

**MANITOBA CITIZENS ON PATROL PROGRAM  
POLICY & PROCEDURE #13 – MB COPP BRAND GUIDELINES**

**Policy & Procedure # 13**

**MB COPP PROVINCIAL  
BOARD**

**Policies and Procedures**

**Subject: MB COPP Brand Guidelines  
Date of Issue: September 27, 2019  
Date Amended: October 27, 2019  
May 28, 2020**

To regulate the use of the Manitoba Citizens on Patrol Program (MB COPP) brand, including its logo.

**1. General Policy:**

- The brand was developed to help establish the public image of Manitoba COPP through consistent internal and external marketing efforts.
- As such, the MB COPP logo may only be used to reinforce a positive message about our program. It cannot be used in a satirical or negative manner (i.e. in a way that mocks or disrespects the Provincial Board and/or the program).



- The COPP logo consists of the acronym COPP along with the wordmark “Citizens on Patrol Program”.
- Always use official, digitally supplied artwork from MB COPP each time the COPP logo is required.

**2. Changes not Allowed:**

- Only the approved logo may be used upon the written approval of the MB COPP. Users may not redesign or replicate the logo with their own design elements.
- Logo proportions must remain the same, though the size can be changed, it may not be stretched horizontally or vertically. The design elements cannot be moved, resized or modified in any way.
- The logo must be in full colour wherever possible. If colour is not available, the entire logo should be printed in black and white and/or greyscale.



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**3. Use of Logo Near Other Logos:**

- If the logo is used in conjunction with other logos on documents, signs or other materials, it should be at least the same size and not smaller than the other logos, unless written authority has been given by the MB COPP Board.
- The logo shall not be used as part of another design. Copy or other graphics should run well away from the logo. It cannot be run as a watermark or as a screened image running under text or graphics.
- A corporate or organization name shall not run so close to the logo that it appears as an individual logo.

**4. Application for Use:**

- Use of the logo is at the discretion of the MB COPP. Layouts/design must be approved by the Provincial Board designates BEFORE the layout/design is put into production/published. Groups shall not use the logo unless written permission has been granted by MB COPP, stating a specific use and specific time period.
- An “Application for Use” form needs to be submitted for consideration.

**5. Rules for the Use of the MB COPP Logo:**

- The logo art that we supply is for a specified one-time use only.
- The logo art is not to be circulated to any third parties for any reason without the Provincial coordinator permission.
- Neither the logo nor its colours nor its screen values or densities in colour or in black and white are to be modified in any way without written permission from the MB COPP. If colours or screens need to be changed for web purposes or silk-screening, for example, the PB must approve the revised specifications.
- Permission can be revoked at any time.