

PacMtn WorkSource Marketing Manual

Published: September 2018



A proud partner of the American  network

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Welcome - A note from leadership

WorkSource is more than a collection of Workforce Development Councils, government agencies, colleges, nonprofits, and other entities. A common and future mission links us together, and is dedicated to helping businesses and job seekers succeed.

The Pacific Mountain Workforce Development Council (PacMtn), state agencies, colleges, non-profits, and other entities in our regional WorkSource system share responsibility to the guidelines following in this manual.

This guide serves as a central reference point in PacMtn WorkSource marketing efforts to facilitate consistency and professionalism in branding PacMtn WorkSource communication materials. Development of this manual occurred based on broad feedback from WorkSource centers across the region. Through consistent use of this information, the PacMtn WorkSource system unifies outward expression to customers, the job seekers and employers in our region.

As we communicate unified marketing efforts to our customers, stakeholders, peers, supporters, and partners, the PacMtn WorkSource system continues to develop as part of the great one-stop career system across the nation.

Thank you for your continued hard work, support, and dedication.

Cheryl Fambles
CEO, Pacific Mountain WDC

Anne Goranson
Marketing Designee, ESD

Why standards matter

Picture yourself as a business owner or job seeker. Over the course of a few weeks, your mail or email box fills with materials from WorkSource. You receive a letter or email encouraging you to use WorkSource services. Next, you receive flyers marketing a job fair – one from WorkSource, another from a veteran representative, and one from the local college. You receive another packet from the WorkFirst program. Some have a different logo. Each uses different fonts and colors. Some clearly identify WorkSource. Others simply reference a program. You have to look close to see they all come from the same place – WorkSource. You wonder how materials from WorkSource could be so disparate and confusing.

This is why standards are important. All communication efforts from WorkSource, whether originating from the system, a government agency, college, or an affiliated site, are reflections of WorkSource. The logos, typefaces, colors, the composition of photos and text, and the printed presentations all reflect the PacMtn WorkSource system.

The WorkSource system commits significant resources and countless hours to creating publications and materials that present WorkSource in a consistent, professional way. It is important that PacMtn regionally-developed materials also adhere to the same standards. The goal of this PacMtn WorkSource Marketing Manual is to prepare and equip WorkSource employees and partners with the WorkSource graphic and communication resources they need to support and maintain the WorkSource brand.

The PacMtn WorkSource Marketing Committee formally adopted all information contained on the WorkSource website. These guidelines apply to outreach materials developed or revised in the future by current or future WorkSource partners.

Standards

WorkSource logo

The WorkSource logo is the primary identifier of the state's one-stop career center system. Use the logo in accordance with the following guidelines, to ensure consistency:

1. The logo consists of three elements: (1) the word Work, (2) the arrowhead, and



(3) the word Source. Overall enlargement or reduction of the logo as a whole is the only acceptable alteration.

2. Additionally, every state is required to show affiliation to the national one-stop career center system. Washington has elected to meet this requirement by placing the approved tagline (4) *"A proud partner of the American Job Center network"* underneath the WorkSource logo. This is a requirement, not a personal preference.

3. Geographic identifiers:

The WorkSource logo and American Job Center network treatment must stand as a single unit without any additional treatment. Recent policy development asserts strict adversity to geographic identification on WorkSource signs.

WorkSourceWA.com and building signage are the only exceptions. In these instances, the application of the American Job Center network tagline goes to the WorkSourceWA.com footer and as a decal on WorkSource office windows and/or doors. Renovations or office moves dictate the quickness of phasing out geographically identifiable WorkSource building signage.

Development of multiple applications of the WorkSource logo occurred to accommodate different design needs.

***Special note**

To obtain a logo, contact your Neva Barton at nbarton@esd.wa.gov or 360-570-6945

Acceptable sizing

WorkSource logo sizing must always be proportionate for the application. Reference existing outreach materials for appropriate sizing and always consult with your local marketing designee when developing local materials. When sizing the WorkSource logo, it is critical to do it in accordance with the following guidelines

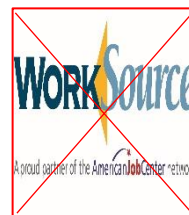
Acceptable

Modification or alteration of the WorkSource logo only allows overall enlargement or reduction. To enlarge or reduce the logo, hold down SHIFT + CLICK on logo, and DRAG a corner point in or out.



Unacceptable

The WorkSource logo never stretches vertically or horizontally due to overstretching or condensation of the font, making the logo disproportionate.



Colors and Typography

The WorkSource color system and typography conveys a visual uniformity throughout all communication materials. Acknowledgement and use of approved logos also requires use of approved logo versions, approved colors and typography.

Dark Blue RGB: 6/69/106	Yellow RGB: 253/185/19	Light Blue RGB: 86/155/190	Cool Gray RGB: 147/149/152	Dark Gray RGB: 84/83/74
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WorkSource Branding-Acceptable Font: Futura (when possible), otherwise Arial

Email and signature

Electronic mail, or email, is the most widely used contact tool of the WorkSource system. How it is used reflects positively or negatively on WorkSource. The following brings consistency to the look and feel of WorkSource correspondence.

Email signature

Signature information should match the text on your WorkSource business card. This communicates a consistent identity and serves the interests of the entire WorkSource system.

[Email standards](#) (This link is a good reference point)

- Ideally a sans serif selection, such as Arial or Calibri, on signature and body text preferred
- Use a standard white background rather than wallpapered or colored backgrounds
- Use upper and lower case rather than all capital letters
- Use only approved WorkSource taglines rather than quotations or phrases
- Check local policy for other required elements

Taglines

WorkSource branding maintains a customer focus in everything we do. Customer-focused marketing materials build positive relationships with businesses and job seekers. Communication with key customers should see use of the following tagline options:

(A) Business materials: Let Our Team Help Yours!

(B) Job seekers materials: Let Our Team Help You!

(C) Joint business and job seeker materials: Helping businesses and job seekers succeed!

(D) WorkSourceWA.com: The smart way to look for jobs and talent!

(E) Business advertising: WorkSource works for you

Advertising, Licensing and Co-Branding

The intent of this section is to ensure WorkSource retains the benefit and control of its brand.

WorkSource branding should never appear to sponsor or endorse private enterprise.

WorkSource does not permit the use of its trademark in sponsorship, advertising or external marketing activities without expressed consent of the Washington Workforce Association's (WWA) WorkSource Brand and Media Group, as well as the regional representatives assigned to each of the 12 WDCs.

Local sponsorship, advertising or external marketing activities coordination funnels through your Workforce Development Council (WDC) marketing designee. The designee ensures marketing initiatives, branding standards, and products reflect statewide WorkSource system policies, priorities, messages, and design standards.

Types of advertising covered include television, radio, print, mail, digital, social, video and billboards.

**** Special note:**

Title 1 and Title 3 service providers provide services on behalf of WorkSource, not their agencies.

Co-branding allows WorkSource and other entities to combine their activities to recruit, screen, hire and retain workers. Co-branding works when local partner and service providers and the PacMtn Marketing Designee work closely together to outline a strategy that addresses mutual goals and priorities. The PacMtn Marketing Designee vets negotiation and approval of co-branding opportunities. To discuss or initiate a cobranding opportunity, contact your PacMtn Marketing Designee.

Social media

[STATE SOCIAL MEDIA CONTACT INFO]
[REGIONAL SOCIAL MEDIA CONTACT INFO]

WorkSource is the primary brand in all instances of WorkSource-oriented representation (i.e. Youth Services vs. MyJOB/AmeriCorps/Uplift!/ResCare/etc.). The partner program retains autonomy to use their brand as primary within their own organizational framework and internally with PacMtn on things like business cards and letterheads. This brand prioritization maintains consistent branding and messaging of system-oriented partnerships throughout the PacMtn region.

As such, social media presence for all partners and programs in PacMtn requires intention and deliberate planning. Partners and programs of PacMtn maintaining social

media profiles as a form of visibility and outreach are accountable to the guidelines outlined in this document, as inherited from the WorkSource Brand and Media Group. Accountability and consistency of social media management occurs through clear identification of a representative in each applicable PacMtn entity. Reporting those names to the Regional Marketing Designee facilitates cohesive development and execution of the PacMtn regional branding strategy.

If a social media account exists as a subset of the WorkSource brand, as a contract associated to a demographic, rather than an independently operating program, the WorkSource brand will be primary on the social media profile.

In that case, the 'About Us' section indicates the name of the program and information about the organization as it pertains to services provided. An example is for the WIOA youth demographic. The outward appearance on the profile would be something like 'WorkSource Youth and Young Adult Career Services' and the 'About Us' section would describe a program such as ResCare and their mission/vision/goals in relationship to the WorkSource brand.

Websites

(List to be added)

Signage

The production, purchase, and placement of WorkSource signage is a complex issue. Each office has different signage needs, building requirements, and permitting issues. Further, each office must pass a PacMtn WorkSource Brand quality assessment and certification process in order to use the WorkSource name.

Due to the complex issues involved, WorkSource signage requests must be coordinated through your Regional Marketing Designee. The Employment Security Communications Office provides direction to ensure proper adherence to specific signage requirements.

American Job Center Network

The American Job Center Network tagline is not required on primary office building signage. However, the logo and tagline must be a visual decal on an office window or door. Decal ordering occurs via contacting the Employment Security Communications Office.

Geographic identifiers:

Geographic identifiers no longer belong on WorkSource signs. Those signs will rotate out of the public eye as renovations or office moves occur. High costs associated with replacement limits immediate action for existing geographically identified WorkSource signs.

Roles and Responsibilities – Regional Marketing Designee

The Regional Marketing Designee serves as the liaison between the PacMtn region and the WWA WorkSource Brand and Media Group. The WorkSource Brand and Media Group develops and implements statewide marketing standards, strategies, and products for the WorkSource system so that services are consistent, recognizable, and meaningful to the public.

Scope of work

- Protect and advance the cooperative efforts of the WorkSource system via on-going support and promotion of WorkSource Washington Brand Standards, most recently dated November 2006
- Present new materials suggestions to the WorkSource Marketing Committee
- Facilitate understanding of the WorkSource brand standards for application in preparing regional communication materials
- Monitor the appropriate application of WorkSource Washington Brand Standards in materials originating from the WorkSource programs and partners
- Performing other work as recommended by the statewide committee and/or the PacMtn mission

Representation

Each Workforce Development Council and a representative of the Employment Security Department's Communications Office represent regions across the state.

The PacMtn Regional WorkSource Marketing Designee convenes with a small regional committee and the PacMtn WDC CEO to ensure maintenance of regional brand standards according to direction from the statewide WorkSource Brand and Media Group. The designee also presents new communication materials, best practices, and new ideas to the WorkSource Brand and Media Group for possible use throughout the statewide system.

Duties

WorkSource Marketing Committee Designees:

- Participate fully in committee meetings
- Serve as a communication consultant and resource to their local workforce development area
- Communicate regularly with their WDC CEO, ESD Regional Director and other partner leadership on the committee's work and local communication issue.
- Manage communication issues and products as locally appropriate
- Elevate items for statewide consideration when warranted
- Help manage local access and use of the online WorkSource Office Depot site

Resources

The Employment Security Department Communication team supports the WWA Communications Committee for communication advice, writing, graphics, templates, marketing materials, WorkSource Brand Basecamp, and assisting to convene meetings. The WorkSource Brand and Media Group receives support and guidance from the WWA's Communications Committee. The Regional Marketing Designees, then, receive support from the WorkSource Brand and Media Group.

Contact information

Workforce Development Council, PacMtn WDA2, Marketing Designees 2018

Anne Goranson
agoranson@esd.wa.gov

Phone: 360-480-1904

email:

Regional Marketing Materials Approval

The table below outlines the material & brand standard approval process for staff and contractors in the PacMtn regional WorkSource system. Materials approval should occur at the lowest level reasonable, and should always be within regional branding guidelines. In the event a question requires clarity of regional branding parameters, the next highest level of support is the first inquiry.

LEVEL	ASSIGNED STAFF	CONSIDERATIONS
Level 1	First line supervisors	<ul style="list-style-type: none">- First line supervisory staff will provide approval for content modifications on existing templates only
Level 1.5	Regional Marketing Committee Member* (see below)	<ul style="list-style-type: none">- Each WorkSource location will have at least one Regional Communications Committee member- This role will act as local subject matter experts for brand and marketing standards
Level 2	Regional Marketing Designee	<ul style="list-style-type: none">- All new or significantly modified materials must be approved by the Marketing Designee before use
Level 3	Regional Communications Committee	<ul style="list-style-type: none">- Includes all Local Regional Communications Committee Members, Marketing Designee, designated PacMtn staff- Makes regional determinations on new materials, including determining what materials should be developed
Level 4	WorkSource Brand & Media Group	
Level 5	WORC	

* Level 1.5 expected to launch on or about June 2019.

Office Depot – Ready to Use Marketing Materials

Description

The WorkSource Office Depot website allows ordering and customization of WorkSource outreach materials online. The statewide WWA Brand and Marketing Committee developed and approved products for WorkSource branding.

Products are modular by topic and audience, allowing you to select only those that apply to your specific needs. Some are even customizable to reflect the services of your office

or area. This includes WorkSource business cards, stationery, envelopes, EEO materials, job seeker tools, and business outreach materials that target Veteran's, Youth and much more.

Employees within the WorkSource system should use the materials for outreach activities unless the Regional Marketing Designee grants explicit permission for deviation to alternate branding literature. Contact your Regional Marketing Designee for discussions as such.

Ordering

All WorkSource outreach materials are available for order on the WorkSource Office Depot website. There are two portals, one for business cards and stationery and another for outreach materials.

Please contact Neva Barton at nbarton@esd.wa.gov or 360-570-6945 to request product examples, order materials, or access to the Office Depot Marketing Materials website.

What if a product doesn't exist?

If what you need is not available at the WorkSource Office Depot website, contact your PacMtn Regional Marketing Designee.

Be prepared to succinctly describe and define your need. Your designee will assist in determining the best course of action to meet your need. The guidelines outlined in this manual are to maintain stylistic standards and consistency of WorkSource branding in the PacMtn region.

The WorkSource Office Depot site continues to expand as needs emerge and new products are developed. If your product suggestion addresses a system need, engage your designee. Your designee will bring the product(s) to the WorkSource Brand and Media Group for consideration.

Promotional materials

** Examples are forthcoming*

Generic PDFs

Below* are PDFs of WorkSource outreach materials available on WorkSource Office Depot website. Please contact Neva Barton at nbarton@esd.wa.gov or 360-570-6945 to request product examples, order materials, or access to the Office Depot Marketing Materials website.

Campaign PDFs

Below* are PDFs of approved WorkSource marketing campaign materials. If you are interested in using some of these assets for local outreach, Please contact Neva Barton at nbarton@esd.wa.gov or 360-570-6945 to request product examples, order materials, or access to the Office Depot Marketing Materials website.

Specialty items

** Examples are forthcoming*

Samples (examples will be added)

Below* are PDFs of statewide WorkSource specialty outreach materials available on WorkSource Office Depot website. Please contact Neva Barton at nbarton@esd.wa.gov or 360-570-6945 to request product examples, order materials, or access to the Office Depot Marketing Materials website.

Resources

Accessibility

Equal Opportunity

Media procedures

Other contacts