CIRCULAR
STATE OF NEW JERSEY
DEPARTMENT OF THE TREASURY

NO.: 24-18-ADM	ORIGINATING AGENCY: DIVISION OF ADMINISTRATION	PAGE 1 OF 3
EFFECTIVE DATE: IMMEDIATE	EXPIRATION DATE: INDEFINITE	SUPERSEDES: 16-06-ADM
SUBJECT: STANDARDS FOR PRINTED STATIONERY, USE OF STATE SEAL, ETC.		
ATTENTION: DIRECTORS OF ADMINISTRATION AND CHIEF FISCAL OFFICERS		
FOR INFORMATION CONTACT: TREASURY PRINTING SERVICES		PHONE: (609) 292-5133

I. PURPOSE

To establish State policy and procedures, and to outline the responsibilities of each State Department and its subdivisions, in minimizing the number of variations of State letterhead, envelopes, memo pads, forms, and business cards and to ensure consistency in the presentation of the State's identity on all printed materials, allowing for standardization and cost efficiency.

II. AUTHORITY

Pursuant to Executive Order No. 36 of July 17, 1991, and the Governor's Management Review Commission Operational Review of State Print Shops and Printing Operations - January 1991: "The Department of the Treasury shall establish a Printing Control Office to supervise, coordinate and control all printing done by the State of New Jersey in the State's own facilities or for the State of New Jersey in privately owned and operated facilities." The duties of the Printing Control Office are now consolidated into the responsibilities of Treasury Printing Services.

Prior to engaging a private vendor to print materials, departments and agencies shall contact Treasury Printing Services to determine the appropriate use of an outside vendor. Should Treasury Printing Services determine that it is in the best interests of the State to utilize an outside vendor, then departments and agencies can utilize a vendor through the most appropriate procurement method. As an offered service, Treasury Printing Services can coordinate, on behalf of the department or agency, the use of an outside vendor to facilitate the printing of materials.

The Department of State is the keeper of the great seal, as authorized by chapter 2 of title 52 of the Revised Statutes (P.L. 1964, c.15, C.52:2-9).

The Department of the Treasury shall ensure the correct use of the approved great seal upon all printed material it produces or any printed material for which it facilitates production.

III. DEFINITIONS

A. Stationery - All custom-printed material including, but not limited to, letterhead, envelopes, memo pads, forms and business cards used to conduct State business both internally and with the constituency.

B. Printed Materials - Any printed communication for internal/external distribution, whether by offset printing press imaging, engraved, or other means.

IV. POLICIES

A. APPROVAL OF STATIONERY

All State departments and subdivisions shall submit to Treasury Printing Services, prior to printing, a sample of each letterhead, envelope, memo pad, or form it proposes to print.

1. DEPARTMENT OF THE TREASURY, PRINT REVIEW

   Upon receipt by Treasury Printing Services, proposed designs will be reviewed for design consistency and correct use of the State Seal.

   If, for any reason, the proposed design is disapproved, a phone call will be placed to the requester, explaining the reasons for disapproval. A revised design can then be sent to Treasury Printing Services for review, or provided by Treasury Printing Services.

2. APPROVAL CRITERIA

   Treasury Printing Services will review each proposed letterhead, envelope, memo pad, form, and business card for the following elements:

   - STANDARDIZATION: Treasury Printing Services shall review business cards and other forms to ensure consistency with established designs and design criteria described herein.
   - DESIGN CONSISTENCY IN BUSINESS CARDS: To ensure standardization across all departments and to ensure one official business card, the front of business cards shall not deviate from the standard design which depicts the State Seal in the upper left-hand corner with employee name, title, and contact information inserted into the template. Any additional logos, graphics, or text shall be relegated to the back of the card and at the approval of Treasury Printing Services for appropriateness.
   - DESIGN CONSISTENCY IN MASTHEAD: The approved masthead will contain only the official Great Seal of the State of New Jersey, the words "State of New Jersey," the Department name, the Department address, the Governor's name, the Lieutenant Governor's name and the Commissioner's or agency chief's name.
   - PLACEMENT OF ANY ADDITIONAL LOGOS, SYMBOLS, SLOGANS, etc.: May be no larger than the State Seal, and are subject to the approval of Treasury Printing Services.
   - STANDARDIZATION OF PAPER AND INK: In order to realize a substantial savings to the State, while at the same time addressing the need to use recycled paper, the recommended paper/ink will be determined by Treasury Printing Services.

B. USE OF THE OFFICIAL STATE SEAL

All use of the official seal of the State of New Jersey is regulated by the Department of State. The Secretary of State is designated by statute as the keeper of the official seal. The Department of the Treasury has worked in cooperation with the Division of State Archives in the Department of State to develop an official seal that is historically accurate and received approval for use of this seal from the Secretary of State for all printed materials. There are both black and white and color versions of the seal available from Treasury Printing Services as image files for agency use. No other versions of the seal can be used without the expressed written approval of the Department of State.

Additional guidelines for use of the seal are:

1. The seal is not to be distorted or cropped; and

2. Elements and colors are not to be removed or altered.

All presentation of the seal must allow for clear recognition within the overall design to be printed.

C. EFFICIENCY STANDARDS

The following are general guidelines for all printing jobs:

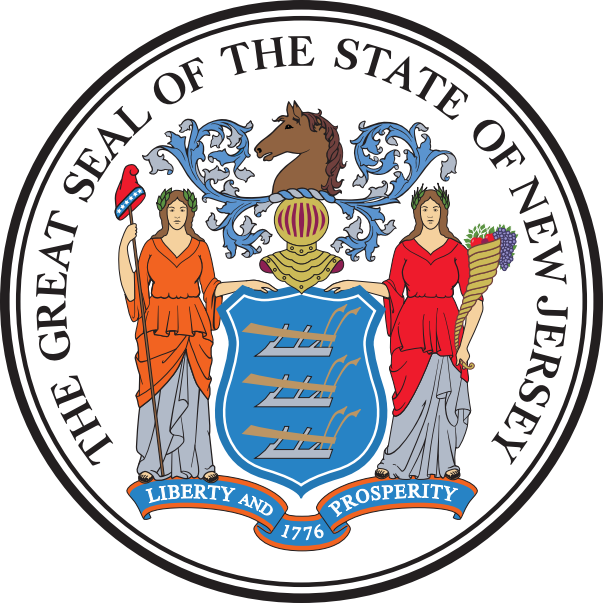
1. DOUBLE-SIDED COPIES — Whenever possible, copies should be double-sided to reduce the use of paper. This should be the default option for all jobs. One-sided copies should be limited to unique situations where two-sided copies are not practical or effective.

2. ON-DEMAND PRINTING — Avoid printing large quantities of stock forms, stationery, etc. This can create waste if something changes and printed stock becomes obsolete and then must be thrown away. With technology in place, much printing can be done on-demand, with rapid turn-around replacing the need to stockpile printed materials.

3. COMMON SIZES SAVE MONEY — Standard industry sizes should be used whenever possible. Creating unique size documents should be limited to circumstances where it is an absolute necessity.

4. BE JUDICIOUS WITH COLOR — Color in both off-set printing and image printing looks good and can be an important way to distinguish a message or clarify information. However, overuse of color can be very expensive and sometimes confuse the message. Be careful that color is used for the right reason (for emphasis or clarity) and use black and white as the standard unless color is required.

Amanda Truppa, Director
Division of Administration


THE GREAT SEAL OF THE STATE OF NEW JERSEY
LIBERTY AND PROSPERITY
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