STATE OF WASHINGTON
DEPARTMENT OF CORRECTIONS

POLICY

APPLICABILITY
DEPARTMENT WIDE

REVISION DATE 5/19/16
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TITLE
PUBLICATIONS STANDARDS AND DEPARTMENT LOGO

REVIEW/REVISION HISTORY:

Effective: 8/1/91
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Revised: 11/1/15
Revised: 5/19/16

SUMMARY OF REVISION/REVIEW:

I.A., II.B., II.E.1., and III.A., - Adjusted language for clarification
Removed II.D.3. that a Department publication number will be issued for all Department publications
III.B. - Added language for clarification
Removed III.D. that the Department logo may not be used in the signature block of electronic messages

APPROVED:

Signature on file
4/15/16

RICHARD “DICK” MORGAN, Secretary
Department of Corrections
Date Signed
REFERENCES:

DOC 100.100 is hereby incorporated into this policy; RCW 40.07; Design Manual

POLICY:

I. The Department has established uniform quality standards for its publications and guidelines for developing and distributing clear and effective Department publications that use the best method for the intended audience, determine the appropriate time for dissemination, and demonstrate wise use of Department resources.

II. The Department will have one logo to clearly communicate its vision, convey a unified image, reduce confusion regarding the source of documents, and ensure standardization and consistency.

DIRECTIVE:

I. Responsibilities

A. To ensure compliance with Department quality standards and mission, the Communications Division will assist in coordinating the review and approval process for Department publications that are intended to remain in public circulation and/or reach a large external audience (e.g., documents summarizing programs, major agency initiatives). Correctional Industries (CI) is exempt from the Department review and approval process.

1. Examples of other publications that may be reviewed include, but are not limited to:
   a. Web content
   b. Brochures
   c. Posters
   d. Informational guides
   e. Handbooks
   f. Annual and biennial reports
   g. Strategic plans
   h. Special reports
   i. Fact, data, and statistical sheets
   j. External newsletters
   k. Periodicals
   l. Pamphlets

2. Publications do not include:
   a. Materials intended for internal Department distribution,
b. Employee training guides,
c. Preliminary draft reports,
d. Working papers,
e. Correspondence,
f. Memoranda, and
g. Single-use materials prepared exclusively for a presentation.

B. All Department printing requests involving publications intended for an external audience will be processed through CI or the Department of Enterprise Services (DES).

1. Publications of confidential material will not be printed by CI.

II. Developing and Processing Publications

A. New publications may be developed when:

1. There is a program or administrative requirement.
2. There is no current publication covering the same subject.
3. It would be cost-effective to consolidate information from multiple Department sources into one publication.

B. Each publication project requires a designated coordinator/facilitator who will serve as the contact and be responsible for drafting the document. The Communications Division will oversee the editing and approval process.

C. The coordinator/facilitator will initiate periodic reviews to determine continued need or revision and will update as necessary.

D. All Department publications will include:

1. The state seal or Department logo,
2. Identification of the responsible employee, office, or program originating the publication, and
3. The effective publication date.

E. All Department publications will be produced with consideration for cost savings, such as:

1. Producing a double-sided copy(ies),
2. Using recycled paper,
3. Posting the information on iDOC or the Department’s external website rather than printing,
4. Mailing at the lowest available rates (e.g., bulk mail), and
5. Printing copies in black and white.

III. Department Logo

A. The Department logo may only be used by employees and partners for official Department business with Communications Division approval. The Communications Division will be the primary contact for all questions and information regarding the Department logo.

1. Approved employees will refer to the Design Manual for guidelines on when and how to use the Department logo.

   a. The logo will not be altered or distorted in any manner, including:

      1) Converting the logo into a transparency,
      2) Stretching the logo,
      3) Changing the appearance of the logo (e.g., color), or
      4) Using the logo on top of another image.

B. The logo may be used on:

1. Department forms,
2. Electronic presentations and Department websites,
3. Signage at facilities/offices,
4. Reports, pamphlets, posters, policies, brochures, newsletters, and other publications, and
5. All approved promotional items that represent the Department (e.g., buttons, caps, t-shirts).

C. Washington State Department of Corrections letterhead, envelopes, and business cards are prohibited from including the Department logo.

D. Special logos for internal Department use only may be authorized by the Communications Director with input from the appropriate Assistant Secretary.

   1. CI is authorized to use its logo for Class II industries related products, packaging, promotional items, publications, letterhead, business cards, forms, electronic presentations, and program website.

DEFINITIONS:

Words/terms appearing in this policy may be defined in the glossary section of the Policy Manual.
ATTACHMENTS:
None

DOC FORMS:
None