

The cover features a large, semi-transparent watermark of a gear with the letters 'MJC' inside. The gear is centered and its teeth are visible. The background is a photograph of an office interior with several people working at desks. The text 'MILWAUKEE JUSTICE CENTER' is arched across the top, and 'BRANDING MANUAL' is arched across the bottom, both in a dark blue, serif font. Two small red horizontal lines separate the top and bottom text.

MILWAUKEE JUSTICE CENTER  
BRANDING MANUAL

2013



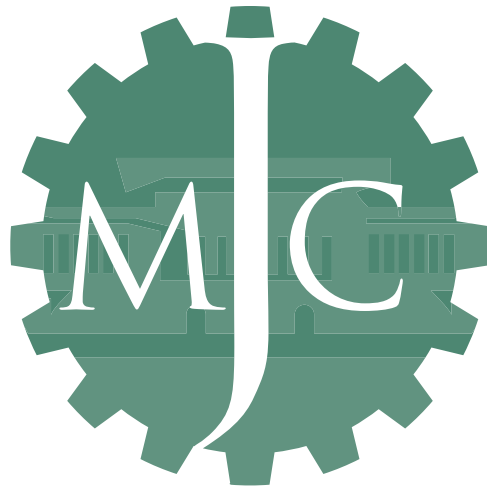
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# LOGOS



Main Logo



Alternate Logo

MILWAUKEE  
JUSTICE  
CENTER

Wordmark

## Introduction

The Milwaukee Justice Center's visual image is primarily comprised of two elements, the MJC "Gear" Logo, and the MJC Wordmark. These two visuals, when combined correctly, identify our organization and serve as visual identifiers for our clinics and services.

The use of the logos of the Milwaukee Justice Center must follow the guidelines in this manual.

## MJC Logo & Alternate

The logo of the Milwaukee Justice Center is a multi-faceted image with a unique design. The characters selected for use were chosen to assist viewers in associating the Milwaukee Justice Center logo with the organization's missions.

The main logo is made up of two main elements. The first, in center, is the image of a gear, similar in fashion to that of the gear centered in the Flag of the City of Milwaukee, colored in MJC Green. This gear contains an artistic overlay of the Milwaukee County Courthouse, filled in MJC Light Green. These shapes then have the letters "MJC" carved out of them, with the "J" centered and elongated in order to form the letter in negative space.

Encircling the gear image are the words "Milwaukee Justice Center" on the top, and "Est. 2009" on the bottom, both in MJC Charcoal. Between the two word sections are small, segments of a circular line, colored in MJC Red.

There is also an alternate logo for use in other areas. The alternate logo consists of only the gear portion of the main logo, omitting the wording on top and bottom, and the red circular line separating those elements.

For more information on the MJC colors, and their use, please see the "Color Palette" section of this manual.

## Use of Logo Negative Space

Use of the negative space created by the carving out of the letters "MJC" in the logo differs depending on which logo is being used.

The negative space for use in the main logo should ALWAYS be backed in white, and never left transparent.

The negative space for use in the alternate logo (without the wording) should ALWAYS be left transparent, and NEVER backed in white.

Given these differences, you should NEVER use a .jpg version of the MJC logo or alternate logo. This is because .jpg files are, by design, unable to handle transparency. This includes both the MJC negative space in the center of the logo and the empty space surrounding the gear and the full logo(s). Always use vectorized logos where possible (.ai, .eps) or, when that's not possible (e.g. in web applications), use a .png version.

If you use one of the logos in the shared drive of the CCAP network, or ones provided by the Community Outreach & Marketing Manager, they will always be formatted correctly.

## Logo Coloring

When possible, the full-color logo (including the green, light-green, charcoal, and red elements) should be used. This includes web application and print applications where the final product will be produced on a color printer.

There are alternate black-and-white logos provided for the remaining uses, including basic, monochromatic forms, and other applications that will be printed in black-and-white.

The color MJC logo (either Main or Alternate) should NEVER be used on documents or other effects that are to be printed in black-and-white. By the same token, the black-and-white logo should NEVER be used in instances where the final product will be in color.

## MJC Wordmark

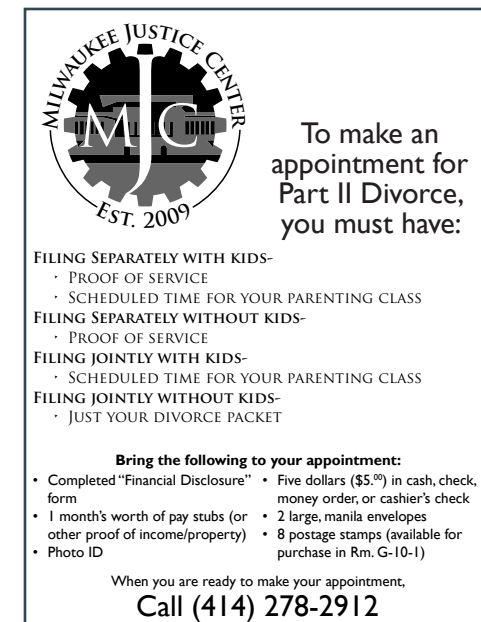
The MJC Wordmark capitalizes the first letter of each word of Milwaukee Justice Center. The font used to produce the Wordmark is "Trajan Pro Regular."

Unless there are special circumstances, combining the Wordmark with the Main Logo should be avoided. Instead, the Wordmark should be paired with the Alternate Logo in order to avoid redundancy.

The Wordmark may be presented in either horizontal fashion (that is, all words along the same line), or vertically centered (as shown at left). It should be avoided to present the Wordmark vertically and left-aligned, and the words should never be justified (force or otherwise) in any format.

The only acceptable colors for presentation of the MJC Wordmark are black, white (on dark background), MJC Charcoal (preferred in all cases), and MJC Green.

## Examples (Correct)



## Example (Incorrect)



# TYPOGRAPHY & FONTS

## Introduction

As typographical elements, letters mean more than the words they form. They influence the legibility of a text and therefore add value to communication. Legibility is determined by the speed with which each letter or combination of letters can be recognized.

Typography also lends an ambience to the printed word. This emotional value contributes to the perception of a text. A letter type has a great impact on the way a house style is experienced, making it friendly, unpretentious, dynamic, formal, expert, or informative.

For the Milwaukee Justice Center House Style, we have chosen three

types of font: A serif font, a sans-serif font, and a decorative font. The correctly-applied combination of these three font styles allows MJC communications to be both formal and elegant without being dominant. They guarantee good legibility, the first priority in communication, and recognizability, the first priority in effective branding.

# TRAJAN PRO

## Decorative Font

Trajan Pro is the Milwaukee Justice Center’s decorative font. It is a popular font choice, available as a default font on many modern devices. It also effectively conveys our efforts in the legal field, giving strong, Roman serifs (feet on the end of the letter-strokes), with the appearance of having

been chiseled in the stone above our courthouse.

Trajan Pro should be the least-used font on any given communication, and is ALWAYS used to write our organization’s name, Milwaukee Justice Center, anywhere other than the body of a document (like here).

Trajan Pro should also rarely appear in MJC Red. Always try to use

MJC Green, Charcoal, or Tan. The use of MJC Red with this font reduces readability, while also overpowering other elements in a communication.

While Trajan Pro Bold is an available option on most devices, it should be rarely be used in MJC communications.

**Trajan Pro:** ABCDEFGHIJKLMNOPQRSTUVWXYZABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
123456789

**Trajan Pro Bold:** ABCDEFGHIJKLMNOPQRSTUVWXYZABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
123456789

# Gill Sans MT

## Sans Serif Font

Gill Sans MT is the sans serif font (without feet) used by the MJC. This font is specifically intended for headings, and “special copy” on MJC communications, including documents, posters, signs, and electronic media. This font should be the second-least-used font on any

given MJC communication.

Another commonly-found default font on most modern devices, it is actually a more multi-platform-friendly version of the standard Gill Sans. That is, it is a default install on most Windows products, and visibly identical to standard Gill Sans.

Gill Sans is available as regular (Roman), bold, italic, and bold italic.

MJC communications should NEVER use the italic version of this font for any purpose. Stick with the regular (Roman) and bold.

There are no color restrictions with Gill Sans MT.

**Gill Sans MT Roman:** abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
123456789

**Gill Sans MT Bold:** abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
123456789

# Berthold Baskerville

## Serif Font

Berthold Baskerville is the most-frequently-found font used in MJC communications. Due to the high legibility of serif fonts, and this one in particular, this is the font that should be used for ALL body text, including publications, letters, brochures, and flyers.

This font is a slightly modified version of the common default font, Baskerville Old Face. This version removes the weathered look of the original in order to increase its legibility, especially in printed (and copied) communications.

Copy written in Berthold Baskerville should appear in black or white wherever possible. The purpose

of this font is reading, not decoration.

To that effect, this font should also never be used in headlines, special copy, or in the representation of the Milwaukee Justice Center name other than in the bodies of texts (like this).

This font is available in regular (Roman), italic, and bold.

**Berthold Baskerville:** abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
123456789

**Berthold Baskerville Italic:** *abcdefghijklmnopqrstu**vwxyz**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*  
123456789

**Berthold Baskerville Bold:** **abcdefghijklmnopqrstu****vwxyz****ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**  
123456789

## Alignment

Milwaukee Justice Center body copy should always be aligned (when given software allows) in what’s called “left justified.”

Left Justified alignment creates smooth, even edges on both the left and right side of a column of text, while keeping the final line aligned left in order to create visual break between paragraphs.

For publication purposes, body copy should also have a 1 pica (6 point, 1/3 inch) left indent on the first line.

## Hyphenation

In principle, Milwaukee Justice Center paragraph styles should not include hyphens to split words among two lines. However, words that require it according to MLA guidelines, such as multi-word modifiers before a noun (one-way street) and compound

numbers (forty-six) should use hyphens as appropriate.

## Leading and Tracking

Standard tracking of “0” (horizontal space between letters) should always be used in all fonts and applications in MJC text communications.

Decorative texts, including signage, posters, flyer headings, and graphically-interesting texts, can be adjusted to best suit the intended design.

Again, Berthold Baskerville fonts should never be used in decorative applications, and should always have tracking set to the standard “0”.

Leading (vertical space between lines of text) should always be set two (2) points higher than the font size of the given text, when adjustable. That is, when using a 10-point font size, leading should be set to 12 points. If using a 128-point font, leading should be set to 130 points.

## Capitalization

In general, you should capitalize the first word in all text elements, modules, and/or lists, regardless of end punctuation. All other words should be lower case unless they are proper nouns or formal names.

One exception is in the use of Gill Sans MT Bold with the purpose of drawing immediate attention to an important piece of communication. This could include signs indicating the MJC is CLOSED, or has MOVED to a different location, or similar attention-grabbing issues of importance.

In these cases, it is encouraged to use Gill Sans MT Bold in the MJC Red color.

# COLOR PALETTE

## PRIMARY

## COLOR

## PALETTE

## SECONDARY

## COLOR

## PALETTE



### MJC Green

**R:** 77  
**G:** 135  
**B:** 114

**Hexadecimal:** 4D8772

**C:** 72%  
**M:** 29%  
**Y:** 61%  
**K:** 9%

**Pantone:** 625C



### MJC Light Green

**R:** 97  
**G:** 147  
**B:** 128

**Hexadecimal:** 619380

**C:** 65%  
**M:** 27%  
**Y:** 54%  
**K:** 4%

**Pantone:** 625C (@ 80%)

**R:** 192  
**G:** 59  
**B:** 47

**Hexadecimal:** C03B2F

**C:** 18%  
**M:** 91%  
**Y:** 92%  
**K:** 7%

**Pantone:** 180S

### MJC Red



**R:** 131  
**G:** 131  
**B:** 131

**Hexadecimal:** 838383

### Light Gray

**C:** 51%  
**M:** 42%  
**Y:** 42%  
**K:** 6%

**Pantone:** Cool Gray 10C



### MJC Charcoal

**R:** 54  
**G:** 69  
**B:** 79

**Hexadecimal:** 36454F

**C:** 78%  
**M:** 62%  
**Y:** 51%  
**K:** 39%

**Pantone:** 447C



### Accent Blue

**R:** 79  
**G:** 105  
**B:** 131

**Hexadecimal:** 4F6983

**C:** 75%  
**M:** 54%  
**Y:** 33%  
**K:** 10%

**Pantone:** 7545C

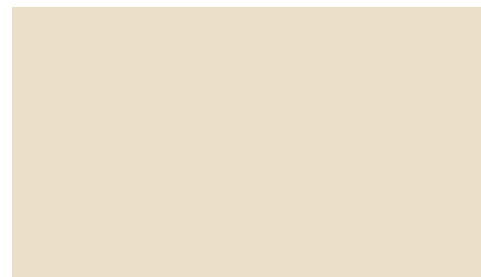
**R:** 235  
**G:** 223  
**B:** 201

**Hexadecimal:** EBDFC9

**C:** 7%  
**M:** 10%  
**Y:** 21%  
**K:** 0%

**Pantone:** 468C

### MJC Tan



**R:** 151  
**G:** 172  
**B:** 193

**Hexadecimal:** 97ACC1

### Accent Light Blue

**C:** 42%  
**M:** 25%  
**Y:** 15%  
**K:** 0%

**Pantone:** 535C



Primary Color Palette colors are intended to be the key, chromatic representation of the Milwaukee Justice Center. These, in addition to required uses of traditional black and white, are how the MJC should always strive to represent itself through color choices.

Unless there are key reasons (complex, or large-scale designs that need more than four colors), other colors, including the Secondary Color Palette, should not be used in MJC visual materials.

Secondary Color Palette colors are intended to complement the MJC's Primary Color Palette colors.

MJC Light Green and Light Gray represent the colors of the desaturated Courthouse representations in the MJC color and monochrome logos respectively.

Accent Blue and Accent Light Blue are intended for the most complex MJC visual designs, and should be used very sparingly.

No other colors are approved for inclusion into MJC visual materials, other than natural photographs.

2013

