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Nominee's Agency: Department of Public Safety

Nominee's Title: Graphic Designer

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Award category: NCAGIO Graphics Entry

Title of Entry: Private Protective Services Logo

Describe how the Entry was Produced:

Private Protective Services (PPS) is an umbrella organization within the Department of Public Safety.

PPS supports two boards PPSB and ASLB and is responsible for administering the licensing, education, and training requirements for persons, firms, associations, and corporations engaged in private protective services in North Carolina.

PPS conducts background investigations for the licensing of private protective services occupations, registers employees of licensed companies, and enforces laws and rules through administrative disciplinary processes and the courts.

The Private Protective Services Board (PPSB) oversees approximately 28,000 people who work as private investigators, armed and unarmed security guards, valuable commodity couriers, polygraph examiners and more.

The Alarm Systems Licensing Board (ASLB) oversees approximately 8,000 people who work in the residential and commercial alarm industry.

Some examples of other regulatory bodies that PPS aligns with and work most often with are CLEAR, IASIR, South Carolina SLED, and Virginia Dept. of Criminal Justice Services.

In preliminary meetings to discuss logo concepts, we reviewed existing public-facing documents and associated regulatory bodies. It was determined that the present PPS branding needed an updated approach to provide legitimate branding to support members and materials.

Explain the goals of this entry:

The goal of the new branding was to provide a modern presence, bringing consistency and legitimacy to all public-facing documents, while reaching the private security industry as the primary target audience. The organization and boards are predominantly male and three quarters of the licensees are age 45 or older.

For inspiration on preliminary logo concepts, we used single descriptive words such as: regulatory, security, integrity, efficiency, accuracy, industry, support and legal.

Describe how the goals were met?

Several concept meetings with the PPS director, Communications Officer and a DPS graphic designer

- o intro to PPS and boards
- o logo concepts presented

Stakeholder requests

- o the use of a 'shield' and 'eye' in the logo
- o consider the logo usage on a wide variety of public-facing documents

Logo and style guide were offered for

- o consistency
- o unity in presentation
- o easy reference



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Brand Style Guide 2021



Primary Vertical Logo

- the first choice to signify the umbrella organization, **Private Protective Services (PPS)**
- upper case lettermark signifies it is the umbrella organization
- used for communication and presentations, or when PPS appears alongside other logos
- our clearest visual for digital applications
- works on white backgrounds for print and digital format



BRANDMARK

the image that comes to mind when you think "PPS"

LETTERMARK

organization's name

Secondary Horizontal Logo

- a secondary choice for public facing materials
- a combination mark comprised of a brandmark and lettermark



**Private Protective
Services Board**



**Alarm Systems
Licensing Board**

Primary Board Logos

The umbrella organization, **Private Protective Services** supports PPSB and ASLB. Shown on this page are the primary logos in vertical format for each of the two boards.

- the vertical board logo is the first choice to signify PPSB's and ASLB's presence
- identified by an initial cap and lower case lettermark to signify it is supported
- used for communication and presentations, or when PPS appears alongside other logos
- clearest visual for digital applications
- works on white backgrounds for print and digital format



**Private Protective
Services Board**



**Alarm Systems
Licensing Board**

Secondary Board Logos

Shown on this page are the secondary logos in horizontal format for each of the two boards.

- for public facing materials
- identified by an initial cap and lower case lettermark to signify it is supported



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Monochromatic logo

- used when a black and white version is required or a full color version cannot be used
 - the brandmark is 15% black and the lettermark is white
 - works on black backgrounds for print and digital format
-



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100% Black Option

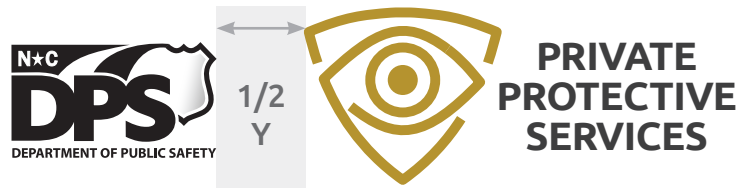
- works on white backgrounds for print and digital format



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Alternative color logo

- to convey an impressive effect
- the primary vertical logo should be used in this case
- for marketing materials in print and digital
- works on black backgrounds for print and digital format



Color relationships

- PPS is a section within **NC Department of Public Safety**
- the PPS logo will be paired with the DPS logo often
- the PPS color scheme is gold and black
- the DPS logo should be used in **black** or **reversed out in white** when used with the PPS logo





PRIVATE PROTECTIVE SERVICES

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Brandmark

- use only in two situations
 - 1) as a favicon with a URL, as in a browser's address bar
 - 2) as a sign off on the back cover of publications
- use only when the full organization name is present on the same page
- works on white backgrounds for print and digital format