

HONOLULU POLICE DEPARTMENT
POLICY
ORGANIZATION, MANAGEMENT, AND ADMINISTRATION

January 30, 2019

Policy Number 2.46

DEPARTMENTAL SEALS AND LOGOTYPES

POLICY

Any Honolulu Police Department (HPD) seal and/or logotype shall be registered with the City Clerk's Office prior to use. The departmental seal and/or logotype shall be used in accordance with official government purposes.

PROCEDURE

I. ADOPTION OF SEALS AND LOGOTYPES

- A. For the purposes of Chapter 2, Article 31, of the Revised Ordinances of Honolulu (ROH) and this directive, "logotype" includes any trade name, trademark, service mark, nickname, motto, slogan, abbreviation, word logo, logogram, logographic, logotype, symbol, design, graphic depiction, or other work or designation that may be associated with the HPD. Refer to the attachment for specific examples of seals and logotypes.
- B. The department has adopted a number of official seals and logotypes. Attached is the current list.
- C. These seals and logotypes have been registered with the City Clerk's Office, with a copy sent to the Office of the Mayor, Department of Budget and Fiscal Services (BFS), and the Department of the Corporation Counsel. The city will have exclusive ownership of these seals and logotypes by virtue of registering them with the State of Hawaii.

II. USE OF SEALS AND LOGOTYPES

- A. Any request for authorization to use a departmental seal or logotype, either for official government purposes or for other activities permissible under the ROH, must receive the prior written approval of the Chief of Police.

- B. As specified in Section 2-31.1(b) of the ROH, departmental seals and logotypes may be used only for official government purposes and for activities authorized by the city's director of the BFS.
- C. The director of the BFS may enter into contracts with private parties for the manufacture, fabrication, production, reproduction, marketing, distribution, and sale of articles or materials imprinted with departmental seals and logotypes. A contract may provide for an exclusive or nonexclusive license to use departmental seals and logotypes.

III. PROHIBITION AND PENALTY

- A. As provided by Section 2-31.2 of the ROH, any unauthorized use of departmental seals and logotypes is prohibited. This includes: (1) the unauthorized manufacture, fabrication, production, reproduction, marketing, distribution, sale, or purchase for sale of any article or material imprinted with a departmental seal or logotype; or (2) the unauthorized display of any departmental seal or logotype or facsimile thereof in any display, advertisement, poster, or circular conveying an impression of sponsorship or approval by the city or the department.
- B. Unauthorized use of a departmental seal or logotype is a misdemeanor.



SUSAN BALLARD
Chief of Police

Attachment

Post on bulletin
board for one week

Policy first issued
July 29, 1999

SEALS AND LOGOTYPES ADOPTED BY
THE HONOLULU POLICE DEPARTMENT

Agency Name/Trade Name

Honolulu Police Department, Honolulu Police, Police
Department, Police

Agency Abbreviation

HPD

Motto

Honolulu Police Department Mission and Value Statement

Other Departmental Seals and Logotypes

Honolulu Police Department Badge Design (including metal
badges and cloth badge patches)

Honolulu Police Department Pips, aka "kukui nuts" (major,
captain, and lieutenant)

Honolulu Police Activities League Badge Design

Honolulu Police Bicycle Detail Design

Honolulu Police Department Citizens Police Academy Design

Honolulu Police Department Intelligence Enforcement Unit
Design

Honolulu Police Department Integrity Respect Fairness Design

Honolulu Police Department Law Enforcement Explorers Badge
Design

Honolulu Police Department Scientific Investigation Section
Badge Design

Honolulu Police Department Traffic Design (Solo Motorcycle
Detail)

Honolulu Police Department Community Policing Team Design

Honolulu Police Emergency Vehicle Operations Course Design

Honolulu Police Museum Badge Design

Honolulu Police Recruitment Team Design

Inter-County Criminal Intelligence Unit Design

Ke Kula Maka'i Honolulu Police Training Academy Design

Police Canine Design

Police Commission, City and County of Honolulu, State of
Hawaii, Seal Design

Police Department, City and County of Honolulu, Seal Design

Honolulu Police Aircrew Wings Design

Honolulu Police Department Police Activities League Judo
Program Logo

Honolulu Police Department Chief's Badge

Honolulu Police Department Flag

Honolulu Police Department Specialized Services Division
Police Bomb Squad