Pacific Mountain
WORKFORCE
DEVELOPMENT

building community prosperity

PacMtn

BRAND STANDARD

WHO WE ARE

Pacific Mountain Workforce Development Council (PacMtn) is the recognized convener of the region's workforce development efforts.

The PacMtn Board of Directors, PacMtn Elected Official Consortium, and all staff are dedicated to a workforce system that supports businesses, regional industry sectors, and all level of employers and job seekers. We are developing a fully integrated system of services that is efficient at meeting the community and economic needs of the region.

MISSION
To lead dynamic regional workforce development that enhances economic success.

VISION
PacMtn is a recognized leader providing workforce solutions in Grays Harbor, Lewis, Mason, Pacific and Thurston Counties.

VALUES
- Customer emphasis that puts the public at the center of every decision and action

- Regional efforts that span the five-county area, so that all counties are achieving economic success for the benefit of the region

- Innovation and creativity as the backbone of progress and support of day-to-day activities

- Diversity of thoughts, ideas and solutions achieved by honoring diverse perspectives

- Integrity, honesty, openness, personal excellence, constructive self-assessment, continual self-improvement, and mutual respect as an organization and as individuals

STATEMENTS

EQUAL OPPORTUNITY STATEMENT (EO)

The EO statement *must* be included on all designs and emails. The statement can be small and toward the bottom of a poster or flyer, or on the back of a brochure, but must be in it's entirety.

Pacific Mountain Workforce Development Council is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Washington Relay 711.

THUNDER STATEMENT

The PacMtn Thunder Statement is a short, powerful statement to be used when a small space or short amount of time is given, equivalent to an elevator speech.

The Thunder Statment must be included on anything subsidiary to PacMtn, such as content created for a seperate entity that needs to be tied to PacMtn – for example the WorkSource micorsite.

Funding and oversight provided by: Pacific Mountain Workforce Development Council

WIOA YOUTH SERVICES RFP BIDDERS' CONFERENCE

Please join us virtually for a Bidders' Conference to discuss and gather your questions regarding the PacMtn Request for Proposals for provision of Youth Services in the PacMtn Region.

JANUARY 19, 2021 | 1:00-3:00 PM

TO RSVP
and to receive a calendar invite or to ask a question about the information session, please email contracts@pacmtn.org

ZOOM LINK
https://us02web.zoom.us/j/89478501092

All information shared at the event will be posted publically shortly following the event at www.pacmtn.org/service-provider-opportunities

1570 Irving St SW, Tumwater, WA 98512 | pacmtn.org

PacMtn and WorkSource Washington is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. WA Relay 711

EO Statement placement example.

The Thunder Statement can also use the logo.

Funding and oversight provided by

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BRANDMARK STANDARDS

BRANDMARK/LOGO

The brandmark, or logo, can be used in two different formats and a variety of versions have been created for special uses which are outlined on subsequent pages. The standard version is the horizontal option (1) and will be applicable in most situations. The stacked version (2) was created specifically for instances when the necessary width is not available.

The square icon alone is not to be used.

SPACING

For best results and prominence the mark benefits from generous amounts of white space. The recommended clearance area is based on half the height of the icon in any given placement.

HEIGHT/PLACEMENT

The standard logo should not be used with a width of less than one inch for the horizontal version, or a height of less then one inch for the stacked version—any smaller placement will risk degradation of the icon.

1 inch
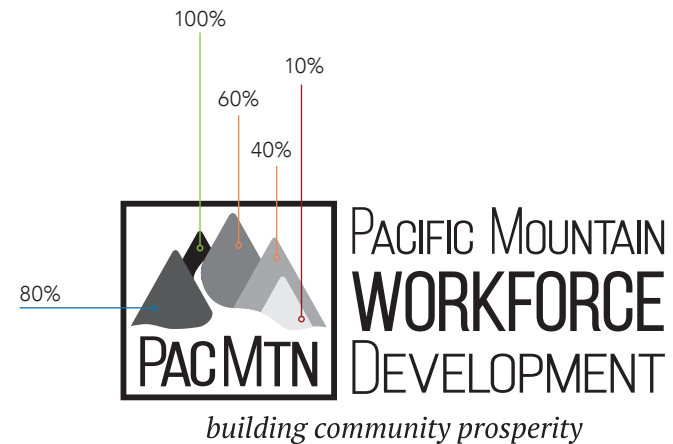
1 inch

ALTERNATE USES

GRAYSCALE

A grayscale logo will not be used often. All elements revert black or some percentage of black.

The type and the mountain in the back becomes 100% black, the mountain on the right over "PAC" becomes 80% black, The mountains on the right (from back to front) become 60%, 40%, and 10% black.

ONE COLOR

If a true one color version is needed then the full logo reverts to black or white

Ruby or Cerulean are acceptable alternatives depending on the designer's judgment.

100%
60%
40%
10%
80%

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COLOR PALETTE

There are five colors in the logo, which makes up most of the color palette. Ruby and Cerulean make up the primary colors, with the other three acting as secondary colors.

Accent colors can be used to add a splash of brightness to a design, but should be used sparingly.
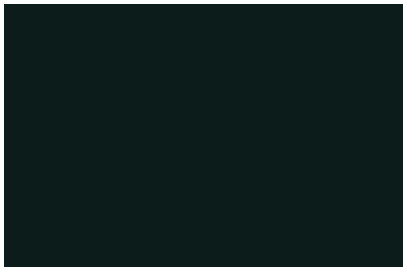
PRIMARY

RUBY

CMYK	25, 100, 100, 25
RGB	152, 27, 30
HEX	#971B1E
PMS	7427

CERULEAN

CMYK	88, 45, 17, 01
RGB	0, 121, 167
HEX	#0078A7
PMS	7690

SECONDARY

RICH BLACK

CMYK	82, 61, 67, 77
RGB	9, 30, 28
HEX	#091EIC
PMS	BLACK 6

SAPPHIRE

CMYK	100, 63, 42, 26
RGB	0, 76, 101
HEX	#004C64
PMS	4160
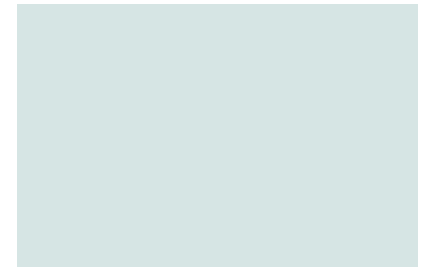
CLOUDY

CMYK	15, 4, 9, 0
RGB	214, 228, 227
HEX	#D6E3E2
PMS	7541

ACCENTS

SPRING

CMYK	0, 4, 100, 9
HEX	#EED400

SHERBET

CMYK	0, 58, 72, 2
HEX	#EE8352

CANARY

CMYK	0, 4, 40, 0
HEX	#FFEEA9

TYPOGRAPHY

HEADLINE + DISPLAY TEXT

Bebas Neue is the primary typeface used in the PacMtn logo and should be used for headlines and display instances. Because Bebas Neue does not contain any lowercase characters it should not be used for small or body copy purposes.

Bebas Neue is a small type-family, Thin and Light fonts should be used sparingly. Bold, Regular, or Book should be used for titles and headlines based on the designer's judgment.

PRIMARY TEXT

The type family of Avenir is used for primary text purposes, including subheadings, body copy, and captions.

ALTERNATE TYPEFACES

Web safe alternates should be used on the website and any other microsites. This insures that typefaces will display properly across all platforms and machines. Both web safe options can be found on Google Fonts for donwload.

The Helvetica family is an acceptible substitute for when Microsoft is being used. Typography guidlines should still be followed, with headings in all capitals and in bold, and body copy in regular or book.

Bebas Neue can be purchased here:
https://www.fontsquirrel.com/fonts/bebas-neue

Avenir can be purchased here:
https://www.linotype.com/72/avenir-family.html

BEBAS NEUE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

WEB SAFE ALTERNATE: Montserrat
MICROSOFT ALTERNATE: Helvetica Bold

AVENIR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

WEB SAFE ALTERNATE: Lato
MICROSOFT ALTERNATE: Helvetica

MISUSES

If an application of this brandmark requires a solution displayed on this page then the design or application needs to be revisited.

Not following the established guidelines will negatively effect brand perception for PacMtn.

Never skew, rotate, or disform the logo

Never change the coloring

Never apply a drop shadow or use opacity

Never outline the logo

Never use the logo without the icon

Never use the logo without the tagline

PHOTOGRAPHY + ICONS

ICONS

Icons are important to the PacMtn brand because they can help break up text heavy data. PacMtn has six priority sectors that they focus on. Geared icons represent specific sectors.

Other icons should be contained in a circular if possible, simple, and flat in color. The icon color used should be based on the designers judgment, but accent colors work well for this.

PHOTOGRAPHY

PacMtn represents five counties in Washington State. When designing for PacMtn in general, photos used should portray the PNW area (shoreline, evergreens, mountains) or the counties they serve (Grays Harbor, Lewis, Mason, Pacific, or Thurston County skylines, lighthouses, landmarks, etc).

When designing for specific sectors, photos representing those sectors should be used. Designers should be conscious to include photos of different races, creeds, religions, and sexes in their designs when possible.
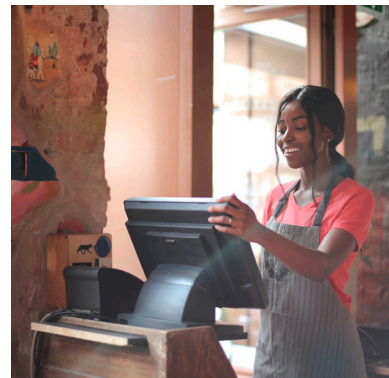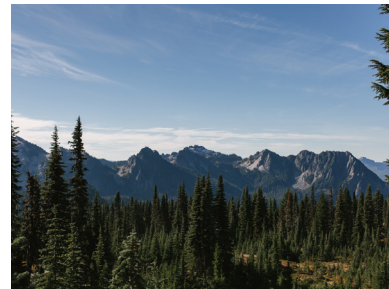
 FOOD PRODUCTION

 WOOD PRODUCTS & PAPER MFG.

 HEALTHCARE

 SPECIALITY MFG. & LOGISTICS

 IT & TELECOMM

 HOSPITALITY & TOURISM

EMAIL SIGNATURES

All email communications coming from a PacMtn.org email address must use the pre-approved email signature design from the marketing and communications department. The addition of personal preferred pronouns is also allowed and encouraged, but not required.

No custom typefaces or colors are to be used.

CHERYL FAMBLES
CHIEF EXECUTIVE OFFICER
W: 360.570.4240 | C: 360.470.4953
WA RELAY 711 | CHERYL@PACMTN.ORG | PACMTN.ORG

PACMTN WORKFORCE DEVELOPMENT COUNCIL
1570 IRVING STREET SW, TUMWATER, WA 98512
PACIFIC MOUNTAIN WORKFORCE DEVELOPMENT COUNCIL IS AN EQUAL OPPORTUNITY EMPLOYER/PROGRAM.
AUXILIARY AIDS AND SERVICES ARE AVAILABLE UPON REQUEST TO INDIVIDUALS WITH DISABILITIES. WA RELAY 711

EXAMPLE