

Workforce Solutions Logo Usage Guide

This guide outlines the proper usage of the Workforce Solutions logo. The Workforce Solutions Communications Office monitors and maintains the correct use of the corporate signature. If you have any questions, please contact the Workforce Solutions marketing communications coordinator at 713.499.6658.

Colors / Usage

The Workforce Solutions logo may appear in the following ways.



Primary Logo

The primary logo is the preferred logo on any item representing Workforce Solutions.



Alternate Logo

The alternate logo may be used when circumstances require a black or near-black background.



One Color – Black Logo

The one color logo in black may only be used against a lighter color and non-complex backgrounds.



One Color – White Logo

The one color logo in white may only be used against black and very dark colored backgrounds.

Minimum Usage Size

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.



Resizing

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.



Protected Area

The Workforce Solutions logo must be surrounded by a clear space equal on all sides. The minimum amount of such space can be defined as “x” as shown, in proportion to the size of the signature used.



Color Requirements

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.

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