Office of Justice Programs

Brand Guidelines April 2022

Contents

Introduction

The Office of Justice Programs (OJP) strives to provide audiences with a consistent communication and brand experience. This document provides guidelines for using branding, including use of seals and logos, to achieve this goal.

These brand design guidelines include a set of design standards for OJP and its offices' brand to ensure complete consistency in the style and formatting of design assets.

Consistent branding makes OJP initiatives more effective by helping OJP audiences understand how to take advantage of OJP programs and how OJP works to improve criminal justice systems. In doing so, it strengthens each audience's understanding of OJP's purpose and reinforces the OJP brand, which represents the contributions of its offices and bureaus to the Department of Justice.

OJP interacts with different audiences in many ways using a variety of communications practices and channels. OJP communicates consistent, accurate, timely and useful information about when, how and where people seek OJP's information and resources.

* The Office of Communications (OCOM) maintains and manages the OJP Brand Guidelines and coordinates implementation with the program offices.

Brand Architecture

Seals, Logos and Identity Marks

Office Organization

OJP and its program offices are part of the larger family of agencies in the Department of Justice (DOJ). OJP's branding strategy, messages and visual identity are organized in a way that acknowledges its place in the Department and works collaboratively with the DOJ identity.

The OJP seal is the office's primary and dominant organizational brand. All program offices should use their respective branded identity mark (seal/logo). For terms of use of the DOJ and OJP seals, please refer to page 27.

Brand Voice

Tagline

OJP's tagline is a short phrase used to connect audiences with the mission in a succinct and memorable way.

Building Solutions | Supporting Communities | Advancing Justice

Vision

OJP's vision expresses our aspirations.

Safe, Just and Engaged Communities

Mission

OJP's mission is a statement of our core values, objectives and work.

To provide leadership, resources and solutions for creating safe, just and engaged communities.

Tone

OJP communications should always sound the same. The language can change to reflect an audience-appropriate level of content, but their tone of voice should be consistent across all media and products. Users should have the same OJP experience whether they visit its websites, call a toll-free hotline or receive correspondence. The tone should be consistent throughout OJP and all of its offices and bureaus.

People want OJP to be helpful, consistent and reliable. They value the accuracy of information. OJP's goal is to create a consistent, rewarding experience that encourages commitment to OJP and its bureaus and offices as the official, primary source for criminal justice program information and resources.

OJP communications should reflect a tone that is direct, objective and easily understood. This is best achieved in active voice (subject-verb-object), and with a preference for the most commonly understood words. OJP should avoid the use of superlatives (e.g. always, never and most). Writers should use adjectives sparingly, especially subjective adjectives (e.g. "the proud team," "the excellent effort"), unless the observation is with obvious attribution, such as in a quote or editorial. Direct language avoids the use of irony, sarcasm and wit, and presents information in a factual manner.

Visual Identity

The OJP Seal

The OJP seal is the cornerstone of the OJP brand. Its identity represents the commitment and purpose of the organization. By applying it consistently, OJP will increase awareness and strengthen its image.

The OJP seal closely mirrors the DOJ seal, with the addition of the name of the component inscribed in the lower half of the outer ring in a manner consistent with other approved seals for components or bureaus within the Department.

Seal Color Variations and Usage

Primary Seal

The primary seal is the preferred usage and should be applied in all contexts except for applications without sufficient contrast or reproduction capability.

Outlined Seal

The outlined seals may be used when the primary seal does not provide sufficient contrast, for black-and-white applications or on products with very limited color palettes so that the seal does not become the primary focus.
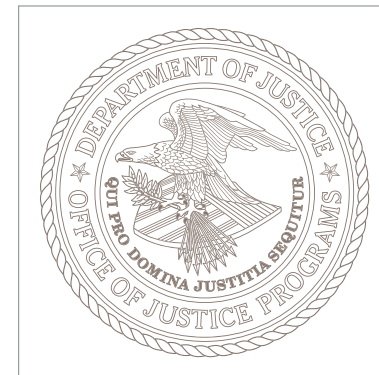
Seal Minimum Size

Minimum Size

The preferred minimum print size for the seal is 1 inch wide. The preferred minimum screen size is 75 pixels wide. The logo should always be scaled proportionally, keeping the ratio between its height and width constant to ensure that the shape stays intact as a circle.

This minimum size requirement applies to instances in which the seal is used alone (see page 17 for sizing when used as part of a lockup with type treatment).

1 inch

75 px

OJP Seal Clearspace

Clearspace

A minimum space of "X" (half the height of the inner circle) around the seal should be observed. These size requirements should be followed for all applications.
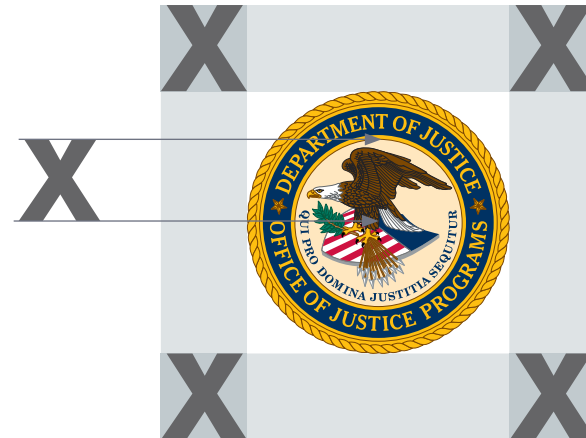
Clearspace with Bureau Logo

A minimum space of "X" (half the height of the inner circle) around the seal should be observed. These size requirements should be followed with all bureau logos and for all applications.

Note: The clearspace does not apply between the seal and bureau logo. When paired together, the seal and logo act as a single unit. Spacing guidance for each bureau logo is detailed in the following pages.

Seal with Type Treatment Variations

These type treatments have been created to ensure consistency and quality across all OJP communications. Never change the type treatments and always use the approved OJP type treatment graphic files.

Primary Type Treatment

This is the preferred lockup of the OJP seal with type treatment and should be applied in all contexts except for applications without sufficient contrast or reproduction capability.

U.S. DEPARTMENT OF JUSTICE
OFFICE OF JUSTICE PROGRAMS

Secondary Type Treatment

The secondary lockup should only be used when the primary one cannot be sized large enough to ensure legibility.
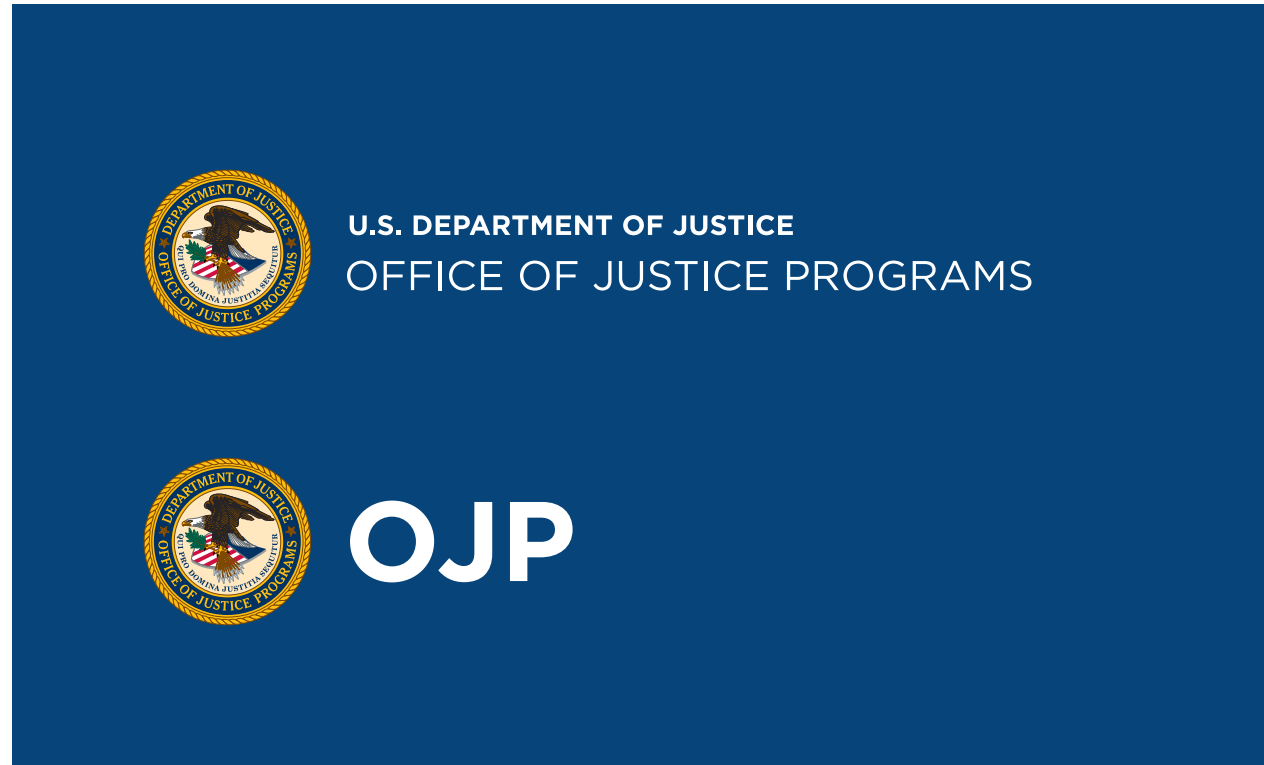
OJP

Seal with Type Treatment Variations

Reversed Type Treatment

The reversed type treatment should be used when the type treatment is positioned against a dark or colored background when the contrast ratio is at least 4.5:1.

U.S. DEPARTMENT OF JUSTICE
OFFICE OF JUSTICE PROGRAMS

OJP

Seal with Type Treatment Minimum Size

Primary Type Treatment

The preferred minimum print size for the primary seal with type treatment is 3.125 inches wide. The preferred minimum screen size is 225 pixels wide.

This minimum size requirement applies only when the seal is used in a lockup with this type treatment.

U.S. DEPARTMENT OF JUSTICE
OFFICE OF JUSTICE PROGRAMS

3.125 inches

U.S. DEPARTMENT OF JUSTICE
OFFICE OF JUSTICE PROGRAMS

225 px
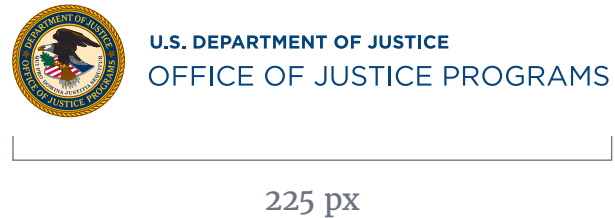
Secondary Type Treatment

The preferred minimum print size for the secondary seal with type treatment is 1.5 inches wide. The preferred minimum screen size is 110 pixels wide.

OJP

1.5 inches

OJP

110 px

Seal with Type Treatment Clearspace

A minimum space of "X" (half the height of the inner circle) around the seal and type treatment lockup should be observed. These size requirements should be followed for all applications.

OJP Seal Placement with Program Office Logos

OJP program office logos should be between 60% and 70% of the height of the seal. This provides flexibility when program office logos have different weights. The following pages provide the recommended height for each program office's logo when placed next to the seal, taking into account the unique visual weights of each.

OJP Seal Placement with BJA Logo

Scale

When using the BJA logo paired with the OJP seal, the height of the BJA logo should be 60% the height of the seal.

Spacing

The spacing between the seal and logo should be equal to the width of the apex of the "A" in BJA.

OJP Seal Placement with BJS Logo

Scale

When using the BJS logo paired with the OJP seal, the height of the BJS logo should be 70% the height of the seal.

Spacing

The spacing between the seal and logo should be equal to the width of the serif of the "J" in BJS.

OJP Seal Placement with NIJ Logo

Scale

When using the NIJ logo paired with the OJP seal, the height of the NIJ logo should be 60% the height of the seal.

Spacing

The spacing between the seal and logo should be equal to the width of the distance between the "J" in NIJ and "N" in National.

OJP Seal Placement with OJJDP Logo

Scale

When using the OJJDP logo paired with the OJP seal, the height of the OJJDP logo should be 60% the height of the seal.

Spacing

The spacing between the seal and logo should be equal to the width of bowl of the "P" in OJJDP.

OJP Seal Placement with OVC Logo

Scale

When using the OVC logo paired with the OJP seal, the height of the OVC logo should be 70% the height of the seal.

Spacing

The spacing between the seal and logo should be equal to the width of the space between the tagline and "OVC."
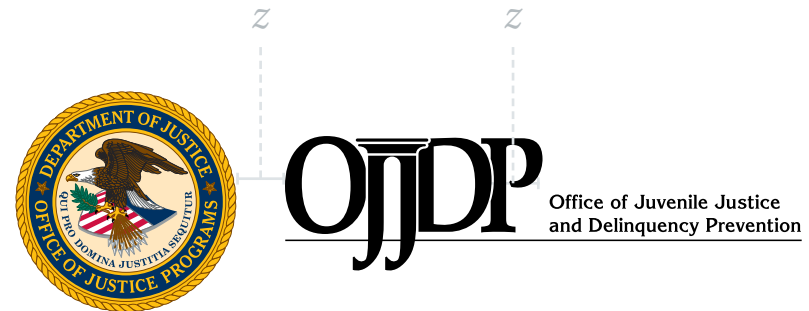
OJP Seal Placement with SMART Logo

Scale

When using the SMART logo paired with the OJP seal, the height of the SMART logo should be 70% the height of the seal.

Spacing

The spacing between the seal and logo should be equal to the width of the lower stem of the "T" in SMART.

Incorrect Use of Seal

Improper use of the seal compromises the integrity of the OJP brand. The following examples represent some of the possible misuses. Careful consideration should be given to circumstances not illustrated in these examples. You should never change the OJP identity mark.
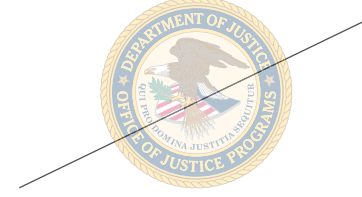
DO NOT distort the proportions of the seal

DO NOT alter the color of the seal

DO NOT alter the elements of the seal

DO NOT alter the opacity of the seal

DO NOT add drop shadows or filter effects

DO NOT rotate or place the seal on an angle

DO NOT remove elements from the seal

DO NOT place the seal on complex backgrounds or images

Terms of Use

"Seals and devices of the Federal Government, Departments, and Bureaus, and Independent Agencies **are not in the public domain**, and cannot be used for other than official business without specific authorization of the agency involved."

–Joint Committee on Printing, United States Congress

Department of Justice

Department of Justice seals, logos and other official insignia may not be used or reproduced without written permission. Requests for permission to use or reproduce the official insignia of the Federal Bureau of Investigation, Bureau of Prisons, Federal Prison Industries, Parole Commission, Drug Enforcement Administration, United States Marshals Service and Bureau of Alcohol, Tobacco, Firearms and Explosives shall be referred to the heads of these components. Requests for permission to use or reproduce any other Department or component official insignia shall be referred to the Assistant Attorney General for Administration.

Permission to use or reproduce official insignia of the Department is granted on a case-by-case basis and involves the consideration of many relevant factors, including the cost or benefit to the Department or the government of granting the request; the unintended appearance of endorsement or authentication by the Department; the potential for misuse; the effect on Department security; the reputability of the use; and the extent of control by the Department over the ultimate use and distribution of any products or publications bearing official insignia of the Department.

Office of Justice Programs

The OJP seal is for the official use of the U.S. Department of Justice's Office of Justice Programs and not for private sector materials. To the public, such use would send a message that OJP favors or endorses an organization, its activities, its products, its services and/or its personnel (either overtly or tacitly), which it does not and cannot do.

Under current OJP policy, use of the OJP seal is dictated by OJP Instruction 1000.2A and states, "The Seal of the Office of Justice Programs shall be used on all OJP publications, including electronic publications. It shall be displayed, as possible, at all OJP official functions, on all OJP flags, and in all OJP offices. The OJP Seal shall be used at all other official occasions and for all other official purposes at the order of the Assistant Attorney General. Use of the Seal by organizations or persons not affiliated with OJP shall be subject to the approval of the Assistant Attorney General and all applicable laws and regulations."

The Office of Communications (OCOM) is the initial reviewer for requests from OJP program offices and non-OJP entities to use the OJP seal. Requests must be sent to the OCOM Director or a designee at least 10 working days in advance of the event/product release under consideration for use of the OJP seal. Requests for use of the OJP seal on any communication products (e.g., releases, websites, reports) made by non-OJP entities should also be forwarded at the same time to the individual public affairs specialist responsible for supporting the bureau. Requests should include the "who, what, when, why and how," regarding use of the seal.

In those circumstances that require the Assistant Attorney General's attention, OCOM will forward requests for further deliberation to OAAG.

Typography

Typography is the art of using typefaces to communicate type in a readable and appealing way and encompasses both the typefaces and the negative space around them. The OJP brand voice is communicated in a clean, modern typographic style. The preferred typefaces for OJP products are Roboto for headings and Merriweather for body text. Text should not be stretched beyond 100%.

Primary Typeface: Roboto

LIGHT   AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

REGULAR   AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

ITALIC   *AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz*
1234567890

BOLD   **AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**
1234567890

BLACK   **AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**
1234567890

Secondary Typeface: Merriweather

LIGHT   AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

REGULAR   AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

ITALIC   *AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz*
1234567890

BOLD   **AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**
1234567890

BLACK   **AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**
1234567890

Typography (Alternate Typeface)

When Roboto and Merriweather are not available, Arial (for headlines) and Georgia (for body copy) can be used.

Primary Typeface: Arial

REGULAR
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

BOLD
**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890**

ITALIC
*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890*

Secondary Typeface: Georgia

REGULAR
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

BOLD
**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890**

ITALIC
*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890*

Typography Usage

Heading 1: Roboto Black

About OJP

Body: Merriweather Light

Lorem Ipsum corum nis doluptatur, odit oditatis ut aut earchillant que eatur, con conecum quat officipis aut auta inihici atibusdam quias exceaquam qui nonsequat. Dusda nobissi tatius mil et, nusandene inum faccum que sae moloreptat.

Heading 2: Roboto Bold

H2 Sample Text

Lorem Ipsum corum nis doluptatur, odit oditatis ut aut earchillant que eatur, con conecum quat officipis aut auta inihici atibusdam quias exceaquam qui nonsequat.

Heading 3: Roboto Bold (CAPS)

H3 SAMPLE TEXT

Heading 4: Roboto Bold

H4 Sample Text

Lorem Ipsum corum nis doluptatur, odit oditatis ut aut earchillant que eatur, con conecum quat officipis aut auta inihici atibusdam quias exceaquam qui nonsequat.

Pull Quote: Roboto Italic

Lorem Ipsum otat hilloreptat ipsanturis maximol orerrumqui doluptam arum entibus et ipicae prerio volorrovit

Typography Usage (Alternate Typeface)

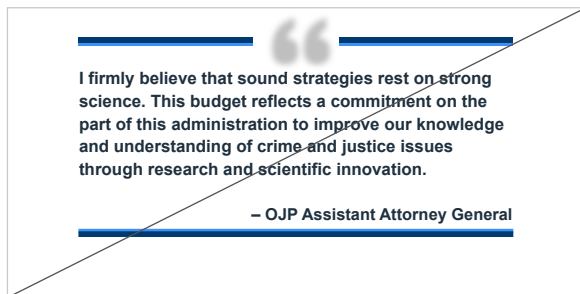**Heading: Arial Bold**

Header Sample Text

Body: Georgia

Lorem Ipsum otat hilloreptat ipsanturis maximol orerrumqui doluptam arum entibus et ipicae prerio volorrovit accus repratur sintist ibereiunt il illitius aciet et unt as a ditibus.

Um, que volores sitios corum nis doluptatur, odit oditatis ut aut earchillant que eatur, con conecum quat officipis aut auta inihici atibusdam quias exceaquam qui nonsequat. Dusda nobissi tatius mil et, nusandene inum faccum que sae moloreptat.

Typography Alignment and Justification

The justification of typography corresponds to the alignment of a given body of text. In graphic products where the text is the primary focus of the graphic, text should be left-aligned with the tracking manually adjusted to avoid a jagged right edge, as shown below.

> 66
>
> **I firmly believe that sound strategies rest on strong science. This budget reflects a commitment on the part of this administration to improve our knowledge and understanding of crime and justice issues through research and scientific innovation.**
>
> **– OJP Assistant Attorney General**

I firmly believe that sound strategies rest on strong science. This budget reflects a commitment on the part of this administration to improve our knowledge and understanding of crime and justice issues through research and scientific innovation.

– OJP Assistant Attorney General

DO NOT leave text with a jagged right edge

I firmly believe that sound strategies rest on strong science. This budget reflects a commitment on the part of this administration to improve our knowledge and understanding of crime and justice issues through research and scientific innovation.

– OJP Assistant Attorney General

DO NOT use "justify all lines" tool

I firmly believe that sound strategies rest on strong science. This budget reflects a commitment on the part of this administration to improve our knowledge and understanding of crime and justice issues through research and scientific innovation.

– OJP Assistant Attorney General

DO NOT center-align text

Incorrect Use of Typeface

Improper use of typography compromises the integrity of the OJP brand. The following examples represent some of the possible misuses. Careful consideration should be given to circumstances not illustrated in these examples.

Lorem ipsum dolor sit amet, elit.

Cum sociis natoque penatibu, nasctur ridiculus mus.

DO NOT use fonts not listed in the brand guidelines

Lorem ipsum dolor sit amet, elit.

Cum sociis natoque penatibu, nasctur ridiculus mus.

DO NOT switch header and body copy fonts

Lorem ipsum dolor sit amet, elit.

Cum sociis natoque penatibu, nasctur ridiculus mus.

DO NOT use colors not listed in the brand guidelines

Lorem ipsum dolor sit amet, elit.

Cum sociis natoque penatibu, nasctur ridiculus mus.

DO NOT alter the tracking of text

Lorem ipsum dolor sit amet, elit.

Cum sociis natoque penatibu, nasctur ridiculus mus.

DO NOT add drop shadows or filter effects

Lorem ipsum dolor sit amet, elit.

Cum sociis natoque penatibu, nasctur ridiculus mus.

DO NOT rotate or place text on an angle

Lorem ipsum dolor sit amet, elit.

Cum sociis natoque penatibu, nasctur ridiculus mus.

DO NOT distort the proportions of text

Lorem ipsum dolor sit amet, elit.

Cum sociis natoque penatibu, nasctur ridiculus mus.

DO NOT place text on complex backgrounds or images

Color Palette

The color palette is the selection of colors chosen to represent the OJP brand and seal.

PRIMARY

PMS **654 C**
RGB **0, 58, 112**
CMYK **100, 71, 10, 47**
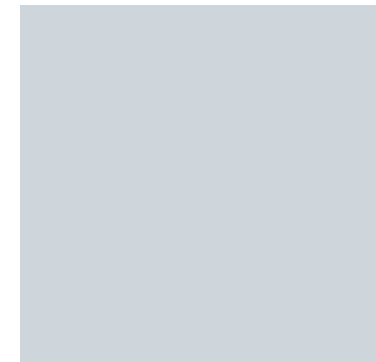HEX **#0B4778**

SECONDARY

PMS **285 C**
RGB **0, 114, 206**
CMYK **90, 48, 0, 0**
HEX **#0076D6**

PMS **7546 C**
RGB **37, 55, 70**
CMYK **73, 45, 24, 66**
HEX **#1F303E**

PMS **427 C**
RGB **208, 211, 212**
CMYK **7, 3, 5, 8**
HEX **#C9C9C9**

ACCENT*

PMS **123 C**
RGB **255, 199, 44**
CMYK **0, 19, 89, 0**
HEX **#FACE00**

** Never use accent color as full bleed backgrounds / overlays.
Only use for supporting bits of text like labels, dates, sub-headings, etc.*

Accessibility

When using the OJP or individual program office color palette, it is the designer's responsibility to ensure that materials prepared meet the criteria for Section 508 accessibility compliance, especially in terms of color dependence and color contrast.

Colors should be selected so there is sufficient contrast between the text and background. WCAG 2.0 AA standards require a contrast ratio of 4.5:1 for normal text (below 14 pt) and 3:1 for large text (bold text 14 pt and larger, or regular text 18 pt and larger). A color contrast checker can be used to determine actual contrast values.

Acceptable

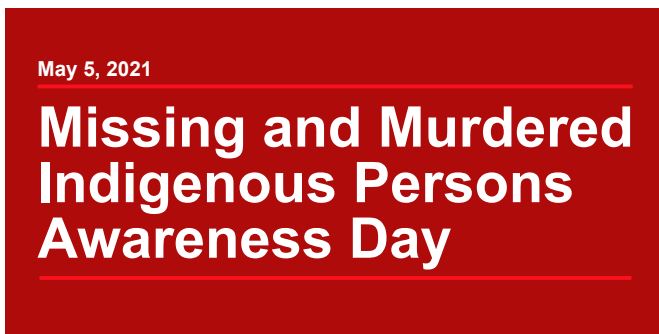The examples to the right demonstrate text on backgrounds with contrast ratios above 4.5:1.

OJP.gov	OJP.gov	OJP.gov
OJP.gov	OJP.gov	OJP.gov

Unacceptable

The examples to the right demonstrate text on backgrounds with contrast ratios below 4.5:1.

OJP.gov	OJP.gov	OJP.gov
OJP.gov	OJP.gov	OJP.gov
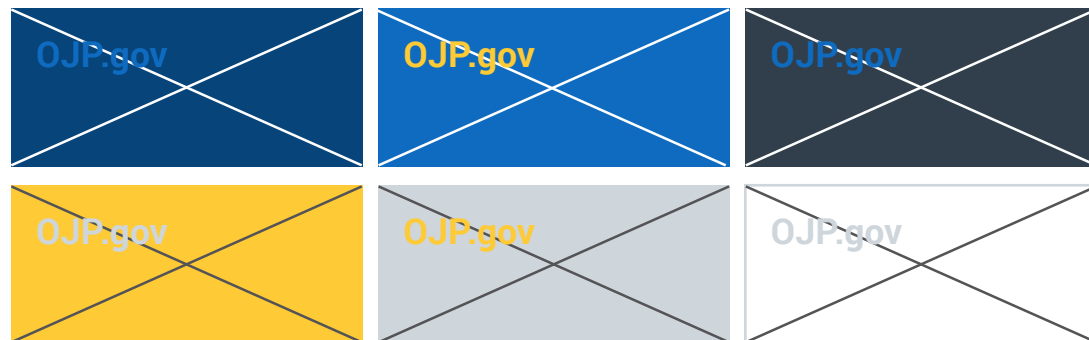
Use of Alternate Colors (Commemorations)

The Office of Justice Programs observes certain national and international commemorative days and events each month through social media and other appropriate platforms. While graphics created for commemorative days and events offer some creative license and flexibility in terms of color usage for events that have their own established colors, all other OJP brand and style principles still apply.

Below are some examples of appropriate graphics for commemorative events that utilize their own color palettes.

HISPANIC
HERITAGE MONTH

May is
MENTAL HEALTH AWARENESS MONTH
You Are Not Alone

May 5, 2021

Missing and Murdered Indigenous Persons Awareness Day

JUNE 2021
OJP CELEBRATES
LGBTQ+ PRIDE MONTH

Consistency

Building audience recognition and confidence in the OJP brand and visual identity is another important element to its brand architecture. To ensure that OJP and its program offices present a consistent face to their external audiences, OJP encourages the use of templates for standard communications.

Brand Application

Visual Style

OJP's visual style should be a minimalistic, "flat" design approach that emphasizes usability. It is partially defined by the **absence** of glossy or three-dimensional visual effects in the graphical elements, opting for a simple and clean approach.

No Outer Glows   **No** Inner Shadows

No Inner Glows   **No** Textures

No 3D Type   **No** Transparencies

─── **JUST** ───

Clean and Simple

Gradients and drop shadows should only be used sparingly.

Imagery

Imagery must reflect the serious nature of OJP's subject matter. Stock photography should maintain a serious tone and only be used when it assists in conveying the desired message. Avoid fear-based imagery.

All stock images must be credited with the name of the photographer and the source of the image. The credit should be stamped onto the image when possible. The credit may be placed on either the right or left bottom corner of the image, or below the image–based on legibility. Credit format example: © Photographer Name/Shutterstock. Credit formats are often provided by the company from which you are purchasing the images. Consult terms and conditions as needed.

OJP often uses photos taken internally by OJP photographers. Since these photos are owned by the government, and therefore in the public domain, no attribution is required. But, in certain cases, such as when the photo is accompanied by a caption, credit is appropriate, but not required. If attribution is needed, the credit is: DOJ photo by [Name of photographer].

Imagery

EXAMPLE IMAGERY– PHOTOS BY OJP PHOTOGRAPHERS

EXAMPLE IMAGERY– STOCK PHOTOS

© MangoStar_Studio/iStock

© jandrielombard/iStock

© asiseeit/iStock

© DavidMarkiewicz/iStock
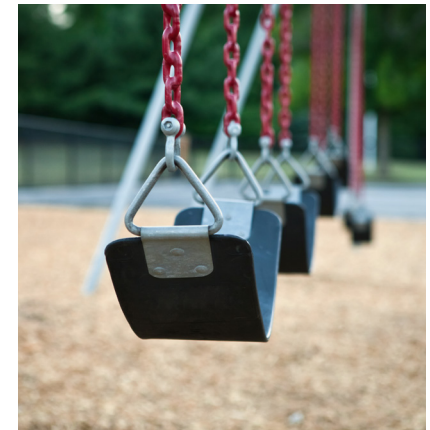
** Stock photos must clearly show the appropriate attribution either on the photo
itself or beneath it as a caption. Photographs by OJP photographers do not
require attribution.*

PowerPoint
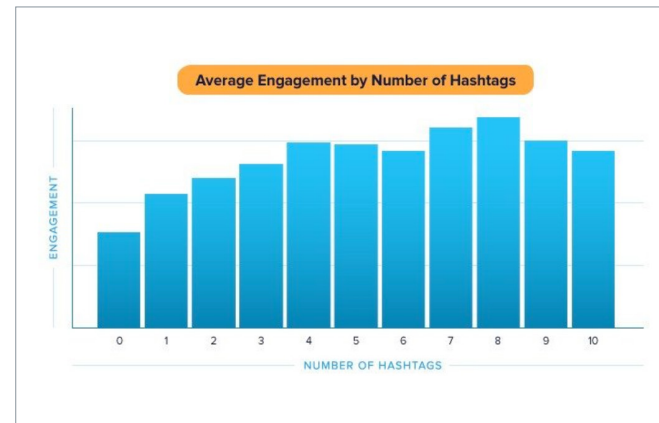
PowerPoint slides should be designed using a visually clean aesthetic, without the use of gradients, drop shadows and other graphical effects and embellishments. Ample space should be provided around text and images.

To obtain a copy of the PowerPoint template, please contact OCOM.

EXAMPLE TITLE SLIDE

80 pt

30 pt

24 pt

5" or 350px wide

PowerPoint

Slide Title

48 pt

16 pt

PowerPoint slides should be designed using a visually clean aesthetic, without the use of gradients, drop shadows and other graphical effects and embellishments.

· Lorem ipsum dolor sit amet

· Consectetuer adipiscing elit

· Aenean commodo ligula

Average Engagement by Number of Hashtags

ENGAGEMENT

0 1 2 3 4 5 6 7 8 9 10

NUMBER OF HASHTAGS

U.S. DEPARTMENT OF JUSTICE
OFFICE OF JUSTICE PROGRAMS

Title | #
OJP.gov

PowerPoint

EXAMPLE CONTENT SLIDE - TEXT ONLY

Slide Title

PowerPoint slides should be designed using a visually clean aesthetic, without the use of gradients, drop shadows and other graphical effects and embellishments.

· Lorem ipsum dolor sit amet
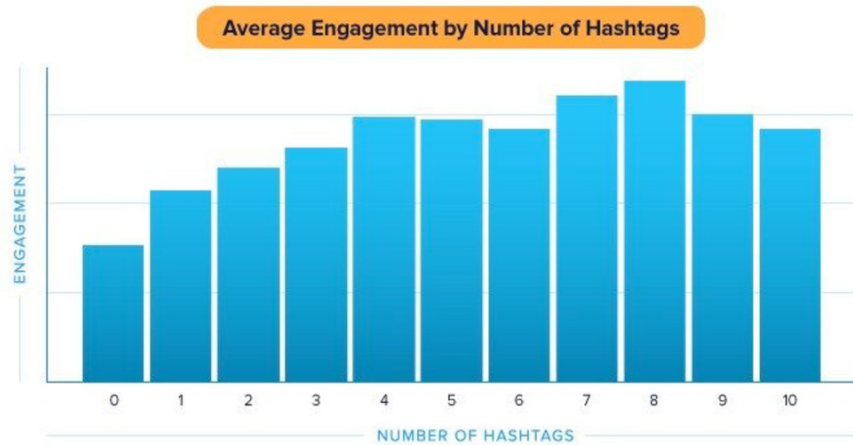
· Consectetuer adipiscing elit

· Aenean commodo ligula

U.S. DEPARTMENT OF JUSTICE
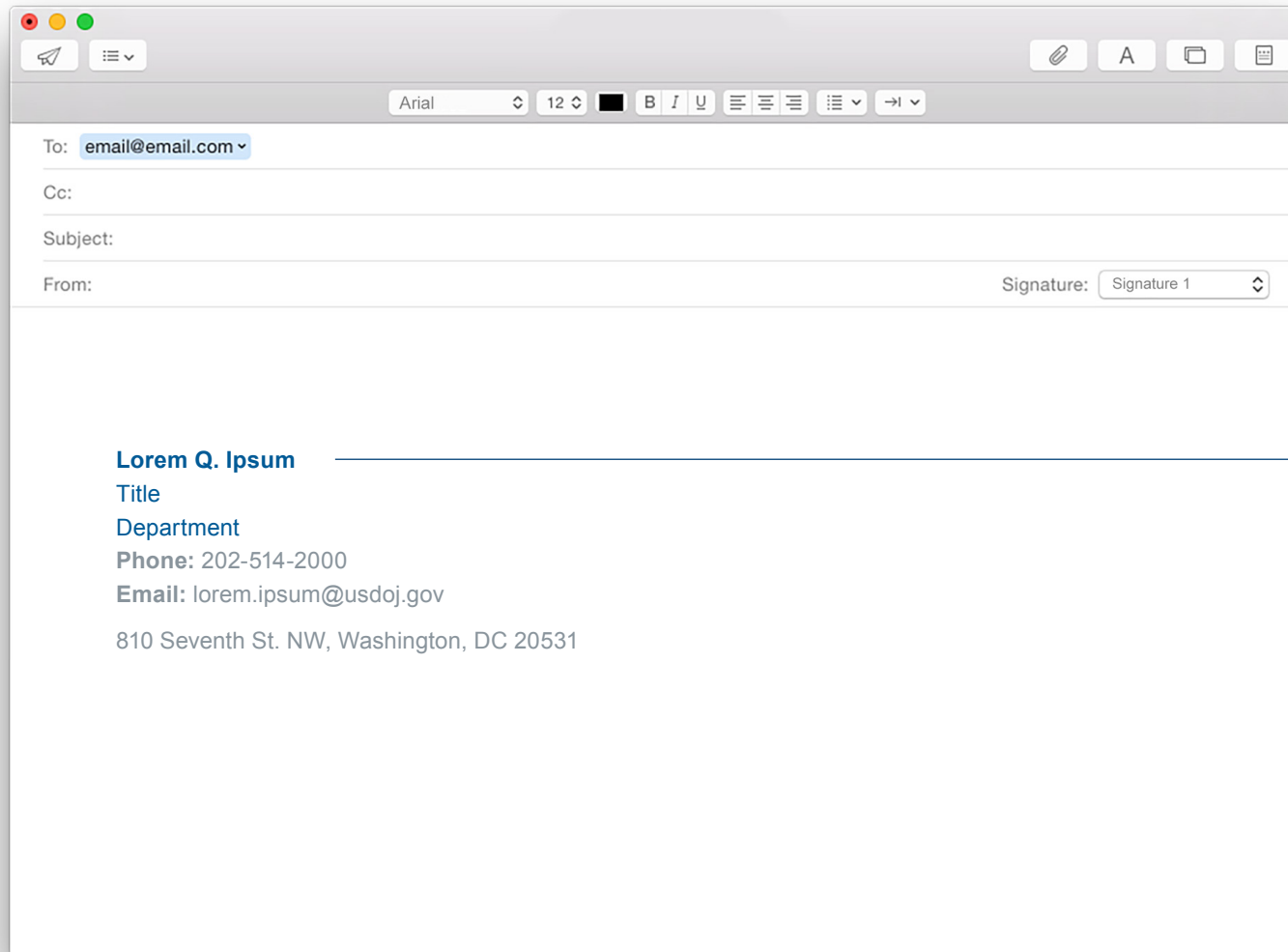OFFICE OF JUSTICE PROGRAMS

Title | #
OJP.gov

PowerPoint

EXAMPLE CONTENT SLIDE - IMAGE ONLY

Email Signature

Lorem Q. Ipsum
Title
Department
Phone: 202-514-2000
Email: lorem.ipsum@usdoj.gov

810 Seventh St. NW, Washington, DC 20531

10 pt