



HENRICO POLICE

# NEWS RELEASE

ERIC D. ENGLISH, CHIEF OF POLICE



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## FOR IMMEDIATE RELEASE

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### Henrico Police Announces New Logo

*Phase II of Rebrand Initiative to Roll-Out Over Time*

**HENRICO COUNTY, VA.** – The Henrico County Police Division is excited to unveil its new logo. As part of the second phase of the Division’s rebrand initiative, the new logo comes at a time when Henrico Police, along with law enforcement agencies across the nation, are evolving to build trust and meet the needs of the community. Under the leadership of Chief Eric English, who remains focused on transparency, professionalism and engagement, the new logo signifies the Division’s commitment to continual improvement and superior service.

In the first phase of rebranding, a diverse, internal workgroup of civilian, sworn and 911 staff, aptly called the Rebrand Workgroup, crafted the Division’s new vision, mission, values, guiding principle and tagline, which Henrico Police adopted and announced in December 2020. In phase two, the Rebrand Workgroup got to work on designing a logo for Henrico Police. After months of discussions, designs and revisions, the workgroup presented its work to division and county leaders for feedback and approval, finally unveiling the logo to Division members in July and August 2021.

“Our goal is to create a consistent experience across the board,” said Office of Public Affairs Coordinator, Laura Beck, who led the workgroup through each rebrand phase. “Whether you’re reading a brochure, being given an officer’s business card with your incident number, interacting on social media, talking to a recruiter, or receiving one of the Division’s many services – a consistent experience is an important component of Henrico Police’s overall brand and affects public trust, perception and engagement.”

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The workgroup's design goal was to create a logo that Division members and the community alike find meaningful, representative and engaging. A circle was used to symbolize a sense of wholeness and harmony amongst police and community. The logo's font exudes tradition, respect and honor. Often associated with police and emergency communications, the colors blue and gold were used; these colors also complement many of the Division's existing assets, such as patrol vehicles and uniforms. A modernized silhouette portraying Pocahontas was used to honor our connection to Henrico County, whose seal depicts Pocahontas and *'is a symbol of ongoing efforts to unify and honor the diversity of our community.'* Decorative badges are used to represent our sworn Police Officers, and a discrete phone headset, which was designed to look like a wisp of hair so as to not compromise the historical integrity of Pocahontas, represents our 911 Public-Safety Dispatchers.

We chose a circle to represent unity and inclusivity. It symbolizes a sense of wholeness and harmony amongst police and community.

We chose a font that exudes tradition, respect and honor.



A modernized silhouette portraying Pocahontas was used to honor our connection to Henrico County. Pocahontas remains on the county's seal as a symbol of ongoing efforts to unify and honor the diversity of our community.

Often associated with police and emergency communications, the colors blue and gold were used; these colors also complement many of the Division's existing assets, such as patrol vehicles and uniforms.

Decorative badges are used to represent our sworn police officers, and a discrete phone headset represents our 911 Public-Safety Dispatchers, which was designed to look like a wisp of hair so as to not compromise the historical integrity of Pocahontas.

The new Henrico Police logo will be rolled-out over time. The community will start to see the logo on the Division's social media pages, [online](#), at community walks and events, and in our Community Services and recruitment materials. There are no plans to outfit police vehicles with the logo at this time, though the Division will look at ways to incorporate it on its vehicles in the future. An internal uniform committee, which was formed independent of the Rebrand Workgroup, has been tasked with evaluating the Division's uniforms; this committee will determine and propose any new patch and uniform options to Division and county leadership for approval in the future.

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# PHASE II REBRAND: NEW LOGO

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