This guide is an introduction to our new brand system.
Our new brand system is more than a logo.
It is a new way to represent our organization to our funders, participants and partners.
It is about **who we are** and where we're heading.
We are
Interconnected

But not
Tied Up
We are Creative

But not Whimsical
We are Approachable

But not Unprofessional
We are Trailblazing

But not Trampling
We are Intelligent
But not Arrogant
We are Reliable

But not Monotonous
Our Persona

The San Diego Workforce Partnership is a multi-cultural, mid-career woman born and raised in South County San Diego. She is college-educated and strongly believes in lifelong learning. She is nurturing and motherly yet carries herself with a business-like and professional demeanor. She is energetic and outgoing, resourceful and masterful, inventive and attentive, calm and compassionate.

She is a go-getter with large ambitions but relies heavily on others to move her passions forward. She is a visionary with high hopes for her community. She is a philanthropist, a storyteller and a caregiver. Her values include promoting inclusion, equity, diversity and authenticity. Her goal is to become the #1 leader in workforce development for San Diego County. She will do this by providing useful labor market research and resources for the community.

She will match employers with qualified job seekers while working to halve the gap of disconnected youth in the San Diego region. Her mission focus is to ensure equal opportunity for all within San Diego’s job market.
Our Values

- Stewardship
- Collaboration
- Excellence

Our Tagline

- Community
- Collaboration
- Careers

Our Brand Pillars

- Trustworthy
- Intelligent
- Inclusive
- Impactful
A logo is an important visual representation of the brand; it should be memorable and meaningful.
Building Blocks are a symbol of accessibility. We can build amazing foundations from basic shapes.

The Letter “W” represents “workforce,” and makes a bold statement about what we do.

A Staircase evokes progress and transformation. We accomplish change one step at a time.

Data Visualization because we are data-driven, and we measure activity and real-world results.

Approachable Type is an intentional decision to create a welcoming environment for our audience.
Symbol

LOGOMARK
CONSTRUCTION
CLEAR SPACE
REVERSED ON IMAGERY
San Diego Workforce Partnership
San Diego Workforce Partnership
Do not stretch, alter or relocate logo symbol in any way.

Do not frame logo in any way when it is presented independent of any event.

Do not alter the position or size of the logo in any way.

Use the logo as intended.

No altering of spacing should be done to this logo.

Refer to logo suite for all the approved positioning.
Introducing a dynamic system with our step ladder symbol
Versatility & Expression

Our new identity system is designed to be customized. Our mark, made from building blocks, can be used as empty vessels to fill with photography, pattern, and other exciting visual imagery to tell our stories.

Our different segments can own unique patterns within our staircase, while keeping the same silhouette that keeps us all together.
Color & typography
### Color Palette / Color Codes

**Primary Blue**
- **06B7DF**
  - R 006
  - G 183
  - B 223
  - C 70
  - M 05
  - Y 05
  - K 00

**Light Blue**
- **84D9F7**
  - R 132
  - G 217
  - B 247
  - C 45
  - M 00
  - Y 00
  - K 00

**Tangerine**
- **F69554**
  - R 246
  - G 149
  - B 084
  - C 00
  - M 50
  - Y 75
  - K 00

**Lavender**
- **4978BC**
  - R 073
  - G 120
  - B 088
  - C 75
  - M 50
  - Y 00
  - K 00

**Light Grey**
- **E4E4E4**
  - R 228
  - G 228
  - B 228
  - C 10
  - M 07
  - Y 07
  - K 00

**Stone Blue**
- **373F51**
  - R 055
  - G 063
  - B 081
  - C 80
  - M 70
  - Y 50
  - K 35

**Lavender 4978BC**
- **PMS 3545C**
  - **Cool Grey 1C**
  - **PMS 7455C (80%)**

**PMS**
- **297C (70% Screen)**
- **533C (80% Screen)**
- **715C**
Hello, world. This is Work Sans.

Work Sans is a font that works in display.

As well as body copy, it is legible on screen as well as on print. Here’s a sample of some text from our website:

**How do job seekers qualify?**

Job seekers must be eligible for Workforce Innovation and Opportunity Act (WIOA) funds. To determine WIOA eligibility, a job seeker must meet with a career center representative. An employer may request to check eligibility of a prospective new hire or a career center representative can refer a candidate to the employer.
Community, Collaboration, Careers.
Workforce development for the San Diego region.

The San Diego Workforce Partnership funds job training programs that empower job seekers to meet the current and future workforce needs of employers in San Diego County. We are the local workforce development board, designated by the City and County of San Diego.
San Diego Workforce Partnership

CAREER CENTERS
WIOA Program

Purpose
The Career Centers offer job search and career development resources to all San Diego County job seekers, regardless of income or background, at no cost to the customer. The Career Centers offer universal “one-stop” access to workforce development services such as job placement, skills assessment, workshops, referrals, and scholarships to education and training programs, unemployment insurance information, labor market information, and other services that support career options. There is a Career Center in each region—north, south, east—or the city for job seekers when they need help with the next step in their career.

200K+ Services Provided
75% Served Enter Employment
$16/hr. Average Placement Wage Goal

Meet Eugene Beronilla
A Career Centers Success Story

After his contract employment ended, Eugene Beronilla began looking for work, and it wasn’t easy. He applied for about 90 jobs and wasn’t finding opportunities for interviews, but alone job offers, he began exploring resources at a career center and took advantage of almost all of the classes available to him. From “Finding Hidden Jobs” to “What to Say in a Job Interview.”

Then, more than a year and a half after being laid off, Beronilla was offered a job at UCSD. He is thankful for the hope and structure provided by the career center and, at lunch, would like to find a way to give back and help job seekers like himself.

Since then, Beronilla has become an advocate for job seekers, even sharing his story alongside Representative Susan Blakes on an effort to influence policy decisions that affect the long-term unemployed.
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