

MARKETING STANDARDS & GUIDELINES

OVERVIEW

All contractors, vendors, and staff will refer to and follow the creative and editorial guidelines, graphic and design specifications outlined in these Marketing Standards & Guidelines (MSGs). The MSGs apply to all marketing, public relations, public information and outreach activities.

Graphic and written guidelines work together and must be adhered to accordingly. See *Graphics Standards Manual*.

All outreach and promotional materials MUST meet the funding criteria set forth by H-GAC for these purposes. [See Unallowable and Allowable Use of Funds, Pages 10 - 13]

- The Workforce Solutions Communications Office manages all marketing products, public relations, public information activities and outreach initiatives that will impact the system as a whole. All other products and initiatives are the responsibility of the system contractors, but are subject to these MSGs and review by the Board staff.
- All system contractors and staff must use the Workforce Solutions system name and logo on all signage, advertising, web sites, and printed materials.
- The Workforce Solutions Communications Office will review all public information and external marketing materials created by contractors and offices for customers, potential customers and the media prior to their use.
- All career office, employer service, payment office and contractor representatives must identify themselves as Workforce Solutions when communicating with customers and potential customers, employers, and in all community outreach activities.
- Outreach representatives from different contractors who participate in the same community organizations and activities must present a single, unified presence as Workforce Solutions and represent themselves as components of the whole system.
- No system contractor may promote itself by its contractor name as providing Workforce Solutions services at an event without prior approval of the Communications Office.
- Contractors must provide advance notice to the Communications Office of planned event participation and event details for all job fairs, business expos and other general outreach activities.
- The Communications Office must review and pre-approve materials used in all public relations activities involving public speaking engagements, presentations and seminars representing Workforce Solutions.

The Board staff will conduct monitoring and periodic secret shopping to ensure that these MSGs continue to be maintained throughout the system.

Board staff may revise these MSGs at any time to reflect changes in the system's marketing communications and public information efforts.

MARKETING RESPONSIBILITY DEFINED

System marketing is divided into four categories:

- Global – products that are used to promote the system as a whole
- Regional (individuals) – products that cover a portion of the service region that incorporate more than one contractor service area or office
- Local (individuals) – products that are singular and focus on one contractor service area or office
- Employer Service – products that target business

Global Marketing

All system brochures, pamphlets, and major public information products (print and electronic media) are centralized under the Communications Office. Print includes newspapers, magazines, telephone directories, kiosks, chamber of commerce and other business organization publications, and direct mail.

Centralization

- maintains consistency and the quality look of the Workforce Solutions materials,
- allows for these services and materials to be produced and distributed to all contractors in a timely manner,
- eliminates contractor duplication of efforts,
- eliminates differences in the products produced by individual contractors, and
- allows all design and printing services, and other marketing products and services, to be bid on an “economies of scale” basis.

Regional Marketing

Contractors work in accord with each other and the Communications Office in a team effort to develop regional marketing products (e.g., event flyers/ads, brochures, posters, signage), to provide event and activity support for each other (e.g., job fairs, open houses) and to promote general internal system communications.

Gilbreath Communications, the Board's current marketing and communications contractor, develops regional product design for the system. Regional marketing expenses are shared by participating contractors. Regional activities (e.g., job fairs, business expos) are managed through cooperative staffing of participating contractors.

Local Marketing

Career office contractors are responsible for producing flyers, informational pieces, signage, display boards, etc. for local activities and for contractor hiring purposes only. Contractors will present all products to be developed to the Communications Office at concept phase and again when finalized, prior to printing or completion.

Employer Service Marketing

All marketing and promotional materials and other public information products directed at employers are developed and/or approved through the Communications Office. Only approved materials may be used by staff marketing services to employers. Current and approved marketing templates are listed on the Workforce Solutions website and are downloadable at <http://www.wrksolutions.com/staff-resources/outreach-resources/employer-services-marketing>.

PROPER USE OF SYSTEM NAME

The official name for the Gulf Coast Workforce Board's operating system is *Workforce Solutions*, although the system may be referenced by the Texas Workforce Commission, U.S. Department of Labor, and other workforce boards as Workforce Solutions Gulf Coast. All printed materials will use the *Workforce Solutions* operating name.

Texas Workforce Solutions

Workforce Solutions is the common name used by each of the 28 local workforce boards in Texas. *Texas Workforce Solutions* is the umbrella brand used by the Texas Workforce Commission for the state and the workforce board network.

The Gulf Coast Workforce Board and its contractors use its local Workforce Solutions name and logo, not the Texas Workforce Solutions name and logo, on all marketing and operational materials.

PROPER USE OF LOGO

- There are only four (4) approved variations of the logo that can be used for marketing communications and operational purposes -- black and white, reverse black and white, color, and reverse color. Occasionally, it may be necessary to use a solid color logo or background color other than black (e.g., outdoor office signage, event T-shirts or promotional items). Solid colors will be acceptable, but must be approved first by the Workforce Solutions Communications Office.
- The Workforce Solutions honey gold color is Pantone® 1385.
- No secondary identifying names (Gulf Coast Workforce Board, Employer Services, contractor or office names) are incorporated into the Workforce Solutions logo.
- Should there be a need to identify a career office location verbally or in written form, the location name may be added after the Workforce Solutions name and preceded by a hyphen, such as Workforce Solutions – Astrodome.
- Should a location name be needed in conjunction with the logo, the location name should be centered and added just below the logo, but not inside the logo designated space, as described in the *Graphics Standards Manual*.
- When printing the Workforce Solutions name and logo, only those fonts, font sizes, PMS colors, and other specifications outlined in the *Graphics Standards Manual* may be used.
- Current templates for reprints of stationery and business cards are available on the Workforce Solutions website. Printing companies can download these, the honeycomb

background template, and the Workforce Solutions logo with its color variations in JPEG and EPS formats by going directly to <http://www.wrksolutions.com/staff/marketing.html>.

PRINTED MATERIALS

The Custom Ordering Interactive Network (COIN) is an electronic database that Workforce Solutions uses to facilitate the printing, re-printing and storage of marketing communications and operational materials for its system.

Products are printed and stored in individual contractor inventories. When specific materials are needed, a contractor logs into the COIN system and draws products from its own inventory. An order is placed for delivery to a specific location, and the contractor is billed for product handling and delivery. Delivery may be to specific career offices or to another location of the contractor's choice. Access to the COIN system is limited to authorized users and is password protected.

Reprint Request Form

Only authorized users may request reprints of Workforce Solutions marketing materials. The Reprint Request Form is downloaded from the Workforce Solutions website to the user's desktop, filled out and emailed to Gilbreath Communications, Inc. from where it is sent to the printing company. A copy of the request is sent to the Communications Office.

Flyers, Brochures, Newsletters and Other Materials

- All printed materials will carry the Workforce Solutions system name and logo, and will not carry a contractor name or logo.
- All printed information must meet the design and quality specifications outlined in the *Graphics Standards Manual*.
- Whenever possible, all contractor generated program materials for marketing purposes should be laser printed on pre-printed 8.5 x 11 blank sheets (shells) to maintain paper and color match with other system marketing materials.
- Only authorized reprints of system marketing materials may be used. Computer reprints are not acceptable.
- All marketing materials designed by contractors for customer and external public information purposes must be pre-approved by the Workforce Solutions Communications Office.
- Event flyers generated by career offices for internal purposes do not need to be pre-approved, but should carry the Workforce Solutions system name and logo.

NONDISCRIMINATION AND EQUAL OPPORTUNITY PROVISIONS

Contractors must ensure that any recruitment brochures and other materials that are distributed or communicated in written and/or oral form, electronically and/or on paper, to staff, clients, or the public at large, to describe services or activities funded by Workforce Solutions include the Workforce Solutions approved EO Statement.

This statement indicates that discrimination is against Federal law, and it specifically states that

- the program or activity in question is an “equal opportunity employer/program,”
- auxiliary aids and services are available upon request to individuals with disabilities, and
- it includes the telephone number of the TDD/TTY [Telecommunications Device for the Deaf/Teletypewriter] or relay service.

Contractors must not communicate any information that suggests, by text or illustration, that individuals are treated differently on any prohibited grounds, except as such treatment is otherwise permitted under Federal law or regulation.

Contractors should be aware that WIA nondiscrimination and equal opportunity provisions at 29 C.F.R. §37.34:

- do not require nondiscrimination and equal opportunity information to be displayed on promotional items;
- do cover recruitment brochures and other materials ordinarily distributed or communicated to staff, clients, or the public at large, regardless of whether such information is provided orally or in writing, and electronically or on paper; and
- do cover program information published or broadcast in the news media.

APPROVED EQUAL OPPORTUNITY STATEMENT

Workforce Solutions is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Relay Texas Numbers: 1-800-735-2989 (TDD) 1-800-735-2988 (Voice) or 711

OR (for events)

Workforce Solutions is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. (Please request reasonable accommodations 48 hours in advance.) Relay Texas Numbers: 1-800-735-2989 (TDD) 1-800-735-2988 (Voice) or 711

OFFICE SUPPLIES

Contractors are responsible for procuring and printing their own office supplies. There will be no preferred vendor for the system. Companies selected by contractors to do printing of business cards, stationery, envelopes, labels, note cards, etc. must be able to meet the system’s printing and color standards, as outlined in the *Graphics Standards Manual*.

Stationery

- Contractor names and/or logos are not permitted on stationery.
- All stationery will follow exact design, text and paper specifications outlined in the *Graphics Standards Manual*.
- Contractors will use only those printing companies that can meet exact printing specifications.
- No stationery may be computer generated.

Business Cards

- Contractor names and/or logos are not permitted on business cards.
- All business cards will follow exact design, text and paper specifications outlined in the *Graphics Standards Manual*.
- Contractors will use only those printing companies that can meet exact printing specifications.
- No business cards may be computer generated. Only approved temporary business cards may be used for part-time or new employees and by employees waiting for business card re-orders.

SIGNAGE

Site and Outdoor Signs

- Career office site and outdoor signs must display the Workforce Solutions name and logo, per specifications outlined in the *Graphics Standards Manual*.
- Exceptions may be made to this guideline by appropriate Board staff and alternative solutions may be considered, depending upon site location and lease contract terms.
- Additional identifiers and information, such as contractor name and logo, are not permitted on any site or outdoor signage.

Door Signs

- Full service career office front door signs must display the Workforce Solutions name and logo.
- Self serve career office front door signs must display the Workforce Solutions name and self serve logo.
- Additional identifiers and information, such as office contractor name and logo, are not permitted on any door signage.
- All door signs will conform to the graphic specifications outlined in the *Graphics Standards Manual*.

Interior Signs

- Only the Workforce Solutions name and logo may be used in interior signage in areas of customer contact.
- Contractor names are not permitted in these areas.

Pictures and Posters (Required)

- The Board's Core Value posters, Services poster, and both EEO posters (English and Spanish) must be visible and hung properly in areas of customer contact.
- Concealed Handguns Prohibited sign must be visible and hung on or near career office front door.
- The Veteran's Banner, RIO and TAA signage must also be displayed in a prominent area of the office.

- Additional posters may be added at any time to reflect changes in the system.

Employee Name Badges

- Employee name badges used by contractors must be uniform in look and include the Workforce Solutions logo and name of employee.
- If an employee speaks an additional language, “I speak _____” may be added to the badge.
- Employee name badges used at job fairs, business expos and outreach activities must be uniform in look with other Workforce Solutions representatives participating in the event. Badges must conform to design standards used in offices.
- No contractor name or logo may be used on a name badge and worn during hours of customer or potential customer contact.

Clothing Imprints

- Only approved Workforce Solutions logos may be used for clothing imprints.
- Contractors and office managers will determine when and where imprinted clothing may be worn in career offices and in outreach activities.

TELEPHONES

- Career office contractors and staff will answer telephones, “Workforce Solutions” or “Workforce Solutions – Astrodome” (office location) when communicating with customers or potential customers. No contractor or corporate name may be used.
- Voice response or automated answering systems used for a career office must follow this same guideline.
- Any person who answers telephones in a career office, or contractors providing Workforce Solutions services to the public, must speak English and at least enough Spanish to relay a caller to back-up bilingual staff who can converse fluently with Spanish speaking individuals.
- Customers needing additional language translations should be connected to a translation service, such as “Language Line Services,” that can translate messages into various languages. Refer to www.language.com

ELECTRONIC MAIL

All work emails will be written in a professionally-accepted font and will not include any special background design or color. Only contact information may be added. Personal statements reflecting a religious, political or philosophical belief, or quotes of any kind, are not allowed. If the Workforce Solutions logo is used, it must meet graphic standards and must not be oversized or stretched out of proportion.

FAX COVER SHEETS

Only approved cover sheets are to be used in the career offices—one for staff and one for customers. Customer cover sheets have a disclaimer that states, “*Workforce Solutions provides resources for job seekers in the Texas Gulf Coast area. This fax is not a representation of Workforce Solutions, and does not signify promotion or sponsorship of a particular job candidate.*”

Staff cover sheets do not have the disclaimer, can be customized for office location, and are not to be used by customers. Both fax cover templates are downloadable from the Workforce Solutions website.

TEMPLATES

To ensure consistency and professional look to staff-created office signs and activity flyers, only professionally designed and approved templates may be used for hiring events, career office locations and other messages. These are downloadable from the Workforce Solutions website.

POWERPOINT PRESENTATIONS

All PowerPoint presentations used throughout the system and in the community to inform customers of various Workforce Solutions services must be on pre-approved slide templates, be reviewed and pre-approved by the Communications Office to ensure professional look and message consistency.

Staff can choose from two approved [PowerPoint templates](#) located on the website.

WEB SITES

All contractors with websites that describe, reference or advertise Workforce Solutions services must be linked to the Workforce Solutions website, www.wrksolutions.com.

Any contractor website which is developed, supported, and/or maintained with funds from Workforce Solutions and its Gulf Coast Workforce Board/H-GAC contract, or which advertises system services, must

- have its content, design, and text (relating to Workforce Solutions and system services) reviewed and approved by the Workforce Solutions Communications Office for accuracy and consistency of message,
- use the Workforce Solutions name and logo, and
- provide a direct link to www.wrksolutions.com and a prominent reference to www.wrksolutions.com as the principal website for Workforce Solutions.

Contractors referencing Workforce Solutions on their own independent company websites, which are not supported by any funds obtained through Workforce Solutions and its Gulf Coast Workforce Board/H-GAC contract, may use their contractor name.

All contractors must state on their websites that they are contracted and funded by the Gulf Coast Workforce Board.

Contractors may not represent themselves or their organizations on a website as the operator or administer of Workforce Solutions, or any part or service of the Gulf Coast workforce system. (e.g., “Workforce Solutions operated by...”). It is incorrect to imply, directly or indirectly, that all career offices of Workforce Solutions are operated by a single contractor.

SOCIAL MEDIA – FACEBOOK GUIDELINES

TBD

JOBS FAIRS AND BUSINESS EXPOS

- Global – events that promote the system as a whole
- Regional – events targeting individuals that cover a portion of the region served by more than one contractor service area or office
- Local – events targeting individuals that are singular in nature and focus on one contractor service area or one office
- Employer Service – events targeting employers

Job Fairs are events that target individuals looking for a job. They are local, regional or global in scope. Events may take place in a career office or in the community. Employers may conduct hiring events, or employer job fairs, in the career offices. Both resident and Employer Service staff participate in local career office and in regional job fair events.

Business Expos are business to business events that target employers. They are managed by the Employer Service contractor staff and, occasionally, involve career office staff as appropriate. These events may be local or regional in scope.

Virtual Job Fairs are job fairs conducted online through the Workforce Solutions website. They are managed by the Employer Service contractor.

System Events are global in scope and under the direction of the Workforce Solutions Communications Office. They may involve any combination of career offices, contract or community partners, employers, and/or Employer Service staff.

EVENT GUIDELINES

- Event signage, display boards and related printed materials must meet all of the name, logo, and graphic guidelines outlined in the *Graphics Standards Manual*.
- In any specific job fair or business expo event, Workforce Solutions will be represented as a single, unified organization. If more than one contractor or career office wishes to participate in an event, it may do so in a cooperative effort.
- In regional or system events, contractors may not represent themselves independently as an operator of Workforce Solutions programs.
- The Workforce Solutions Communications Office needs to be informed when system staff is involved in community or regional job fairs.

- To inform the public about current and upcoming job fairs, community seminars and employer events, the Workforce Solutions Communications Office will maintain a system event calendar on the Workforce Solutions website. Information will be updated daily.
- Employer Service business consultants are responsible for posting all employer events in WorkInTexas.com as soon as events are scheduled. The Workforce Solutions Communications Office will post this information daily in the website event calendar.
- Job Search Seminars in the career offices and in the community will be posted in the website seminar calendar. Community events are posted when they are booked. Office events are posted no later than the third week of each month for the following month.

OUTREACH AND PROMOTIONAL MATERIALS

Unallowable Use Of Funds - Advertising, Sponsorships, Employee Apparel, and Award Ceremonies Charged to Contracts Funded through the Texas Workforce Commission

Funds for outreach and promotional materials that solely promote an organization, and do not provide information about a service, are unallowable. Examples of information that solely promotes an organization include

- Organization’s logo
- Organization’s name or brand name, including “Workforce Solutions”
- Organization’s Web site address
- Contact information, such as addresses and phone numbers

Allowable Use of Funds - Advertising, Sponsorships, Employee Apparel, and Award Ceremonies

Costs for outreach and promotional materials are considered public relations costs. The Uniform Grant Management Standards (UGMS) states, “public relations includes community relations and means those activities dedicated to maintaining the image of the organization, or maintaining or promoting understanding and favorable relations with the community or public at large or any segment of the public.”

Contractors must not use contract funds for public relations costs unless such costs are:

- specifically required by a grant award;
- incurred for outreach efforts involving costs of communicating with the public on specific activities or accomplishments sponsored by the contract award;
- incurred as a cost of conducting general liaison with news media and government public relations officers necessary to keep the public informed on matters of public concern;
- and authorized by H-GAC in accordance with Workforce Solutions Marketing Standards & Guidelines.

Contractors may not use contract funds for outreach activities unless they are:

- necessary and reasonable for the proper and efficient performance and administration of a program that purchased the materials;

- allocable to the contract and fund and charged in accordance with relative benefits received (e.g., costs of outreach and promotional materials promoting multiple activities must be appropriately allocated among benefiting funding streams in accordance with the relative benefit received);
- otherwise allowable in accordance with FMGC, Chapter 8; or
- authorized by H-GAC in accordance with Workforce Solutions Marketing Standards & Guidelines.

Contractors may not use contract funds for promotional materials without express prior approval from H-GAC. Contractors must ensure that:

- outreach and promotional materials promote contracted activities by clearly communicating to the public specific items or accomplishments resulting from performance of contracts; and
- there is no ambiguity on what activity or service is being promoted.

Contractors that have unused inventories of outreach and promotional materials that do not clearly communicate specific activities or accomplishments must:

- modify the materials to add information that promotes funded activities;
- ensure that future purchases include sufficient information to describe the funded activities as set forth in this policy.

Contractors may modify existing outreach and promotional materials by affixing a sticker (or for jump drives, and similar items, loading a file) that promotes specific activities or services as described above.

ADVERTISING

Contractors must be aware that UGMS defines “advertising costs” as “the costs of advertising media and corollary administrative costs.” Advertising media includes “magazines, newspapers, radio and television, direct mail, electronic or computer transmittals, and the like.”

Contractors may not spend contract funds on advertising without express prior approval from H-GAC. Should H-GAC authorize such an expenditure, a contractor is responsible for ensuring that advertising costs are necessary, reasonable, allocable, and otherwise allowable in accordance with FMGC, Chapter 8.

SPONSORSHIPS

Contractors must not use funds contracted to them by H-GAC for contributions and donations—including cash, property, and services. Examples include, but are not limited to, contributions to campaigns or funds to help or assist specific causes and gifts to charities and other organizations. Contributions and donations to others are unallowable uses of funds.

Contractors must not use H-GAC contracted funds to pay sponsorship fees—fees paid by a contractor to cover all or part of the cost of an event produced by another organization(s), usually in exchange for public acknowledgement of funds (e.g. acknowledgement as a sponsor, recognition in an overhead projection, banner display, short presentation about program activities and accomplishments, etc.) A sponsorship fee is a contribution and is unallowable.

Contractors should be aware that the prohibition against use of funds for contributions and donations does not prohibit a contractor from cost sharing in an event produced by another organization(s), provided such costs are allowable under federal and state laws and rules governing the use of the funds.

Contractors that cost share in an event produced by another organization(s) must ensure that:

- the event is a necessary and reasonable cost for the performance of the contract or services or activities to be provided under the contract;
- the amount of contract funds paid is commensurate with the extent that the funding streams charged do in fact benefit from the event, i.e., the amount is allocable to the charged contract and funding streams;
- the amount paid is supported by an invoice(s) for the contractor's equitable share of actual event costs; and
- the contractor has had its participation approved by H-GAC in accordance with the Workforce Solutions Marketing Standards & Guidelines.

Contractors must be aware that the prohibition against contributions and donations does not prevent contractors from using contract funds to purchase a booth at a job fair or similar event if the purpose of the booth is to outreach customers.

EMPLOYEE APPAREL

Contractors must ensure that employee apparel costs are:

- necessary and reasonable for the performance of the contractor;
- not used for goods or services that are for personal use;
- allocable to the contract and fund(s) (e.g., costs of employee apparel promoting multiple activities or services must be appropriately allocated among benefiting funding streams in accordance with the relative benefit received).

Contractor must be aware that determinations on the allowability of employee apparel may consider such factors as:

- whether a local procedure is in place that requires employees to wear the apparel for certain activities (e.g., job fairs, disaster-related events, youth group activities); and
- whether publicly identifying employees' affiliation with an organization through apparel is necessary for performance of the contract(s) that funded the purchase.

Contractor should be aware that employee apparel may display an organization's logo or name without including information about specific activities or accomplishments resulting from performance of contracts, because the employees wearing the apparel will provide such information.

AWARD CEREMONIES

Contractor must be aware that the costs of award ceremonies include the costs of space, speaker fees, and plaques associated with the ceremony. Costs for award ceremonies must:

- specifically support the contract award;
- be necessary and reasonable for the performance of the contract; and
- be allocable to the contract and appropriate funding streams in accordance with relative benefits received.

Examples of award ceremonies that are likely to meet these conditions include those organized:

- for employer recognition, including:
 - employers that consistently participate in the workforce system or hire job seekers who participate in the workforce system;
 - employers who intermittently participate in the workforce system, but have assisted in partnering on specific projects; and
 - employers that have hired specific populations, like veterans or individuals with disabilities; and
- to recognize youth who complete a specific activity(e.g., a science, technology, engineering, and math summer camp).

DOCUMENTATION FOR OUTREACH AND PROMOTIONAL ACTIVITIES

Contractors must retain adequate source documentation to show:

- the purpose or intent of an activity (e.g., apparel purchase, or promotional, advertising, or award ceremony activities);
- how the activity is necessary to the contract award;
- that the activity costs are reasonable;
- what is included in the costs, for example:
 - what was included in the activity (e.g., a script or description of what was being promoted); and
 - detailed specifics (e.g., when, where, how long, etc.); and
- when appropriate, that a “fair share” was allocated to the grant award.