A graphic identity program for the Judicial Commission

Julie Roehm

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A Graphic Identity Program
for the Judicial Process Commission
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April 1977
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Acknowledgements

Thanks are extended to both the Department of Communication Design, Rochester Institute of Technology, and to the Judicial Process Commission for their support and cooperation in the completion of this thesis.
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Introduction

The Judicial Process Commission is a non-profit organization which was founded on a commitment on the part of the Genesee Ecumenical Ministries to work toward the reform of the entire process of criminal and juvenile justice.

Due to the Commission's highly visible role in the legal, judicial, social and political segments of the community, there was a need to improve the graphic imagery of the Commission to equal the integrity of its intent and commitment.

This thesis covers the research, concept and design-development of a graphics program developed for the Judicial Process Commission.
Background of the Judicial Process Commission

Genesee Ecumenical Ministries, GEM, successor to Rochester Area Council of Churches, is a regional ecumenical mission agency which seeks to provide leadership, training and resources to grassroots ministries.

The Judicial Process Commission is a commitment of GEM which grew out of a concern for:
1) persons who were known to have been subjected to inequities and dehumanization
2) the need to identify the causes of explosive situations in police-community relations and prisons.

Having been commissioned by GEM in January, 1972, to translate concern into involvement in the area of criminal justice, the Judicial Process Commission, JPC, sought to identify the underlying problems in the system and adopted these general goals and objectives.

Goal: To establish a process whereby conflict in society may be resolved in ways beneficial for all by critically analyzing the premises and practices of the Criminal Justice System.

Objectives:
1) to create public awareness of the justice system, citizens' rights and responsibilities and the need for citizen involvement
2) to cause justice agencies to evaluate their own purpose and function
3) to work for improved levels of service by agency personnel in law enforcement, courts and the jury system, corrections, probation and parole

4) to evaluate current dispositional means and to propose alternatives to incarceration

To effectively realize these goals the Commission is actively working through task forces established to deal with specific systemic problems. The areas include actively seeking reform of local and state correctional institutions; serving as catalyst for improved police-community relations; focusing on courts-the selection of judges and the legal representation of the poor; developing awareness and educational programs for social organizations.
Thesis Goals and Objectives

Since the JPC's establishment, most activities and events in the state and local criminal justice system, have been documented and distributed by the Commission to relevant members of the community (lawyers, judges, politicians, social agencies, correctional institutions, etc.). The Commission has extensively documented itself in the manner of studies, research, reports on task force activities, correspondences, and newsletters. All these are then distributed among JPC's constituents.

With the volume of information it publishes and the degree to which the Commission depends upon its communication, the JPC began to realize its need to identify itself clearly and consistently. (Fig.A-E)

In reviewing its total communication effort, however, it became apparent that information distributed by the Commission was inconsistently and inadequately identified. In addition, a lack of coherence and legibility existed in the presentation of information.

According to the above analysis, the following goals and objectives for this thesis evolved:

Goal: To assist the JPC in communicating more effectively by improving the graphic standards of existing printed materials

Objectives:

1) to develop a symbol for JPC possessing the following characteristics:
   a) legibility
   b) distinctiveness
   c) versatility
   d) conceptual relatedness
   e) graphic simplicity
   f) timelessness
2) to establish a consistent and unified identity image of the Commission for expediency in identifying JPC materials

3) to assist the Commission in more effectively communicating its information through a visually organized, concise and pleasing manner.
Procedure

On 10/14/75, contact was made with Virginia Mackey, coordinator of the Commission, at JPC headquarters.

In-depth graphic communication needs, budgetary limitations and definition of respective roles were discussed along with an orientation to the purpose and function of JPC.

It was determined that immediately needed were an identity mark, stationery, newsletter masthead, and a graphic reorganization of its educational, informational materials.

It was suggested that the designer draft an official proposal for the Commission's Steering Committee approval listing the intended projects and estimated expenditures. (Appendix A)

On 11/11/75 the Steering Committee met and discussed specific aspects of proposals one through three, postponing final decision on the fourth proposal.

A sub-committee was established to find the most economical means of production. It was established that the designer's role in completing these projects would consist of providing artwork suitable for reproduction according to the means of the Commission.

At this point, a thesis committee meeting was held to review the conceptual and visual stage of the mark's development. It was determined that the conceptual direction of the mark was proper. Visually, it was decided that a few structural, linear, and weight changes be made to increase perception of the mark as a symbol of the scales. Upon these suggestions improvements were made. The mark was then resubmitted to each thesis committee member, individually, for approval, before its application to various materials.
Mark

Concept

Initially researched were the history, activities, and philosophy and goals of the JPC. This information was found and compiled in a survey of the Commission's published informational materials. Orientation meetings were held, with the Committee and its coordinator, to brainstorm on the mark's development. It was then decided that all relevant information on symbol conceptualization should be gathered and compiled into a questionnaire. (Appendix B) This questionnaire was submitted to the Steering Committee for input and final additions in order to establish final objectives for the mark previous to any visual research.

Having received responses to half of the questionnaires, the answers were compiled and listed in order of frequency of similar response. From these questionnaire results, priorities defining the mark's concept were derived. The following is a list of those objectives.

The symbol should provide an identification with:
1) an organization committed to justice
2) an organization concerned with systems, structures and processes of criminal justice
3) an organization possessing the qualities of:
   a) progressive leadership
   b) catalyst
   c) active commitment

These objectives were submitted to the Commission and visual research was initiated.
Mark

Visual Development

With the priority of the "concept of justice" established for the mark by research and Steering Committee input, graphic interpretations of "justice" were pursued.

In James Hall's "Dictionary of Subjects and Symbols in Art"\(^1\), the figure of 'Justice' is portrayed as a woman with a sword, an emblem of her power, and the scales, a symbol of the ability to weigh decisions impartially. In cross-referencing to the visual symbol of the scales in "Dictionary of Symbols"\(^2\), by J.E. Cirlot, 'scales' are cited as the mystic symbol of justice, seen most commonly as two scales balanced symmetrically on either side of a central pivot.

If the female figure and her sword were eradicated the implication of a god-head and punishment could be eliminated, thereby leaving the scales to more purely signify the term 'justice'. Thus, the graphic form of the mark established its foundation in the 'scales'.

To distinguish and instill a progressive quality into the form, the image was reduced to a modern, simplified form, keeping weights and proportions relatively the same. Putting this very traditional concept into a modern format would demonstrate a progressive sensitivity and response to issues of the day. The form, in taking on this progressive quality, would also betray the nature of being ahead of its time.

To integrate the feeling of the Commission's concern for structure and systems into the mark, the scales were segmented for the purpose of showing a construction composed of individual parts.
The final solution incorporated the above considerations and is shown in Fig. F.

At this point, a master photostat was shot consisting of a variety of sizes of the symbol. This would more easily facilitate the Commission's consistent use of the mark.
Color

Royal blue was the color chosen to represent the symbol in depicting the high traditional character of the judicial system. The color also conveys an attitude of a strong, optimistic nature.
The Graphic System

Any graphic identity system is made up of a number of elements. The first element, the mark, having been designed, the second element then to be considered is a typeface which should be chosen for its legibility and compatibility with the mark. Helvetica Light was chosen to compliment the symbol because of its contemporary simplicity. The third consideration in designing a graphic system is the placement of the basic elements in a logical and consistent manner.

Since the format size for all of JPC's communication pieces was 8½x11" and most would be typewritten, a grid was devised dividing the 8½x11" format into two columns. The main identity elements, the mark and the Commission's name, would be positioned at the top the page on the left margin of the left column. The left margin of the right. column at the top of the page would hold secondary information such as addresses, phone numbers, etc.

Any typewritten information, with the exception of correspondence, would fall into the two column format to enable the Commission to maintain a consistent, overall look as well as to facilitate legibility, readability, organization and production.
Stationery

Design

The first application of elements, according to the system, was the stationery. Both the letterhead and the envelope were designed so the symbol would be seen first and the "Judicial Process Commission" read second, with the address and subhead read third. This information was designed to be reproduced in royal blue to distinguish it from the message or body of the letter typed in black. (Fig.G.H)

The letterhead measures 8½x11" and the envelope is an official #10 for traditionally standard economic reasons.

Production

The mechanical art for both the letterhead and envelope were produced and submitted to the JPC. Decisions regarding the final reproduction method was to be determined by the Commission according to their financial means.
Brochure

Objective

The brochure was designed to enable the Commission to have at its disposal a promotional, printed medium communicating its purpose and philosophy. The pamphlet would be used on an occasional national level as well as on a frequent local basis. The specific audience included legislators, criminal justice administrators, community groups and service agencies as well as the concerned layman.

Design

The pamphlet was designed as an 8½x11" two-fold, one color brochure to convey general and specific information about the Commission. The size of the brochure was chosen for its economic advantage as reflected in paper stock availability and for mailing convenience. When folded, the pamphlet fits conveniently into a #10 envelope.

The choice of royal blue ink on white stock for the brochure was designed to reinforce the association of royal blue as the Commission's official color. The cover side, or outside of the pamphlet, was designed to be printed as a 'reversal' with the type and imagery 'dropped out'.

The symbol of the JPC and its name were the total imagery chosen for the brochure cover to reiterate the purpose of the pamphlet and to lend itself visually to the graphic system.

The text type and the titles shown approximate the length of the information used in the existing JPC pamphlet. (Fig.I,J)
Brochure

Production

The brochure was brought to a high comp, color key stage to enable the Commission to envision the potential in investing in a professional, promotional piece.
Newsletter

Objective

The newsletter masthead, the 'Justicia', was redesigned to fit into the format of the graphic system and to include the mark. This would continue the consistent and unified system already established for the sake of expediency in recognizing Commission communication.

Design

The newsletter dimensions would equal 8½x11" to more easily facilitate in-house production. For this reason also, the newsletter was designed to be reproduced in one color.

The format established divides the page into two columns of typewritten type. The columns continue at the top of the second page to the bottom and fill every succeeding page in this manner to the end of the specific amount of copy for any issue. The top 2½" of the initial page of the newsletter would constitute the masthead. The mark and JPC's name appear in the top left column flush with the left margin. The title, 'Justicia', along with the appropriate secondary information appear in the top right column. 'Justicia' appears in Helvetica Bold, 36 point, among 10 point Helvetica Regular text type to emphasize it as a priority of those elements in the right hand column. Helvetica typeface was used for the masthead in keeping with standards established by the system and to differentiate it from text information, which would be typewritten. Fig.K)

Production

The newsletter masthead was brought to a camera-ready stage for reproduction by the Commission according to its means.
Inhouse Data

Objective

In analyzing inter-Commission materials the need for the presentation of information through a visually organized and simplified manner became evident.

Design

The design format followed that of the newsletter with the exception of the masthead area. The information in this area would remain typewritten rather than set in a Helvetica typeface for production flexibility and economy. The typewritten placement of titles and dates in this relatively large, open space would allow for identification and distinction from the remaining typewritten text. (Fig. L)

Production

Since inter-Commission materials would be produced entirely by JPC staff, manually typed and composed, a hypothetical piece was designed and brought to high comp stage for the purposes of presentation and imitation.


Educational Booklet

Objective

In reviewing the educational booklet, published by the Commission, problems of legibility, organization and visual continuity arose. For an individual to achieve maximum comprehension of the data introduced, an organizational format would have to be established.

Design

The format size of a page remained 8½x11". The average line of type, however, which originally filled the width of the page, was shortened to fill two-thirds of the width. This line abbreviation made for easier reading. A space was added to visually divide the paragraphs for easier reference.

The margins, now increased in size, remained free for illustrations and graphs to alleviate a cluttered, unorganized appearance, as well as to more easily facilitate the typing or correcting of information.

The basic text copy was placed lower on the page to allow for placement of heads. By positioning the heads alone at the top of the page, they became more easily distinguishable from the text and were more easily located for reference purposes.

The cover was designed to make use of the Commission's color and mark. The imagery was kept simple, relevant and progressive to catch attention and stimulate interest. (Fig.M,N)

Production

The booklet was brought to a color key comp stage demonstrating photostats of a few sample pages to depict format.
Conclusion

The opportunity presented in designing a graphics program for the Judicial Process Commission was a unique educational experience. It offered the realities of budget limitations of a non-profit organization as well as working with an individual group with specific organizational and conceptual needs.

The project demanded a new approach in solving and implementing solutions. It was imperative from the start that the means of reproduction would be determined at a future time. Thus the final pieces would most probably be produced inexpensively and therefore the quality that the Commission sought to convey would have to be in the design of the pieces.

Most of these pieces would be reproduced by a duplicator, copier or typewriter. With this in mind the graphics had to be clean, readily reproducible, yet of a graphic quality matching the professional nature of the Commission.

The dimensions of problem solving in terms of concept, reproduction and client-designer communication have been of great value in contributing to the establishment of a solid foundation for a career in the field of graphic communication.
Judicial Process Commission
Judicial Process Commission
September 4, 1975

Dear Commission Member:

We are trying to prepare in depth for the Judicial Process Goal-Setting Retreat on October 3 and 4 (save the date please). An important element of that Retreat will be our Individual Force Evaluations.

Enclosed you will find a Personal Evaluation form which you asked to complete and return to the office by September 15. It is very important, for a true evaluation that we have a 100% on this. In doing this Personal Evaluation it will be important for you to consult the History of the Goals and Objectives of JPC (enclosed)--for after all we are in part basically evaluating ourselves in terms of what we have intended to do.

Thanks for everything--and much peace these days.

Sincerely,

Mary Sullivan
Chairperson
scientists think that we can develop "solar plantations" with special plants grown to produce energy. We can get energy from plants by burning them or by changing them into other chemicals such as methanol to substitute for gasoline. Many experimental homes are already partially heated by different kinds of solar systems. Carefully studied to show how the design of new houses should be changed to make more efficient use of solar energy. Some schools have recently been equipped with experimental solar heating systems.

A second use of solar energy is the solar cell, which absorbs energy from the sun and converts it directly to electricity. This system provides most of the electricity used on unmanned space flights. This system is still much too expensive for home use. Future, research and mass may cut that cost enough another new source of electricity. Solar energy is also transformed plants into stored chemical process called photosynthesis.

Charter Members

Someday, we may have wind generators to serve people rather than just. They could give us clean. However, scientists about wind behavior much power can be the most efficient. Much of the work and that have been done for industry on the movement of wind will help in develop power. Experimental wind systems are planned to electricity to serve about homes, and later as many Winds strong enough to use in the Great Plains and the States. We have seen that pioneers made great use on the plains. The wind than 12 miles per hour on the Plains and in the Northeast, and constant enough to be of value. Practical wind-driven plants could probably generate 20 percent of our electrical the year 2000.

Information

All the material around you is a very concentrated form of energy. But we do not yet know how to easily change this "mass" into useful energy. Fuel is expensive, there will need for a modern kind of
The problem of disappearing fossil fuels is being tackled by imaginative people who want to use fuels which are “renewable” — fuels which cannot be “used up.” Sources of energy such as water, wind, and the sun are renewable.

There are many places where the natural heat of the earth combines with underground water to make steam. This steam is harnessed to run generators to produce electricity. (Geysers like Old Faithful in Yellowstone National Park are examples of steam power.)

Natural hot water can be used to heat buildings as is done in the entire city of Reykjavik, the capital of Iceland. Boreholes are drilled in the earth near hot springs. Water captured from however, requires a great deal of human and machine energy. At the present time, we don’t produce enough oil in our country to fill our energy needs and must import one-third of our oil from foreign sources.

Every day we use products made from crude oil. Some is used as heating oil to keep our homes, apartments, and office buildings warm. Some is used as gasoline and motor oil for our automobiles, trucks, and buses. Kerosene for jet aircraft, diesel fuel for trucks and machinery, and asphalt for our roads all come from petroleum.

Oil is also used as a feedstock, or raw material, to make new products and conveniences. The plastics industry uses petroleum to manufacture packaging, furniture, and toys. Manmade fabrics, such as nylon, have been developed from petroleum. Even some medicines are derived from petroleum, as are many chemicals and fertilizers.

Natural gas is the cleanest burning of the fossil fuels. It is usually the most convenient fuel to produce and use. Natural gas is trapped in layers of rock frequently found with oil deposits. The United States still has untapped reserves of natural gas. But the methods of recovering it are expensive. Sometimes we must drill such deep

Homes in almost every part of the country are already using solar energy. But many builders do not know how to get solar panels or design solar homes. Start a solar clearinghouse for the local library or technical school. Find all the articles you can on solar heating. Ask local architects to help. Include the location of nearby solar-heated homes in your clearinghouse. Tell local contractors about your project and ask them for any information they may have.
Mr. Bell's visit was momentous for the while here, he publicly stated that, officers could have been charged with charged with a variety of other crimes and hindering prosecution. These are directly responsible for presenting grand jury.

Mr. Bell's appearance here was momentous of the facts he presented had been stated report, in Tom Wicker's A Time to Die, Russell Oswald's My Story and in other in such a lucid, complete and finally, very moving to hear firsthand the story future because of his growing sense that

An immediate result of Mr. Bell's visit the religious community in Rochester, of the Meyer Investigation immediately. by Gov. Carey to investigate Mr. Bell's report on his investigation within 30 days. has finally reached the Governor's desk.)

In response to a question about the refute his charges, Mr. Bell responded shorter time and in fewer pages than the

Meanwhile, pressure on the Governor and indicted persons must continue. With within this week, among them the key dismissals now numbers 24. The judiciary the skeleton of evidence that has created prosecution to date.
JUDICIAL PROCESS
COMMISSION

January, 1975

Many of the accomplishments of the charted, because our concerns and, we of projects. Often we initiate, often with other groups. However, the work areas where our energies have been summary of that work follows.

STATE CORRECTIONS
The New York State Coalition for nourished by JPC as the New York State of age with an Albany-centered policy establish priorities and to encourage legislative actions for improvements of the Coalition is being supplemented sponsored by the New York State Council

Discussions were held with the tional Services about several concerns, Rule Guide, and the Department Master

A position paper was drafted on the York State Committee on Corrections and Assembly persons sitting on the Senate Assembly Codes Committee. One of the Parole Board give written reasons when the Senate; the bill did not, however, Committee.

Three proposals were drafted together Association for submission to the the form of planning grants. The three to incarceration, offender legal All three were funded for a total of

A questionnaire on correctional ted to all state Senate and Assembly the results of which were sent to the Corrections and others interested in

EDUCATION
Resource development and organized year. Most significant was the presentation, "Once You Were Darkness pressing problems associated with the citizens in the Rochester area have system, and calls Christians to their

ATTICA
The two thrusts of the Attica Task monitor state funding for legal costs and to continue the task of educating in these cases.

In relation to the first effort, the denominational and community leaders to the purpose of informing him of the lack $750,000 for defense costs was included passed. Unfortunately, passage of that insure the flow of those funds, for as the $750,000 had been paid out.

The education aspect involved close Coalition in scheduling the film church groups. Frequent "updates" of which received wide circulation in

The Commission adopted a officials to keep all present and two grand juries.

to educate the public on the of criminal justice personnel

to secure and train persons represent in skills helpful in screening candid

to acquaint the public in hopefully candidates for city, county and The means used was a series of half- with candidates on WXXI-TV on five in October. Members of our screening interviews.

to send representatives of our screen invitation of the Bar Association's to join in interviewing 30 candidates to three vacant judicial offices.
Appendix A

11/1/75

Proposal for the design of a communication program for the Judicial Process Commission by Julie Roehm, Graduate Student, Department of Communication Design, Rochester Institute of Technology.

Projects proposed will be executed as part of the thesis project for the Master Of Fine Arts Degree in Communication Design.

Goal To assist the Judicial Process Commission in communicating more effectively by improving the graphic standards of existing printed materials

Project 1 Design of an identity mark and stationery

Proposed The design of official letterhead and envelope as well as an identity mark for use on these materials

Purpose To establish an individual and distinctive identity for the Commission. The immediate impression of visual material representing the Commission should be of a quality and integrity equal to that of its purpose. The identity mark of the Commission should be conceptually accurate and of a high graphic quality in order to achieve consistent recognition.

Project 2 Design of an informational pamphlet

Proposed The design of a two or three fold, one color brochure consisting of general and specific information pertaining to the Commission's identity, purpose, goals, functions and concerns To include copy prepared by the Commission with supporting graphic images

Purpose To enable the Commission to have at its disposal a simplified, concise printed medium to be used in communicating its concerns, philosophies and objectives. Specific audience for this brochure would include legislators, criminal justice administrators, community groups, affiliated service agencies as well as the general public.
<table>
<thead>
<tr>
<th>Project 3</th>
<th>Newsletter masthead</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proposed</td>
<td>The redesign of the masthead on the Commission's newsletter, &quot;Justicia&quot;, to include the new identity mark</td>
</tr>
<tr>
<td>Purpose</td>
<td>To establish a consistent and unified identity image for the sake of expediency in identifying and recognizing Commission communications</td>
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<table>
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<tr>
<th>Project 4</th>
<th>Marketing of educational materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proposed</td>
<td>The review, analysis and design or redesign of the Commission's educational materials to include booklets, visualizations and other media tools used by the Commission in its educational program</td>
</tr>
<tr>
<td>Purpose</td>
<td>To aid the Commission in becoming more professional in marketing its educational materials</td>
</tr>
</tbody>
</table>

To assist the Commission in more effectively communicating its information through a visually organized, simplified and pleasing manner

To unify the educational program in such a way as to form a total package for the purposes of sale or transportation
11/1/75

**Estimated budget**

<table>
<thead>
<tr>
<th>Project 2</th>
<th>Informational pamphlet</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(Specs based on the amount of information found in the existing pamphlet)</td>
</tr>
<tr>
<td></td>
<td>Based approximately on $\frac{3}{2} \times 11$&quot;</td>
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<tr>
<td></td>
<td>3 fold-$\frac{1}{4}$ panel pamphlet</td>
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<tr>
<td></td>
<td>printed both sides</td>
</tr>
<tr>
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<td>500</td>
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<td>1000</td>
<td>$325</td>
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<td>2500</td>
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<td>Typesetting</td>
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<td>Materials and supplies</td>
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<tr>
<th>Project 1</th>
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<td></td>
<td>Based on $\frac{3}{2} \times 11$&quot; sheet</td>
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<tr>
<td></td>
<td>Official #10 envelope</td>
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<td></td>
<td>one color</td>
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<tr>
<td>1000</td>
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<tr>
<td>Typesetting</td>
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<td>Materials and supplies</td>
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(Estimated budget contd)

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<th>Project 3</th>
<th>Newsletter masthead</th>
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<tr>
<td></td>
<td>Completed project will consist of artwork suitable for reproduction according to the means of the Commission</td>
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<td></td>
<td>Materials/supplies/type $20</td>
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</table>

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<tr>
<th>Project 4</th>
<th>Educational materials</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(To be submitted after comprehensive study of existing educational tools/materials along with specific projects and detailed outlines)</td>
</tr>
</tbody>
</table>
Appendix B

Questionnaire
for Steering Committee Members
Judicial Process Commission
re: Symbol for the JPC

What is the purpose of the JPC?

What images, ideas would best convey or represent the JPC?

Who do you believe the JPC's constituents to be?

Choose three of the following which best convey the concept of the Commission. If none seem appropriate please add your ideas below. Please number in order of priority 1 being the highest).

- Justice
- Religion
- Concern for victim
- Structural, systemic reform
- Reconciliator/vital force between two contending forces
- Independent
- Correctional systems

- (other)
- (other)

Please add any further ideas, comments or suggestions.

Doodle space for visual ideas:
Bibliography
