



Workforce Solutions

Graphic Standards

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Introduction

An organization's corporate identity is the foundation of all outreach, marketing and communications efforts. By applying the corporate identity in a disciplined and consistent manner, an organization conveys professionalism, credibility and quality.

Purpose of This Manual

The primary purpose of this graphics standards Resource Manual is to provide guidelines and specifications for the use and presentation of the Workforce Solutions logo and adjacent elements, as well as other essential marketing information. It includes examples of how to use the corporate signature in a variety of materials and situations. It is very important that these standards are applied to create familiarity and maintain consistency and continuity.



The Logo

The honeycomb image in the Workforce Solutions logo represents a source of activity and production and it symbolizes the linkage of the many system components.

To ensure that a corporate signature is displayed and implemented effectively, presentation standards are essential. When the corporate signature is treated consistently, it becomes the visual cornerstone that supports the Workforce Solutions message and identity across the entire organization in all products and functions.

For More Information

The Workforce Solutions Communications Office monitors and maintains the correct use of the corporate signature. If you have any questions about this Resource Manual or the use of the logo, please contact the Workforce Solutions marketing communications coordinator at 713.499.6658.

Corporate Signature – Overview



Minimum Size

The Workforce Solutions' corporate signature is formed by two elements—the honeycomb mark and customized type. These two elements must always be used in combination; one can never be used separately from the other. The corporate signature must be used on all communications in the consistent manner shown.*

NOTE: The Workforce Solutions logo no longer has a registered mark.

A minimum usage size has been determined so that the honeycomb mark and logo type are always legible. The “W” of the logo type should never be reproduced smaller than 1/8” high. If reproduced any smaller, details are lost.

The space and placement set between the mark and type should never be altered so that the signature is always reproduced in a consistent manner and the elements always remain as a unit.

IMPORTANT: To increase or reduce the size of the logo, the image **MUST** be “pulled” or “pushed” by the corner marks (not by one of its sides) to maintain proper proportion.

* The Workforce Solutions name may be used without the logo in special cases, such as outdoor signage with landlord restrictions. Any exceptions to using the corporate signature must be pre-approved by the Workforce Solutions Communications Office.

Color Standards—Pantone® and Process



Workforce Solutions Honey Gold—Pantone® 1385



Four-Color Process (CMYK)

Cyan	0%
Magenta	47%
Yellow	100%
Black	9%

RGB and Web

Red	232
Green	123
Blue	0

Web #E87000

The corporate signature may only be reproduced in the color combinations as shown. The honeycomb mark and the word “Workforce” must always be reproduced in the Workforce Solutions honey-gold. The remaining logo type must be reproduced in 100% black.

The acceptable ink formula for matching the Workforce Solutions honey-gold is Pantone® 1385. If only one color can be used, the honeycomb mark and type must be reproduced in 100% black, or 100% white if reversed.

NOTE: Exceptions to a solid black or a solid white logo may be made for certain promotional items. All exceptions must be pre-approved by the Workforce Solutions Communications Office.

When four-color process is being used, the CMYK percentages, as noted, will approximate the Pantone® color. When printed, this color may vary somewhat due to paper stock or printing techniques. When the color is intended only to be viewed on a screen, monitor or television, the RGB values shown should be used. For convenience, the Web color code number has also been provided.

If you have any doubt as to the appropriateness of a color choice, please contact the Workforce Solutions Communications Office for approval.

Backgrounds & Reverse Use



Proper reverse use of color logo



Proper reverse use of black logo



Reverse uses on color background



Proper use on a light background

It is preferred that the corporate signature only be used on a white or off-white background. In cases when this is not possible, the reverse version of the logo must be used. When reversed, the word "Solutions" must always remain white. The honeycomb mark and the word "Workforce" can be reproduced in white or Workforce Solutions honey-gold as shown.

More Reverse Use



When printing in grayscale, the logo's type and mark must appear in either solid white or solid black. The logo and mark should never appear gray. The samples given can be used to determine when the logo should change from black to white. It is important to have enough contrast between logo and background so that the corporate signature is visible and easily recognizable.

The logo should never be placed on a background that would visually compete or reduce its impact.

Proper Use



Improper Use



Do not alter the shape of the corporate signature



Do not use colors other than the corporate signature colors.



Do not add any drop shadows.



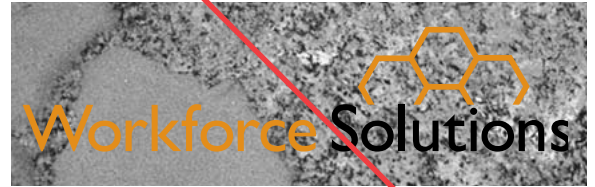
Do not change or alter the typeface.

The corporate signature should never be altered from its original format.

More Improper Use



Do not rotate the corporate signature.



Do not place the corporate signature on a patterned background.



Do not alter the relationship between elements.



Do not reverse the corporate signature colors.



Do not alter the positions of the mark or type.



Do not change the proportions of the mark and type.



Do not alter the required distance between the symbol and type.



Do not change the format or placement of the type



Do not add elements to the signature or position two or more symbols on a line.



Do not display the symbol or logo type without each other.

Requirements for Space Around Signature



In order for the corporate signature to aptly represent Workforce Solutions, it must be displayed in a prominent, uninterrupted manner. This means that the signature must never be cluttered by other elements such as text, photographs, illustrations, or even background textures. Space, therefore, must always exist around the signature. The minimum amount of such space can be defined as "x" as shown, in proportion to the size of the signature used.

Typography for Publication

Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!&?\$%

Garamond Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!&?\$%

Garamond Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!&?\$%

Garamond Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!&?\$%

Franklin Gothic Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!&?\$%

Gill Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!&?\$%

The four Garamond typefaces shown on this page are the recommended typefaces for Workforce Solutions publications. These are not, however, the typefaces used for the identity itself. Do not modify (expand or condense) the type in any way.

When a san-serif font is needed for contrast, the Franklin Gothic Condensed or Gill Sans typefaces, as shown, are recommended.

Stationery—Letterhead



All letterhead must follow these exact design specifications. Contractors must only use printing companies that can meet these specifications. Letterhead should not be computer-generated.

Adobe Illustrator templates for the letterhead and other stationery pieces are available for download on the Workforce Solutions Web site.

The letterhead should be printed in two colors: Black and Pantone® 1385. The honeycomb screened image in the background must bleed off the top and sides of the letterhead. The screen should appear very faint. A 3% screen is appropriate.

The paper stock used should be Cougar Opaque Smooth 60lb. Text.

The office information is left aligned 1" from the left edge and 0.5" from the top. The type is Garamond Regular, 8pt with 12pt leading. The phone and fax should share one line and the Web address must always be the last line. The words 'phone' and 'fax' should be set in Garamond Italic. Type prints black and bullet separators print Pantone® 1385.

When composing original letters, margins should be set as follows — top: 2", left: 1", right: 1.5", bottom: 1". Letters should align with the office information.

If possible, correspondence should be set in a serif font (such as Garamond Regular or Times), 11pt with 14pt leading (the space between lines), left aligned.

Stationery—Business Card



All business cards must follow these exact design specifications. Contractors must only use printing companies that can meet these specifications. No business cards may be computer-generated.

Adobe Illustrator templates for the business cards and other stationery pieces are available for download on the Workforce Solutions Web site.

The business cards should be printed in two colors: Black and Pantone® 1385. The honeycomb screened image in the background must bleed off the top and left side of the card. The screen should appear very faint. A 3% screen is appropriate.

The paper stock used should be Cougar Opaque Smooth 80lb. Cover.

The center information should be 0.125" from the left and bottom margins. The type is Garamond Regular, cap and lower case (except e-mail and Web address), 7pt with 9.5pt leading. The Web address must always be the last line. The words 'phone' and 'fax' should be set in Garamond Italic. The facility title is Garamond Bold, 7pt, and should always be the top line. All type prints black.

The baseline of the person's name should line up with the facility title and the person's title should line up with the first line of the address. Both pieces of information should right align with the right edge of the logo. The name is Garamond Bold, small caps, 9pt, black. The title is Garamond Italic, 8pt with 9.5pt leading, black.

NOTE: The back of the card is to remain blank.

Stationery — Envelope



#10 Envelope at 100%

All envelopes must follow these exact design specifications. Contractors must only use printing companies that can meet these specifications. No envelopes may be computer-generated.

Adobe Illustrator templates for the envelopes and other stationery pieces are available for download on the Workforce Solutions Web site.

The envelopes should be printed in two colors: Black and Pantone® 1385. The artwork for the envelopes does not bleed off the edge.

The envelopes used should be Cougar Opaque Smooth #10 Business.

The return address should run vertically as shown. The baseline of the type is 0.5" from left edge and 0.875" from the top. The type is Garamond Regular, cap and lower case, 7pt. The envelope should have the return address only, no phone numbers or Web address. All type prints black.

No other information should appear on the envelopes, including department names.

Promotional Items and Apparel



The following are a few of the approved items to have the Workforce Solutions corporate signature printed on them:

- Mugs
- Pens
- Caps
- T-shirts
- Dress shirts

The corporate signature may be produced on other items, as well, keeping with Workforce Solutions quality standards. It is preferred to use the two-color standard signature on all promotional items. Many promotional items can be reproduced with a PMS color match to get the closest reproduction of the Pantone 1385 color. Ask your vendor if this option is available.

Many times a one-color imprint is required. Typically, all black or all white is the preferred color choice. However, in select cases, other logo or background colors—such as gold, silver or blue—may be used with pre-approval from the Workforce Solutions Communications Office. Colors that vary dramatically from the graphic standards may not support the integrity of the identity. Florescent colors, for instance, are not permitted.

It is best to submit all promotional item orders to the Workforce Solutions Communications Office for approval to ensure brand consistency.

Use displayed samples as a guide for items that are approved and acceptable. Never reproduce the logo smaller than the minimum size allowed, 1/8" (see page 3).

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