

WORKFORCE POLICY BULLETIN

DATE: February 2, 2006

TO: Contra Costa One-Stop Operator Consortium; Youth Contractors and all other contractors providing services to the Workforce Development Board and to potential affiliate sites

ATTN: Operational Management

FROM: Bob Lanter, Executive Director
Workforce Development Board

SUBJECT: Style Guide for Printed Materials

WPB #: #01-06

SUBJECT:

- ADMIN
- PLANNING
- MARKETING
- EEO/AA
- MIS
- FISCAL
- OPERATIONS
- RAPID RESPONSE

SPECIAL FILING: X

Purpose:

This Workforce Policy Bulletin serves to transmit and update the Workforce Development Board's Style Guide. This document sets forth the standards for reference to the Board and its programs in printed and other media, business cards, signage and certain correspondence. Through use of the Style Guide, the Board seeks to establish branding for its direct services, and better position itself in the community. This Workforce Policy Bulletin replaces WPB #04-05 issued December 1, 2005.

Please refer to the Style Guide for policies regarding printed matter.

In keeping with the professional image of the Board and its programs, and to ensure that information on the Board and its programs is current and standardized to the degree possible, flyers, brochures, and other notices regarding the Board and its programs will be displayed on specific and designated boards or in formal display sections specifically bordered and designed for this purpose. All such flyers, brochures, and notices will be frequently reviewed for expiration dates and removed. Stacked items will be re-organized as appropriate to ensure a professional display. Any information printed for distribution at the Centers or concerning the EASTBAY Works Career Centers must follow the Style Guide of the Board.

If you have any questions regarding this bulletin, please contact Linda Chandler at: (925) 646-5239.

Attachment: **Workforce Development Board of Contra Costa County Style Guide**

cc: Linda Palmquist, WID Regional Advisor
Stephen Baiter, Administrator Contra Costa One Stop Consortium
Youth Providers

**Workforce Development Board of Contra Costa County
Style Guide**



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of Contra Costa County
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1. Introduction

The Workforce Development Board of Contra Costa County has produced this Style Guide to ensure consistency in identification and recognition of the Board and its associated programs. It is through our contractors that the Board will brand its workforce

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system- EASTBAY Works- and will position itself. This Style Guide is designed to assist its contractors in aligning outreach and marketing efforts that support a clear message and professionalism. All written materials prepared and disseminated to the public should be accurate, free of error, grammatically correct and consistent in style. Please establish a proofreading process to aid in ensuring that all published materials are carefully reviewed.

Copy of any publication that is widely circulated, specifically brochures, business cards, and advertising, should be submitted to Board staff prior to publication or placement in a publication for final approval. Flyers for site-based events need not be submitted.

Sources used for developing this guide include: The Associated Press Stylebook and Briefing on Media Law (2000), widely used by American journalists, The Elements of Style, (Fourth Edition) by William Strunk Jr. and E.B.White, and Get in Style, (2000) Wayne State University. An additional approved and recommended source is The Chicago Manual of Style, (14th Edition). This guide would be secondary to the recommendations made in the aforementioned The Elements of Style. In addition, use Merriam-Webster's Collegiate Dictionary Tenth Edition, and Roget's II, The New Thesaurus. Please obtain a copy of these publications and use as a reference for style issues that may arise and are not addressed in this guide.

The Workforce Development Board of Contra Costa County, through its network of One Stop Career Centers called EASTBAY Works Career Centers, provides a wide-range of services from convenient locations throughout the county. The career centers are designed to assist job seekers, businesses, and the unemployed. The EASTBAY Works name and logo are recognized throughout the community as a supplier of job-related services. Its goal is to maintain a perception among our customers of high quality service delivery. When customers view its logo, we want them to associate it with a positive, valuable experience. In addition, we want to remind them of the sponsorship provided through the Workforce Development Board, which is a policy advocacy board. These guidelines will ensure a visual consistency to our branding of the Centers, reinforcing and strengthening the identification that is made throughout EASTBAY Works.

2. About

What is the Workforce Development Board of Contra Costa County?

- The Workforce Development Board of Contra Costa County is a 37-member business-led public body responsible for coordinating workforce development policy in the county. The Contra Costa County Board of Supervisors appoints the members of the Workforce Development Board of Contra Costa County.

What is its mission?

- The Workforce Development Board of Contra Costa County's mission is to promote a workforce development system responding to the needs of the business community, job seekers, workers and youth.

What does the Workforce Development Board of Contra Costa County do?

- The Workforce Development Board of Contra Costa County oversees four EASTBAY Works One-Stop Career Centers, the Contra Costa Small Business

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Development Center (which offers a variety of services geared to assist businesses of all sizes grow and prosper) and the Youth Council (which helps youth explore employment opportunities, chart career paths and take advantage of job training services offered through the EASTBAY Works alliance).

- The four One-Stop Career Centers, that the Workforce Development Board operate in Brentwood, Pittsburg, Concord and San Pablo, offer universal access to core employment services and make referrals directly to jobs.

What do the One-Stop Career Centers do?

- The One-Stop Career Centers offer services for preparing and posting a résumé and other job search assistance tools. Participants can also learn how to prepare for an interview and assess their job skills.
- Assist employers in filling their recruitment needs.

What is the Small Business Development Center?

- The Small Business Development Center is a business management consulting, training and information service for established and new business owners.
- The Small Business Development Center is part of a national partnership program, with the U.S. Small Business Administration (SBA), and is made possible through support from local organizations and agencies and Community Development Block Grants.

What is the Youth Council?

- The Youth Council is an appointed body of individuals that represent youth programs throughout Contra Costa County, which is required under the Workforce Investment Act. It is responsible for advising the Workforce Development Board on the most effective use of youth funding and to further advise on strategies, budget, and contracts as it relates to youth.

3. Naming conventions

Following are the variations of the Workforce Development Board of Contra Costa County name that identify the Board:

- Workforce Development Board of Contra Costa County
- Workforce Development Board
- WDB
- Board

In general, please refer to the board as Workforce Development Board of Contra Costa County on the first reference, and Workforce Development Board or Board in subsequent references.

There are two variations of the EASTBAY Works One-Stop Career Centers that identify the brand:

- EASTBAY Works One-Stop Career Centers

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- EASTBAY Works

In general, please refer to the EASTBAY Works Career Centers as EASTBAY Works Career Centers on the first reference, and EASTBAY Works in subsequent references.

- Individual centers are referenced as follows: EASTBAY Works One-Stop Career Center-Concord, EASTBAY Works One-Stop Career Center-Brentwood, etc.

4. Logo Guidelines

Logos for the Workforce Development Board of Contra Costa County, and its products including EASTBAY Works One-Stop Career Centers, may appear in either print or online format.

Examples of where the printed format appears include:

- Company stationary
- Letters to and from contractors
- Press outreach by contractors
- Brochures
- Advertisements (newspaper ads, job want ads, magazine ads)
- Flyers
- Newsletters
- Various forms including referral forms

Examples of where the online format can appear include web sites and electronic presentations.

5. Logo Treatments

The Workforce Development Board of Contra Costa County logo has been carefully designed to reflect the Board's values and to give it a bold, recognizable image.

Protecting the logo through consistent and correct usage is essential to creating and maintaining a strong brand identity. Every logo application is an opportunity to build the Board's brand. Your cooperation and commitment will help to build a strong brand in the minds of clients, the community and others.

This document provides guidelines for correctly using the Workforce Development Board of Contra Costa County logo. Please review the following carefully. Use of the logo is only allowed in compliance with these requirements unless written authorization from the Workforce Development Board is received.

The symbol for EASTBAY Works' brand identity is the logo. To effectively promote EASTBAY Works Career Centers and the Workforce Development Board of Contra Costa County, it is necessary to consistently reinforce and strengthen the brand identity. Through the visual representation of the logo, people come to identify and recognize the Centers and the Board, gaining familiarity with the level of quality we provide and the positioning

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of the Board in the community.

The logo must be carefully used and inserted into documents, business cards, brochures, and other publications. When the information and direct services sponsored by the Board are the subject matter of the printed material or other marketing materials, the logo of EASTBAY Works should be prominent.

6. Obtaining the logo

The Workforce Development Board must grant approval of logo use prior to publishing or distributing the document in which the logo is used.

Usage of the Workforce Development Board of Contra Costa County or EASTBAY Works logo indicates your agreement to comply with the guidelines outlined in this style guide.

To obtain logo:

Email Linda Chandler (lchandler@ehsd.cccounty.us) to obtain a copy of the Workforce Development Board of Contra Costa County logo.

Please provide:

- Format required (gif, jpg or eps)
- Specify color or black and white
- How and where the logo will be used

7. Color Specifications-Workforce Development Board Logo

For color print usage, the Workforce Development Board of Contra Costa County logo should be primarily used in its five-color form of CMYK:

- The colors that are used are

	C-100 M-11 Y-11 K-35		C-25 M-0 Y-0 K-0		C-0 M-40 Y-100 K-0		C-0 M-0 Y-100 K-0		C-0 M-0 Y-0 K-100
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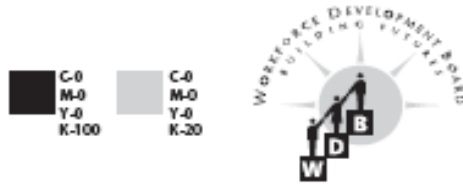
A secondary color palette should only be used in conjunction with our corporate colors and never in place of them. These colors can be used as accents or compliments when creating communications pieces. Always match the official colors to our CMYK palette.

Color Specifications-Workforce Development Board Logo in Black & White

For black and white print usage, the Workforce Development Board of Contra Costa County logo should be primarily used in its 2-color form of CMYK:

- The colors that are used are

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A secondary color palette should only be used in conjunction with our corporate colors and never in place of them. These colors can be used as accents or compliments when creating communications pieces. Always match the official colors to our CMYK palette.

Color Specifications-EASTBAY Works Logo

For print usage, the EASTBAY Works logo should be primarily used in its four-color form of Pantone Coated colors

- The colors that are used are



A secondary color palette should only be used in conjunction with our corporate colors and never in place of them. These colors can be used as accents or compliments when creating communications pieces. Always match the official colors to our pantone color palette

8. Logo Format

- Border: The eps logos come with a white outline. This border serves as white background if the logo is placed on top of a photo or dark background.



9. Logo usage

Proportion:

- The size of the various elements of the logos should never be altered or resized in relation to each other. If resized, the logo should never be stretched or changed in any way.

Configuration:

- The logo marks are complete with logo type. The words and marks serve as complete logo identity systems, the type and marks should never be separated.

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Orientation:

- The Workforce Development Board and EASTBAY Works logos should never appear on an angle. The baseline must always be at a horizontal orientation.

10. Sizing specifications

Note: The resolution must be sharp and the proportions correct. When inserting or placing the logo, be cautious not to stretch or enlarge it so that the integrity of the graphic is compromised. Typically, when a graphic is inserted, it has handlebars that can be used for resizing. In MS Word™ and Adobe PageMaker™, the proportions can be maintained by holding down the shift key while using the double arrows to enlarge or reduce the size. In MS Word, insert the logo in a text box for moving it around the document.

11. Typography

All publications are to use the typeface font known as Twentieth Century (not Century Gothic, Century Schoolbook, or Century). It is also known as “Tw Cen MT”.

The point size for copy should be at least 11 or 12. Titles can be enlarged, bolded or underlined.

The corporate font color for copy and titles is black.

12. Tagline usage

- The Workforce Development Board's tagline is "Building Futures in Contra Costa County." It may be incorporated into titles and copy of publications, using the corporate font and color. It may not be used in its graphic form apart from the logo.
- The tagline for EASTBAY Works is “Connecting People with Opportunities for Employment.” It may be incorporated into titles and copy of publications, using the corporate font and color. It may not be used in its graphic format apart from the logo.
- When using the EASTBAY Works One-Stop Career Centers logo, under or to the side should be text stating “Sponsored by the Workforce Development Board of Contra Costa County.”
- When the Board is a sponsor with other agencies that are also sponsors and they provide direct services, then the logo to be used is the EASTBAY Works logo.
- Direct service information must include complete and accurate contact information including locations of centers and including the City of Richmond's site locations, phone numbers, and hours of service availability if applicable. Depending on the reach of the piece, information should include all center information in the larger EASTBAY Works region.

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- If any organization offering services within the One- Stop network are mentioned, then ALL of the service organizations must be mentioned by the correct agency name. The exception to this is if actual funding specific to the printed or marketing piece being developed is offered up by a specific agency, then appropriate recognition of that agency would be listed. Generally, services offered within the One-Stop Career Center are to be identified only under the brand EASTBAY Works.

13. General Standards

- Refer to individuals by their full names on the first reference, thereafter, use the last name only.
- Middle Initials - Use only if the person prefers it.
- Junior, Senior, II, 2nd - Use Jr., Sr., III, 3rd, only with the person's complete name. Avoid separating with a comma unless requested by the individual.
- Nicknames - If a nickname is used following a person's first name, put it in quotation marks. On subsequent references use last names.
- Company Names - On the first reference spell out the company name. Abbreviate or lowercase the company, the corporation, the association in subsequent references.
- Capitalization of titles - Capitalize civil, military, religious and professional titles when they immediately precede a name.
- Lowercase titles when they precede or follow the name as modifiers or identifiers.
- Places - Capitalize the names of cities and states; lowercase the word state or city.
- In general, lowercase north, south, southwest, southern, etc., when they represent compass directions. But capitalize when part of a proper name: South Dakota, or when used in identifying widely known sections, Southern California. When in doubt, lowercase. In Contra Costa County, there is also a designation of far east, which should be capitalized as "Far East".
- Streets and Buildings - Spell out and capitalize avenue, boulevard, building, court, drive, lane, parkway, place, road, square, street and terrace when they are part of an address or name. Lowercase them when they stand alone or are used collectively following two or more proper names.
- Capitalize and spell out north, south, east and west when they form part of an address or name.
- Lists should contain no more than three to five bullets, and should include parallel items.
- Lists should begin with all nouns, or all action verbs so that there is consistency in the list.
- Avoid using all capitals for headlines or any block of text. All capitals are difficult for the human eye to take in all at once. In the case of e-mail, all capital letters are considered SHOUTING. Use upper and lower case for headlines, text and e-mail.

14. Photo Captions

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- A photo caption can be a complete sentence or tagline (name only or name and title and not followed by a period). Captions may take many forms, but a complete sentence is preferred.
- Spot directions, such as from left or from right, in captions are separated by parentheses:
EASTBAY Works staff members attending the conference were (from left) Smith, Jones and Carr.
- If there are only two people in the photo it is not necessary to use both left and right: John Smith (left) and Sally Thomas discuss the new format.
- Never start a caption with spot directions.

15. EEO/Disability Statements

- The Equal Opportunity Statement must appear on all materials released to the public. All EASTBAY Works programs and services must be accessible to people with disabilities. All publications intended for EASTBAY Works customers and program announcements should always include the disability statement. This statement should be written in a manner that sets it off from the rest of the text, for example, by using a different font or font color, and should not be combined or confused with the essential message of the publication.

EEO/Disability Statement

Equal Opportunity Employer/Program

Auxiliary aids and services are available upon request to individuals with disabilities

16. Copying Printed Publications

- Avoid copying printed publications aimed at EASTBAY Works customers (external audience) on a copy machine. The copied version is never as high in quality as the original. Our goal in having publications printed is to put forth a quality image.

17. Letters from Contractors

- Any written communications on EASTBAY Works letterhead should be in reference to the direct services provided in and through the One-Stop Career Centers. Under no circumstances is any contractor or its staff to represent itself as EASTBAY Works in support of grant applications for any entity whatsoever or in advocacy or support of any action or position.
- All correspondence under this name coming from a Contractor relates only to the direct services that are contracted with the Workforce Development Board of Contra Costa County.
- Any correspondence regarding performance or the system as a whole must be referred to the Board. The Board staff will then determine whether the response should come from operator staff or Board staff as appropriate.

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18. Media requests

- If an operator contracts with any media to promote any service of the Workforce Development Board, the Board staff first must give approval. Board staff must approve any copy going to the media prior to it being run in any printed publication. This applies to all press releases, outreach, and to paid advertising as well as to public television, other print or taped collateral.
- Any press requests can be handled through Desmond McLeish, Inc., by contacting Mike Garcia at 916-446-6831 or mike@dmpublicrelations.com.
- Media mention of the Board and its services that will appear in a contractor or mandated partner newsletter should be reviewed with the Board staff to ensure accuracy. The Board expects acknowledgment in any such communication and accuracy in depicting its relationship with contractors in printed material.

19 Brochures

- All brochure copy must gain approval by the Workforce Development Board of Contra Costa County prior to distribution.

20. Business Cards

- All staff funded through Workforce Investment Act formula funds will have standardized business cards. The EASTBAY Works logo should appear as the prominent logo on any business card utilized in doing business under contract with the Workforce Development Board of Contra Costa County. Obtain the business card layout from Linda Chandler (lchandler@ehsd.cccounty.us).

21. Flyers

- Flyers and any forms for internal or external use must follow the standards identified in this guide.

22. Newsletters

- All newsletters must gain approval by the Workforce Development Board of Contra Costa County.
- Information requests for county newsletters, department newsletters and requests for information to be included in newsletters referencing the One-Stop Career Centers and services funded under the Workforce Investment Act will be referred to the Workforce Development Board staff.

23. Contact Information

- Please contact the following with questions related to this Style Guide, or to gain approvals on printed materials.
Linda Chandler
Workforce Development Board

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925-646-5239

lchandler@ehsd.cccounty.us

- Please contact the following with any media relations requests:
Mike Garcia
Desmond McLeish, Inc.
Tel: 916-446-6831
Email: mike@dmpublicrelations.com