



## Waukeee Police Department

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### **Waukeee Police Department Launches New Brand**

**Waukeee, Iowa** – The Waukeee Police Department recently launched a new brand. The new black, blue and white patch identity features the Scales of Justice inside of a triangle. Surrounding the triangle are the words “Integrity”, “Honor” and “Pride” – words synonymous with the professionalism of Waukeee Police Officers.

“Our goal here at the Waukeee Police Department is to be the most professional law enforcement agency in the state,” said Waukeee Police Chief John Quinn. “This is just one of the steps we’re taking to change the outward image of the department to reflect all of the continuous internal improvements.”

The former patch was light blue and gold and featured an eagle at the center. The switch came after months of discussion among Police Department employees. A departmental committee worked with the Waukeee High School Art Department – both students and instructors – to come up with the final look.

“It was important for us to decide as a whole on a rebranding image and that’s what we’ve managed to accomplish,” said Waukeee Police Officer Brian Murra. “It was time for an update, and it was time to outwardly represent what we do here in the community. The Scales of Justice paired with integrity, honor and pride – that’s what we’re all about.”

Officer uniforms are already adorned with the new patch. Three new patrol vehicles feature the new patch and have been striped with black and silver. Over time, all new vehicles purchased will feature the sleek new look.

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