LOS ANGELES COUNTY

JUSTICE CARE AND OPPORTUNITIES

DEPARTMENT

Brand Guidelines

(Updated November 3, 2022)

Table Contents

jcod.lacounty.gov

Department Overview

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The Justice, Care, and Opportunities Department (JCOD) is the County's new central agency unifying LA County's efforts to serve vulnerable justice-impacted people and communities and drive forward the Board of Supervisors' vision of *Care First, Jails Last*.

Our Mission

- Develop transformative justice reform policies and strategies countywide

- Reduce the County's over-reliance on the incarceration of our justice-impacted populations

- Build a cohesive, robust continuum of care from prevention to reentry

- Break down silos between the justice system and intersecting systems (e.g. behavioral health, supportive housing, social services, and workforce development)

- Address inequities in the criminal justice system, in particular racial inequities

- Improve overall outcomes for individuals and communities

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What We Do

JCOD's aim is to support the County's adults and transition-age youth in breaking the cycle of overreliance on incarceration, and ensuring thriving communities, through innovative program planning and delivery:

- Planning & strategy
  - Policy development
  - Cross-agency coordination and community engagement
  - Metrics and outcome evaluation
  - Funding recommendations
  -
- Program delivery:
  - Prevention
  - Justice System Intervention & Diversion
  - Stabilization
  - Rehabilitation
  - Reentry

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Logo

The JCOD logo represents the bold and unifying efforts of the Justice Care and Opportunities Department.

(The logo file is provided in PNG and SVG formats. The SVG is a vector file that can be scaled up or down in size without losing any of its resolution. When using the logo in print materials or if enlarging the logo is necessary, we recommend using the SVG file.)
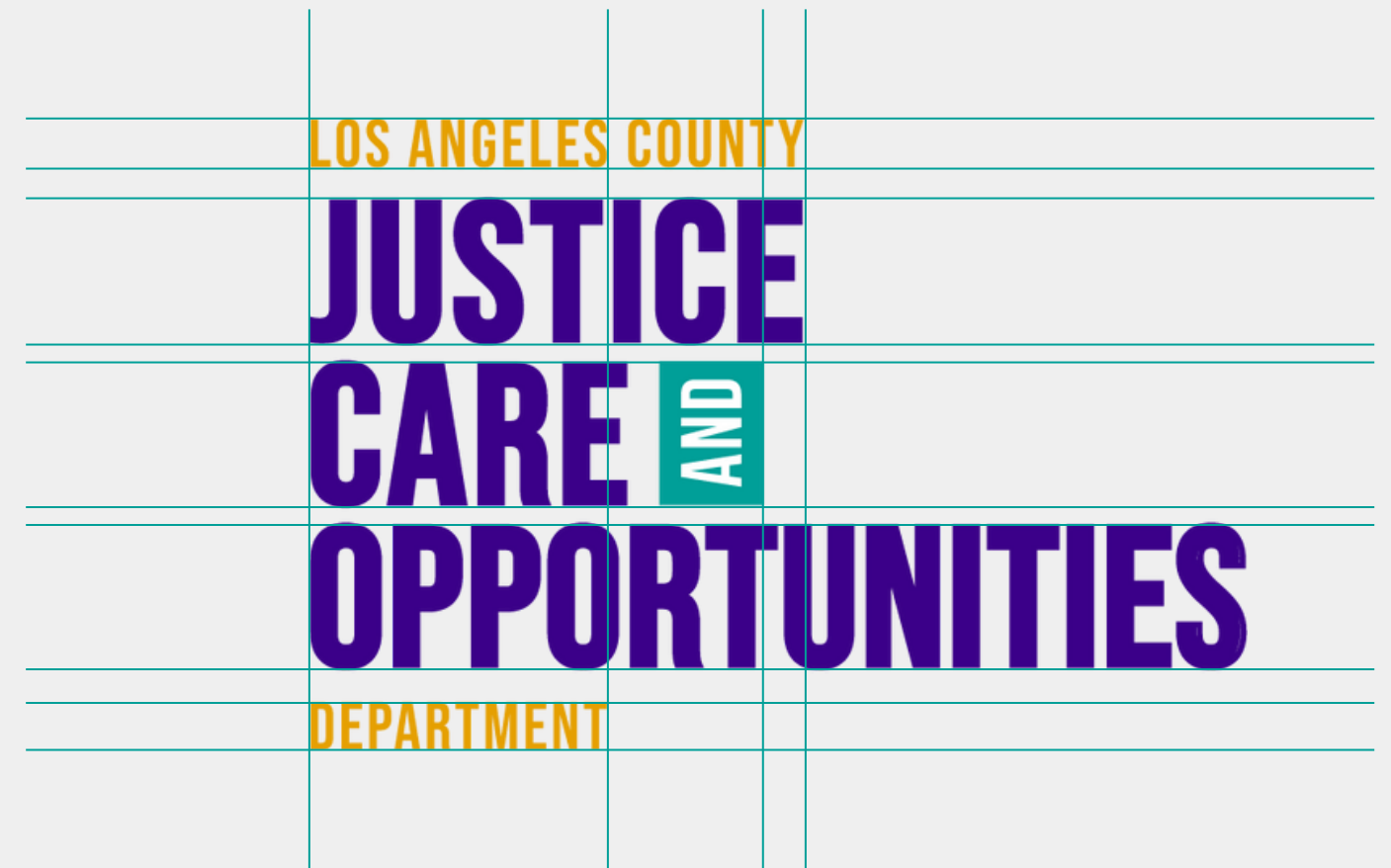
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Logo
Grid

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Color

These colors pull together the strength and hopefulness of the JCOD brand. They can be used flexibly, but are most powerful when overlayed to add boldness and vibrancy to the brand.

#009F98

#3B0089

#E6A027

#00645D

#EFEFEF

#000000

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Typography

Header Inter

Paragraphs Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Typography
GovDelivery

Header Helvetica Bold

Paragraphs Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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Logo Application

When placing the logo over an image, add a filter using a primary brand color to ensure contrast.

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Header

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Social Media
Graphic Templates

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REDUCING THE COUNTY'S OVER-RELIANCE ON INCARCERATION OF OUR JUSTICE-IMPACTED POPULATIONS.

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Reducing the County's over-reliance on incarceration of our justice-impacted populations.

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