



BJA Bureau of Justice Assistance



QUALITY REVIEW COMMITTEE GUIDELINES

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Introduction

Guidelines for Permissible Use of the G.R.E.A.T. Name and Logo

The Gang Resistance Education And Training (G.R.E.A.T.) name and logo are legally protected trademarks, which are registered with the United States Patent and Trademark Office and held by the city of Phoenix, Arizona. All relevant materials are copyrighted by the Institute for Intergovernmental Research (IIR) on behalf of the G.R.E.A.T. Program. These guidelines do not give presumptive approval for the use of the G.R.E.A.T. logo and/or name, except where specified in the G.R.E.A.T. Policy Manual, Policies P110, P111, and P112. Approval can be obtained only by sending an application to the G.R.E.A.T. Quality Review Committee (QRC) and receiving written approval. All approved use is time-limited and subject to periodic review and renewal requirements. All approved use is subject to revocation for misuse, misrepresentations, or failure to comply with the approval conditions of these guidelines, among other reasons. Those wishing to contact the QRC concerning an application for use or to report unauthorized use of the G.R.E.A.T. name or logo may use the contact information below.

**G.R.E.A.T. Program
ATTN: QRC
Institute for Intergovernmental Research
Post Office Box 12729
Tallahassee, FL 32317**

Definitions and Explanations

Applicant	Persons or organizations applying for the right to use the G.R.E.A.T. name and logo.
Approval/Denial	The QRC reserves the right to deny use of the G.R.E.A.T. name and logo to any organization or agency following review of its application. The QRC also reserves the right to revoke or limit approval.
Commercial Licensee	For-profit agencies/organizations that enter into a formal contract with G.R.E.A.T. for production or resale of items bearing the G.R.E.A.T. name and logo to sell said items.
Copyright	Protection provided by laws of the United States to the authors of original works of authorship, including literary, dramatic, musical, artistic, and intellectual pieces.
Licensee	Agencies/organizations that have been given formal permission by the G.R.E.A.T. National Policy Board for the use of the G.R.E.A.T. name and logo in a not-for-profit public service/public education capacity. All users are subject to these standards and must receive approval for each proposed use on an annual basis.
Registered Mark	Mark that has been officially registered with the United States Patent and Trademark Office.
Trademark	A word, phrase, symbol, or design that identifies and distinguishes the source of goods of one party from those of another party.

Basic Guidelines

The Quality Review Committee (QRC) has developed the following standards as minimal conditions for all uses of the G.R.E.A.T. name and/or logo:

- The true value of the G.R.E.A.T. name and logo comes when the public instantly and favorably recognizes these marks and associates them with the message for which they stand: ***NO Violence Is G.R.E.A.T.***
- The G.R.E.A.T. name and logo must be used for the purpose of promoting life skills and education for the prevention of youth crime and violence.
- Anyone who receives permission to use the G.R.E.A.T. name and/or logo incurs an obligation to maintain the integrity and consistency of the G.R.E.A.T. Program, in accordance with the G.R.E.A.T. Policy Manual.
- ***The G.R.E.A.T. Program never endorses any person, product, or company.*** It never endorses, either directly or indirectly, any candidate for political office, any political party, or any political campaign, whether issue-oriented or not.
- The G.R.E.A.T. name and logo may not be used for any commercial advertising purposes, except for attribution (e.g., “In support of the G.R.E.A.T. Program, _____ presents....”).
- No one may manufacture for sale a product containing or featuring the G.R.E.A.T. name or logo unless the individual or firm is an authorized licensee of the G.R.E.A.T. Program or unless specific written permission has been provided by the QRC.

These basic guidelines apply for any kind of use of the G.R.E.A.T. name and/or logo. The QRC determines these standards and reserves the right to revise them at any time.

Business Roles in the Campaign

The G.R.E.A.T. Program is committed to supporting information, education, and program development for the prevention of youth crime and violence. G.R.E.A.T. welcomes business involvement that works toward that aim and sustains the G.R.E.A.T. Program's educational, nonprofit image. Businesses must have a formalized agreement with the QRC to use the G.R.E.A.T. name or logo in a local, state, multistate, or national effort. Businesses must contact the QRC early in the project's conceptual phase. The QRC will provide specific project guidance.

Businesses interested in displaying the G.R.E.A.T. logo at local or program events are strongly encouraged to coordinate their efforts with (and through) local police and sheriff's departments that are presently affiliated with the G.R.E.A.T. Program. Requests for approval to use the G.R.E.A.T. name and/or logo can be more expeditiously processed when they are sent to the QRC for approval through such a group. Specific approval for each use of the G.R.E.A.T. name and/or logo is required. Any use of the G.R.E.A.T. name and/or logo by businesses must meet all appropriate guidelines in this manual. In addition, the guidelines below apply specifically to G.R.E.A.T.'s relationship with profit-making enterprises:

- The QRC will not approve the use of the G.R.E.A.T. name and/or logo unless the business in question demonstrates substantive financial, technical, or in-kind support for youth crime and violence prevention, both locally and regionally.
- All materials (print, video, radio, television, etc.) must contain the phrase “[Company Name] supports the Gang Resistance Education And Training (G.R.E.A.T.) Program.”
- Use of the G.R.E.A.T. name and/or logo in a business context is limited to situations in which that use carries a substantive youth crime and violence prevention message or an offer to supply members of the public—at no charge or at cost—with youth crime and violence prevention materials. Each use of the G.R.E.A.T. name and/or logo must be specifically approved in advance by the QRC.
- All visual uses of the G.R.E.A.T. name and logo must contain the appropriate symbol (registration ® or trademark ™) in proportionate size, to inform the public that the G.R.E.A.T. name and logo are registered marks or claimed as trademarks of the city of Phoenix, Arizona. Audio uses (for example, radio) must be accompanied by a similar notice delivered orally.

- G.R.E.A.T. products may be manufactured and distributed only by authorized licensees.

Use of the G.R.E.A.T. Name and Logo on the Internet

The materials on G.R.E.A.T.'s Web sites are intended to provide useful information in the areas of community building and the prevention of youth crime and violence. Hopefully, users of the Web sites will find them educational and enlightening. The following guidelines apply to any electronic use of G.R.E.A.T. materials—including Web sites, videos, CDs/DVDs, games, or other multimedia—and to the use of G.R.E.A.T. electronic material in print. Unless otherwise noted, requests for permission to copy or reproduce G.R.E.A.T. Program materials must be submitted via the application form attached to this policy.

Trademarks

The G.R.E.A.T. name and logo are registered marks of the city of Phoenix, Arizona. These registered marks are the principal means by which the public recognizes the G.R.E.A.T. Program and its products.

No one may use the G.R.E.A.T. name and/or logo without obtaining prior written authorization from the Quality Review Committee (QRC). Users of the G.R.E.A.T. Program's materials may not use those marks as their own (or a part of their own) trademarks nor to identify products or services that do not belong to the G.R.E.A.T. Program. No one may use G.R.E.A.T.'s registered marks in a manner that is likely to create confusion or in a manner that inaccurately implies G.R.E.A.T. Program sponsorship or endorsement of a product, service, or activity.

Users of the G.R.E.A.T. Program's marks may not alter, edit, modify, or combine marks. Users of the G.R.E.A.T. Program's marks must include a statement attributing the marks to the G.R.E.A.T. Program (e.g., the G.R.E.A.T. ® logo is a registered mark of the city of Phoenix, Arizona).

Linking to G.R.E.A.T. Web Pages

Everyone is welcome to access and/or create a link to any of the Web pages G.R.E.A.T. has published on the Internet at www.great-online.org. There is no need to ask permission. The materials found on any of G.R.E.A.T.'s Web sites may not be displayed with any other name, logo, trademark, or other means of attribution or identification in such a way that users might reasonably assume that anyone other than the G.R.E.A.T. Program has the right to display, publish, or distribute site material. G.R.E.A.T. Web sites, or portions thereof, may not be framed within other Web materials or pages.

The G.R.E.A.T. Program will link to external sites that help it perform its mission:

“To provide a wide range of community-based, structured activities and classroom instruction for school-aged children, delivered by law enforcement, that result in a sense of competency, usefulness, and personal empowerment needed to avoid involvement in youth violence, gangs, and criminal activity.”

Links do not imply any endorsement of the opinions or ideas expressed on the linked pages, nor do they guarantee the validity of the information provided. The G.R.E.A.T. Program generally does not link to commercial sites other than those of its partners and licensees. The G.R.E.A.T. Program will link only to external servers that are managed in a professional manner (are fully operational, have minimal downtime, present accurate information, eschew obscenity, etc.). The G.R.E.A.T. Program will not link to sites whose purpose is fund raising or promotion of a political agenda.

Reproduction of Materials From G.R.E.A.T. Program Web Sites

Users may cite or refer to information in the G.R.E.A.T. Program’s Web properties in online services or other media.

Graphics and textual material on G.R.E.A.T. Program sites are not in the public domain. The G.R.E.A.T. Program retains all rights, title, and interest in the content. Users of G.R.E.A.T.’s Web sites may print copies of the content for personal use as long as **no** text, copyright, trademark, registered mark, or other proprietary notice or legend appearing on the content is removed or altered in any way.

Specific Uses of the G.R.E.A.T. Name or Logo

Printed Materials

There are several categories of printed materials—those that are provided in camera-ready form through the G.R.E.A.T. Program, those that are publications of the G.R.E.A.T. Program or its licensees that cannot be reproduced without specific permission, and those that use the G.R.E.A.T. name or logo and are developed by others under license (commercial or noncommercial) from the G.R.E.A.T. Program. The following guidelines apply for all printed materials:

- The appropriate registration ® or trademark ™ symbol must appear next to the G.R.E.A.T. name or logo.
- The G.R.E.A.T. logo’s visual integrity must be maintained.
- Users who computer-scan the G.R.E.A.T. logo must use a high-resolution scanner. The output must be of quality equal to or greater than the free artwork available from the G.R.E.A.T. Program.
- The mark and correct Pantone® Matching System (PMS) colors must remain intact.

Using Camera-Ready Materials From the G.R.E.A.T. Program

The G.R.E.A.T. Program camera-ready masters are usually designed to allow for easy localization or customization of the material. Users can add their respective agency’s name, logo, address, and phone number for follow-up. Such identification is welcomed. However, these materials are copyrighted; the remainder of the material in the camera-ready masters must be printed as is (except that color printing may be used). Permission is given to reproduce them only for nonprofit, nonresale community education.

Users may type in their respective agency’s name, logo, address, and/or phone number, if space allows, and photocopy the material or have a print shop typeset that information and print the materials. If appropriate, the material can acknowledge support for printing; for example, “Printing courtesy of ABC’s Market” or “Printed as a public service by XYZ Trust.” No other information may be added to the G.R.E.A.T. Program camera-ready materials without prior approval by QRC. Similarly, no changes or deletions may be made.

Developing Materials

Users who wish to change camera-ready material in any way and/or develop their own printed material that will include the G.R.E.A.T. name or logo must submit the material to the QRC for review and must receive approval before proceeding.

Color Matching and Type Styles

Following are some key points on color matching and typesetting standards. Adherence to these suggestions is mandatory. Pantone® Matching System is a trademarked color-ink matching system that has become a standard reference in the printing industry. Required colors for the G.R.E.A.T. logo are:

PMS 320 Jade/Teal (preferred) or
PMS 327 Green (optional)
PMS 877 Silver
PMS Black

Merchandise

Use of the G.R.E.A.T. name and/or logo on any merchandise must be approved by the QRC. The appropriate registration ® or trademark ™ symbol must appear next to the G.R.E.A.T. name or logo. The G.R.E.A.T. logo's visual integrity must be maintained.

G.R.E.A.T. Program Exhibits

A typical G.R.E.A.T. Program display includes brochures and pamphlets with prevention of youth crime and violence tips and lessons, as well as names, addresses, and phone numbers for local contacts (for example, the local crime prevention office) who will provide additional information about local programs and opportunities for citizen involvement.

Ideally, G.R.E.A.T. Program exhibit information includes a wide range of youth crime and violence prevention topics for a variety of audiences and situations—children, senior citizens, the workplace, home security, travel, school, and community-based programs. The G.R.E.A.T. logo may be used in exhibits by nonprofit crime and gang prevention groups in the community, criminal justice agencies, and law enforcement agencies without prior approval by the QRC. The following guidelines, however, apply to all uses of G.R.E.A.T. Program exhibits:

- A G.R.E.A.T. Program exhibit may not be used to endorse, either directly or by implication, any person, product, company, or campaign other than youth crime and violence prevention.
- All materials displayed or offered at a G.R.E.A.T. Program exhibit must contain the most up-to-date youth crime and violence prevention information possible.
- Displays developed locally must accurately portray the G.R.E.A.T. name or logo.
- A G.R.E.A.T. Program exhibit may not be used to promote sales, except for those items sold by local crime and gang prevention programs as fund raisers for crime and gang prevention purposes.
- A G.R.E.A.T. Program exhibit may not be used as, with, or near a point-of-purchase display for the sale of any products, except licensed G.R.E.A.T. products.

A Capsule History of the G.R.E.A.T. Program

On October 1, 1991, Congress appropriated federal funds to the Bureau of Alcohol, Tobacco and Firearms, now known as the Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF), for the development and implementation of a school-based gang prevention pilot program in the city of Phoenix, Arizona. The Phoenix Police Department (PPD), along with ATF, worked with other neighboring law enforcement agencies to develop, design, and pilot a school-based gang prevention program for the benefit of the public. The program was designed to reduce gang activity by having law enforcement personnel teach life skills to 7th and 8th grade students to help them resist the pressures to join gangs. The eight-lesson middle school pilot program was introduced in schools within the Phoenix metropolitan area in January 1992. This program would grow to become the national gang prevention program known as Gang Resistance Education And Training (G.R.E.A.T.).

The success of the pilot program was remarkable. In April 1992, ATF and the PPD entered into a cooperative agreement to facilitate the expansion of the G.R.E.A.T. Program nationally. In August 1992, the Federal Law Enforcement Training Center (FLETC) joined ATF and the PPD in expanding the program nationally. FLETC provided the programmatic support required to train G.R.E.A.T. instructors. This joint venture still remains an outstanding example of a cooperative endeavor among federal, state, and local law enforcement agencies.

During the Fiscal Year (FY) 1993, the G.R.E.A.T. Program continued to attract national attention as an effective gang and violence prevention tool that combined the resources of law enforcement and the educational community. The goal of this partnership has always been to educate our nation's youth by giving them alternatives to resist the pressure to join gangs and engage in youth violence. By August 1993, the G.R.E.A.T. Program had expanded to more than 400 officers certified to teach the curriculum, representing more than 200 law enforcement agencies in 34 states.

During FY94, the G.R.E.A.T. Program continued to expand at an accelerated pace, and by September 1994, more than 900 law enforcement officers were certified to teach G.R.E.A.T. from more than 465 law enforcement agencies in 43 states.

In 1995, the G.R.E.A.T. Program underwent a comprehensive five-year longitudinal evaluation and study by the National Institute of Justice (NIJ), in conjunction with the University of Nebraska at Omaha, to measure the impact of the program. The study showed that students who participated in G.R.E.A.T. had lower rates of victimization, more negative views about gangs, more favorable attitudes toward law enforcement, reduced risk-seeking behaviors, and increased association with peers involved in prosocial activities.

The G.R.E.A.T. Program continued to expand, and by October 1997, over 900 law enforcement officers in 1,100 participating communities had trained nearly two million children.

In 1998, the G.R.E.A.T. Program added four additional local law enforcement agencies, along with the PPD, as regional partners to assist in the administration of the program: Portland Police Bureau, Portland, Oregon; La Crosse Police Department, La Crosse, Wisconsin; Orange County Sheriff's Office, Orlando, Florida; and the Philadelphia Police Department, Philadelphia, Pennsylvania.

In 2000, the G.R.E.A.T. Program underwent a curriculum review. This review enhanced the original 8-lesson middle school curriculum to 13 interactive, facilitation-style lessons, designed for 6th or 7th grade students, which increased the effectiveness of the curriculum. The new curriculum was piloted in 14 cities nationwide with outstanding success. To complement this newly enhanced curriculum, a new Families Component and an elementary school curriculum were developed. The Families Component is a research-based family-strengthening program consisting of six family-child sessions that provide facilitator-guided, multilevel, relationship-building opportunities. The elementary school curriculum was expanded and enhanced in 2004 and is now taught to 4th or 5th grade students in six interactive lessons that are each accompanied by an explanatory parental letter.

In 2004, Congress directed that the overall program administration be transferred to the U.S. Department of Justice, Office of Justice Programs, which assigned it to the Bureau of Justice Assistance to provide administrative oversight of the G.R.E.A.T. Program at a national level.

As of 2005, the G.R.E.A.T. Program has trained over 8,000 officers who have provided instruction to over four million children.

The Review Process for Use of the G.R.E.A.T. Name and/or Logo

The G.R.E.A.T. name and logo are registered in the United States as trademarks. The purpose of a trademark is to identify all goods or services bearing that mark as originating from the same source—in this case, the G.R.E.A.T. Program—and to distinguish those goods or services from the goods or services of others. Another primary purpose of trademarks is to identify the source of products or services so that the public can assess the quality of those products or services by the mark.

Protection of the G.R.E.A.T. name and logo requires that the G.R.E.A.T. Program develop and maintain standards controlling the nature and quality of such products and services. If the public cannot recognize any standard of quality attached to the G.R.E.A.T. Program's products and services and if the trademarks are not applied universally, the trademarks become meaningless.

The G.R.E.A.T. Program has developed this manual to provide practitioners of the prevention of youth crime and violence with general minimum guidelines for permissible use of the G.R.E.A.T. name and logo. Following these guidelines, however, does not guarantee approval.

The process by which the Quality Review Committee (QRC) will review applications for use of the G.R.E.A.T. name and logo is described below. The QRC's goal is to provide a prompt review consistent with its obligation to maintain the G.R.E.A.T. Program's integrity. The QRC will acknowledge receipt of application materials within 20 working days.

The QRC will carefully consider all requests; decisions will be based upon its best assessment of each request in connection with the applicant's goals and policies concerning use of the G.R.E.A.T. name or logo. Decisions will be made with the guidelines in mind, but on a case-by-case basis.

A proposal may be disapproved, approved, or approved with the condition that specified changes be made in the project's format or content. Disapproval of a proposal is not intended to discourage an applicant from submitting other requests for use of the G.R.E.A.T. name or logo.

QRC approval for use is granted for up to one year and requires reapproval upon expiration. The QRC must ensure that every use of the G.R.E.A.T. name and logo bears a rational relationship to the G.R.E.A.T. Program's goals of promoting public awareness of and involvement in youth crime and violence prevention programs. Accordingly, the QRC reserves the right to exercise its discretion to determine whether a proposal will advance both the Program's broad goals and its objectives. This means that the QRC

may deem it appropriate to reject a proposal that otherwise meets guidelines for any of several reasons, including the following:

- The G.R.E.A.T. Program makes every effort to attract support for all facets of youth crime and violence prevention and, therefore, encourages efforts, especially at the national level, that are not duplicative.
- Broad dissemination of G.R.E.A.T. Program materials in connection with a purpose unrelated to youth crime and violence prevention may dilute the public's recognition of the G.R.E.A.T. name or logo as the symbol of the G.R.E.A.T. Program.
- An otherwise acceptable proposal, while promoting a narrow crime prevention objective, may fail to advance the overall goals of the G.R.E.A.T. Program.

The QRC reserves the right to revoke its approval of a use of the G.R.E.A.T. name and/or logo for any of several reasons, including the following:

- The approved use or form is altered without permission.
- Required changes were not made.
- Other circumstances render continued use of the G.R.E.A.T. name or logo by the applicant a violation of these guidelines or the terms of the approval granted.
- The applicant becomes involved in conduct that may reflect negatively on the G.R.E.A.T. Program.

If revocation becomes necessary, the QRC will notify the applicant as soon as possible. The applicant agrees, by accepting approval and using the G.R.E.A.T. name or logo, to comply promptly with such revocation, holding the G.R.E.A.T. Program harmless from damages.

The QRC may take reasonable measures, including setting reporting requirements, to verify that an approved applicant is adhering to the project format and the intended use is submitted to and approved by the QRC. The QRC reserves the right to check, at any time, to ensure that the user is proceeding properly.