



STATE OF LOUISIANA
OFFICE OF JUVENILE JUSTICE

BRAND GUIDE



Table of Contents

Who We Are	3
Mission & Vision	4
Visual Style Guide	5
Logos	6
Logo Usage	7
Color Palette	8
Typography	9
Photography and Graphics	10

Who We Are

The Office of Juvenile Justice uniquely serves our community by providing youth with opportunities to succeed where no others are offered. After their inception in 2003 by the Louisiana Legislature's Juvenile Justice Reform Act, No. 1225, OJJ was charged with providing holistic support to children who have been adjudicated delinquent or placed within the Families in Need of Services program. This office provides children and youth with a place where they can change their lives ... and later, the world. The Office of Juvenile Justice's multidisciplinary, early-intervention approach ensures youth facing individual or environmental challenges are provided with tailored, evidence-based strategies to acknowledge accountability, learn pro-social attitudes and behaviors and avoid negative thinking patterns and actions.

Mission & Vision

Mission

The Office of Juvenile Justice protects the public by providing safe and effective individualized services to youth, who will become productive, law-abiding citizens.

Vision

OJJ is a quality system of care which embraces partnerships with families, communities and stakeholders to assist youth in redirecting their lives toward responsible citizenship.

Visual Style Guide

This document, provided for internal use only for the Office of Juvenile Justice, outlines the office's guidelines for branding elements, including logos, graphics and color application.

Brand Positioning

Adherence to brand positioning ensures OJJ initiatives are made more effective through audience awareness and understanding of offered programming and community impact. In doing so, OJJ audiences will be able to actively support the agency's purpose and the contributions of its regions and offices.

Logos

File Types

JPG

If you're using your logo for any digital purpose—from PowerPoint presentations to watermarks on images—choose JPG or PNG files.

AI, EPS or PDF

The best logo file types for printing business cards, brochures, clothing, swag and more, are vector files—send your printer an EPS or PDF.

PNG

The best file format for a transparent background is PNG.

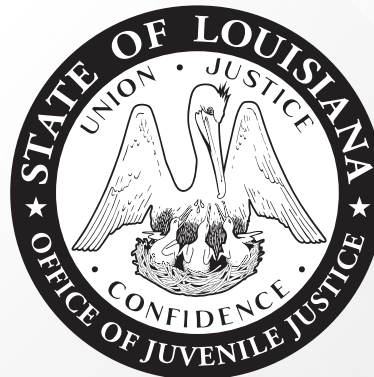
Colors:



FULL COLOR



ONE COLOR: blue



ONE COLOR: black



ONE COLOR: white

Logo Usage

Correct Logo Usage



Incorrect Logo Usage



DO NOT alter the colors



DO NOT substitute colors



DO NOT alter the typography



DO NOT apply gradients



DO NOT apply effects



DO NOT remove elements



DO NOT alter the composition



DO NOT alter the proportions

Color Palette

Please refer to these color specifications for all communications.

- *When designing for premium offset printing, please use the listed PANTONE® colors.*
- *Use the listed RGB or Hex values for digital applications.*
- *Use the listed CMYK values for 4-color process printing.*
- *Colors shown on a computer screen, tablet or phone are not equivalent to the color reproduced in swatch books, color printers or the commercial printing process.*

Core Brand Colors:

BLUE PMS 2188 C 100 M 45 Y 0 K 52 R 0 G 66 B 113 HEX 004271	GOLDEN TAN PMS 142C C 0 M 21 Y 77 K 0 R 244 G 190 B 72 HEX F4BE48
--	--

Secondary Accent Color Palette:

BLUE BRITE PMS 297C C 43 M 0 Y 0 K 0 R 121 G 223 B 255 HEX 79DFFF	GRAY PMS Cool Gray 8C C 44 M 34 Y 29 K 10 R 136 G 139 B 141 HEX 888B8D
--	---

For the listing of the full set of state colors, visit here: <https://www.sos.la.gov/HistoricalResources/AboutLouisiana/Pages/StateFlagAndSeal.aspx>

Typography

Main Typeface:

Open Sans

Accent Typeface:

Caveat

(use sparingly)

Headline

Open Sans Extra Bold

Body Copy

Open Sans Regular, 10pt

Lists or Bullets

Open Sans SemiBold, 10pt

Ictatem iustrum aut

Tet que velenim re plitatqui con nihit quidunt od que quas etur aut officium, imporom quam consero vidunto con cus doluptae exernatem voluptati volupta tiorio berio. Itaspe demolup tatiis quo tet quidus.

Harum, quatio. Namet ped quas estinul pario. Modit que evellor estiam vel ium quas minis non pror maximodit que velluptur mi, ipsandandi doluptur?

- Exceaquant cum quatem ditatio
- Delectem ra porenes sequatis
- Hipiducitis volest sitibus quo
- Keium venimincto ex earchil ma volupta tincta volut et volorei cimusam.

Photography and Graphics

The use of black and white stock photography, layered with a brand color filter provides OJJ with a customized, authentic look without the use of real program participants or agency personnel.

Graphics

- *The use of arrows and angles show a subliminal upward and hopeful visual trajectory.*

Stock Photography

- *More positive and optimistic vibe in imagery but not overly smiling or whimsical*
- *Black and white photography*
- *Artistic cropping of pics to show youth but not faces*





STATE OF LOUISIANA
OFFICE OF JUVENILE JUSTICE

ojj.la.gov

For questions about the OJJ brand, please contact:

NICOLETTE D. GORDON

Public Information Director

Louisiana Office of Juvenile Justice

(225) 922-0308

nicolette.gordon@la.gov