

CF OPERATING PROCEDURE
NO. 15-3

STATE OF FLORIDA
DEPARTMENT OF
CHILDREN AND FAMILIES
TALLAHASSEE, July 16, 2012

Documentation Management

THE DEPARTMENTAL LOGO

1. Purpose. This operating procedure establishes the standards for graphic identification of the Department of Children and Families. The standards outlined in this operating procedure represent a continuing system of communications with our many customers to identify the department as modern, innovative, responsive and concerned with quality.
2. Background. The Department of Children and Families is one of the state's largest, most comprehensive agencies. By many measures, the department is among the very best government agencies and among the most diverse. For these reasons, it is important that the various parts of the department project one clear image through a coordinated identification program. A coordinated graphics look has a cumulative impact on various audiences and highlights the fact that the Department of Children and Families is a multifaceted, but unified organization.
3. Use of the Departmental Logo. The departmental logo is an official and legal symbol of the Florida Department of Children and Families and all units are entitled to use it for appropriate purposes. In most cases, the logo may be used on printed materials, products and in the media. The logo is a registered servicemark of the Florida Department of Children and Families and may be used on commercial or manufactured products only with approval from the Office of Communications. The department's logo must be reproduced from authorized original illustrations and cannot be redrawn, re-proportioned or modified in any way.
4. Use of the Departmental Logo on Printed Material.
 - a. The logo is the department's standard identifying mark. Although there are some restrictions on using the logo, all offices are encouraged to use it as much as possible to avoid developing individual logos.
 - b. To provide a consistent visual image, all Department of Children and Families publications must adhere to the following:
 - (1) The departmental logo, from authorized originals, must be conspicuously placed on the front cover or back cover of all printed materials that represent the department. While the logo generally requires a buffer zone, no buffer is required to separate the logo from a background such as a photograph.
 - (2) When using the "color" version of the departmental logo, the official blue (PMS 2935U) and official green (PMS 362U) must be used.
 - c. If you have a compelling, special reason for your program or unit to create an individual logo, the Office of Communications will work with you to determine and meet your needs.

This operating procedure supersedes CFOP 15-3 dated October 11, 2005.

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d. Individual programs and units may not use program-specific and unit-specific logos on items released to the public. However, these program-specific and unit-specific logos can be used on other internal publications, such as notepads and program reports, but not with the departmental logo.

e. CHECK FIRST with the Office of Communications at (850) 717-4449 to receive approval before using any logo other than the official departmental logo.

5. Use of the Departmental Logo on the Web, in Advertising or Presentations. The logo should be used as a signature in visual presentations about the department, including displays, world wide web homepages, display advertising, television productions, slide presentations and computerized presentations. Information on appropriate art and production is available from the Office of Communications at (850) 717-4449.

6. Maintaining the Integrity of the Departmental Logo.

a. Any design or symbol that resembles the departmental logo, might be mistaken for the logo, or incorporates one or more distinct elements of the logo is NOT approved for use, regardless of its origin or derivation.

b. The official colors of the “color” version of the Florida Department of Children and Families logo are blue (PMS 2935U) and green (PMS 362U) .

c. If you are not able to use both the official colors, the all black or all white versions of the logo are acceptable.

7. Acceptable Uses of the Departmental Logo.

a. The logo shall be used as shown below. Use the version that works best with the layout of the document on which the logo is placed. If additional guidance is needed, please contact the Communications Office at (850) 717-4449.



or



b. The logo is the only graphic mark that can be used on letterhead, envelopes, business cards, mailing labels, pocket folders, and assorted varieties of nametags, notepads, handtags and standard invitations.

c. Contact the Office of Communications for complete specifications for the logo's use on other items.

d. On letterhead, the logo must be placed at the top of the page ½ inch from the top and left edges.

e. No type or graphic element may enter a square boundary of 3/16 of an inch surrounding the logo and type.

f. The logo may be printed only in approved colors except when one color is used.

g. The logo may be shown in white on any color (reversed out).

8. Unacceptable Uses of the Departmental Logo. To protect the visual identity of the Department of Children and Families, it is important to use the logo properly. The following are examples of unacceptable uses of the logo:

a. Do not change the font or add drop shadows to the logo.

b. Do not change the colors of the logo.

c. Do not change the text or proportions of the logo (maintain the original proportions whenever enlarging or reducing the logo by “pulling” or “pushing” on a corner “handle” only).

d. Do not use the logo without the text, or animate or redraw the logo.

e. Do not change the location of the text in the logo.

9. Obtaining a Copy of a Logo. All authorized departmental and program specific logos are available from the Office of Communications.

(Signed original copy on file)

DAVID E. WILKINS
Secretary

SUMMARY OF REVISED, DELETED, OR ADDED MATERIAL
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Revised operating procedure to reflect requirements of the new DCF logo.
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