BUREAU OF JUSTICE ASSISTANCE
Brand Guidelines  |  May 2017
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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 more together we are, the more substantial we become.

LOGO COLORS

Bureau of Justice Assistance
U.S. Department of Justice

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.

GREYSCALE LOGO
The greyscale logo should be used against a white background for black and white collateral.
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.
Logo Clearspace and Size

CLEARSPACE
A minimum distance equal to “H” should surround the logo at all times. The “H” width and height is equal to half the height of the BJA logo type. No artwork, imagery or text should ever encroach into this space, regardless of the utilized size of the marks.

MINIMUM SIZE
The preferred minimum size of the BJA logo is 0.35 inches; the BJA logo should not be reproduced at a smaller size. The BJA logo can be scaled larger or smaller as needed; however, the logo must maintain its proper proportions and should never be distorted.

PREFERRED LOCKUP WITH OJP SEAL
Minimum distance equal to “H” should surround the logo at all times. The “H” width and height is equal to half the height of the B of the BJA logo type. Distance “D” between the logo and the seal should equal to half of the width of “H.” The OJP seal should equal the height of the BJA logo. No artwork, imagery or text should ever encroach into this space, regardless of the utilized size of the marks.
Do’s And Don’ts

Correct and consistent usage of BJA’s brand and logo are a requirement in the BJA brand guide.

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 place the logo next to another name

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 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 quatum doluptatur aut
am que parci doloria sperum autecuptat
Aximpor essequax tiorro conse
volor aditate modias coriae prae acepe sint od molor
arcidunt ea volor moluptat et, venis ad que
natur mod esti ad magnaetem apeliquiam
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 connimusci omni
dunt ea consequi ut modi ulpa videro mostet

Secondary – Merriweather

Corro cum ad quatum doluptatur aut
am que parci doloria sperum autecuptat
Aximpor essequax tiorro conse
volor aditate modias coriae prae acepe sint od molor
arcidunt ea volor moluptat et, venis ad que
natur mod esti ad magnaetem apeliquiam
fugit omniaeperum quossinte exerferferum

BROWSER SAFE FONTS

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

ARIAL REGULAR  Georgia Regular
ARIAL BOLD     Georgia Italic
ARIAL BLACK    Georgia Bold
                      Georgia Bold Italic
Body-Worn Cameras

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.
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 PALLETE

- Pantone 7546 C
  - C:91 M:71 Y:47 K:42
  - R:29 G:56 B:76
  - HEX:#1d384c

- 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
Secondary Color Palette

- Pantone 292 C
  - C:69 M:14 Y:0 K:0
  - R:0 G:174 B:239
  - HEX:#00aeef

- Pantone 360 C
  - C:64 M:5 Y:100 K:0
  - R:100 G:180 B:67
  - HEX:#6ab443

- Pantone Cool Gray 10 C
  - C:64 M:52 Y:48 K:20
  - R:93 G:100 B:104
  - HEX:#5d6468

- Pantone 660 C
  - C:86 M:48 Y:0 K:0
  - R:0 G:119 B:190
  - HEX:#0077be

- Pantone 7411 C
  - C:0 M:41 Y:78 K:0
  - R:249 G:165 B:79
  - HEX:#f9a54f

- Pantone 484 C
  - C:24 M:96 Y:100 K:20
  - R:162 G:38 B:21
  - HEX:#a22615

- Pantone 179 C
  - C:0 M:95 Y:98 K:0
  - R:238 G:46 B:36
  - HEX:#ee2e24

- Pantone 2415 C
  - C:38 M:100 Y:16 K:1
  - R:168 G:11 B:122
  - HEX:#a80b7a

- Pantone 2401 C
  - C:78 M:7 Y:45 K:0
  - R:0 G:172 B:160
  - HEX:#00aca0
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
IN THE SPOTLIGHT

Justice Mental Health Collaboration and Second Chance Conference Held in DC

The 2015 Justice Mental Health Collaboration and Second Chance Conference was held December 14–18 in Washington, D.C. The conference was hosted by the Council of State Governments (CSG) Justice Center and the National Reentry Resource Center (NRRC) and sponsored by BJA and the Office of Juvenile Justice and Delinquency Prevention (OJJDP).

The conference provided an opportunity for Second Chance Act (SCA) and Justice and Mental Health Collaboration Program (JMHP) grant recipients to engage with experts in the field and interact with fellow practitioners from around the country to learn about evidence-based practices and promising approaches to reducing recidivism and improving outcomes for people released from prisons, jails, and juvenile correctional facilities.
Social Media Graphics

- Facebook Shared Image (1200x900)
- Twitter In-Stream Photo (#bjafunding 1024x512)
- Twitter Card (#bjafunding 800x320)
- Facebook Link Preview Image (#bjafunding 1200x627)
Social Media Platforms
Email Signature

First Lastname | Position Title
Direct 123-456-789
Mobile 123-456-789
Main 123-456-789

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