



Creative **Brand Guidelines**

TEXAS JUVENILE JUSTICE DEPARTMENT



Who we are

WHY WE EXIST & WHERE WE'RE GOING



Mission

Transforming young lives and creating safer communities.

Vision: Where We're Going

To be a team of difference-makers working together to transform lives.

Transforming Young lives and creating safer communities.



Foundational Pillars: How We Work

Safety

We take every measure to protect staff, youth, and communities from physical and psychological harm, abuse, neglect, and exploitation.

Accountability

Everyone is responsible and recognized for their actions. We collectively own our outcomes.

Transparency

We communicate directly, honestly, accurately, and proactively.



Values: What We Believe In

Teamliness

Working together with trust, shared purpose, and selfless commitment to achieve our mission.

Integrity

Prioritizing honesty and courage over ego and perfectionism.

Excellence

Showing up each day with energy and pride so we can be our best and make a difference together.

Growth

Stretching our systems, skills, and selves so we can move forward collectively.



Brand Identity

A QUICK GUIDE TO OUR NEW COLORS FOR COLLATERAL DESIGNS FOR WEB OR SOCIAL MEDIA



Logo Variations

The **primary** logo is the most recognizable symbol of our agency and should be used in its original, full-color form whenever possible. It must be placed on a clear, uncluttered background to ensure legibility and brand consistency.

Variations of the logo—such as black, white, or simplified versions—are available for specific use cases where the primary logo may not be legible or appropriate. These include single-color prints, dark backgrounds, or small-scale applications. Do not alter, stretch, recolor, or add effects to any version of the logo.

PRIMARY LOGO



VARIATIONS

BLUE



WHITE



BLACK

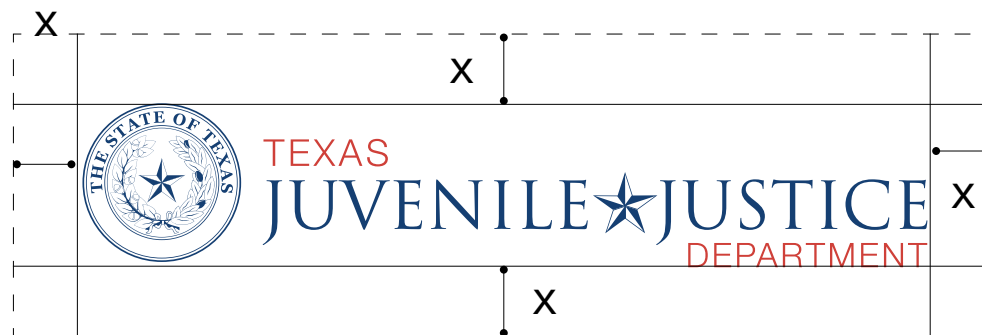




Clear Space & Minimum Size

To maintain visibility and brand integrity, always surround the logo with sufficient clear space. This space should be free of text, images, or other graphic elements. The minimum clear space is equal to the height of the “X” in the logo wordmark.

The minimum size ensures the logo remains legible in all formats. For print, the logo should never appear smaller than 2 inch in width. For digital use, the minimum width is 150 pixels. Avoid using the logo below these sizes to preserve clarity and impact.



Clear space guide



Typical logo size



Minimum logo size



Incorrect Logo Usage

Avoid altering, distorting, or misrepresenting the logo in any way. Refer to these guidelines for correct usage.



NO SHADOW



NO LOW-CONTRAST



NO DISTORTING



NO SQUISHING



NO CHANGING COLORS



NO CHANGING FONTS



Seal Variations

Original seal should not be altered. Use variations when needed.

SECONDARY LOGO (SEAL)



VARIATIONS



BLUE



WHITE



WHITE WITH BLUE
BACKGROUND



BLACK



Typography

Our primary font is used for headings and key messages, providing a clean and modern look.

Our secondary font complements the primary font and is used for body text and supporting materials.

***Roboto Condensed** is available for free in Google Fonts.

PRIMARY FONT

Aa Roboto
Condensed
Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SECONDARY FONT

Aa Roboto
Condensed
Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ



Optional fonts for in-house graphics and PowerPoint

Feel free to use free font that are in our disposal, such as: Calibri, Times New Roman and Bebas.

Use **Bebas** only for titles.

CALIBRI FONT

Aa Calibri
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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Aa Calibri
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

TIMES NEW ROMAN

Aa Times
New
Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ

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Print Guideline

A QUICK GUIDE TO OUR NEW COLORS FOR COLLATERAL DESIGNS FOR PRINT



Color Guide

The color guide at right identifies our **main primary colors** and formulas used in the most common applications for print.

CMYK A four-color print process where inks are applied one at a time, typically in the order of Cyan, Magenta, Yellow and Black (K=Key, the plate to which all other colors align).

Some colors are removed for print. The reason is that when converting from HEX/RGB to CMYK the color changes drastically.

**While standard office multifunction devices are effective for everyday graphics and documentation, they are not optimized for precise CMYK color matching or achieving vivid, Pantone-level finishes. For projects requiring accurate brand colors or high-impact visual output, professional production equipment or outsourcing to a print provider should be considered.*

PRIMARY COLORS



CMYK C:100 M:100 Y:100 K:100
RGB R:0 G:0 B:0
HEX #000000



CMYK C:0 M:0 Y:0 K:0
RGB R:255 G:255 B:255
HEX #FFFFFF



CMYK C:99 M:76 Y:9 K:1
RGB R:1 G:81 B:153
HEX #015199



CMYK C:0 M:86 Y:76 K:0
RGB R:239 G:74 B:68
HEX #EF4A44



Additional Secondary colors

These colors are secondary and be can converted to CMYK safely.



HEX F3ECD8



HEX 003D74



HEX FF8181



HEX 3C3C3C



HEX 605F5F



HEX 3C3C3C

Digital-Only Colors

Optimized for screen use (web, social, presentations). Not recommended for print due to inconsistent color rendering.



HEX #0187FF



HEX #F6FBFF



HEX #7AD1E4



Applications

A QUICK GUIDE FOR PRINT AND DIGITAL APPLICATIONS



Print Materials

To ensure brand consistency, quality, and efficiency across all print materials produced by the agency.

Scope

This guideline applies to all print-related items, including but not limited to:

- Business Cards
- Flyers
- Brochures
- Posters
- Event Banners
- Promotional Materials (swag, signage, etc.)

Process & Responsibilities

All print-related inquiries or digital designs must be directed to the Creative Designer.

- Submit requests via Google Form

Key Reminder

**All in-house design materials must reflect the agency's branding aesthetics. Centralizing requests through the Creative Designer ensures that every project communicates a unified and professional identity. If staff choose to create simple design, it must still meet professional standards and align with the agency's brand guidelines.*



Digital Materials

To ensure that all digital communications reflect the agency's brand identity, maintain design consistency, and provide a professional user experience across platforms.

Scope

This guideline applies to all digital materials, including but not limited to:

- Website graphics and updates
- Social media posts and campaigns
- Email newsletters
- Digital ads and banners
- Email Signatures

Point of Contact

All digital design requests must be directed to the Creative Designer.

- Staff should not independently design, upload, or alter branded visuals on digital platforms without approval.

Key Reminder

**All in-house design materials must reflect the agency's branding aesthetics. Centralizing requests through the Creative Designer ensures that every project communicates a unified and professional identity. If staff choose to create simple design, it must still meet professional standards and align with the agency's brand guidelines.*



Templates

ACCESS ALL TEMPLATES ON THE INTRANET



Access Materials

To ensure that all communications designs or presentations reflect the agency's brand identity, access all templates and guidelines on the Intranet.

Intranet

Go to intranet.tjjd.texas.gov under Forms/Agency Wide Forms, and access the following material:

- Presentation PowerPoint Master
- PowerPoint Guideline
- Agency Brand Guidelines
- Recruitment Photo Guideline
- Agency Newsletters
- Quick access guide (email signature, Teams Background screens)
- COMMS Request Form

Point of Contact

For all inquiries, please contact the Creative Designer or Communications Director.