



Squad Design Contest

The City of Menasha Police Department is looking for the community's involvement in developing a new graphics design for our patrol vehicles. The Department has sadly said goodbye to recent retirees and has welcomed new officers and a new Chief to lead us into the future. In addition to all of those changes, the traditional Ford Crown Victoria police vehicle was discontinued. As a result, our patrol vehicle and its graphics design will be changing to reflect Menasha's journey into the future. This design contest is open to those who reside or work in the City of Menasha. Please include a brief description of your design and how it represents Menasha. The creator of the selected design will be publicly recognized when it is unveiled on the new patrol vehicles. Please include your name and contact information with your submission. Design submissions must be received by March 1, 2012. The design submissions and questions can be submitted to:

Officer Matt Albrecht
430 First Street
Menasha, WI 54952
920-967-3500
malbrecht@ci.menasha.wi.us

The paint scheme for the vehicles will continue to be black and white. The hood, trunk, roof, and front and rear fenders will be black, the doors will be white. Vehicle outlines, images of our shoulder patch and badge, along with our current squad design are available on the police department's website.

<http://www.menashapolice.org/>

Here is a list of guidelines that will be applied when considering the submitted designs:

- The design should tie the police patrol vehicle to important aspects and/or history of the community/region.
- The police patrol vehicle should have both the symbol of authority and the wording of the authority spelled out, i.e., a replica of the agencies badge or shoulder patch and the word POLICE.
- The agency authority, i.e., "POLICE" should be the largest and the clearest of the lettering. The jurisdiction, i.e., "MENASHA," while not necessarily as prominent, must be clear and legible.
- The markings of "911", "EMERGENCY 911", or statement of service to the community may be placed on the front or rear fenders, however should be less prominent from the authority lettering and must not be visually distracting.

- All graphics on the vehicle should be a marked contrast with the background.
- The vehicle number should be visible from both the side and rear view of the police patrol vehicle.
- The police department's website address should be visible from the rear of the vehicle.

The final design will be selected by the members of the Menasha Police Department. The Menasha Police Department reserves the right to make modifications to the selected design so that it meets the needs of the Department.