at any time for any reason or no reason by giving ten calendar days written notice to the applicant.
- E. Additional Department logos and artwork may be registered as service marks in the future. Notification of such registrations will be made and the requirements set forth in this Department Memorandum will apply.

Richard C. Smith
Chief of Police

DISTRIBUTION: All Department Personnel
Public View Master Index – Internet
Department Master Index - Intranet
Policy Acknowledgement SyStem (PASS)