

DEPARTMENT OF HUMAN SERVICES  
DIVISION OF JUVENILE JUSTICE SERVICES  
POLICY AND PROCEDURES

Policy No.: 01-10	Effective Date: 05-30-03	Revision Date: 03-22-16
Subject: Juvenile Justice Services Logo		

**I. Policy Statement**

The Division of Juvenile Justice Services (DJJS) logo will be utilized to identify Division sanctioned materials and documents. Other uses of the logo shall be made only with the expressed written consent of the Division Director or the Deputy Director.

**II. Rationale**

The purpose of the policy is to establish guidelines for the acceptable use of the DJJS logo.

**III. Definitions**

“DJJS Logo” is the distinctive graphic design that has been designated to uniquely identify the Division.

“BARJ” is the Balanced and Restorative Justice Model that outlines a philosophy of restorative justice placing equal importance on the principles of Accountability, Community Protection, and Competency Development.

**IV. Procedures**

A. By using the DJJS Logo, users agree to the following:

1. Users may not remove or alter any element of the logo; i.e., word-content, color, font, etc.
2. The colors are white, Pantone 228 Blue, and Warm Grey 6.
3. Users may reduce or enlarge the logo so long as all words (the Division name and the three main BARJ words) remain readable. Users may not animate, morph, or in any other way distort the logo’s appearance.
4. The logo image includes the name of the Division (“Juvenile Justice Services’), and the main BARJ words (“Accountability”, “Competency”, “Protection”).

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5. The logo:
  - B. The DJJS logo may not be used to imply any relationship with, or endorsement or sponsorship by the Division that is not accurate. Users may not use the logo in connection with any disparaging statements about DJJS, or statements that otherwise reflect poorly on the Division.
    1. The Division reserves the right, at any time and without cause, to withdraw any permission previously granted under this policy for any person to use the DJJS logo.
    2. No commercial uses of the logo shall be authorized and the logo shall not be used on merchandise offered for sale: provided however, that an exception will be made for promotional items such as shirts, caps, pens, etc, that are sold to Division staff for their personal use and not for resale.
    3. The DJJS logo shall not be displayed as a feature or design element of any other logo. However, other company and government agency logos may appear on the same page as the DJJS logo in printed materials such as flyers or posters. An organization, or the managers of an event, which has been endorsed by the Division will be allowed to use the logo on printed material (sign, banners, brochures, flyers) in conjunction with that endorsement. The DJJS logo must be used as given to the organization/event managers and may not be altered in any way except that users may reduce or enlarge the logo so long as the Division name and BARJ words remain readable.
    4. The DJJS logo may be authorized to be used to identify projects which have been authorized to receive funding from the Division.
  - C. The DJJS logo may be used for purposes of a hypertext link leading to the Division's World Wide Web site, or to identify a Division client or partner. It may not be used to link to other pages on websites or to link to any other third party web sites. The Division reserves the right to approve or disapprove the use of the DJJS logo on any web page.


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**V. Continuous Renewal**

This policy shall be reviewed every three (3) years to determine its effectiveness and appropriateness. This policy may be reviewed before that time to reflect substantive change.

This policy has been reviewed by the Board of Juvenile Justice Services, and is approved upon the signature of the Director.

  
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Russell K. Van Vleet, Chair  
Board of Juvenile Justice Service

\_\_\_\_\_  
2-22-16  
Signature Date

  
\_\_\_\_\_  
Susan V. Burk, Director  
Division of Juvenile Justice Services

\_\_\_\_\_  
2-22-16  
Signature Date