

BRAND AND STYLE CHEAT SHEET



MISSION

To empower job seekers to meet the current and future workforce needs of employers in San Diego County.

In general, we want to sound professional yet human.

BRAND PERSONALITY

EMOTIONAL

We want people who view our brand to feel:

- 1 interconnected (collaborative and inclusive)
- 2 creative (visionary and inspired)
- 3 approachable (humanizing and supportive)

RATIONAL

We want people to think of our brand as:

- 1 trailblazing (ambitious and innovative)
- 2 intelligent (knowledgeable and insightful)
- 3 reliable (evidence-based)

WE WANT PEOPLE TO ASSOCIATE THESE WORDS WITH US:

ENERGETIC

RESOURCEFUL

INVENTIVE

COMPASSIONATE

INCLUSIVE

OUR LOGO AND BRAND TAGLINE



PMS 3545C AND 297C

COMMUNITY • COLLABORATION • CAREERS

OUR BRAND TAGLINE SUCCINCTLY DESCRIBES WHAT WE DO, REPRESENT AND CARE ABOUT.

BRAND COLORS

PRIMARY COLORS



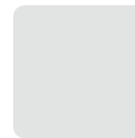
C: 70 R: 006 C: 45 R: 132
M: 05 G: 183 M: 00 G: 217
Y: 05 B: 223 Y: 00 B: 247
K: 00 #06B7DF K: 00 #84D9F7

ACCENT COLORS



C: 00 R: 246 C: 75 R: 073 C: 80 R: 055
M: 50 G: 149 M: 50 G: 120 M: 70 G: 063
Y: 75 B: 084 Y: 00 B: 188 Y: 50 B: 081
K: 00 #F69554 K: 00 #4978BC K: 35 #373F51

NEUTRAL COLORS



C: 10 R: 228
M: 07 G: 228
Y: 07 B: 228
K: 00 #E4E4E4

FONT USAGE

FOR EVERYTHING ASIDE FROM DESIGNED PIECES

Title: 14pt.

ARIAL NARROW BOLD ALL CAPS

Header: 12pt.

ARIAL BOLD ALL CAPS

Body copy: 11pt.

Arial

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COMMON TERMS USED IN OUR DOCUMENTS

- **career center** Our career centers are proud partners of the America's Job Center of California network. In most cases we will refer to them as career centers (all lowercase). *Avoid using the abbreviation "AJCC."*
- **email** (no hyphen)
- **essential skills** The preferred term for "soft skills"
- **job seeker** (two words, not hyphenated)
- **nonprofit** (one word, no hyphen)
- **post-secondary** (*not* "postsecondary" or "post secondary")
- **resume** (do *not* use accent marks)

Priority sectors Industry sectors deemed by research to have significant employment growth rates, strong wages and a high number of job openings. Do not capitalize as proper names:

- advanced manufacturing
- education & human development
- energy, construction & utilities
- health care
- Information & communication technologies & digital media
- life sciences & biotechnology
- public administration

WRITING STYLE GUIDE

CAPITALIZATION

- Sentence case for enews article headlines
- Title Case for Headers, Event Names, Report Titles and Press Releases

DATE AND TIME

- No "th" "rd" etc. after date (May 2, *not* May 2nd)
- No :00 for times on the hour
- Use an en dash between times
- a.m. and p.m. (with periods)
- Only *one* mention of a.m. or p.m. in time listing

The event is on Thursday, May 2, 2019, 8 a.m.–3:30 p.m., with lunch served 12:30–1:30 p.m.

URLS

Do *not* include leading www or http:// or https:// in a URL:

Visit our website at workforce.org.

Include "http://" and "https://" in *hyperlink* instead.

NUMERALS

In most instances, spell out one to nine; use numerals for 10 and above.

PERCENTAGES

The percent symbol % can be used in running text (new 2019 guidance).

POPULATIONS

No capitalization or quotation marks around population groups:

opportunity youth

PUNCTUATION

Do not use the serial comma (no comma before the "and" in a series):

The career center offers help with resume writing, interviewing skills and career planning. *Exception:* Use a serial comma when list could be confusing:

Job training is provided by Workforce Partnership funded partners, philanthropic grants and donations, and government sources.

HYPHEN

When in doubt, don't hyphenate.

- **job seeker**
- **countywide**
- **easily remembered**

SAN DIEGO WORKFORCE PARTNERSHIP REFERENCES:

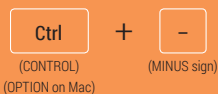
Spell out on first reference in all cases: **the San Diego Workforce Partnership.**

Avoid the abbreviation "SDWP". Refer to us as "the Workforce Partnership" in subsequent mentions: **The Workforce Partnership is funded by the U.S. Department of Labor.**

TELEPHONE/FAX NUMBERS

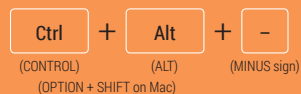
(619) 555-1234 x567

En dash



The en dash (–) is slightly wider than the hyphen (-) but narrower than the em dash (—). It is most often used to represent a span or range of numbers, dates, or time. Do not include spaces around the en dash: **Young adults ages 16–24.**

Em dash



The em (—) dash can take the place of commas, parentheses, or colons. Do not include spaces around the em dash: **The Workforce Partnership has many audiences—job seekers, employers/businesses, educators, government officials and partners.**