WorkOne

Style Guide

Revised November 6, 2008

INTRODUCTION OF WORKONE

One of the most critical functions of the Regional Workforce Boards is chartering one-stop centers and affiliated sites. The one-stop center is the heart of the workforce development system. It is the place where service delivery partners connect with customers and with each other. We will not have a quality system for the development of Indiana's workforce unless the public perceives the one-stop system to be its first choice rather than the 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. A charter is the board's personal guarantee to the community that a center is committed to quality processes, continuous improvement, and outstanding performance. Applying to the board for approval requires the one-stop operator to articulate a business plan and chart a path to excellence.

Only those centers meeting the established criteria may use the WorkOne logo. Charters must be renewed at least once every two years. If a center fails to get rechartered, the WorkOne logo must come down or be covered until the center earns the charter back.

It is of vital importance that 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 one-stop 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

WORKONE LOGO

The WorkOne logo and the WorkOne Express logo have been established to create a consistent and uniform identity for the one-stop 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 that will 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 Marketing and Communications at 317-232-3287.

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.

Area of Isolation

A minimum distance, called the area of isolation, always separates the logo from all other type 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.

Tagline Options

There are three options for tagline use with the WorkOne logo. You can use no tagline, the location tagline or the "make your move" tagline. If you want to use any another tagline it must be approved by DWD. Contact 317-232-3287 for approval.

Area of Isolation

Area of Isolation

Area of Isolation

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 the options you will find on the brand portal. WorkOne logos are available for download for any number of uses. The Traditional Blue WorkOne logo will be used for signage, letterhead, business cards, shell sheets, etc. The red and green logo will no longer be used on any WorkOne materials printed or otherwise.

FOUR-COLOR –
Blue: 80% Magenta, 100% Cyan & Black

W1_4C.EPS

FOUR-COLOR – REVERSE
Blue: 50% Screen of 80% Magenta & 100% Cyan

W1_4C_RV.EPS

TWO-COLOR – PMS Blue 072 & Black

W1_2C.EPS

TWO-COLOR – REVERSE
50% Screen of PMS Blue 072

W1_2C_RV.EPS

BLACK AND WHITE – Halftone

W1_BW_HT.EPS

BLACK AND WHITE – Halftone Reverse

W1BWHTRV.EPS

BLACK AND WHITE – Line Art

W1_BW_LA.EPS

BLACK AND WHITE – Line Art Reverse

W1BWLARV.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 appear "fuzzy" 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.

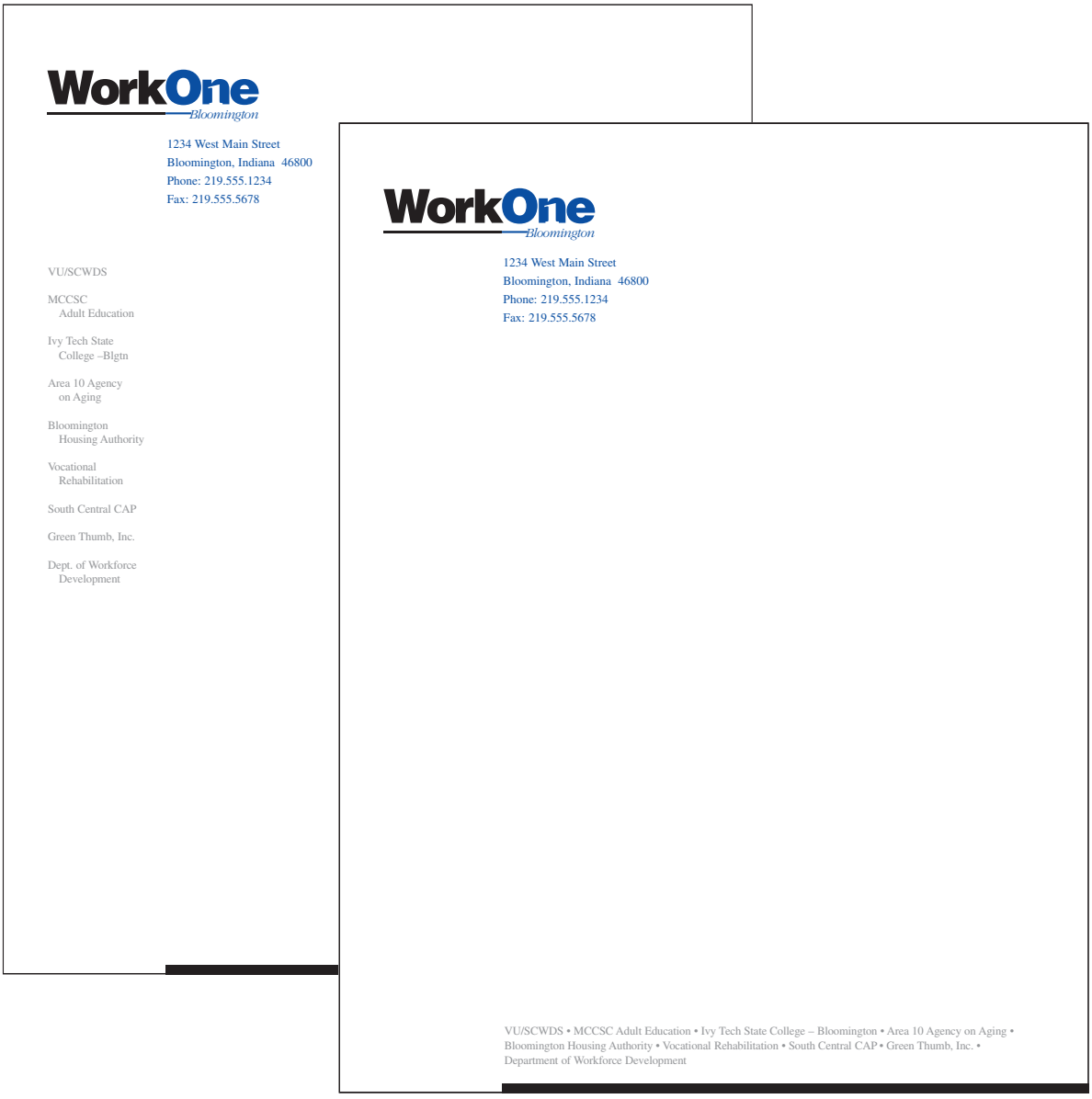
LETTERHEAD - *Only use the blue WorkOne logo on letterhead*

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 site for the partner names.

Letterhead

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



Letterhead is shown at 50% of actual size.

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 it needs, 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.

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.

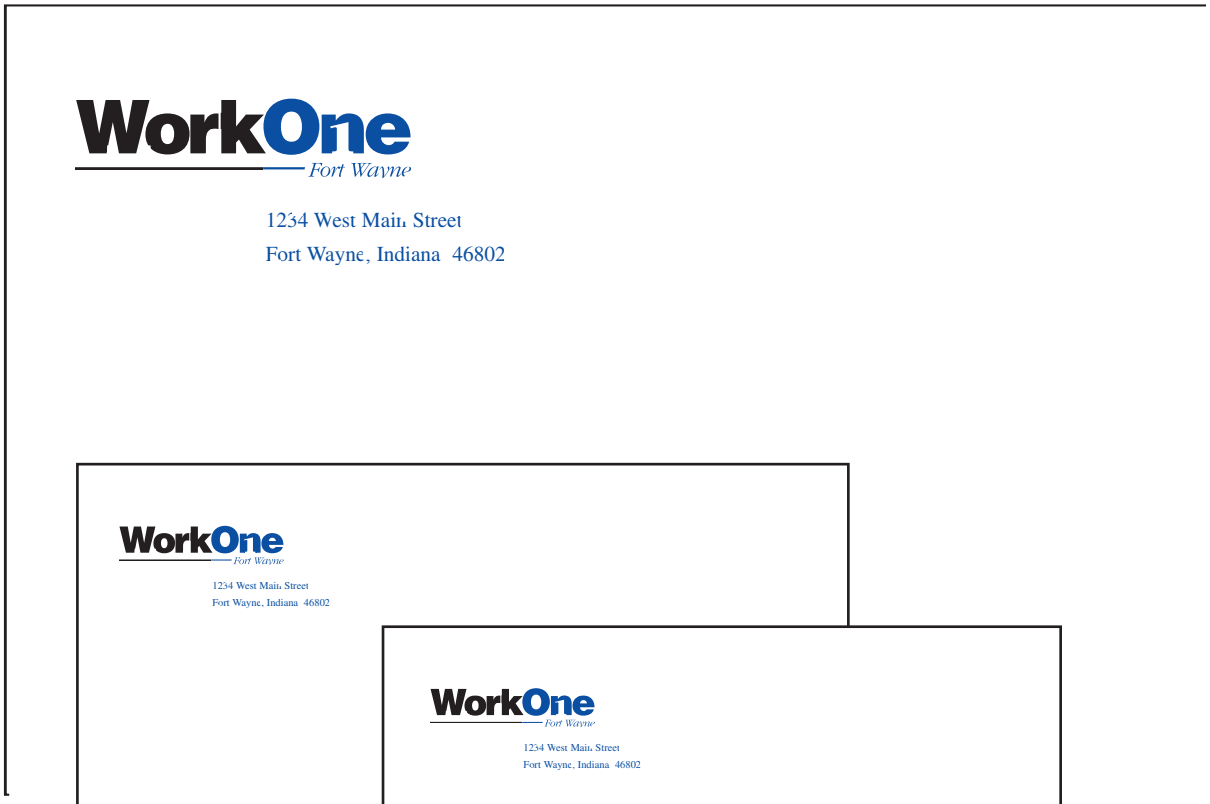
ENVELOPES - *Only use the blue WorkOne logo on envelopes*

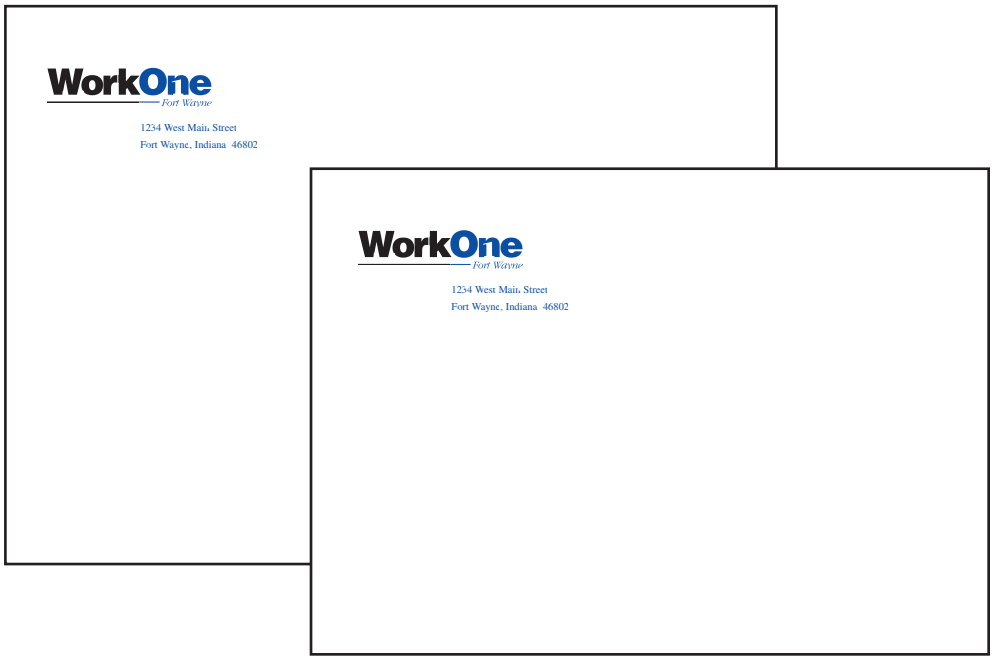
All WorkOne envelopes adhere to the guidelines shown on this page.

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

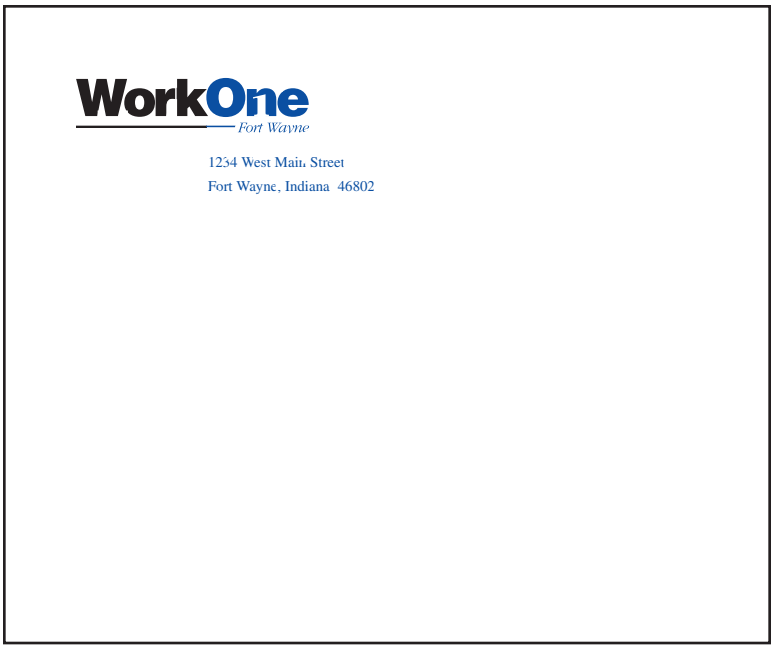




10" x 13" and 9" x 12" Envelope art is shown at 25% of actual size.

MAILING LABEL - *Only use the blue WorkOne logo on envelopes*

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 One-Stop 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 WorkOne 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. This should be in addition to the other listings already in place. It is up to the Regional Operator to decide the best place to list the number (business, blue, or yellow pages).

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

RELIABLE TECHNICAL SERVICE

RTS

RELIABLE TECHNICAL SERVICES, INC.

"Your Reliable Source for Technical Employment"

- GENERAL LABOR
- OFFICE
- CONSTRUCTION
- WAREHOUSING
- ASSEMBLY
- FACTORY
- WELDERS
- INDUSTRIAL MACHINISTS
- DRAFTING/DESIGN
- ENGINEERS

EOE WWW.RELIABLETECH.COM No Fee
519 Tennessee Suite 100 Fort Wayne . **426-5627**

SNELLING 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

TDS PERSONNEL PLUS, INC.
A Randstad Group Company

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

Tower Temporaries
TOWER PERSONNEL STAFFING

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

483-7085

1501 Goshen Rd
(Gateway Plaza)
1501 Goshen Rd Fort Wayne **483-7085**

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

VICTOR PERSONNEL

VICTOR PERSONNEL

TEMPORARY and FULL-TIME PLACEMENT

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

484-0611
3601 Hobson Rd Suite 110 Fort Wayne
..... **484-0611**

Western Staff Services
Fort Wayne 486-5649

WORKONE - FORT WAYNE

WorkOne
Fort Wayne

1234 Street Address Fort Wayne **432-1234**

When time is money, your telephone saves you both.

Sample using logo

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 and with and without taglines are available for download by WorkOne Regional Operators and outside vendors.

Macintosh® and Windows®

Adobe Illustrator 8.0 eps files.

Adobe Illustrator CS2 eps files

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.

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

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