



## CCF – Behind the Brand

---

In an effort to give greater clarity and purpose to our organization, Cold Case Foundation embarked on an extensive brand building journey of discovery. This process was far deeper than just purchasing a nice logo, but rather a process of establishing a foundation for our branding and marketing.

Our culminating activity involved enlisting more than 27 designers across 7 countries, who provided more than 183 logo designs. Our collective energy focused and refocused the overarching philosophies, methodologies, principles, mission, vision and values— Ultimately arriving at the Cold Case Foundation crest you see today.

Below is an insightful look into our brand.

### **COLD CASE—**

The Gold lettering light play identifies the lost value of the cold case victims and helps them to come forward into the light once again to be made known, to be justified.

### **LARGE WINGS –**

The large silver wings represent our foundation’s ability to help victims rise above their tragedy, empowering them and giving them a renewed sense of personal protection. The large wings propel us forward to seek justice through the identification, apprehension and conviction of offenders.

### **SMALLER WINGS –**

These small wings characterize many of the victims, who may feel hopeless, fearful and powerless. While they desire to move forward, their ability may be limited.

### **FINEM EXITUS BANNER —**

The Latin phrase FINEM EXITUS means “*Final Exit*” or “*Case Closed*” which is an unfurling banner used as the standard we carry forward at the Cold Case Foundation. We proudly join law enforcement in carrying the banner of the cold case victim and invite others to join us on this crusade.

### **SHIELD—**

The shield evokes a sense of protection. CCF strives to be a defender of Justice, fearlessly guarding victims’ rights. This image is also reminiscent of a law enforcement badge or family crest that symbolizes credentials, identification, identity, legacy, values, strength, character, protection and history.

**SHIELD TIP**— The pointed tip of the shield is also suggestive of offense, not just defense. The Sun Tzu quote, “Victory goes to the one with superior forces at the point of contact” typifies how we view our role at the Cold Case Foundation. In Partnership with Law Enforcement and Victims the Cold Case Foundation along with our contributors become the tip of the spear needed for victory.

#### **SUN RAYS**—

The Sun rays embody a sense of hope for the future. Today the sun is rising and illuminating new possibilities. The rays represent the core values CCF stands for.

#### **MOUNTAIN RANGE**—

The top of the crest signifies a mountain silhouette with three peaks, each peak symbolizing our three key partners:

- Law Enforcement
- Victims & Victim Advocates
- Our Contributors

Mountains are tall, providing an elevated vantage point for greater perspective. They are solid and are a natural defensive position for those seeking higher ground.

#### **GRECKO-ROMAN ARCHITECTURE**—

This structure is most often associated with principles of antiquity, specifically law and justice. Most courthouses have at least some of these elements. The very structures themselves have lasted more than 2,000 years on rock-solid foundations.

#### **DOME**—

The Dome has a form laden with sacred meaning and providential overtones. At its core it features a circle, which is inclusive. Crime is no respecter of persons and neither is CCF. The shape is well-balanced and so is CCF in regards to its mission, vision and values.

#### **COLUMNS**—

Perhaps the most recognized piece of architecture, the column’s tall presence denotes strength, power and protection. These columns represent each of the core values CCF upholds:

- |                  |                   |                   |
|------------------|-------------------|-------------------|
| • Accountability | • Character       | • Prudence        |
| • Communication  | • Effectiveness   | • Resourcefulness |
| • Cooperation    | • Efficiency      | • Reliability     |
| • Coordination   | • Flexibility     | • Understanding   |
| • Commitment     | • Persistence     | • Honesty         |
| • Legacy         | • Competence      | • Result Oriented |
| • Truth          | • Compassion      | • Team Work       |
| • Justice        | • Excellence      | • Diversity       |
| • Wisdom         | • Transparency    | • Sensitivity     |
| • Integrity      | • Professionalism |                   |

### **PEDIMENT—**

The facade on the domed building is accented by a triangular Pediment. The triangle is the strongest shape in building construction and exemplifies its solidarity through the even disbursement of a weight load. CCF stands as that triangle connecting Law Enforcement, Victims & Advocates, as well as Contributors, in the joint task of closing cold cases and supporting victims.

### **LIGHTHOUSE EFFECT—**

The subtle light play on the marble structure alludes to the figure of a lighthouse with a 7-ray beacon calling out to those in need of help.

### **WINDOW—**

The small window represents that small glimmer of hope that resides in everyone involved in violent crime. Hope for resolution... hope for closure

### **POWER COLORS—**

The colors we have chosen are a deliberate effort to highlight certain characteristics each one represents, as well as recognize the struggle and pain crime causes:

**BLUE** = knowledge, trustworthy, and peace; Our shield's BLUE represents the law enforcement badge of authority, justice and the thin blue line. Most police uniforms contain blue and we respect those in this noble profession. We are proud to be a trusted partner in providing peace to those who need it most.

**RED** = passion, blood, love; Our passion for justice runs deep and so does our devotion to victims and their advocates. Blood is life, but also a tragic symbol of death that we want to display as evidence, so we too are reminded daily of the stain violent crime leaves on those still living.

**WHITE** = purity, clean, virtue; We cannot return our victims to pure innocence, but we refuse to return them to ignorance. Our objective is to offer a clean path to healing through the power of knowledge. By restoring justice, we hope to offer authentic comfort.

**GOLD** = valuable, triumphant; The small wings are gold and are the wings of the victims and advocates who must remain. They have infinite worth and must be shown how valuable they are, and can be to others. Our journey will be one of triumph, regardless of the final outcome... the Finem Exitus.

**SILVER** = sophistication, priceless; This color is used for the large wings, belonging to Cold Case Foundation. Silver is said to be a cleansing aid helpful in the release of emotional, mental, and physical obstacles. Such clarity offers new perspectives and shines forward with hope.