

SARASOTA POLICE DEPARTMENT

CLASS/COURSE PROJECT
FALL 2014

THE CLIENT

The Sarasota Police Department (SPD): a progressive, professional department of the City of Sarasota with a sworn force of over 175 officers dedicated to serving its citizens and many visitors.

BLUE
+
MOVIES
+
YOU

BLUE
+
YOU

an SPD
community
initiative



"Now that's what I call a success! What a great night we had at Blue + Movies + You. Your students stayed to the bitter end to help roll up the carpet."

OFFICER
LINDA DENIRO

FOCUS:

Design and Illustration

THE CHALLENGE:

SPD approached the Collaboratory to assist them with a major rebranding and redesign initiative for its various operating units. The project included the development of new imagery and branding for the SPD, collateral and web graphics, environmental graphics, uniform redesign and graphics, and more.

PROPOSED SOLUTION:

After interviewing dozens of citizens and police officers, the feedback confirmed there was a definite disconnect between the police and the public. The remedy was to create a new brand, website, social media campaign and community relations initiative that would encourage more positive interaction with the SPD.

THE OUTCOME:

Students designed the brand BLUE + YOU to honor and connect the SPD with the local citizenry. A new web site and social media campaign was launched, as well as a series of programs and events designed to allow the Sarasota community to interact with the SPD in a fun, positive environment.

The
Collaboratory

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**Ringling College
of Art + Design**