

BUREAU OF JUSTICE ASSISTANCE

Brand Guidelines | December 2022



BJA
Bureau of Justice Assistance
U.S. Department of Justice

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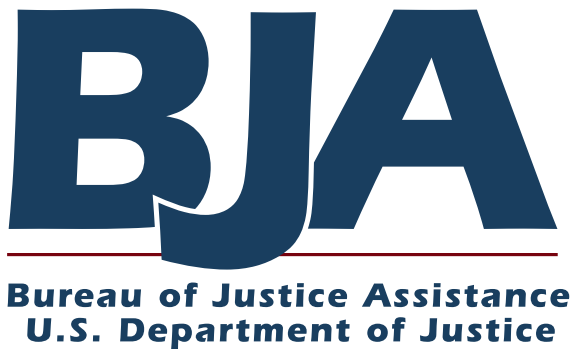
OUR BRAND

OUR MISSION

BJA's mission is to provide leadership and services in grant administration and criminal justice policy development to support local, state, and tribal justice strategies to achieve safer communities.

Our Logo

The **BJA logo is the cornerstone of the BJA brand.** Our identity represents the commitment and purpose of our organization. By knowing what they can expect from our brand, stakeholders will begin to assign a higher value and trust in our abilities and resources. Applying our logo consistently will increase awareness and reinforce our image.



The Office of Justice Programs (OJP) seal must always appear with the BJA logo.

BJA LOGO COLORS



Pantone 534 C
C:95 M:74 Y:36 K:31
R:25 G:62 B:95
HEX:#193E5F



Pantone 7546 C
C:15 M:100 Y:90 K:52
R:119 G:3 B:15
HEX:#77030F

Acceptable Logos

PRIMARY LOGO

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



BJA



BJA

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U.S. Department of Justice



BJA

**Bureau of Justice Assistance
U.S. Department of Justice**

GREYSCALE LOGO

The greyscale logo should be used against a white background for black and white collateral.



BJA



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Acceptable Logos

REVERSED LOGO

The reversed logo should be used when the logo is positioned against a dark background with at least a 4.5/1 contrast ratio.



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OJP Seal Color Variations and Usage

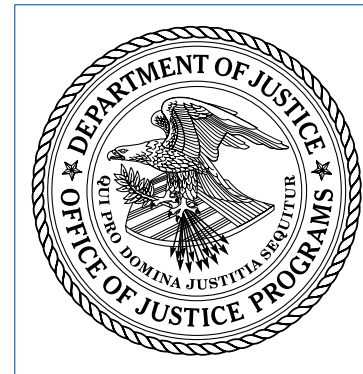
PRIMARY SEAL

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.



OJP Seal Clearspace and Size

CLEARSPACE

A minimum space of “X” (half the height of the inner circle) around the OJP seal should be observed. These size requirements should be followed 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 is detailed on the next page.

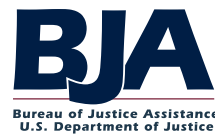


MINIMUM SIZE

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.



1 inch



75 px



Logo Scale and Spacing

SCALE

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

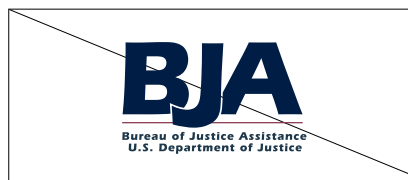


Do's And Don'ts

Correct and consistent usage of BJA's brand and logo are a requirement for all BJA-funded products.

The original logo file should be used rather than a recreation. This ensures that the logo remains consistent and reinforces brand recognition.

Improper use of the logo compromises the integrity of our brand and makes legal protection more difficult. These examples represent some of the possible misuses. Careful consideration should be given to circumstances not illustrated in these examples.



Do not use the BJA logo without the accompanying OJP seal.



Use reversed version when placing logo over a dark background



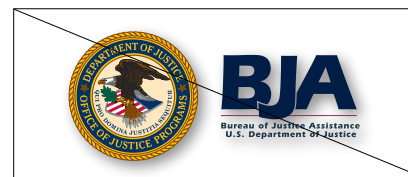
Do not distort or change the proportions of the logo



Do not place the logo on an angle



Do not change the colors



Do not add a drop shadow



Do not add the logo to a URL



Do not change the composition of the logo



Do not place the logo next to another name



Do not place logo over low-contrast color

Typography

Roboto and Merriweather are BJA's official fonts for digital use. Roboto has been chosen by OJP and the IT contract to be the font of choice for redesigned OJP websites. In anticipation of this process, Roboto should be used as the primary font. Merriweather may be used as a secondary font to create visual contrast and emphasize the hierarchy of information.

Primary – Roboto

Corro cum ad quatatum doluptatur aut
am que pari doloria sperum autecuptat
Aximpor essequa tiorro conse
volor aditate *modias coriae prae acepe sint od molor*
arcidunt ea volor moluptat et, venis ad que
natur mod esti ad magnatem apeliqiam
fugit omniaeperum quossinte exerferferum
eius unt aut harum autem volorem
Itationsequi aut laccus, et esti blaccum
rernam eos min es sitatibus utectatur aut
et atem ellendic te non comnimusci omni
dund ea consequi ut modi ulpa videro mostet

Secondary – Merriweather

Corro cum ad quatatum doluptatur aut
am que pari doloria sperum autecuptat
Aximpor essequa tiorro conse
volor aditate modias coriae prae acepe sint od molor
arcidunt ea volor moluptat et, venis ad que
natur mod esti ad magnatem apeliqiam
fugit omniaeperum quossinte exerferferum

BROWSER SAFE FONTS

Use only when Roboto and/or Merriweather are not available.

ARIAL REGULAR

ARIAL BOLD

ARIAL BLACK

Georgia Regular

Georgia Italic

Georgia Bold

Georgia Bold Italic

Typography

Use this example as a guide for styling text.

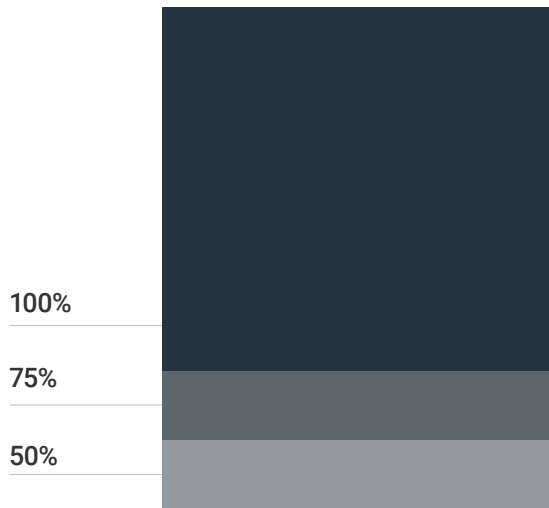
HEADLINE: Merriweather Heavy	Body-Worn Cameras
DECK / HEADLINE 2: Roboto Medium	BJA FY 2015 Body-Worn Camera Pilot Implementaton Program
BODY COPY: Roboto Light	As part of President Obama’s commitment to expand funding and training to law enforcement agencies through community policing initiatives, the Bureau of Justice Assistance (BJA), part of DOJ’s Office of Justice Programs (OJP), announced a \$20 million Body-Worn Camera (BWC) Pilot Implementation Program in May 2015 to respond to the immediate needs of local and tribal law enforcement organizations. OJP enhanced the funding to the BWC Pilot Implementation Program by adding over \$2.5 million, allowing BJA to exceed its target of 50 agencies by making 73 awards.
SUBHEADING: Roboto Bold, All Caps	BJA.GOV/BWC

For more information about 508-compliant typography recommendations, see <http://www.digitalgov.gov/resources/checklist-of-requirements-for-federal-digital-services/>

Color Palette

The chosen neutral blue and gold color palette remain representative of BJA's commitment to law enforcement. However, the distinct shade of blue is intended to differentiate BJA's brand, particularly when displayed with other OJP brands that use blue and/or yellow. A well-defined palette will improve brand recognition throughout BJA's digital and offline properties.

PRIMARY COLOR

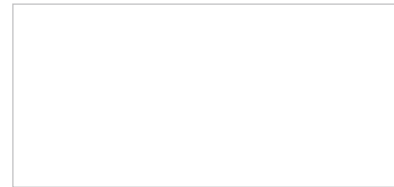


Pantone 7546 C
C:84 M:69 Y:52 K:50
R:37 G:52 B:65
HEX:#253340

ACCENT COLORS



Pantone 605 C
C:5 M:16 Y:98 K:0
R:244 G:206 B:26
HEX:#f4cd19



Pantone 663 C
C:0 M:0 Y:0 K:0
R:255 G:255 B:255
HEX:#ffffff

Accessibility

Use the following guidelines to make sure that our brand is compliant.

COLOR CONTRAST

- Contrast ratio should be at least 4.5/1.

ALT TEXT

- Should be no more than 100 characters.
- Should not use the phrases “image of...” or “graphic of...” to describe the image.
- Images used for layout or non-informative purposes should have NULL alt text (alt=“ ”).

HEADINGS

- All content and design should fit into a logical heading structure.

KEYBOARD ACCESSIBLE

- Should be able to access all content through keyboard alone.


LINKS

- Links should not be too short or too long.
- Links should include no more than 10 words.
- Link should make sense on its own (avoid ambiguous links, such as “More”, “Continue” and “Click Here”).
- A “Skip to Main Content” or “Jump to Content” link should be at the top of every page.

For more information about 508-compliant typography recommendations, see <http://www.digitalgov.gov/resources/checklist-of-requirements-for-federal-digital-services/>

BRAND APPLICATION

BJA E-Newsletter



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News From BJA

BUREAU OF JUSTICE ASSISTANCE • OFFICE OF JUSTICE PROGRAMS

September 26, 2022 *Karhlton F. Moore, Director*

Webinar Materials Available


Thank you for registering for the Detection and Mitigation of COVID-19 in Confinement Facilities Award Updates webinar hosted by the Bureau of Justice Assistance (BJA) and Centers for Disease Control and Prevention (CDC). During this webinar, BJA and CDC personnel provided information about program funding goals and allowable uses of funding. The webinar also included discussions featuring recipients from Washington, California, and Minnesota.

The following materials from the webinar are now available online:




- [Presentation Slides](#)
- [Transcript](#)
- [Video Recording](#)

You can [subscribe to News From BJA](#) to learn about the latest programs, initiatives, and news. If you are already a subscriber, [update your subscription preferences](#) to receive information that is most relevant to you.

BJA offers many resources, training and technical assistance, and policy development services to support local, state, and tribal governments in achieving safer communities.



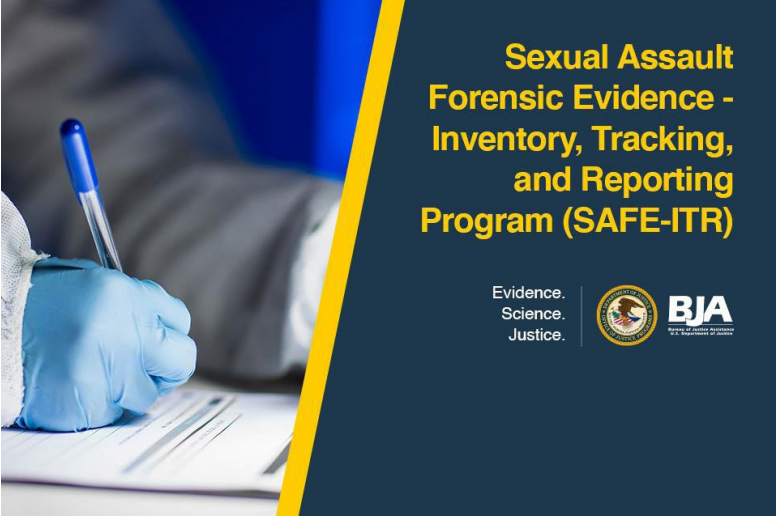
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Social Media Graphics



Card Image 960X640



Card Image 960X640



Twitter Card 600X315



Facebook Link Preview Image 1200X628

Social Media Platforms



Email Signature

Name
Title
Bureau of Justice Assistance

Office: XXX-XXX-XXXX
Cell: XXX-XXX-XXXX
Email: xxxxxxxxx@usdoj.gov





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