

# 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



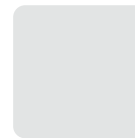
C: 97 R: 006 C: 47 R: 132  
M: 18 G: 183 M: 12 G: 217  
Y: 00 B: 223 Y: 00 B: 247  
K: 13 #06B7DF K: 03 #84D9F7

### ACCENT COLORS



C: 00 R: 246 C: 61 R: 073 C: 32 R: 055  
M: 39 G: 149 M: 36 G: 120 M: 22 G: 063  
Y: 66 B: 084 Y: 00 B: 088 Y: 00 B: 081  
K: 04 #F69554 K: 26 #4978BC K: 68 #373F51

### NEUTRAL COLORS



C: 00 R: 228  
M: 00 G: 228  
Y: 00 B: 228  
K: 11 #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 news 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 2<sup>nd</sup>)
- 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, April 12, 2018, 8 a.m.–4:30 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:

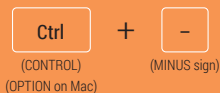
Spell out on first reference in all cases: **the San Diego Workforce Partnership.**

*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

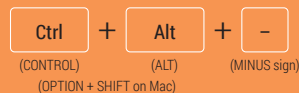
**(619) 555-1234 x567**

#### 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.**