
Cold Case America™ Media Kit

1. Brand Overview

Cold Case America™ is a national investigative initiative dedicated to advancing the resolution of cold case homicides and unidentified human remains through behavioral intelligence, structured analytical frameworks, and multidisciplinary collaboration. The organization integrates behavioral science, forensic principles, and systems-based investigative methodologies to support agencies in generating new investigative direction and improving case resolution outcomes.

Our mission is to enhance investigative clarity, reduce subjectivity, and strengthen case interpretation through structured behavioral frameworks and collaborative case review processes that respect the integrity of originating investigative agencies.

2. Logo Usage Guidelines

Approved Uses

The Cold Case America™ logo may be used only in the following contexts:

- Official organizational communications
- Approved media publications and press coverage
- Academic or professional presentations with permission
- Partner agency materials (with written approval)
- Conferences, training events, and speaking engagements

Minimum Clear Space

- Maintain clear space equal to at least **25% of the logo height** on all sides
- Do not place text, images, or other logos within this space

Background Requirements

- Preferred: White, light gray, or deep navy backgrounds
- Ensure high contrast for readability

Do Not

- Do not stretch, distort, rotate, or recolor the logo
- Do not add shadows, outlines, or effects
- Do not place on busy or low-contrast backgrounds
- Do not recreate or alter logo typography

File Formats Provided

- SVG (web use / scalable)
 - PNG (transparent background)
 - PDF (print use)
 - EPS (professional print)
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3. Brand Guidelines

Primary Color Palette

- Deep Navy: #0B1F3A (authority, trust, structure)
- Steel Blue: #1C4E80 (investigative clarity)
- Teal Accent: #2AA6A1 (innovation, insight)
- Charcoal: #2E2E2E (neutral professionalism)
- White: #FFFFFF (clarity and contrast)

Typography

- Primary Font: Modern Sans-Serif (e.g., Montserrat, Inter, Helvetica Neue)
- Headings: Bold / Semi-Bold
- Body: Regular weight, high readability

Brand Voice

- Professional, precise, and authoritative
- Evidence-based and systems-oriented
- Avoid sensationalism or speculative language
- Focus on clarity, structure, and investigative integrity

Messaging Principles

- Behavior is pattern-driven, not random
- Investigation must be structured, not subjective
- Collaboration strengthens case resolution
- Behavioral intelligence improves investigative outcomes

4. Approved Photography Guidelines

Approved Imagery Includes

- Professional headshots of leadership
- Training environments (law enforcement, academic, lecture settings)
- Abstract investigative visuals (maps, case boards, data systems)
- Neutral forensic/analytical imagery (no graphic crime scene content unless approved)

Style Requirements

- High resolution (minimum 300 DPI for print)
- Neutral or professional lighting
- Clean, non-distracting backgrounds
- Documentary or executive portrait style preferred

Not Approved

- Graphic crime scene images
 - Sensationalized violent imagery
 - Low-resolution or casual personal photos
 - AI-generated imagery misrepresenting real events or individuals
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5. Speaker Bios

Dr. Olivia Johnson

President | Founder, Cold Case America™
Co-Founder, Operational Code™ Framework

Executive Leadership Overview

Dr. Olivia Johnson is the Founder and President of **Cold Case America™** and Co-Founder of the **Operational Code™ Framework**, a behavioral intelligence methodology designed to strengthen violent death and cold case investigations through structured, evidence-informed analysis.

A former law enforcement officer and U.S. Air Force veteran, Dr. Johnson is a certified medicolegal death investigator and suicidology researcher whose work examines the behavioral, cognitive, and systemic factors associated with homicide, suicide, overdose, and other violent deaths. By integrating victimology, suspectology, forensic principles, behavioral science, and systems thinking, she develops investigative frameworks that help improve analytical consistency, identify behavioral patterns, and support investigative decision-making.

Dr. Johnson holds a Master of Arts in Criminology and Criminal Justice from the University of Missouri–St. Louis and a Doctorate in Organizational Leadership Management from the University of Phoenix. Through Cold Case America™, she is committed to advancing innovative methodologies that strengthen investigative practice and multidisciplinary collaboration in violent death investigations.

Dr. Jorey L. Krawczyn

Co-Developer | Operational Code™ Framework

Dr. Jorey L. Krawczyn brings over 45 years of experience in law enforcement, forensic psychology, and higher education. A retired Chief of Police and former undercover narcotics investigator, he has extensive operational experience in violent crime investigation and criminal behavioral analysis.

He completed his psychological internship with the Correctional Corporation of America, Bay Facility, where he provided evaluation and treatment to violent offenders and sexual predators. Dr. Krawczyn has also served in academic and training roles focused on law enforcement leadership, forensic psychology, and investigative methodology development.

He is a co-developer of the Operational Code™ framework, contributing extensive field-based and psychological expertise to the integration of behavioral science and investigative practice.

6. Media Contact & Usage Permissions

Media Inquiries

All media requests, interviews, and speaking engagements must be coordinated through official Cold Case America™ communications channels.

Permissions Required

Written approval is required for:

- Logo usage in media or publications
- Use of speaker images in promotional materials
- Inclusion in documentaries or broadcast media
- Academic reproductions of frameworks or proprietary systems

Contact

Cold Case America™ Media & Communications Office

[Insert email]

[Insert phone]

[Insert website contact form link]

7. Website Integration Notes (For Developer)

Recommended page structure:

- Hero Section: “Cold Case America™ Media Kit”
- Brand Overview (text block)
- Logo Usage (accordion or cards)
- Brand Guidelines (color + typography grid)
- Photography Standards (gallery + rules)
- Speaker Bios (two-column layout)
- Media Contact CTA button

Optional components:

- Download PDF Media Kit button
- Press photo gallery
- Embedded logo download ZIP
- “Request Interview” form