



STYLE GUIDE

Revised February 7, 2017

Addendum

February, 2017

Placement of the American Job Center Logo

Graphics Style Guide for use with WorkOne logo

“As of November 17, 2016, each one-stop delivery system must include the ‘American Job Center’ identifier or ‘a proud partner of the American Job Center network’ on all primary electronic resources used by the one-stop delivery system, and on any newly printed, purchased, or created materials.”

WIOA regulations at 20 CFR § 678.900(b)

Summary of Requirements

- DWD to sign licensing agreement with DOL prior to November 18th
- November 18th all electronic media (website, etc.) and any printed materials that exhibit the WorkOne logo must be accompanied with the American Job Center logo created for Indiana.
 - Regional websites
 - Brochures
 - Flyers
- July 17, 2017 signage identifying the WorkOne facility as an American Job Center must be visible
 - Window Clings

Display Fonts & Colors for American Job Center State Specific Logo

State-specific logo

State name typed in Frutiger Black in lower case initial caps; state name only; state name justified right

Full color logo: For use on white backgrounds only



Black & White



Suggested placement with WorkOne logo



INTRODUCTION OF WORKONE

One of the most critical functions of the Workforce Investment Boards and Regional Workforce Boards is chartering WorkOne centers. The WorkOne Center is the heart of the workforce development system as a place where service delivery partners connect with customers and with each other. Indiana will not have a quality system for the development of it's workforce unless the public perceives the WorkOne system to be its first choice rather than last resort for finding a job or better job, choosing a career, finding a good employee, accessing training, or getting the information he or she needs to be successful in the workplace.

It is of vital importance we build a strong WorkOne brand to achieve the goals of growing jobs, increasing personal income and providing premiere customer service. WorkOne materials have been designed to reach both employers and jobseekers. To access the materials that you need to promote the WorkOne brand go to www.in.gov/dwd/brandportal.

Minimum Criteria for WorkOne Centers:

- Must provide all core services listed in the Workforce Investment Act
- Must provide access to intensive services and training
- Must provide access to all labor exchange services authorized under the Wagner-Peyser Act
- Must provide access to programs and activities carried out by WorkOne partners
- Must have an Information Resource Area meeting state defined minimums for content and staffing

“Access” is defined as:

- During all hours the center is open, customers may be screened for initial eligibility and appropriateness for any mandatory partner resource and have an appointment confirmed to complete the process before he or she leaves the center

TECHNICAL SPECIFICATIONS

Electronic logo files in different file formats for reproduction in black & white or color can be downloaded from the brand portal site (www.in.gov/dwd/brandportal). Logo files with and without community location name are available for download by Workforce Investment System personnel.

Microsoft Users

Microsoft®Word and Powerpoint users can use the BMP, PNGs or the JPEG files only. These files (BMP/PNG/JPEG*) are not for external office use. They are low-resolution files for on-screen representation only. **When sending a job to a commercial printer, please send high-resolution logos in EPS format.**

WIA DISCLAIMER

All marketing materials (including letterhead) produced by DWD and it's WorkOne partners must include the following disclaimer:

"This WIA Title 1-funded program/activity is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities."

The ideal placement for this disclaimer is at the bottom of the page; for trifolds, brochures and booklets the disclaimer may be placed near the bottom of the back cover. This disclaimer should be displayed in a smaller font size than the main content of the marketing piece, but shouldn't be smaller than 6 pts in order to remain legible.

*low-resolution files = BMP, PNG and JPEG files.

Microsoft, Word and Powerpoint are registered trademarks of Microsoft Corporation. Adobe Illustrator is a registered trademark of Adobe Systems Incorporated.

WORKONE LOGO

The WorkOne logo and the WorkOne Express logo have been established to create a consistent and uniform identity for the WorkOne centers. As the focal point of our graphic identity system, the WorkOne logo successfully communicates our message in a variety of applications: on buildings, signs, letterhead, and more. This Style Guide will provide you with general guidelines to help achieve consistency of appearance, color and positioning of the WorkOne logo. It is not meant to be an all-inclusive set of rules for every possible situation. If you have questions about appropriate usage or about possible exceptions to these guidelines, please contact the Deputy Commissioner of Communications or the Marketing Manager.

Identity Elements

The term “logo” is used to indicate the two elements of the identity: The logotype and tagline. The proportion, position, and color of these identity elements are fixed and must be presented as indicated in these examples.

Tagline Options

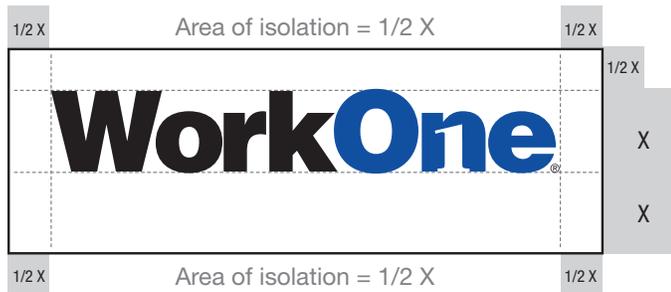
There are three options for tagline use with the WorkOne logo. You can use no tagline, the regional location tagline, or the “make your move” tagline. If you want to use any another tagline it must be approved by DWD. Contact the Deputy Commissioner of Communications or the Marketing Manager for approval.

Service Mark

As of August 2009, the WorkOne logo now includes the service mark symbol, designated by SM immediately following the logotype (see below). The SM designation must be included on all future materials, including reprints. Existing materials with the old logo do not need to be replaced.

Area of Isolation

A minimum distance, called the area of isolation, always separates the logo from all other content and artwork. The distance, as established in the examples shown, ensures high visibility and readability of the logo. Nothing should violate the area of isolation (see below).



LOGO COLOR OPTIONS

Due to the variety of logo usage needs and the many reproduction options, you will need to select the artwork most appropriate for your specific need. Shown here are options you will find available for download on the brand portal. The traditional blue WorkOne logo will be used for signage, letterhead, business cards, shell sheets, etc. Be sure to use the reverse logo only on dark contrasting backgrounds.

The logo consists of the word "Work" in a bold, black, sans-serif font, followed by "One" in a blue, sans-serif font. A small "SM" trademark symbol is located at the bottom right of the "e" in "One".

FOUR-COLOR
Blue: 80% Magenta, 100% Cyan and Black
W1_4C.eps

The logo consists of the word "Work" in a bold, black, sans-serif font, followed by "One" in a blue, sans-serif font. A small "SM" trademark symbol is located at the bottom right of the "e" in "One".

TWO-COLOR
PMS Blue 072 and Black
W1_2C.eps

The logo consists of the word "Work" in a bold, black, sans-serif font, followed by "One" in a grey, sans-serif font. A small "SM" trademark symbol is located at the bottom right of the "e" in "One".

BLACK AND WHITE
Halftone
W1_BW_HT.eps

The logo consists of the word "Work" in a bold, black, sans-serif font, followed by "One" in a black, sans-serif font. A small "SM" trademark symbol is located at the bottom right of the "e" in "One".

BLACK AND WHITE
Line Art
W1_BW_LA.eps



BLACK AND WHITE
Line Art Reverse
W1_BW_LA_RV.eps

IMPROPER USE OF THE LOGO

To avoid improper use of the logo, always adhere to the basic guidelines set forth in this Style Guide. A few examples of common logo errors are shown on this page.

An important rule to remember is that the logo should always be treated as a symbol, not as a word in a phrase, sentence or headline. The logo may be used in the masthead of a newsletter, but only if it's treated as a separate design element, not incorporated into the actual name of the newsletter.

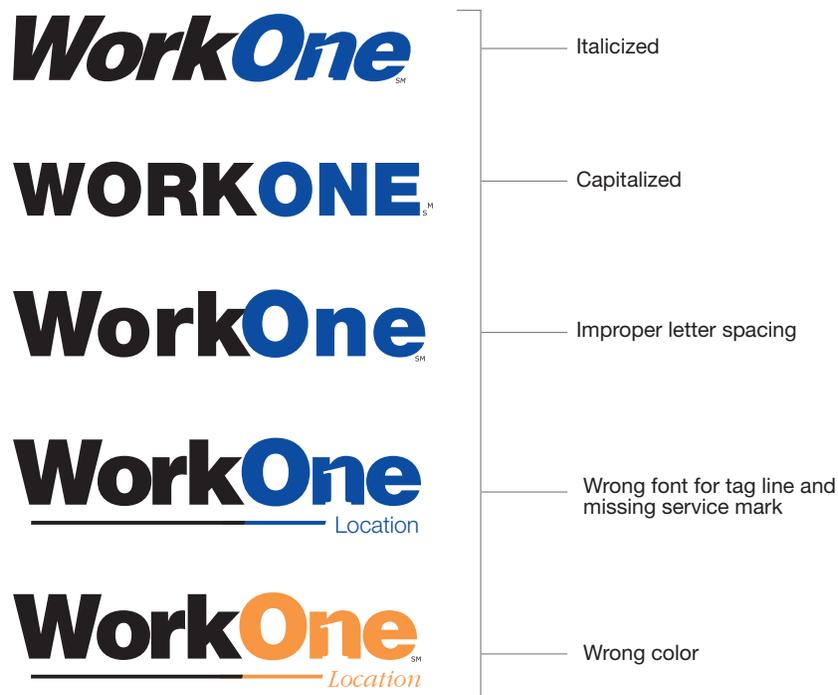
Other useful guidelines to avoid improper use of the logo include:

- Do not use different type fonts for the logotype either in upper or lower case
- Do not change the proportion or position of the icon and logotype
- Do not print the logo in any color other than the specified colors outlined in this Style Guide
- Do not print the logo on a background with too little contrast
- Do not position the logo too close to other symbols or logos
- Do not position the logo at an angle or vertically

Other useful guidelines to avoid improper use of the logo include:

- Do not download images off the Internet (except from the brand portal). They are low resolution and usually do not appear clear when used for print materials.
- Hold down the >shift< key when making the logo larger or smaller. This prevents “stretching” the logo.
- The logo can only be resized proportionately. If you make your logo taller it will be also be wider.

IMPROPER LOGO EXAMPLES



LETTERHEAD - Only use the blue WorkOne logo on letterhead

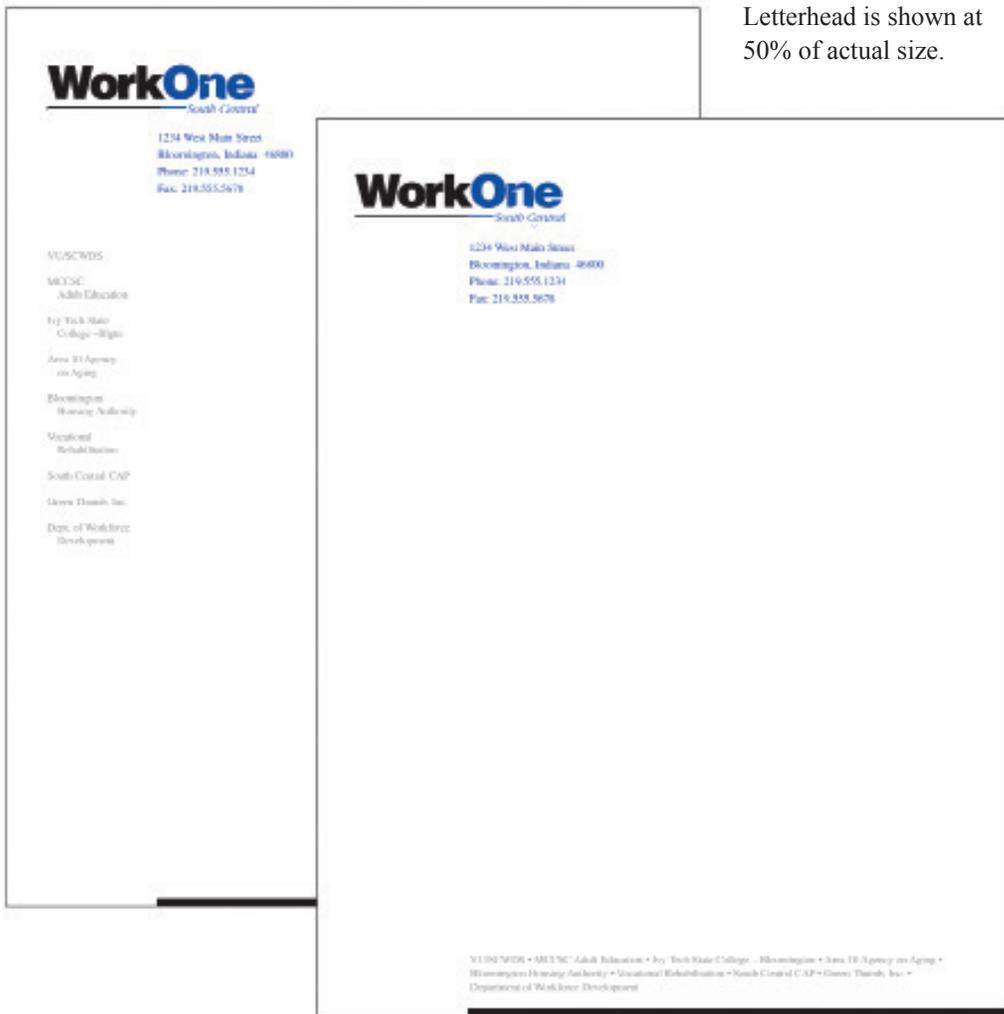
The cover sheet of correspondence utilizes the letterhead. Second sheets are blank. Critical dimensions and data are provided with the illustrations. Although illustrations are proportionate to one another, keep in mind that sizes have been reduced, and it's particularly important to adhere to given specifications for correct graphic results. Using the WorkOne logo alone is the most effective use of the letterhead. However, if names of the partners are included they may be added to the side or bottom of the page. The bottom of the page is the preferable location for the partner names.

Dimensions: 8.5" X 11"

Paper: Hammermill, Via Pure White, Smooth, Writing 24

Ink Colors: PMS Blue 072 and Black

Address/Partner Font: Times Roman



BUSINESS CARD - *Only use the blue WorkOne logo on business cards*

Business cards are a particularly important communications tool. Give your audience only the critical information they need, with plenty of white space and an easy-to-understand job title.

The WorkOne logo may not be used in conjunction with any other logo on a business card.

Dimensions: 3.5" X 2"

Paper: Hammermill, Via Pure White, Smooth, Cover 80

Ink Colors: PMS Blue 072 and Black

Fonts:

Address/Title/Email: Times Roman

Name: Helvetica Black



Business card is shown at 100% of actual size.

ENVELOPES - Only use the blue WorkOne logo on envelopes

All WorkOne envelopes adhere to the guidelines shown on this page.

#10 Business Envelopes

Dimensions: 4.125" X 9.5"

Paper: White Wove

Ink Colors: PMS Blue 072 and Black

Large Envelopes

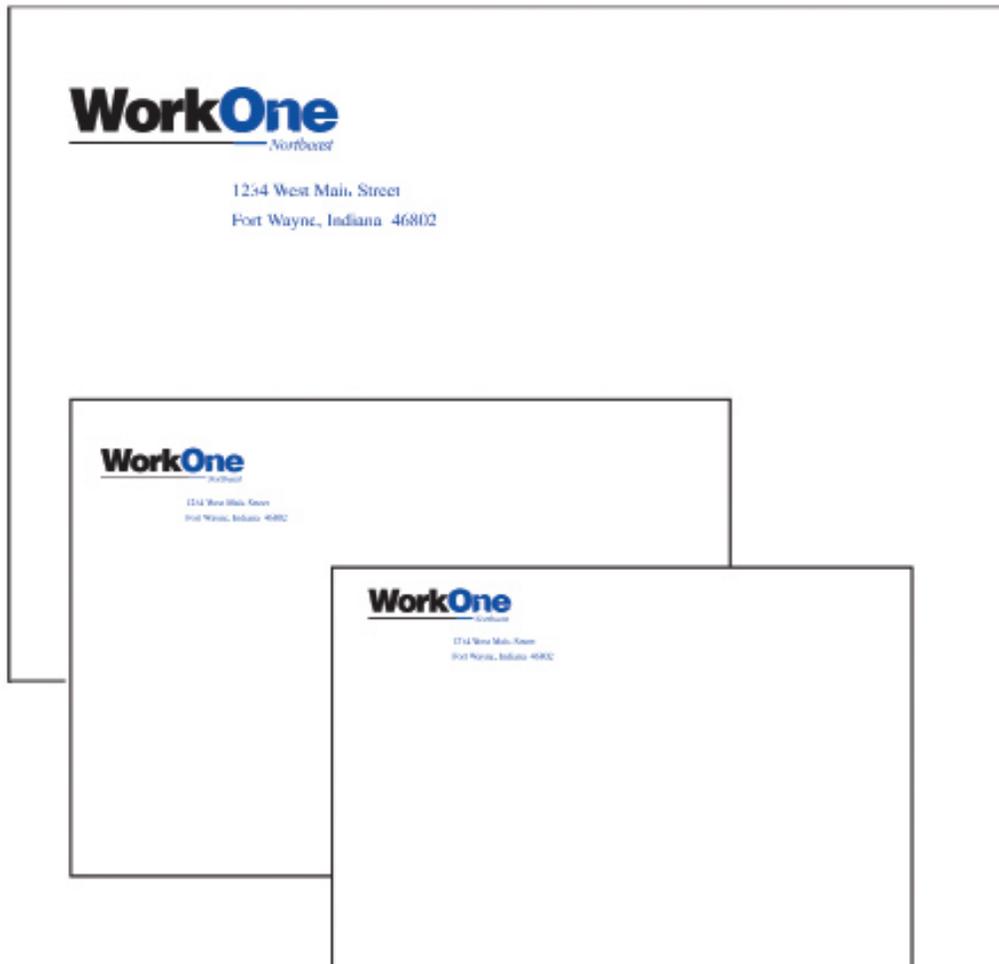
Dimensions: 9" X 12" & 10" X 13"

Paper: White Wove

Ink Colors: PMS Blue 072 and Black

Address Font: Times Roman

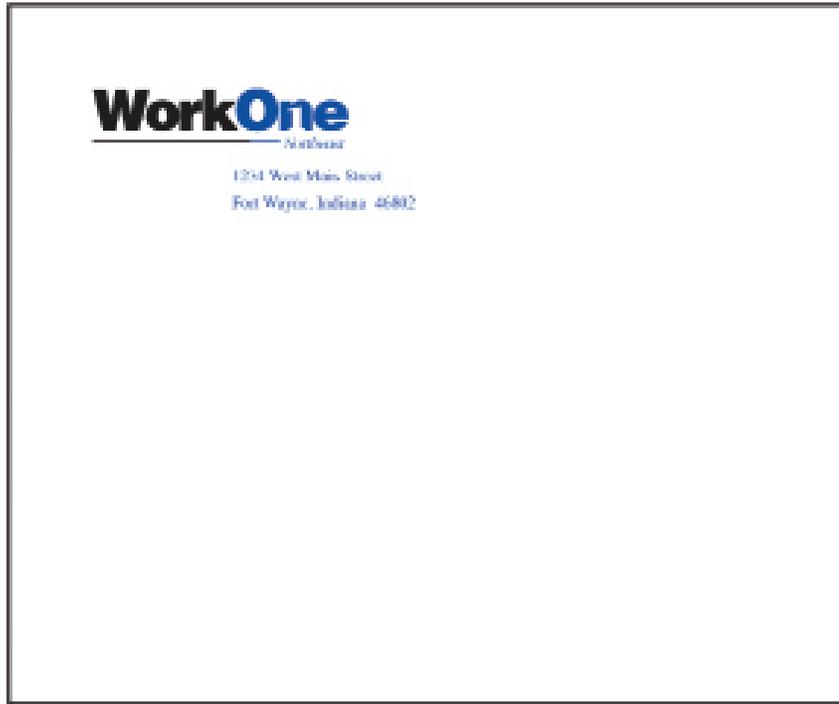
#10 Business envelope is shown at 100% of actual size.



10"X13" & 9"X12" envelope is shown at 25% of actual size.

MAILING LABEL - *Only use the blue WorkOne logo on mailing labels*

Mailing labels can be used on generic, unprinted envelopes or packaging tubes to give them the same consistent look of all other printed materials.



Mailing label is shown at 25% of actual size.

OUTDOOR SIGNAGE - *All outdoor signage (including billboards and other outdoor media advertising) must use the blue WorkOne logo*

All outdoor signage must use the WorkOne logo. Sizes and locations of signs will vary according to local sign ordinances.

In order to present a common identity throughout the state, all WorkOne locations must present the same look. The WorkOne logo cannot be used with any other logo or name on the outside of the building. Inside a WorkOne Center, the WorkOne logo may be used with other logos and/or names.

Note: No DWD logo should be used on the outside of any WorkOne building. The DWD logo can be used on the inside of a WorkOne to indicate that it is a partner. Any out-dated DWD logos must be removed and replaced.



TELEPHONE LISTINGS - *The listing should not be under the operator or service provider, it should be listed as WorkOne*

All WorkOne Centers should be listed in the local phone directory, in addition to the other listings already in place. It is up to the One Stop Operator or Regional Operator to decide the best place to list the number (business, blue, or yellow pages).

PRO RESOURCES
 1728 Soy Run Av Fort Wayne ... 420-2117
 QCI Engineering Services
 See Ad At Employment Agencies
 4705 Illinois Rd Fort Wayne 436-9793

RELIABLE TECHNICAL SERVICE



RELIABLE TECHNICAL SERVICES, INC.
 "Your Reliable Source for Technical Employment"
 • GENERAL LABOR • FACTORY
 • OFFICE • WELDERS
 • CONSTRUCTION • INDUSTRIAL MACHINISTS
 • WAREHOUSING • DRAFTING/DESIGN
 • ASSEMBLY • ENGINEERS

EOE WWW.RELIABLETECH.COM No Fee
 539 Tennessee Suite 100 Fort Wayne . 426-6627

SMELLING PERSONNEL SERVICES
SNELLING
 TEMPORARY & PERMANENT
 PLACEMENT SPECIALISTS
 482-1511
 3417 E State Blvd Fort Wayne 482-1511

Staffmark Inc
 Corporate Ofc
 1833 Magnavox Way Fort Wayne 436-3838

STAFFMARK INC
 1010 W Coliseum Blvd Fort Wayne 482-3532
 (See Advertisement On Page 273)

TDS PERSONNEL PLUS



MEDICAL & DENTAL SPECIALISTS
 • Temporary & Permanent Staffing
 • RN's LPN's MA's
 • Medical Receptionists, Billers
 • Medical Transcriptionists
 • Dental Hygienists, Dental Assistants

4105 W Jefferson Blvd Fort Wayne ... 436-9237

Tandem Staffing For Industry
 4410 Executive Blvd Fort Wayne .471-5900

Technetics Corporation
 Fort Wayne 483-9500

TEMPORARY MANAGEMENT SOLUTIONS INC
 6527 Constitution Dr Fort Wayne
 436-7777

TEMPORARY SOLUTIONS INC
 2210 Maplecrest Rd Fort Wayne .493-8367

TOWER PERSONNEL STAFFING



• OFFICE / CLERICAL
 • PROFESSIONAL
 • DATA / WORD PROCESSING
 • FACTORY / INDUSTRIAL

483-7085

3503 Gosden Rd
 (Gateway Plaza)
 3503 Gosden Rd Fort Wayne 483-7085

TRI-FORCE
 triforce@sprintmail.com
 511 W Wayne Fort Wayne 422-4417

VICTOR PERSONNEL



TEMPORARY and FULL-TIME
 PLACEMENT

• DATA ENTRY • TESTING
 • CLERICAL • ON-SITE
 • LIGHT INDUSTRIAL MANAGEMENT

484-0611

3401 Hobson Rd Suite 110 Fort Wayne 484-0611

Western Staff Services
 Fort Wayne 486-5649

WORKONE - FORT WAYNE



Fort Wayne
 1234 Street Address Fort Wayne 432-1234

When time is money, your
 telephone saves you both.

Sample of telephone listing using logo

WEBSITES

To maintain brand consistency, always adhere to the basic website guidelines set forth in this Style Guide:

1. Regional WorkOne websites should link to the WorkOne Works website at www.workoneworks.com
2. The WorkOne logo should be prominently displayed on each region's WorkOne Portal home page. All WorkOne graphics with colors schemes other than the standard color black/blue WorkOne logo must be converted to the current branding standards set forth in the WorkOne Style Guide.
3. To promote a seamless WorkOne system, all visitors to DWD's WorkOne Works website must be able to identify easily all regional websites as Indiana WorkOne websites. Current and accurate information shall be displayed at all times.
4. All WorkOne regional websites must be customer-focused.
5. Regional WorkOne websites must be designed, written and organized from the public's viewpoint. Using basic and common content, terminology, and placement is recommended. Each Region should attempt to measure customer satisfaction and usability regarding their Regional websites.
6. Regional webmasters should establish a schedule for posting and updating content on their WorkOne websites. When there is a change in content on a page, the revision date should be posted. All regional website webmasters must check their websites for outdated or broken links on a regular schedule.
7. All Regional websites' news stories should be in the format of a press release on the website and not posted on any page as free floating HTML with different size fonts and various color backgrounds. All postings shall adhere to professional typesetting standards.
8. Basic web creation standards must be utilized when creating websites. Out of place web graphics and .gifs are prohibited from being utilized on regional specific websites, as well as any city specific websites.
9. The WorkOne Works website should not be used to highlight Regional Workforce Board, One Stop Operator, Regional Operator, or Workforce Investment Board information. Regional Workforce Boards and Workforce Investment Boards shall be linked under the 'Partners' section of the Department's website, on the Regional Workforce Boards & Workforce Investment Boards page.
10. WorkOne regional websites must be independent of Workforce Investment Board or Regional Workforce Board websites and One Stop Operator or Regional Operator websites; unless the WorkOne regional website has a designated location for this information on its website (WorkOne regional web sites may contain links to the Workforce Investment Board and One Stop Operator or Regional Workforce Board and Regional Operator websites). If such links are used, the WIB, RWB, OSO and RO websites must be kept current.
11. Executive Director and Workforce Investment Board or Regional Operator and Regional Workforce Board logos shall only be displayed on specific partner, board, or operator specific pages.

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