



IOWA STATE SHERIFF'S & DEPUTIES' ASSOCIATION FLEET IDENTITY GUIDE



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How to use this guide?

IPI is pleased to be the official vendor for Iowa Sheriff Departments. This visual reference guide is intended for use by authorized purchasing agents, staff, and anyone involved in the purchase or application of these fleet decals.

This Identity Guide communicates clear consistent implementation of the Iowa State Sheriff's and Deputies' Association's standards. Enclosed you will find the ISSDA's approved fleet decals, color palette, and font scheme. Any markings that deviate from these standards must receive prior approval from the [ISSDA](#).

This guide shall provide insight into what you will need to mark your official state vehicles, logo placement and design. Artwork, fonts, and digital files can be made available upon request through Iowa Prison Industries.



COLOR PALETTE

In printing, the prevalent color ink system used is the Pantone Matching System, more commonly known as PMS. In addition to the PMS colors noted below, there are other ink systems used for various media. The CMYK conversions will be used when producing video and multimedia projects. The hexadecimal descriptions will ensure that web efforts are as consistent as possible with other visual media.

Primary



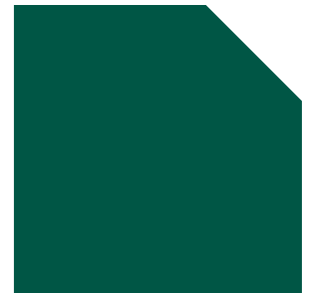
Gold
RGB 250 173 86
Hex FAAD56
CMYK 0 37 75 0



Medium Blue
RGB 79 180 225
Hex 3CB4E5
CMYK 62 11 2 0
Pantone 298 C

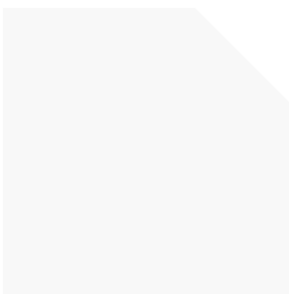


Dark Blue
RGB 0 85 184
Hex 0055B8
CMYK 100 68 4 0
Pantone 2935 C



Green
RGB 0 87 69
Hex 005745
CMYK 95 40 75 36
Pantone 7729 C

Ghost



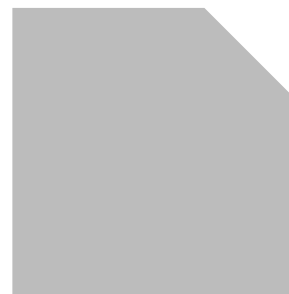
White
RGB 247 245 245
Hex f7f5f5
CMYK 2 2 2 0

Black-Out



Black
RGB 36 39 42
Hex 24272A
CMYK 74 65 62 67
Pantone 426 C
3M 680CR-85

Special Gray



Onyx Gray
RGB 198 198 198
Hex bdbdbd
CMYK 26 21 21 0

* Colors can look different when printed on different materials – most noticeably uncoated paper.

Consistent use of typography enhances effective communication, builds familiarity, and strengthens the Iowa State Sheriff Department's image in the community.

The typefaces listed below are recommended. Various weights and versions are acceptable (light, regular, bold, italic, condensed, expanded, etc.). Other typefaces are not recommended unless there is a compelling business reason to do so. Please consult with the [ISSDA](#) if typeface selection is in question.

Primary Font

FrnkGothITC HVIt BT

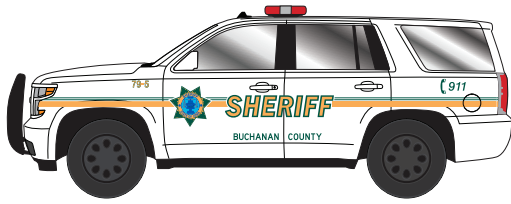
Secondary Fonts

Swis721 Cn BT

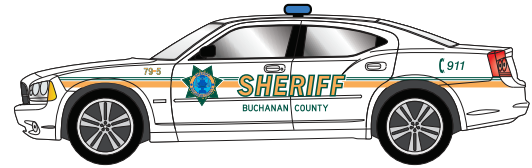
Swis721 Md BT

Highway Gothic C

VEHICLE DECALS



Sheriff Truck-SUV Decal Set
[See Price](#)



Sheriff Car Decal Set
[See Price](#)

BUCHANAN COUNTY

County Name
[See Price](#)



Sheriff Star Decal, 12"
[See Price](#)

(1) Roll Shown



Striping
[See Price](#)

SHERIFF

Sheriff Decal for Trunk, 3"
[See Price](#)

SHERIFF

Sheriff Decal for Trunk, 5"
[See Price](#)

SHERIFF

Sheriff Decal for side of Car, 8"
[See Price](#)

911

Phone Symbol & 911 Decal
[See Price](#)

K-9 UNIT

K-9 Unit Decal
[See Price](#)

50-15

Unit Number Decal
[See Price](#)

PRISONER TRANSPORT

Prisoner Transport Decal
[See Price](#)



Sheriff Star Magnetic, 12"
[See Price](#)

SHERIFF PATROL

Patrol Decal
[See Price](#)

SERGEANT

Sergeant Decal
[See Price](#)

SHERIFF PATROL SUPERVISOR

Patrol Supervisor Decal
[See Price](#)

MOTORCYCLE DECALS



Motorcycle Decal Set

[See Price](#)



Sheriff Star Decal, 5.5"

[See Price](#)

(1) Roll Shown



Striping

[See Price](#)

BUCHANAN COUNTY

County Name

[See Price](#)

SHERIFF

Sheriff Decal for Trunk

[See Price](#)

SHERIFF

Sheriff Decal for Saddle Bags

[See Price](#)

SHERIFF

Sheriff Decal for Windshield

[See Price](#)

☎ 911

Phone Symbol & 911 Decal

[See Price](#)

50-15

Unit Number Decal

[See Price](#)

GHOST DECALS



Sheriff Truck-SUV Decal Set

[See Price](#)



Ghost Sheriff Car Decal Set

[See Price](#)



Sheriff Star Decal, 12"

[See Price](#)

(1) Roll Shown



Striping

[See Price](#)

BUCHANAN COUNTY

County Name

[See Price](#)

SHERIFF

Sheriff Decal for Trunk, 3"

[See Price](#)

SHERIFF

Sheriff Decal for Trunk, 5"

[See Price](#)

SHERIFF

Sheriff Decal for side of Car, 8"

[See Price](#)

911

Phone Symbol & 911 Decal

[See Price](#)

K-9 UNIT

K-9 Unit Decal

[See Price](#)

50-15

Unit Number Decal

[See Price](#)

PRISONER TRANSPORT

Prisoner Transport Decal

[See Price](#)



Sheriff Star Magnetic, 12"

[See Price](#)

SHERIFF PATROL

Patrol Decal

[See Price](#)

SERGEANT

Sergeant Decal

[See Price](#)

SHERIFF PATROL SUPERVISOR

Patrol Supervisor Decal

[See Price](#)

BLACK-OUT DECALS



Sheriff Truck-SUV Decal Set

[See Price](#)



Ghost Sheriff Car Decal Set

[See Price](#)



Sheriff Star Decal, 12"

[See Price](#)

(1) Roll Shown



Striping

[See Price](#)

BUCHANAN COUNTY

County Name

[See Price](#)

SHERIFF

Sheriff Decal for Trunk, 3"

[See Price](#)

SHERIFF

Sheriff Decal for Trunk, 5"

[See Price](#)

SHERIFF

Sheriff Decal for side of Car, 8"

[See Price](#)

911

Phone Symbol & 911 Decal

[See Price](#)

K-9 UNIT

K-9 Unit Decal

[See Price](#)

50-15

Unit Number Decal

[See Price](#)

PRISONER TRANSPORT

Prisoner Transport Decal

[See Price](#)



Sheriff Star Magnetic, 12"

[See Price](#)

SHERIFF PATROL

Patrol Decal

[See Price](#)

SERGEANT

Sergeant Decal

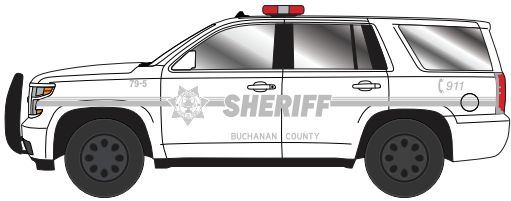
[See Price](#)

SHERIFF PATROL SUPERVISOR

Patrol Supervisor Decal

[See Price](#)

SPECIAL GRAY DECALS



Sheriff Truck-SUV Decal Set

[See Price](#)



Ghost Sheriff Car Decal Set

[See Price](#)



Sheriff Star Decal, 12"

[See Price](#)

(1) Roll Shown



Striping

[See Price](#)

BUCHANAN COUNTY

County Name

[See Price](#)

SHERIFF

Sheriff Decal for Trunk, 3"

[See Price](#)

SHERIFF

Sheriff Decal for Trunk, 5"

[See Price](#)

SHERIFF

Sheriff Decal for side of Car, 8"

[See Price](#)

(911)

Phone Symbol & 911 Decal

[See Price](#)

K-9 UNIT

K-9 Unit Decal

[See Price](#)

50-15

Unit Number Decal

[See Price](#)

PRISONER TRANSPORT

Prisoner Transport Decal

[See Price](#)



Sheriff Star Magnetic, 12"

[See Price](#)

SHERIFF PATROL

Patrol Decal

[See Price](#)

SERGEANT

Sergeant Decal

[See Price](#)

SHERIFF PATROL SUPERVISOR

Patrol Supervisor Decal

[See Price](#)

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