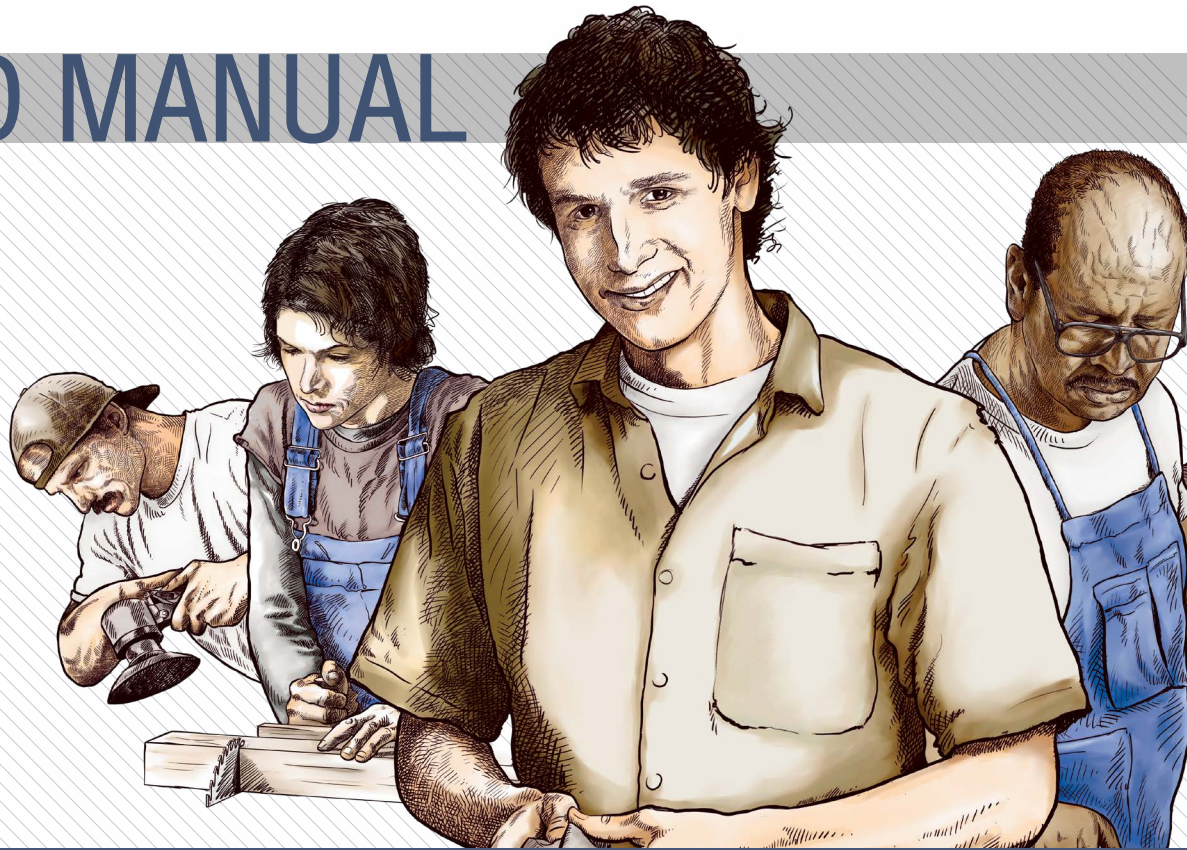


# Washington State Department of Corrections



WASHINGTON STATE  
CORRECTIONAL INDUSTRIES

## BRAND MANUAL



### MISSION STATEMENT

Correctional Industries is committed to maintain and expand work training programs which develop marketable job skills, instill and promote positive work ethics, and reduce the tax burden of corrections.

### VISION STATEMENT

Transform lives and increase successful reentry through training and mentoring.

## INTRODUCTION

Presenting a professional image to our customers and stakeholders, including staff, the public, and the legislature is vitally important. This manual aids in guaranteeing that Correctional Industries (CI) related communications share a consistent organized identity (brand) and contains detailed standards for approved use of our CI logo.

## USING THE CI LOGO

According to Department of Corrections (DOC) Policy Directive DOC 150.200, Publications Standards and Department Logo, CI is granted an exception to use the CI logo for *Class II industries related products, packaging, promotional items, publications, letterhead, business cards, forms, electronic presentations, and program website.*

CI has one official logo to convey a unified image, reduce confusion as to the source of documents, and ensure standardization and consistency. The logo may only be used by staff and partners/representatives. As you generate new printed or electronic materials, please use these specifications for color, font and usage. Washington State DOC letterhead, envelopes, and business cards are prohibited from including the CI logo. The DOC has specific guidelines for handling official DOC correspondence.

## OTHER BRAND ELEMENTS

CI's vision, mission and core values statements are crucial to communicating the “who, what and why” for our organization. When used properly, the mission, vision and core values statements can be very powerful tools. They are inspiring words developed by our leaders to clearly and concisely convey the purpose, direction and driving forces of our organization.

**Mission Statement:** Correctional Industries is committed to maintain and expand work training programs which develop marketable job skills, instill and promote positive work ethics, and reduce the tax burden of corrections.

**Vision Statement:** Transform lives and increase successful reentry through training and mentoring.

**Core Values:** Lead — We walk the talk to motivate change; Humanity — We provide opportunity for second chances; Connections — We foster understanding and mentor growth; Teamwork — We build unity and strength through collaboration; and People — We inspire and empower individual success.

## CI LOGO/SPECIFICATIONS

The standard CI logo is to be represented with a solid white background. The logo may not be covered, or partially covered by any other element. The following guidelines detail how to use the CI logo appropriately. It is important that these guidelines are followed at all times.

Font: Eurostile

Standard Color: Blue

Pantone 287: specialty printing, like large signs, screen printing, etc.

R=0, G=48, B=135: Microsoft Office custom color format, for web and electronic media

Hex #003087: short-code RGB color values for web and application design

C=100, M=70, Y=0, K=20: normal printing, like forms, brochures, catalogs, etc.



MONOCHROME (VARYING TONES OF ONE COLOR)

## LOGO VERSIONS

Versions of the CI logo have been developed for particular uses. For official publications, forms and letterhead use, this is the logo to be used:



The following versions of the CI logo have specialized purposes. The *icon only* version is to be used only in areas where CI is well known and for other specialized purposes, such as promotional items and other small objects. It should have limited publication applications. Contact the marketing and brand unit at CI headquarters for determining appropriate uses.

STACKED VERSION



ICON ONLY



## LOGO COLOR OPTIONS

Blue, black and reverse white logos are acceptable. The only time another color may be used is for special applications as long as the entire logo is one color or varying tones of one color (monochrome). CI apparel will be embroidered blue or black (your choice) on light colored clothing, or embroidered white on dark color clothing. Contact marketing for approval when determining appropriate uses of color.

### CI BLUE



### BLACK



### REVERSE WHITE



### OTHER MONOCHROME



## CI LOGO IMAGES

CI staff may download CI logos formatted for PC and print in various types (file format and color) at the bottom of the CI Share Point home page under Frequently Used Resources, CI Images. JPG files are standard and compatible across many platforms. PNG files allow transparency and can be put on any color background and maintain its original appearance. For other file types and sizes, contact marketing. Marketing staff are the primary contact for all questions and information regarding the CI logo.

## STATIONERY

Class II industries-related business cards and envelopes as well as Washington State DOC business cards, letterhead, and envelopes are printed through the Department of Enterprise Services. Business card order forms are available on Share Point in the CI Division Documents, Marketing folder. Forward your completed business card order form, and/or request for envelopes, via email to [sarah.goff@doc.wa.gov](mailto:sarah.goff@doc.wa.gov) to place your order. Contact the marketing and brand unit at CI headquarters for any other type Class II industries-related stationery such as letterhead or blank/thank you cards.

## MICROSOFT TEAMS BACKGROUNDS

CI MS Teams backgrounds are available on Share Point in the CI Division Documents, Marketing folder.

## PRESENTATIONS & COMMUNICATIONS

The CI marketing and brand unit at CI headquarters should be included in development of all external communications. This includes PowerPoint presentations, flyers, brochures, fact sheets, trade show materials, and other printed materials that will be distributed outside the agency. Additionally, marketing can provide assistance in the development of internal publications or presentations.

All posters or graphics highlighting CI's mission, vision and core values will be routed through the marketing and brand unit. A JPG image is available on the Share Point home page, but the print size should not be larger than 8.5 x 11.

PowerPoint templates and statewide CI program maps are available on Share Point in the CI Division Documents, Marketing folder.

## UNACCEPTABLE USE OF LOGO

### CHANGING THE SHAPE



### ROTATING THE ICON



### ADDING ELEMENTS



### MODIFYING ELEMENTS



### ADDING GRAPHICS



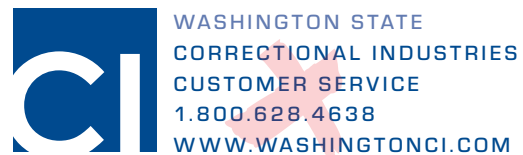
### CHANGING SIZE RELATIONSHIP



### ADDING ADDITIONAL COLORS



### ADDING ADDITIONAL LINES OF TEXT



### CONDENSING OR STRETCHING



### RECREATING OR REDRAWING



### INCORRECT FILE/PLACEMENT\*



\*See specific instructions for logo placement on colored backgrounds on page 6.


# FORMS/SPECIFICATIONS

The following guidelines are provided to convey a unified image, reduce confusion, and ensure standardization and consistency for Class II Industries-related forms. Form template is available on SharePoint in the CI Division Documents, Marketing folder.

## FORMS FONT: Arial

Do not modify Logo/Header

Enter Title of form here



WASHINGTON STATE  
CORRECTIONAL INDUSTRIES

**CUSTOMER SATISFACTION SURVEY**

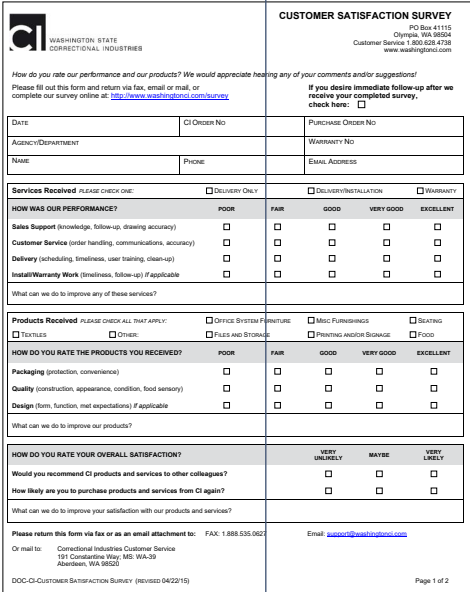
PO BOX 41115  
Olympia, WA 98504  
Customer Service 1.800.628.4738  
www.washingtongi.com

Enter form content here

Enter Site specific information here

DOC-CI-CUSTOMER SATISFACTION SURVEY (REVISED 07/22/17)

Page 1 of 1



Do not modify Prefix

Enter form Name and current Date here

Use Page numbering