

## Briefing on CEPOL rebranding

Budapest, 1 July 2016

**To ensure a smooth transition to its new name and keep connected with its current and extended audience, CEPOL has undergone a rebranding process throughout 2015 and 2016.**

The results of the rebranding are a brand new logo and corporate visual identity.

On 1 July 2016, CEPOL released its new Corporate Identity Manual, created after a long development process. The first phase was an image analysis, conducted amongst CEPOL's stakeholders, to assess CEPOL's brand. Among the key findings were that CEPOL is a well-respected, professional organisation and that the strongest associations are connected to CEPOL's educative role, but also to networking and cooperation. However, the analysis revealed that CEPOL's brand awareness is limited to its immediate target group. It also showed that its logo was very neutral, difficult to recall, and thus unfitting to CEPOL's image.

Following these conclusions, CEPOL worked on the development of a new logo. The new logo is a pinwheel containing dynamic, slightly curved lines representing stakeholders, moving towards the centre and also away from it, standing for interaction, connection and networking. The logo also contains stars that represent the European dimension and introduce movement and dynamism: as they head towards the center (representing CEPOL), they are growing, just as participants are developing through training for the benefit of the entire European community. The key colours are blue and yellow, referring to law enforcement and the EU. Finally, an identity system and guidelines have been developed from the color palette of the logo and all CEPOL's brand element shall now follow a consistent visual style. New corporate texts have also been developed that reflect CEPOL's new identity and legal mandate

**- CEPOL Mission:**

CEPOL is a European Union agency that fosters European and international law enforcement cooperation through training.

**- CEPOL Vision:**

CEPOL aims to become a world-class hub, and a driver of change in the law enforcement training field. One which contributes to addressing European and global security issues by bringing the law enforcement communities closer together to share good practices, knowledge and know-how.

**- CEPOL Core values:**

1) Professional Excellence; 2) Innovation; 3) Responsiveness; 4) Full respect for fundamental rights.

**- CEPOL Core promise:**

With CEPOL, professionals can grow both their knowledge and networks.

**- CEPOL Motto:**

CEPOL - Educate, Innovate, Motivate