



Colorado Springs Police Department General Order

1750 Use of CSPD Logo or Name

Section 1700 – Resource Control

Effective Date: 1/27/2025

Supersedes Date: 2/9/2023

.01 Purpose

The purpose of this directive is to state policy and designate procedures for ensuring that the Colorado Springs Police Department (CSPD) is represented in a consistent manner that meets with the established branding guide and when applicable, to include all proceeds received from the sale of articles utilizing the department logo, or making any reference to the department, are managed in a way that is consistent with accepted accounting principles and local, state, and federal law.

.02 Cross Reference

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.03 Discussion

The department recognizes the desire of an employee, employee organization of the department, or section of the department to design items that represent them and CSPD. Regardless of the item is intended to be sold, if it depicts the CSPD logo it must meet branding guidelines and be approved.

When items are sold, the proceeds from these sales are utilized to benefit that individual unit or section in some way. Policies and procedures must be established to ensure that all items appropriately represent CSPD and that moneys are accounted for, and tax laws are complied with. Additionally, the office of the chief must ensure that all activities associated with the sale of these items are conducted in an ethical and professional manner.

.04 Policy

When an individual employee or employee organization desires to design, sell, or give away anything that depicts, or somehow represents, the CSPD, approval must first be obtained.

Procedures specified in this directive will be followed to ensure financial accountability and compliance with applicable laws and regulations.

.05 Definitions

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.10 Obtaining Approval

Any employee or employee organization, "the requesting party," wishing to pursue such an undertaking will need to complete the Use of Department Related Logos Approval Request Form which is attached to this policy. The request will be sent through the employee's chain of command to the chief of police, who will make the final approval or disapproval.

.20 Financial Arrangements

The chief of police, or designee, will submit the approved request to the requesting party, and the requesting party will meet with Fiscal Services if there is a cost associated with the product. Fiscal Services will assist with computing applicable sales or use taxes.

The requesting party is responsible for obtaining city and state sales tax licenses and for paying all costs associated with the acquisition of goods or services.

Fiscal Services will provide a control form that the requesting party will use to detail the price and quantity of the goods sold. The completed and signed form will be returned to Fiscal Services with the funds generated by sales, once all the merchandise has been sold. If necessary, the Fiscal Services Section will prepare the resolution to go to council to account for the money, and a check will be prepared to the Requesting Party.

.30 Crime Prevention Officers

Crime Prevention Officers (CPO) routinely produce items that represent the department to the community. As such, it is important to ensure consistency across all areas while ensuring they can design and produce items in a timely manner.

All documents, signs, and other items created by CPO's will meet the established Branding Guidelines. Their requested items will be approved through their commander and submitted to the PIO. The PSD Commander will have the final approval of all CPO branded items.

.40 Volunteers

All civilian volunteers who wear shirts, tee shirts, polo shirts, jackets, or other items of apparel that display the name, initials, or a logo of the department, must have the word "Volunteer" on the front of these garments. Requests for such use by volunteers should follow the same procedure with the request being sent to the chief.

Attachments

[Branding Guide](#)

[Department Related Logos Approval Request Form](#)