INDIANA
WORKFORCE
DEVELOPMENT
AND ITS WorkOne CENTERS

TO: Indiana's Workforce Investment System

FROM: Michelle Marshel, Deputy Commissioner
Communications, Customer Service, Governmental Affairs, and Research and Analysis

DATE: August 16, 2012

SUBJECT: DWD Policy 2012-03
WorkOne Brand Policy

PURPOSE
To provide policy and guidance on branding and marketing WorkOne centers and Express Sites.

RESCISSION
DWD Policy 2007-35, dated April 21, 2008 and entitled, "WorkOne Brand Policy"

CONTENT
All Hoosiers need to clearly recognize the WorkOne brand throughout the State of Indiana and the integrated services available in the WorkOne centers and WorkOne Express sites. Therefore, all WorkOne centers and WorkOne Express sites shall bear only one branded image – that of the WorkOne. The WorkOne brand described in this document and its associated attachments shall be the only brand presented to any current or potential customer/participant of Workforce Development activities within the state. This requirement includes any location where a WorkOne program is being promoted. All local media coverage and/or press releases should refer to WorkOne and no other brand. If the Department of Workforce Development (DWD) is mentioned, the descriptor "Department of Workforce Development and its WorkOne Centers" shall be used.

The DWD is restricting the use of funding provided under any of its grants and/or contracts to the marketing of the WorkOne brand. Therefore, DWD grant/contract funds shall not be used to fund any printed media (letterhead, business cards, envelopes, brochures, etc.), websites, electronic and print advertising, or any other marketing effort that does not adhere to the non-negotiable brand requirements as specified below.

The following are Indiana Department of Workforce Development's brand requirements for all WorkOne centers and WorkOne Express sites:

1. All WIBs, RWBs, regional operators and service providers must comply with the WorkOne Style Guide. *The WorkOne Style Guide is linked within this document and may also be obtained at: www.in.gov/dwd/brandportal. The Department reserves the right to update these guidelines at anytime.*

2. All outdoor signage, including billboards and other outdoor media advertising, must use the black/blue WorkOne logo. *Refer to the guidelines in the WorkOne Style Guide.*

3. TheWorkOne logo can be used by itself, with a location under it, or with a pre-approved tag line. Any tag line used with the WorkOne logo must be approved by the Department. *Refer to the WorkOne Style Guide for examples.*

4. The WorkOne logo is the only logo that shall be used on marketing material developed and used to promote programs associated with the WorkOne system. All print media distributed by the WorkOne partners should display the WorkOne logo.

5. Business cards shall only include the black/blue WorkOne logo that adheres to the WorkOne Style Guide business card standards. *Refer to the WorkOne Style Guide for appropriate use of the WorkOne logo for stationery and labels.*

6. All WorkOne centers and WorkOne Express sites shall be listed in the appropriate local telephone directories using the WorkOne brand and shall not list any other brand.

7. Marketing material developed with DWD funding in whole or in part is property of DWD.

8. Marketing materials are to only be printed on high quality, professional printers (i.e. Kinkos, local print shop.) No black and white photocopies, poor quality inkjet reproductions, or printed materials with torn/ripped edges are to be displayed or handed out at any time.

9. All regions will link their WorkOne websites to the statewide WorkOne website through the portal located at www.workoneworks.com. Regional websites must comply with the WorkOne Style Guide in regard to use of the WorkOne logo. DWD must approve any website before it is launched on the WorkOne portal. DWD also reserves the right to deactivate any connected website if it does not meet the department's standards. *Refer to the WorkOne Style Guide for website guidelines.*

10. Workforce investment boards and regional workforce boards websites shall be listed individually and separately on the DWD website. *Refer to the WorkOne Style Guide.*

11. In certain WIA Youth service initiatives, the WorkOne brand policy may be waived with prior approval by DWD. If the WorkOne Brand policy is to be waived, the name of an organization (including RWB, RO, city, county, or other service organization) may not be mentioned. If any such organizations are mentioned in the marketing campaign, the WorkOne Brand Policy will take precedence and be the only brand that can be used.

12. DWD approval is required on all print or electronic marketing materials.

Local areas are responsible for ensuring any item - specified in the following list - does not conflict with the brand requirements stated above.

1. Regional specific marketing materials, slogans, or marketing campaigns
2. Community programs where workforce development is partnering with economic development or educational institutions on projects, buildings, or programs
3. Marketing mix (amount of marketing funding spent on various media)
4. Brand awareness building strategies

5. Marketing and networking events
6. Workshops
7. Print/Radio/TV Ads
8. Billboards
9. Job Fairs
10. Newsletters
11. Printing vendors
12. Webinars
13. Student outreach
14. Blogs which are connected to a website
15. Social media tools

Each local area can exercise its discretion for the creation of these items, however, DWD approval is still required for the final version of any electronic or printed marketing piece (as stated in the brand requirements).

Questions regarding this policy should be directed to the Deputy Commissioner of Cmmunications.

EFFECTIVE DATE
Immediately

END DATE
Upon Rescission

OWNERSHIP
Deputy Commissioner, Communications
Indiana Department of Workforce Development
10 North Senate Avenue
Indianapolis, IN 46204

ACTION
All local areas will comply with the requirements in this policy and its attachment.

Link – DWD WorkOne Style Guide
DWD Style Guide

WorkOne℠

STYLE GUIDE

Revised August 15, 2012

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

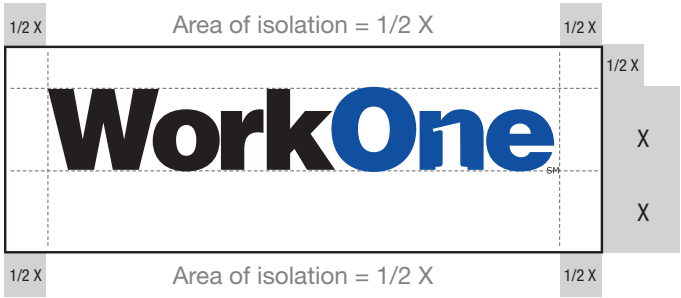
There are three options for tagline use with the WorkOne logo.You can use no tagline, the regional location tagline, or the "make your move" tagline. If you want to use any another tagline it must be approved by DWD. Contact the Deputy Commissioner of Communications or the Marketing Manager for approval.

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.

WorkOne℠

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

W1_4C.eps

WorkOne℠

TWO-COLOR
PMS Blue 072 and Black

W1_2C.eps

WorkOne℠

BLACK AND WHITE
Halftone

W1_BW_HT.eps

WorkOne℠

BLACK AND WHITE
Line Art

W1_BW_LA.eps

WorkOne℠

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.

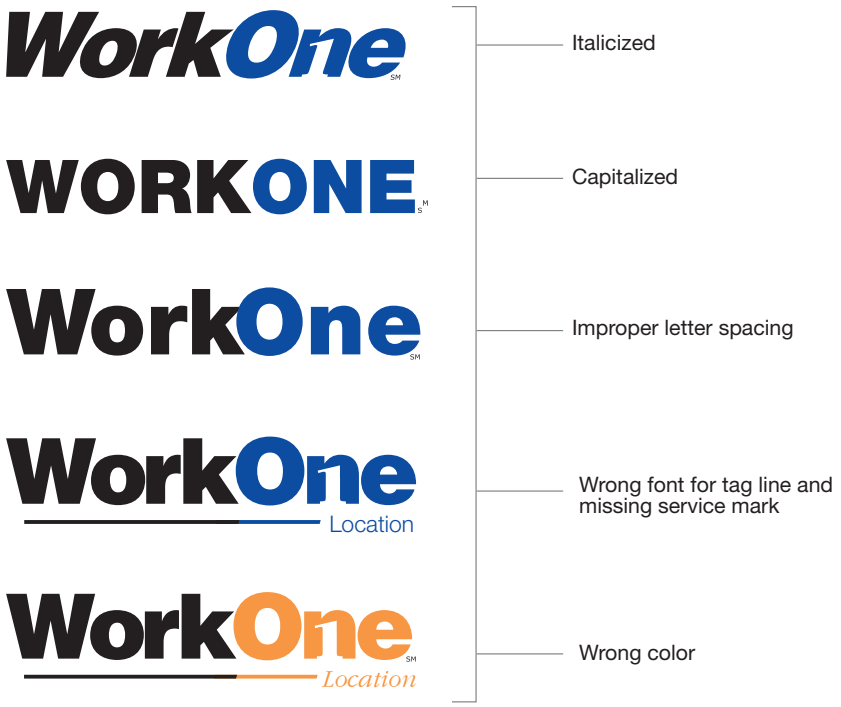
Other useful guidelines to avoid improper use of the logo include:

- 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

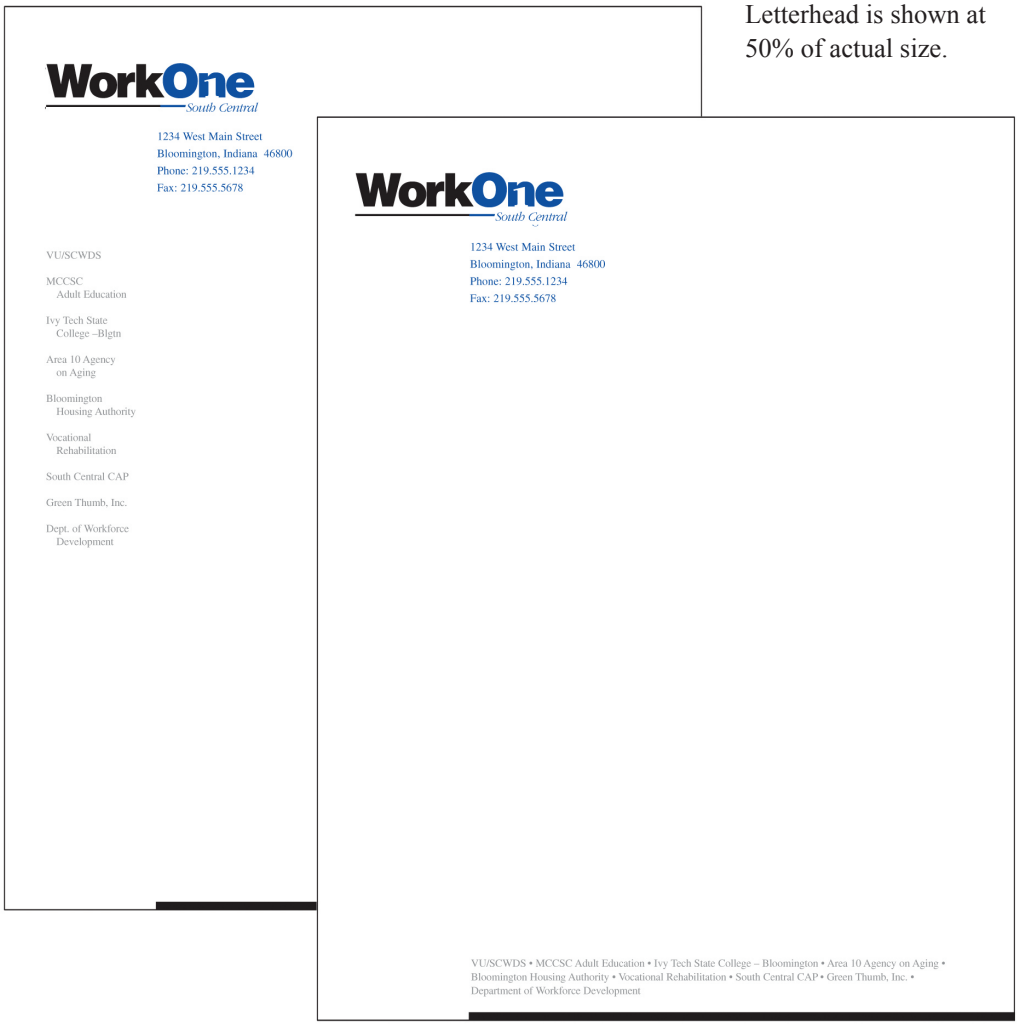


LETTERHEAD - *Only use the blue WorkOne logo on letterhead*

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

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 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.

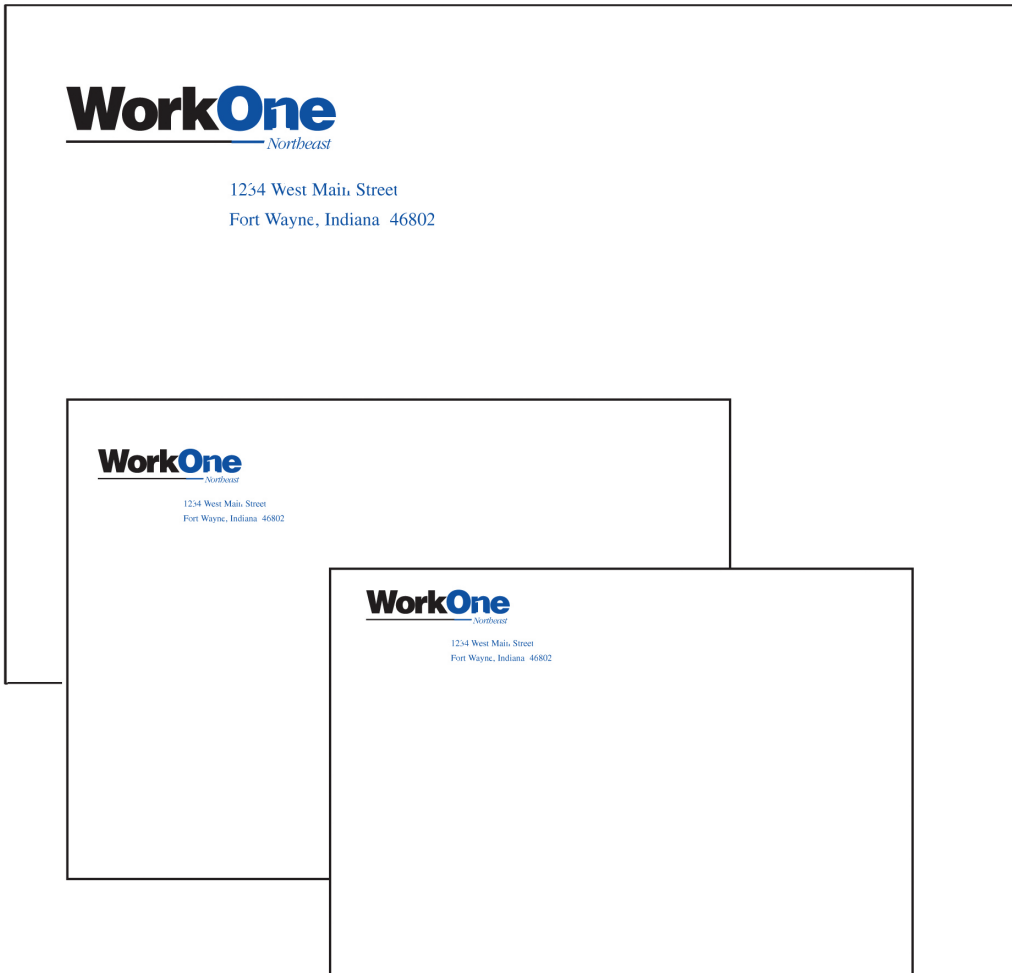
ENVELOPES - *Only use the blue WorkOne logo on envelopes*

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

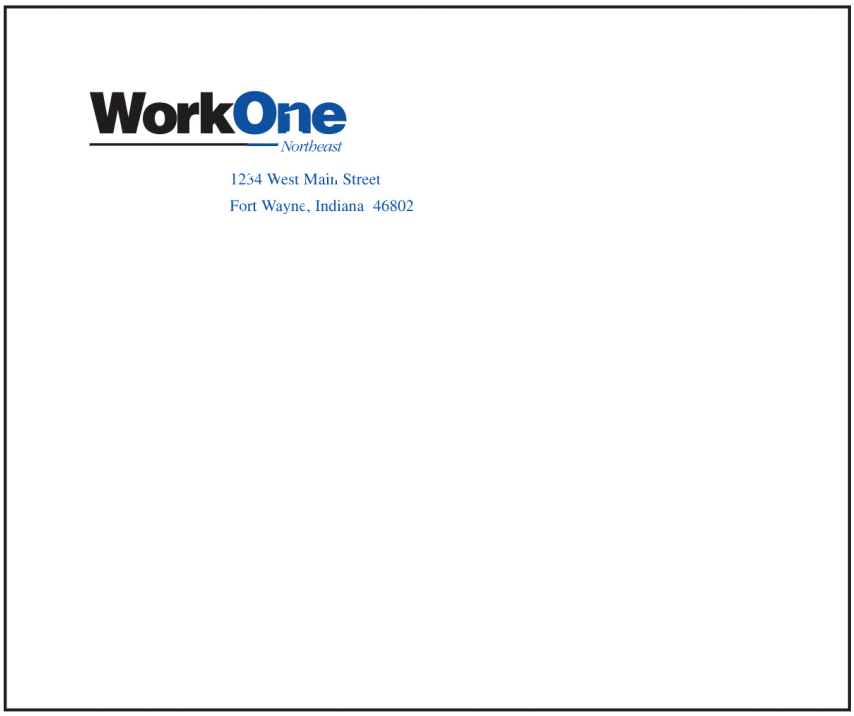
#10 Business envelope is shown at 100% of actual size.



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.

WorkOne℠ Location

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 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 • FACTORY
• OFFICE • WELDERS
• CONSTRUCTION • INDUSTRIAL MACHINISTS
• WAREHOUSING • DRAFTING/DESIGN
• ASSEMBLY • 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 Renhill 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 • TESTING
• CLERICAL • ON-SITE MANAGEMENT
• LIGHT INDUSTRIAL
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 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.

CONTACTS

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