VSP
VIRGINIA STATE POLICE

Brand Standards

Brand Vision & Purpose

The Virginia State Police public website reflects more than just law enforcement—it represents a unified agency of sworn officers and civilian professionals working together to serve every Virginian.

Our brand vision is to build trust, enhance transparency, and empower citizens through clear access to services, alerts, and public safety information. We aim to reflect our values—Service, Protection, and Community—in every interaction, from our online presence to in-person service.

This brand guide supports consistency across all platforms, strengthens public confidence, and ensures that our mission is always clearly communicated.

Created by: Vicki Jarvis

Logo

Primary Logo

Use over dark backgrounds

Secondary Logo

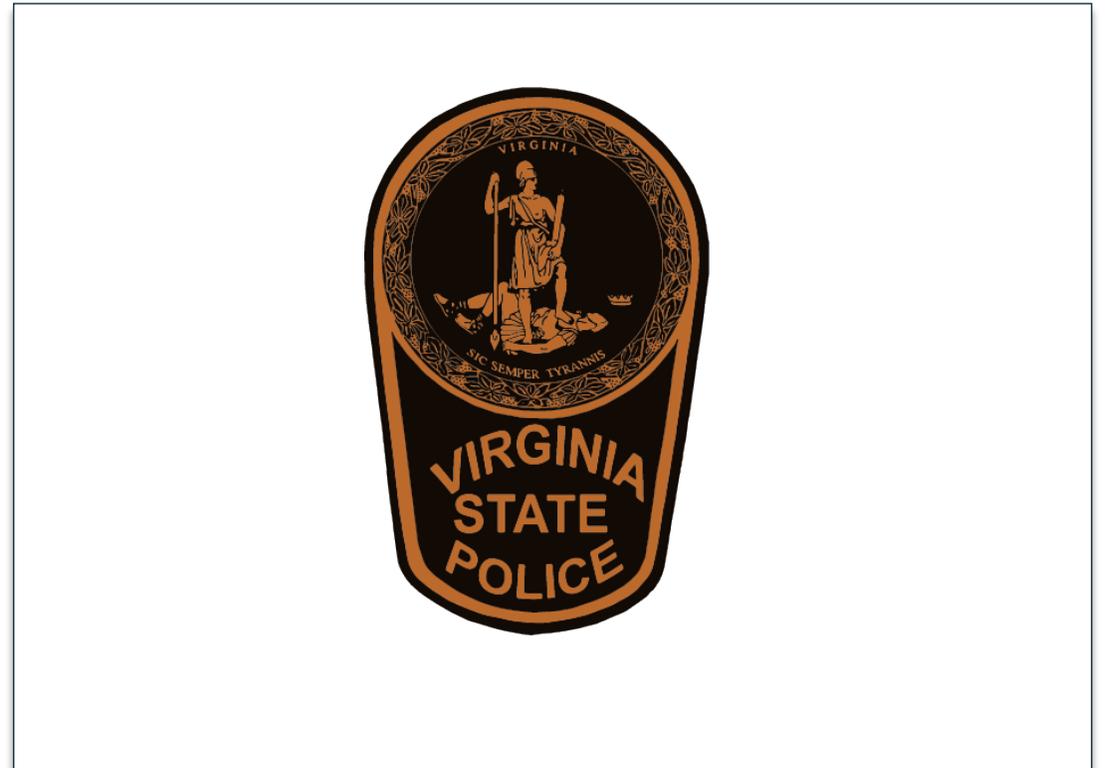**Use over light backgrounds**

Patch

Secondary Patch

Use over dark backgrounds

Primary Patch

Use over light backgrounds

Colors

The Virginia State Police colors are inspired by the state flag and Trooper uniforms—symbols that are widely recognized and respected. These colors create a strong, professional look that reflects our values of service, trust, and integrity.
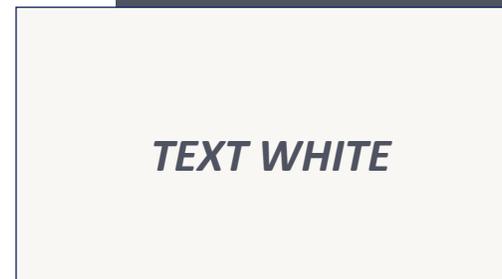
SERVICE GOLD

HEX: #F7A92B
RGB: 247, 169, 43
CMYK: 1, 38, 94, 0

TROOPER GRAY

HEX: #4F5462
RGB: 224, 19, 38
CMYK: 71, 61, 45, 25

VIRGINIA BLUE

HEX: #0F225E
RGB: 15, 34, 94
CMYK: 100, 95, 32, 27

TEXT WHITE

HEX: #F9F7F3
RGB: 249, 247, 243
CMYK: 1, 1, 3, 0

Fonts

The Virginia State Police brand uses Barlow Extra Bold Italic for headings and emphasis, delivering strength and clarity with a modern edge. For body text and supporting content, Acumin Pro in Regular and Extra Light weights provides clean, readable typography that supports accessibility and professionalism.

Barlow Extra Bold Italic	*Title*
Barlow Black Italic	*Sub-Title*
Acumin Pro	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
Acumin Pro Extra Light	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Barlow Extra Bold Italic

Created by: Vicki Jarvis

Writing Style

Writing Style Guidelines (AP Style)

We follow Associated Press (AP) style to ensure clear and professional communication across all content.

- Follows consistent grammar, spelling, and punctuation rules

- Prioritizes clarity, accuracy, and brevity

- Avoids stereotypes and biased language

- Ensures a unified voice across all platforms

- Suitable for public-facing communication and media use
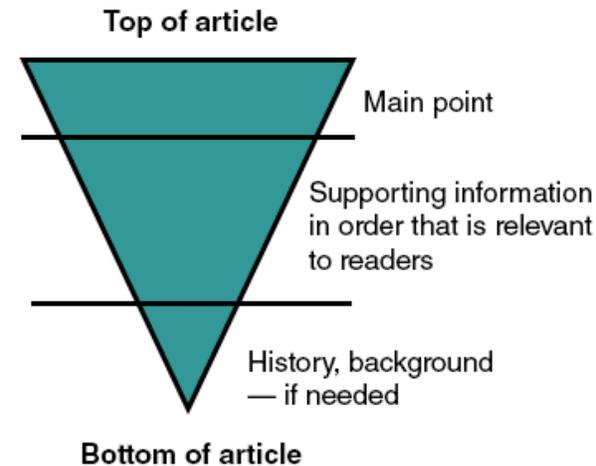
Basic AP Style Guidelines

- Use short, clear sentences

- Write in active voice

- Spell out numbers one through nine; use numerals for 10 and above

- Use single spaces after periods

- Avoid Oxford commas (no comma before "and" in a list)

- Use figures for dates and times (e.g., March 5, 8 a.m.)

- Abbreviate months with specific dates (e.g., Jan. 15)

- Capitalize formal titles before names (e.g., Gov. Smith)

- Use neutral, inclusive language

- Avoid unnecessary jargon or technical terms

Web Writing

Writing for the Web – Quick Guidelines

- Write like you're having a conversation

- Answer user questions clearly and directly

- Use clear, descriptive page titles

- Put the most important info first (top-down hierarchy)

- Break content into small, scannable chunks

- Write brief, one-sentence paragraphs when possible

- Avoid filler like "Welcome to this page"

- Focus on essential tasks, not full manuals

- Use plain, trustworthy, and helpful language

- Consider splitting long pages into shorter linked ones

Inverted pyramid style

Top of article

Main point

Supporting information in order that is relevant to readers

History, background — if needed

Bottom of article

Traditional narrative style

Top of article

History, background, rationale

What happened or information in order that the author thinks of it

Main point as conclusion

Bottom of article