BRAND AND STYLE CHEAT SHEET

MISSION

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

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 [ ] RESOURCESFUL [ ] INVENTIVE [ ] COMPASSIONATE [ ] INCLUSIVE [ ]

OUR LOGO AND BRAND TAGLINE

San Diego Workforce Partnership

COMMUNITY • COLLABORATION • CAREERS

PMS 3545C AND 297C

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

BRAND COLORS

PRIMARY COLORS

C: 97 R: 006 M: 18 G: 183 Y: 00 K: 13 #06B7DF

ACCENT COLORS

C: 00 R: 246 M: 39 G: 149 Y: 66 K: 04 #F69554

C: 61 R: 073 M: 22 G: 120 Y: 00 K: 26 #06B7DF

C: 32 R: 055 M: 00 G: 063 Y: 00 K: 32 #F69554

NEUTRAL COLORS

C: 00 R: 228 M: 00 G: 228 Y: 00 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

In general, we want to sound professional yet human.
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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, April 12, 2018, 8 a.m.–4:30 p.m., with lunch served 12:30–1:30 p.m.

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**  •  **countwide**  •  **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

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.

 joven adultos entre 16 y 24 años.}

En dash
- Ctrl (CONTROL) + –

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
- Ctrl (CONTROL) + Alt (ALT) + –

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.*

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