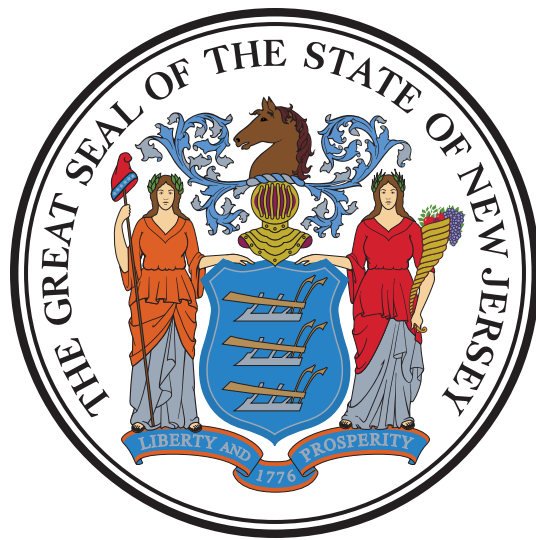


The Great Seal of the State of New Jersey



Standard Use & Display Guidelines

The Great Seal of the State of New Jersey has a rich history dating back to the birth of the country in 1776. Throughout the 19th century it was rendered by many artists, resulting in many different interpretations. The need for an approved, consistent rendering was recognized by the state legislature in 1928, at which time a joint resolution was passed establishing the artwork, colors and design.



Image of the original state seal from the New Jersey State Archives

With the advent of the digital print age in the late 1980s various institutions, both public and private, created digital versions of the seal, often inaccurate and incorrectly colored. The purpose of this joint effort between the Department of the Treasury and the Department of State is to eliminate inaccurate versions and provide approved high-quality digital versions for use by all agencies.



Included with this book is a CD containing 16 approved digital versions of The Great Seal of The State of New Jersey specially designed for use in the modern digital environment of both printing and web design.

This book outlines the correct use governing how and when a given version should be placed or used. It also outlines allowable modifications.

The Seal has been created in color, black and white, and grayscale for print use. For web use, it has been created in color and black and white. In addition, each file has a “small” version created specifically for use at 1” or less in size. The “small” versions have been modified to reduce loss of detail and color vibrancy normal with extreme size reduction.

Print Versions

NJ State Seal BW Small Use.eps
NJ State Seal BW.eps
NJ State Seal BW Small Use KO.eps
NJ State Seal COL Small Use.eps
NJ State Seal COL.eps
NJ State Seal Grayscale Small Use.eps
NJ State Seal Grayscale.eps

Web Versions

NJ State Seal BW 72dpi.jpg
NJ State Seal BW 300dpi.jpg
NJ State Seal BW Small.jpg
NJ State Seal COL 72dpi.jpg
NJ State Seal COL 300dpi.jpg
NJ State Seal COL Small.jpg
NJ State Seal BW Small.png
NJ State Seal BW.png
NJ State Seal COL Small.png
NJ State Seal COL.png

Usage Guidelines

- ☹ Do not distort
- ☹ Do not crop
- ☹ Do not remove elements
- ☹ Do not change colors
- ☹ Do not replace type
- ☹ Do not use the seal to outline (window) an image
- ☹ Do not apply special effects to the seal, drop shadows, Photoshop filters or the like
- ☹ Do not nest in text
- ☹ Do not use a gradient or split fountain effect
- ☹ Do not ghost or overprint atop images
- ☹ Do not print using exotic colors
- ☹ Do not combine versions

- ☺ OK to KO/Knockout
- ☺ White circle OK
- ☺ Transparent background OK
- ☺ Text wraps around seal OK
- ☺ Overprinted text atop ghosted OK
- ☺ Ghosting OK provided that:
 - it should be done no darker than at 25%
 - it should only be done on light backgrounds not exceeding approximately 15% CMYK values
- ☺ OK to print the black and white version in dark blue (pms 288) and gold

Other Considerations

Unless the seal is certain to reproduce effectively, transparent placement should not be attempted on dark backgrounds.

To maintain historical origins of the state seal, certificates, commendations, awards and other like documents should display an unmodified version of the seal.

Use of the provided grayscale version should be done with care as variations of gray within the seal can often print poorly owing to dot gain, print device dpi limitations and other forms of distortion.

MS Word: When using MS Word it is necessary to drag and drop or “insert” the desired print version. Attempting to open the print versions of the seal is not possible without Adobe Illustrator.

FOR PRINT USE



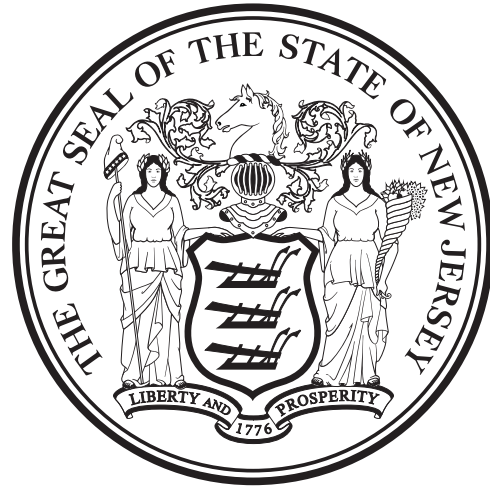
NJ State Seal BW Small Use.eps



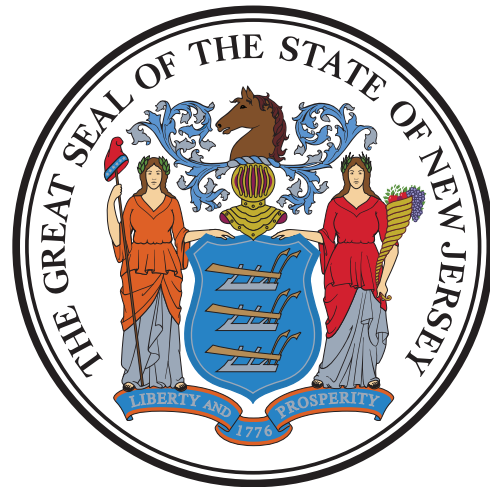
NJ State Seal BW Small Use KO.eps
(Shown on black background)



NJ State Seal COL Small Use.eps



NJ State Seal BW.eps
(Shown @ 50%)



NJ State Seal COL.eps
(Shown @ 50%)



NJ State Seal Grayscale Small Use.eps



NJ State Seal Grayscale.eps
(Shown @ 50%)

FOR INTERNET & WEB DESIGN



NJ State Seal BW Small.jpg



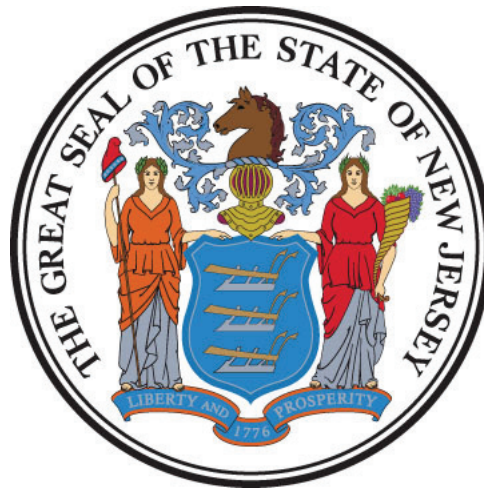
NJ State Seal BW 72dpi.jpg
(Shown @ 50%)



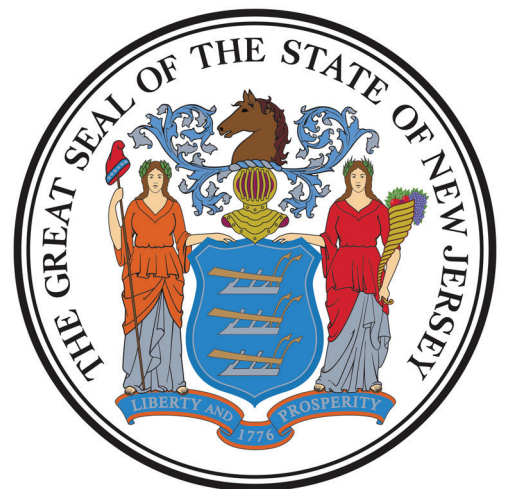
NJ State Seal BW 300dpi.jpg
(Shown @ 50%)



NJ State Seal COL Small.jpg



NJ State Seal COL 72dpi.jpg
(Shown @ 50%)



NJ State Seal COL 300dpi.jpg
(Shown @ 50%)



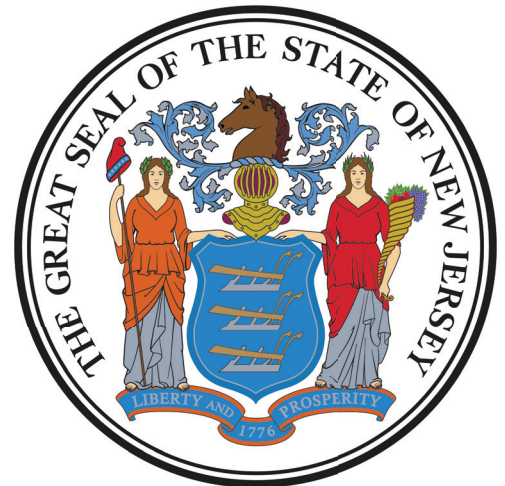
NJ State Seal BW.png
(Shown @ 50%)



NJ State Seal BW Small.png



NJ State Seal COL Small.png



NJ State Seal COL.png
(Shown @ 50%)

APPROVED USAGE



Dark Blue



Gold



KO/Knock Out



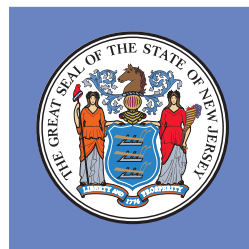
KO/Knock Out



Color



Black & White



White Circle



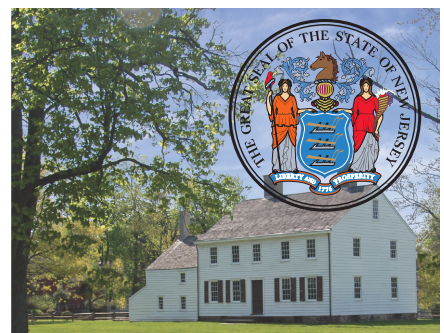
White Circle



Overprint Ghosted

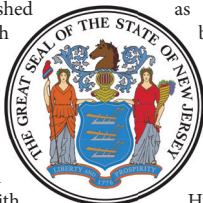


Transparent



Transparent

While we have 21 counties today, there were only 9 counties in New Jersey at the end of the 17th century. In East New Jersey, Bergen, Essex, Middlesex and Monmouth were established as court jurisdictions in 1683. Somerset was set off from Middlesex in 1688. In West Jersey, Burlington, Cape May, Gloucester and Salem were established as court jurisdictions in the 1680s, with boundaries defined in 1692 and 1694. At that time "old" Burlington County extended northward into what is now New York State. All of New Jersey's northwestern counties came out of the original Burlington County, starting in 1714 with Hunterdon.



Text Wrap

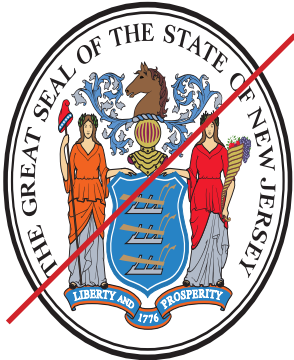


Transparent

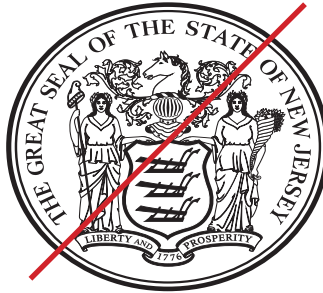


Transparent

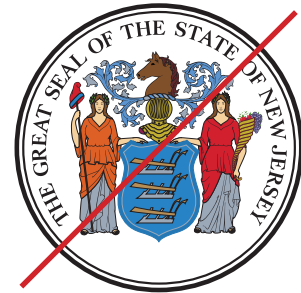
NON AUTHORIZED USAGE



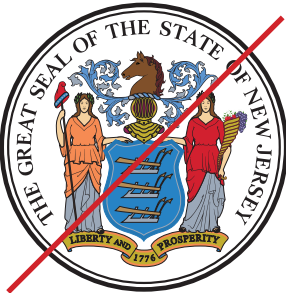
Distorted



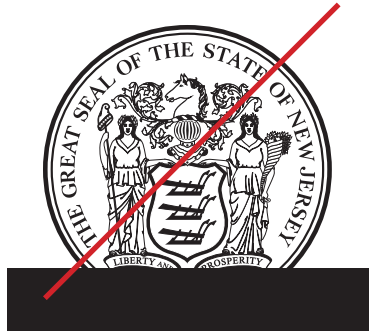
Distorted



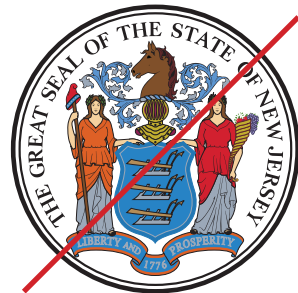
Elements Removed



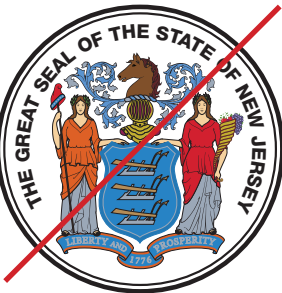
Colors Changed



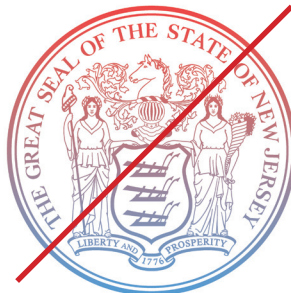
Cropped or Obscured



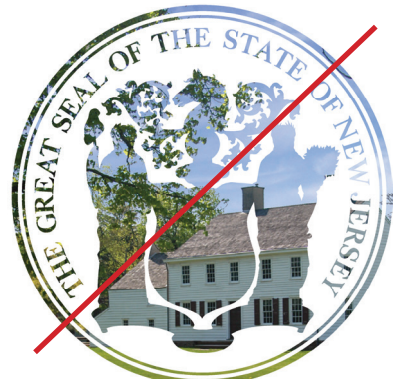
Altered Art



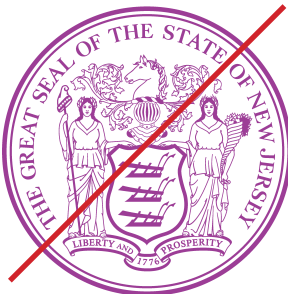
Type Replaced



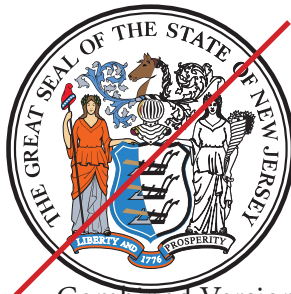
Gradient/Split Fountain



Window Effect



Exotic Color



Combined Version



Overprinted

Definitions

Ghosting - Printing of the seal to provide a watermark or background effect

Coat of Arms (New Jersey Coat of Arms) - The internal artwork portion of the seal which is surrounded by the words "THE GREAT SEAL OF THE STATE OF NEW JERSEY" and a double rule circle

KO/Knockout - Use of the seal in all white or subtracted out of a background image so that the paper remains unprinted.

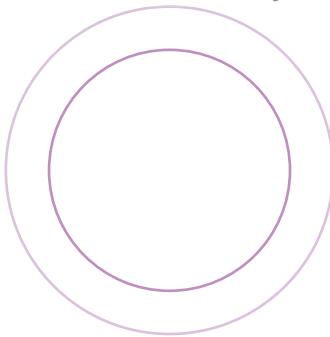
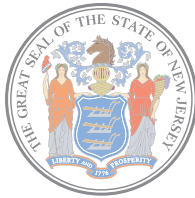
Transparent - Use of the seal where the interior areas surrounding the art shows the background or image behind the seal

Distort/Distortion - Any reproduction of the seal where the height and width are not equal

The Treasury Print Shop wishes to thank David Ridolfino, Micheal Tyger, Kathleen Kisko, Joseph Klett and Veronica Calder whose support and assistance have made this project possible.

Steven Brandes, Douglas Krieger and Sandra Watkins of the Treasury Print Shop are available to answer questions, regarding the printing and usage of the accompanying digital files.

The Great Seal of the State of New Jersey



Digital Files for Print and Web
With accompanying
Use & Display Guidelines



TREASURY
PRINTING
SERVICES