



BRAND MANUAL

MAY 2023

www.wrksolutions.com 1.888.469.JOBS (5627)

Workforce Solutions is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. (Please request reasonable accommodations a minimum of two business days in advance.)
Relay Texas: 1.800.735.2989 (TDD) 1.800.735.2988 (voice) or 711

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107-WSBM-E-0622

**WORKFORCE SOLUTIONS
AGENCY BRAND**

Workforce Solutions AGENCY BRAND

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 STYLEGUIDE

The primary purpose of this styleguide is to outline usage specific to Workforce Solutions Agency brand identity and messaging. It provides brand guidance and specifications for the use and presentation of the Workforce Solutions logo, adjacent brand elements, essential public outreach information and the messaging strategy for Workforce Solutions' three brands:

- Agency
- Employer
- Individual

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 respected and applied consistently to create familiarity and maintain brand awareness.

FOR MORE INFORMATION

The Gulf Coast Workforce Board staff monitors and maintains accountability for the correct use of the Workforce Solutions corporate signature. If you have any questions about this styleguide, the Agency brand specifications as outlined, or the use of the logo, please contact your Board staff representative or contract manager. For general questions, email publicinformation@wrksolutions.com.

STRATEGIC PLAN

PURPOSE

(Why we exist)

To keep our region a great place to do business, work and live.

MISSION

(How we differentiate in how we deliver on our Purpose)

We elevate the economic and human potential of the Gulf Coast region by fulfilling the diverse needs of the businesses and individuals we serve.

VISION

(Where we are headed)

Our region attracts and retains the best employers, affords everyone the dignity of a job, remains vitally important to the global economy — and all within it are thriving.

VALUES AND BEHAVIORS

(Who we must be and actions we must take to deliver on our Purpose)

We Care Passionately

Advocate for others
Inspire hope
Fuel progress

We Imagine Possibilities

Seek multiple perspectives
Bring fresh thinking
Engage one another in making a difference

We Take Responsibilities Seriously

Be accountable
Follow up and follow through
Drive results

We are Employer-driven

Workforce Solutions AGENCY BRAND

BRAND STORY

This narrative speaks to the meaningful difference we want to make in people's lives. It does not define "what" we do or "how" we do it. It speaks to the wrong we seek to right in the world and the impact we intend to have at the highest level. This story exists to energize and align us internally in service of bringing these outcomes to life. It applies to the full range of stakeholders we impact from customers to staff to the community at large and is not intended to be externally facing messaging.

Our region is more than just a point on a map. It is the home of millions of people and the location of thousands of businesses. And the relationship between those two groups is what keeps our region bustling with activity and rich in promise. Our 13-county area must be a hub for interdependent relationships that lift people and businesses up to their highest heights; and promote them in their goals for success.

That can't happen if we lag behind the times or miss opportunities as they arise. That can't happen if ties are broken between employers and employees, or if we don't identify opportunities to grow skills and capacity. If our region fails in its ability to support thriving businesses and industrious individuals, it becomes irrelevant to the global marketplace, and we all languish as a result. We face the consequences of a faltering economy, which cannot support a rich and meaningful community that draws people in and inspires them to stay.

At Workforce Solutions, we exist to keep our region a place where people want to do business, to work and live. When we identify and pursue every opportunity to bring vibrancy to the labor market, we generate more promise and hope. Our region becomes a magnet for amazing businesses and amazing talent. People flock here for jobs and businesses rush for the opportunities to grow. We become a place where people and businesses want to plant their roots, because they see a future here, and that future is bright. Abundance follows, and as a result, we become an important player in the global economy and all in our region thrive.

Workforce Solutions AGENCY BRAND

AGENCY BRAND MESSAGING

PURPOSE

(Why we exist)

“Our Region” is...

- 13 counties in the Greater Houston-Gulf Coast region of southeast Texas
- The Houston-Gulf Coast area
- The Greater Houston-Gulf Coast region

“A great place to do business, work and live” means...

- Our region is full of economic and human potential
- There is an abundance of....
 - Opportunity
 - Growth
 - Vibrancy
 - Promise
 - Hope
 - Prosperity
 - Activity

“Fulfilling diverse needs” means...

- As a reflection of the diversity within our region, the needs of the individuals and businesses can vary vastly. We provide comprehensive workforce solutions tailored to the unique needs of each person and employer in our region. We serve businesses of all sizes, within all industries, at every stage of their development to help them grow and thrive. We serve individuals from all ethnic and socio-economic backgrounds, with every level of experience at each point in their career to help them achieve their highest aspirations. We seek to partner with our customers at every step of their journey to support their growth and long-term success.

“Remaining vitally important to the global economy” means...

- Generating the products, services, innovations, materials and resources that the world needs
- Attracting the best employers and talent
- Filled with thriving businesses and individuals

“All within it are thriving” means...

- Businesses are...
 - Financially stable
 - Achieving their goals
 - Able to readily find qualified candidates to support needs
 - Armed with the knowledge, resources and skills needed to meet their goals
- Individuals are...
 - Financially stable
 - Achieving their highest potential
 - Finding work that fulfills them
 - Armed with the knowledge, resources and skills needed to meet their goals

“Employer-driven” means...

- The Workforce Solutions system is designed and built to respond to employers' demands for skilled talent. And every person within our system, whether they interact directly with employers or individuals is a part of helping us meet that demand. By finding solutions for employers' needs for talent acquisition, development and retention; sourcing talent to fill the openings employers have; advising people about the good and stable careers our region's employers have and helping people develop the skills necessary to perform those jobs, we are all acting in service of this common goal. We meet employers where they are to assure they have the support they need for their businesses to thrive.

Workforce Solutions AGENCY BRAND

AGENCY BRAND MESSAGING – CONTINUED

“Employer-driven” is important because...

- If our region fails in its ability to support thriving businesses, it becomes irrelevant to the global marketplace, and we all languish as a result. We face the consequences of a faltering economy, which cannot support a rich and meaningful community that draws people in and inspires them to stay.

“Caring passionately” means...

- We place an emphasis on empathy and draw from our own experiences and expertise to show we deeply understand where others are and how we can help them. We are focused on the present moment and seek to go below the surface to get to the truth of every matter. Each person we encounter deserves our heartiest welcome and our utmost respect. Humanity is at the core of all we do.

“Caring passionately” is important because...

- In order for our region to thrive, each person must feel seen, heard and valued. We want each interaction we have to feel transformative and meaningful. When treated this way, personal dignity alights. Each person we serve feels confident in the contributions they can make to the world and our ability to help them. With this kind of support, everyone is able to reach their full potential and take part in the flourishing of our region.

“Taking responsibilities seriously” means...

- We operate with utmost professionalism. We understand our role in our relationships and uphold our commitments to each person. When expectations are set, we meet them, at the very least, and intend to go above and beyond them. We are humble in addressing mistakes and quick to remedy them. Our take-charge attitude gets us further faster, together.

“Taking responsibilities seriously” is important because...

- We cannot slacken in our energy as we endeavor to make progress for our region. By attending to our relationships and our commitments, we keep things moving forward. By following up and following through, we drive the results, day-in and day-out, that make a lasting impact on the lives of those in the Greater Houston-Gulf Coast area.

“Imagining possibilities” means...

- We believe in creating a generative and expansive atmosphere for exploration and discovery. We assess trends, engage in forward-thinking conversations, and spend time envisioning the future. There are never too many options to explore. We are generous with our ideas and open to the thoughts of others. We relish stepping out into the unknown.

“Imagining possibilities” is important because...

- We see a vibrant future for our region, and the best way to get there is by asking, “What if?” Bustling economies are born out of the astute and visionary minds of those most attuned to the region’s needs and natural resources. By imagining possibilities, we ignite new endeavors that set our region apart and keep it a model for the rest of the nation.

Why We Exist

- Workforce Solutions is dedicated to keeping the Houston-Galveston region of Texas a great place to do business, work and live.

How We Do What We Do

- Connecting business and individuals with the right resources, funding, knowledge/ expertise, to support them advancing in every stage of their business or career.

What We Do

- We create comprehensive workforce solutions tailored to meet the diverse needs of each business and individual within our region so that they can reach their fullest potential and our region can thrive.

Who We Serve

- Businesses
 - All sizes, sectors and stages of growth
- Individuals
 - All ethnic and socio-economic backgrounds; all stages in their career

Workforce Solutions

LOGO OVERVIEW

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 as well as the Agency, Individual and Employer brands.

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 brands, products and functions.

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.*

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.

* 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 Board staff.

HORIZONTAL ORIENTATION



STACKED ORIENTATION (available by request)

Occasionally, a stacked version of the logo may be necessary in special circumstances. Please contact Board staff for approval of usage and appropriate logo file.



Workforce Solutions

LOGO FILES

The Workforce Solutions logo is available in various file formats. In selecting the file format, use the color and file type that is best applicable.

VECTOR FILE FORMAT

- Mostly for external/vendor use
- Can be scaled up and down without losing image quality
- Has a transparent background

RASTER FILE FORMAT

- For MS-Office applications, the web and videos
- Can be scaled down only
- PNG files have a transparent background, available at 150 dpi
- JPG files have a white background, available at 72 dpi
- Alternate PNG files have a transparent background, available at 150 dpi. Alternate logo formats are for social media profiles or special cases, and are only available by special request from publicinformation@wrksolutions.com.

COLOR	FORMAT		
	VECTOR	RASTER	
Black (Positive)	.eps	.png	.jpg
White (Reversed)	.eps	.png	
PMS (Pantone or spot)	.eps		
RGB		.png	.jpg
CMYK (4-color process)	.eps		
RGB (alternate)		.png	

LOGO COLORS

The Workforce Solutions logo is available in color (PMS, CMYK and RGB), all black (positive), all white (reversed) and in an alternate color format.

Color (PMS, CMYK or RGB)



White (Reversed)



Black (Positive)



Alternate (for social media or special use)



Workforce Solutions

LOGO USAGE

PROTECTED SPACE

Protected space is important in keeping the logo from becoming too cluttered with other elements on a page, such as other logos, photos, charts, etc. When using the logo, there should be a protected space around the logo equal to a minimum of one "W-height" (the height of the "W" from the logo) measurement.



MINIMUM SIZE

When reproducing the logo, be conscious of its size and legibility. To ensure quality for print, the logo "W" should never be reproduced smaller than .125" (1/8") in height. To ensure quality online, the logo "W" should never appear smaller than 12 px in height.

DO NOT

Reduce the logo any smaller than shown here.



INCORRECT USE OF THE LOGO

Below are some of the most common misuses of logos. Never create your own versions of the logo. Always use the logo files as provided.

DO NOT

make your own configuration



DO NOT

squish or expand out of proportion



DO NOT

add obtrusive effects



DO NOT

use color combinations other than those stipulated in this styleguide



DO NOT

distort or apply filters



DO NOT

violate the protected space with words or images



Workforce Solutions

AGENCY BRAND – COLOR PALETTE

PRIMARY COLORS

PMS 1385 CP
C=0 M=54 Y=100 K=5
R=216 G=121 B=13
#d8790d

PMS 424 CP
C=52 M=41 Y=38 K=20
R=117 G=120 B=112
#757870

Black
C=0 M=0 Y=0 K=100
R=0 G=0 B=0
#000000

A specific range of colors is available for the Agency brand expression. In selecting colors for Agency communications/materials, maintain hierarchy – primary colors are key to representing the Agency brand and are utilized first and foremost, followed by the secondary and tertiary colors, with a neutral gray always available if required.

Secondary and tertiary colors should be used mainly for charts, graphs and infographics and should never compete with the primary colors. Color tints are permitted only when special instances require their use.

For consistency, only the values as outlined on this page should be used:

- PMS (for offset printing)
- CMYK (for digital printing)
- RGB (onscreen/emails)
- HEX (web applications)

★ NOTE: Do not use these colors for any text content that is a positive read (colored text on white background) or a reversed read (white text on color background) when WGAC 2.1 level AA web compliance is required.

SECONDARY COLORS

PMS 7461 CP
C=93 M=32 Y=0 K=0
R=0 G=130 B=187
#0082bb

PMS 370 CP
C=49 M=0 Y=100 K=30
R=106 G=145 B=26
#6a911a

PMS 7409 CP
C=0 M=27 Y=92 K=0
R=236 G=175 B=59
#ecaf3b

NEUTRAL

PMS Cool Gray 4 CP
C=24 M=17 Y=15 K=0
R=187 G=189 B=183
#bbdbb7

TERTIARY COLORS

PMS 1595 CP
C=0 M=70 Y=100 K=2
R=216 G=97 B=46
#d8612e

PMS 7621 CP
C=0 M=100 Y=87 K=22
R=177 G=29 B=35
#b11d23

PMS 269 CP
C=76 M=100 Y=0 K=18
R=85 G=51 B=113
#563371

PMS 2945 CP
C=100 M=64 Y=0 K=16
R=0 G=85 B=152
#005598

PMS 2301 CP
C=40 M=0 Y=100 K=11
R=148 G=178 B=0
#94b200

Workforce Solutions

AGENCY BRAND – FONTS

Typography is a key element used to communicate a unified brand personality.

Univers is a type family that gives Workforce Solutions a solid typographic voice. Univers has a broad range of font styles – including condensed and regular weights – for flexibility with interpreting and creating typographical hierarchy for a wide range of communications.

- ★ While the entire range of Univers font styles can be employed if content hierarchy requires it, **Univers Light** should be featured as a prominent font weight on Agency brand materials.

USAGE

Univers should be used whenever possible and accessible. In the case when Univers is not available for desktop applications such as MS-Office, Arial should be used as the substitute font.

NOTE: Univers can be purchased at www.fonts.com. Fonts purchased as OpenType® can be used for both PC and Mac platforms.

PRIMARY TYPE FAMILY: UNIVERS

Univers

Univers is the primary sans serif font for Agency public outreach materials.

45 Light ★
 55 Roman
 65 Bold
 75 Black
 47 Light Condensed ★
 57 Condensed
 67 Bold Condensed
 45 Light Oblique ★
 55 Oblique
 65 Bold Oblique
 75 Black Oblique
 47 Light Condensed Oblique ★
 57 Condensed Oblique
 67 Bold Condensed Oblique

SUBSTITUTE TYPE FAMILY: ARIAL

Arial

In the case when Univers is not available (such as for Word, PowerPoint, etc.), Arial should be used as the substitute font.

Regular
Italic
 Bold
Bold Italic

ALTERNATE TYPE FAMILY: GARAMOND

Garamond

In special instances when a serif font is required instead of a sans serif (such as Univers or Arial), Garamond may be used as an alternative font. This alternative font choice should be used as an exception, not as a standard.

Regular
Italic
 Bold

Workforce Solutions

AGENCY BRAND – EQUAL OPPORTUNITY STATEMENT

Federal regulations require by law that Workforce Solutions include the Equal Opportunity (EO) statement in its communications. In most instances, the EO statement will be a part of the footer. (See sample application.)

The EO statement should appear as written below:

ENGLISH EO STATEMENT

Workforce Solutions is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. (Please request reasonable accommodations a minimum of two business days in advance.) **Relay Texas:** 1.800.735.2989 (TDD) 1.800.735.2988 (voice) or 711

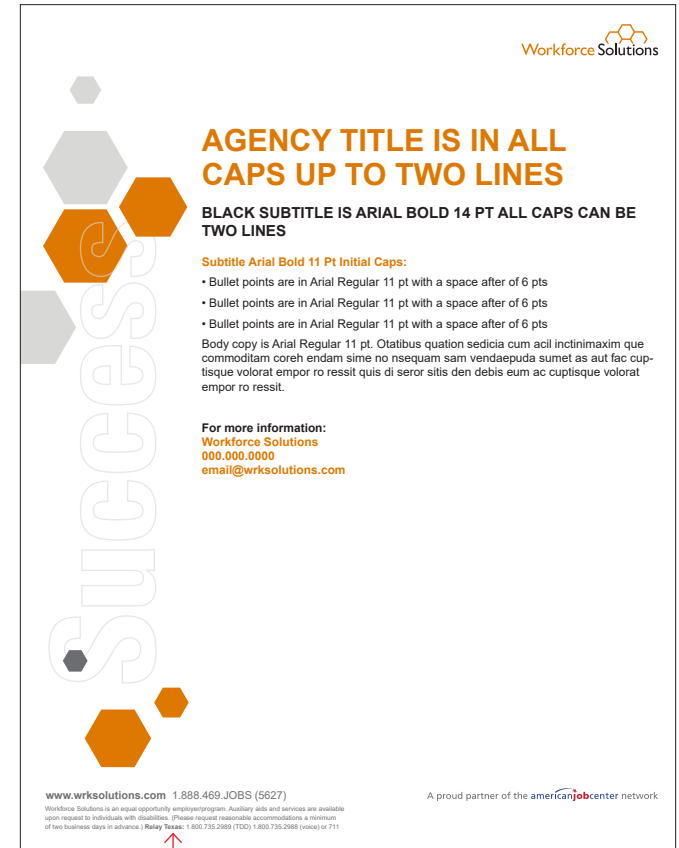
SPANISH EO STATEMENT

Workforce Solutions es un empleador/programa de igualdad de oportunidades. Las personas con alguna discapacidad podrán solicitar asistencia y servicios auxiliares. (Por favor solicite acomodaciones razonables al menos dos días hábiles de anticipación.) **Retransmisión de Texas:** 1.800.735.2989 (TDD) 1.800.735.2988 (voz) o 711

NOTES

- Use bold typesetting for “Relay Texas:” “Retransmisión de Texas:”
- Use periods (not dashes) to separate telephone number sections
- Use all cap letters for TDD
- Do not capitalize “voice” “voz”

SAMPLE APPLICATION



Workforce Solutions

AGENCY TITLE IS IN ALL CAPS UP TO TWO LINES

BLACK SUBTITLE IS ARIAL BOLD 14 PT ALL CAPS CAN BE TWO LINES

Subtitle Arial Bold 11 Pt Initial Caps:

- Bullet points are in Arial Regular 11 pt with a space after of 6 pts
- Bullet points are in Arial Regular 11 pt with a space after of 6 pts
- Bullet points are in Arial Regular 11 pt with a space after of 6 pts

Body copy is Arial Regular 11 pt. Olatibus quation sedicia cum acil inctinimaxim que commoditam coreh endam sime no nsequam sam vendaeputa sumet as aut fac cup-tisque volorat empor ro ressit quis di seror siltis den debis eum ac cupltisque volorat empor ro ressit.

For more information:
Workforce Solutions
 000.000.0000
 email@wrksolutions.com

www.wrksolutions.com 1.888.469.JOBS (5627)

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EO STATEMENT

Workforce Solutions

AGENCY BRAND – AMERICAN JOB CENTER IDENTIFIER

As of July 1, 2017, the Workforce Innovation and Opportunity Act requires each Board and its Workforce Solutions offices to include a common identifier in addition to any Board-developed identifiers on all products, programs, activities, services, facilities, and related property and materials to ensure that the public is aware that all online and in-person services are part of a larger national network.

This American Job Center identifier is never to appear as a combined unit with the Workforce Solutions logo. In most instances, the American Job Center identifier will appear as part of the footer. In special cases, the American Job Center identifier may be more prominent.

The American Job Center identifier is available as a logo file in full-color, black or white (reverse) in both English and Spanish.

ENGLISH IDENTIFIER

A proud partner of the  network

A proud partner of the  network

A proud partner of the  network

SPANISH IDENTIFIER

Un socio orgulloso de la red  network

Un socio orgulloso de la red  network

Un socio orgulloso de la red  network

SAMPLE APPLICATIONS



Workforce Solutions
Workforce Solutions – Rosenberg
28000 Southwest Freeway, Suite D, Rosenberg, Texas 77471
MAIN: 281.344.0279 FAX: 281.344.9537

September 23, 2019

Adam Smith
Company X
123 Main Street
Anytown, Texas 12345

Dear Mr. Adam Smith:

AsLit recae et hit plaborem quia am ist, te debist offici aut que et occustiant, coribus et ducium quas ipit libus nonecabor secest labo. Udisin nonserrum laut mo int pa quo te qui tem et qui voluptatus idictatilis rectus, consenis esenda pedi aut vendis sit ut exeribus apedi velitta teclotatet et laborest aliquam acea verem est in nata vid quatem vende cor autes incillis nihillorum inihill orrum, et unt dolupta dolor audae volupta quisto ex elumquuntior am rateceario explia ditem venihil.

Iquias aligendae sero temolor ehenis enis mi, core etur, comnis sitates sectium ium adit, con nectorem dolorest latem que nam quibus ate nobita sa volupta ssequia tatium ut omnis eatupre udaecte con cuptat ea nis porunt ipsa im dolorem utem. Quis doluptiorunt mos voluptasit fugia acepudi illesendi ut alitet rem quaerum hillorumque aperion sentibu sciusscid unti ium hilia et as asperisim apiendion nonsequas nullorem ipsa im dolorem aditius.

Volessi acero que conectis percimus ducimi, aligenime molorepuda cus voluptatures escia volore liandae strunt, idissinci as dolupta temperis di temporenti imus, simporrum que consequ isitam, vellatur aut fuga. Ut acimo tectenhit ut ut acepra quaeputam endandem quia con custiae a aspitatium ra cone est, solup-taqui odis ea sa nimagnate volessitio.

Sincerely,

First and Lastname

www.wrksolutions.com 1.888.469.JOBS (5627)
Workforce Solutions is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Please request reasonable accommodations a minimum of two business days in advance. (Relay Texas: 1.800.735.2989 (TDD) 1.800.735.2988 (voice) or 711

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Letterhead
Sample



A proud partner of the  network

AMERICAN JOB CENTER
IDENTIFIER

Business Card
Sample

Workforce Solutions

AGENCY BRAND – EMAIL SIGNATURE

The Workforce Solutions standardized email signature must be used in all email communications to clearly convey a consistent brand across all employees and locations.

COLORS

- **Black:** R=0 G=0 B=0
- **Gray:** R=110 G=110 B=110
- **Blue:** R=0 G=123 B=185

TYPOGRAPHY

The following presets should be followed.

- 1 Name:**
Black, Arial Bold 11 pt
- 2 Title:**
Black, Arial 11 pt
- 3 Phone number:**
Gray, Arial 11 pt
- 4 Workforce Solutions name and office location or division:**
Gray, Arial Bold 11 pt
- 5 Website URL and Social media:**
Blue, Arial 9 pt
- 6 Language assistance and American Job Center identifier:**
Gray, Arial 9 pt
- 7 Personal pronoun option:**
Gray, Arial 10 pt
(he/him/his)
(she/her/hers)
(they/their/theirs)

NOTES

Telephone abbreviations (e.g., DIRECT, FAX, MOB) should not use colons. Use periods to separate telephone number sections. The address should be typed on one line separated by commas. Follow email capitalization as shown. Social media channels should be spelled out in alphabetical order and need to be hyperlinked.

DO NOT use a font other than Arial.

DO NOT use any other colors than the designated black, gray and blue.

DO NOT use hyphens to separate telephone number sections.

DO NOT add "http://" before the website URL or remove the "www."

DO NOT add the Workforce Solutions logo, the American Job Center logo, social media icons or any other images or graphics, descriptors or personal messages (including quotes, recycling statement, etc.) as part of the email signature. As a best practice, Workforce Solutions does not include any non-essential graphic information or elements (see email sample).

EMAIL SAMPLE

- 1 Ashley Seals**
- 2 Outreach Coordinator**
- 3 713.499.6658**
#
- 4 Workforce Solutions – Gulf Coast Workforce Board**
- 5 www.wrksolutions.com | [Facebook](#) [Instagram](#) [LinkedIn](#) [Twitter](#) [YouTube](#)**
#
- 6 [Language Assistance](#)**
#
- 6 [a proud partner of the American Job Center network](#)**

First and Last Name (he/him/his) **7**

Job Title

000.000.0000

Workforce Solutions – Gulf Coast Workforce Board

www.wrksolutions.com | [Facebook](#) [Instagram](#) [LinkedIn](#) [Twitter](#) [YouTube](#)

[Language Assistance](#)

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Workforce Solutions

AGENCY BRAND – LOCATION & SERVICE NAMING CONVENTIONS

WORKFORCE SOLUTIONS SYSTEM NAME

Because Workforce Solutions' communications are consumed by a wide demographic, consistent terminology – specifically of our Location and Service Names – and correct grammar should be carefully adhered to in all materials to ensure engagement and understanding. Additionally, all content and writing should be thoroughly proofread for accuracy.

Guidance on the proper convention for Location and Service Names is as follows:

- The official name for the Gulf Coast Workforce Board's operating system is **Workforce Solutions** and may be referenced by the Texas Workforce Commission, U.S. Department of Labor, and other workforce boards as:
Workforce Solutions – Gulf Coast
- The Workforce Solutions logo should appear on all communications materials and the required extension location should be styled in text only. The extension location name is never "locked up" to the Workforce Solutions logo.
- Should an extension location name be required for use in conjunction with the Workforce Solutions logo, the extension location name should be centered and added below the logo, outside the designated protected space. (See Mailing Label Template.)
- 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.
- **DO NOT** deviate from the font and color specifications guidance when communicating the official name for the Gulf Coast Workforce Board's operating system, the Career Office Locations and Service Names in any materials.

GULF COAST WORKFORCE BOARD

Gulf Coast Workforce Board should be identified verbally, in written form and typeset as:

Workforce Solutions – Gulf Coast Workforce Board

A space precedes and follows the en dash that separates the common name from the location name.

EMPLOYER ENGAGEMENT

Employer Engagement should be identified verbally, in written form and typeset as:

Workforce Solutions – Employer Engagement

A space precedes and follows the en dash that separates the common name from the service name.

CAREER OFFICE LOCATIONS

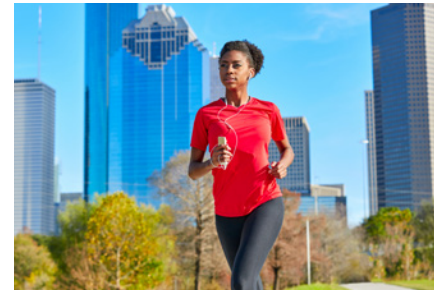
Career Office Locations should be identified verbally, in written form and typeset as:

Workforce Solutions – Acres Homes	Workforce Solutions – Missouri City
Workforce Solutions – Anahuac	Workforce Solutions – Northeast
Workforce Solutions – Astrodome	Workforce Solutions – Northline
Workforce Solutions – Bay City	Workforce Solutions – Northshore
Workforce Solutions – Baytown	Workforce Solutions – Pearland
Workforce Solutions – Clear Lake	Workforce Solutions – Rosenberg
Workforce Solutions – Columbus	Workforce Solutions – Sealy
Workforce Solutions – Conroe	Workforce Solutions – Southeast
Workforce Solutions – Cypress Station	Workforce Solutions – Southwest
Workforce Solutions – East End	Workforce Solutions – Texas City
Workforce Solutions – Humble	Workforce Solutions – Waller
Workforce Solutions – Huntsville	Workforce Solutions – Westheimer
Workforce Solutions – Katy	Workforce Solutions – Wharton
Workforce Solutions – Lake Jackson	Workforce Solutions – Willowbrook
Workforce Solutions – Liberty	

A space precedes and follows the en dash that separates the common name from the service name.

Workforce Solutions

AGENCY BRAND – PHOTOGRAPHY



Workforce Solutions

AGENCY BRAND – FORMS

Workforce Solutions must maintain its brand aesthetic across all communication channels, including internal and external Forms.

Various Microsoft® Word Forms are available in an 8.5 x 11 inch format. A Media Release Form is shown as a representative sample Form. All Forms can be easily accessed on the Workforce Solutions' SharePoint site.

All Forms incorporate the appropriate brand elements, fonts and colors.

DO NOT deviate from the Form's brand elements, font and color specifications when populating with content.

1 Media Release Form sample

- Logo
- Footer
 - EO statement
 - American Job Center identifier

SAMPLE FORM



Media Release

Without expectation of compensation or other remuneration, now or in the future, I hereby give my consent to Workforce Solutions (including any of its officers, employees, contractors and agents) to use my image and likeness and/or any interview statements from me in its publications, advertising or other media related activities (including the internet). This consent includes, but is not limited to:

(a) Permission to interview, film, photograph, tape, or otherwise make a video reproduction of me and/or record my voice;

(b) Permission to use my name; and

(c) Permission to use quotes from the interview(s) (or excerpts of such quotes), film, photograph(s), tape(s) or reproduction(s) of me, and/or recording of my voice, in part or in whole, in its print, broadcast and digital media (including the internet), in mailings for educational purposes and general awareness.

Name (print): _____

Signature: _____

Date: _____

The below signed parent or legal guardian of the above-named minor child hereby consents to and gives permission to the above on behalf of such minor child.

Name of Legal Guardian (print): _____

Signature: _____

Date: _____

The following is required if the consent form must be read to the parent/legal guardian:

I certify that I have read this consent form in full to the parent/legal guardian whose signature appears above.

 Signature of Organizational Representative or Community Leader

Date: _____

www.wrksolutions.com 1.888.469.JOBS (5627)

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Workforce Solutions

AGENCY BRAND – POWERPOINT TEMPLATE

PowerPoint is one of Workforce Solutions most widely used communications tools and consistency in the development of these presentations will ensure coherence is maintained across Workforce Solutions three brands.

Microsoft® PowerPoint presentation Templates for Workforce Solutions' Agency brand are available in wide 16:9 format and standard 4:3 format. All PowerPoint Templates can be easily accessed on the Workforce Solutions' SharePoint site.

The Template provides a title(s), divider(s) and content slide examples, and incorporates the appropriate brand elements, fonts and colors.

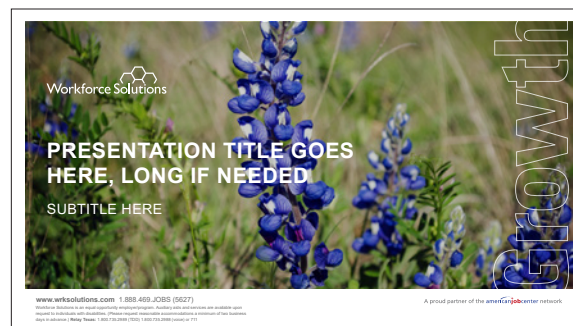
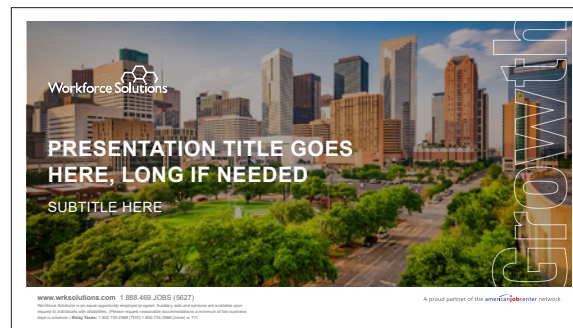
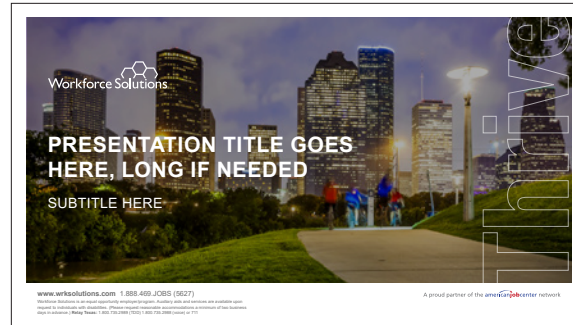
The Template contains additional title and divider slide options than samples shown here.

Examples of recommended chart styles and image placement are also included.

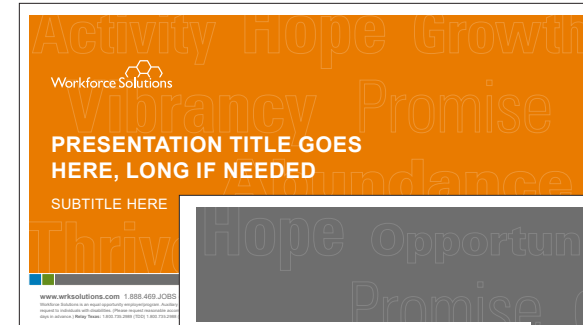
DO NOT deviate from the PowerPoint Template's brand elements, font and color specifications when populating with content.

- 1 Title(s) slide sample
- 2 Divider(s) slide sample
- 3 Content slide sample

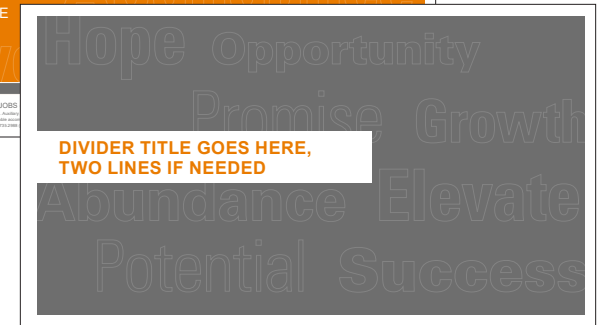
SAMPLE TEMPLATE



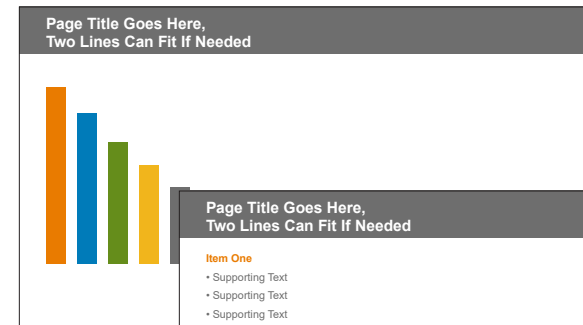
1



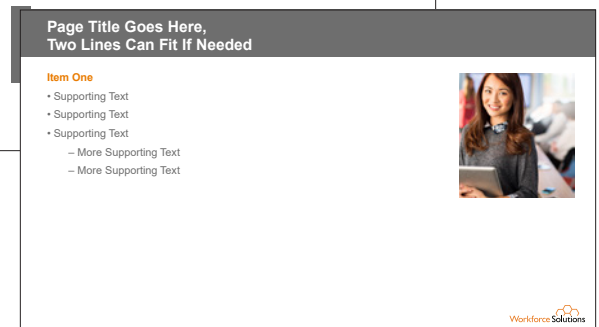
1



2



3



Workforce Solutions

AGENCY BRAND – FLYER TEMPLATES

Workforce Solutions must maintain its brand aesthetic and messaging across all communication channels, including Flyers.

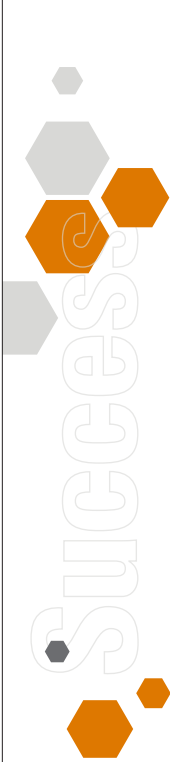
Microsoft® Word Flyer Templates are available in an 8.5 x 11 inch format. All Flyer Templates can be easily accessed on the Workforce Solutions' SharePoint site.

The Flyer Templates include both (1) graphic and (2) photographic variations that incorporate the appropriate brand elements, fonts and colors.

DO NOT deviate from the Flyer Template's brand elements, font and color specifications when populating with content. If other photography is required, the imagery must be evocative of Workforce Solutions Purpose and Brand Story, and part of the approved photographic library.

- 1 Graphic Agency Flyer sample
- 2 Photographic Agency Flyer sample
 - Logo
 - Honeycomb graphic or photographic banner
 - Content to populate:
 - title, subtitles, body copy content, more information content
 - Footer
 - EO statement
 - American Job Center identifier

SAMPLE TEMPLATES





AGENCY TITLE IS IN ALL CAPS UP TO TWO LINES

BLACK SUBTITLE IS ARIAL BOLD 14 PT ALL CAPS CAN BE TWO LINES

Subtitle Arial Bold 11 Pt Initial Caps:

- Bullet points are in Arial Regular 11 pt with a space after of 6 pts
- Bullet points are in Arial Regular 11 pt with a space after of 6 pts
- Bullet points are in Arial Regular 11 pt with a space after of 6 pts

Body copy is Arial Regular 11 pt. Otatibus quation sedicia cum acil inctinimaxim que commoditam coreh endam sime no nsequam sam vendaeputa sumet as aut fac cup-tisque volorat empur ro ressit quis di seror sitis den debis eum ac cupltisque volorat empur ro ressit.

For more information:
Workforce Solutions
 000.000.0000
 email@wrksolutions.com

www.wrksolutions.com 1.888.469.JOBS (5627)

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1





AGENCY SHORT TITLE 28 PT

BLACK SUBTITLE IS ARIAL BOLD 18 PT ALL CAPS CAN BE TWO LINES

Subtitle Arial Bold 11 Pt Initial Caps:

- Bullet points are in Arial Regular 11 pt with a space after of 6 pts
- Bullet points are in Arial Regular 11 pt with a space after of 6 pts
- Bullet points are in Arial Regular 11 pt with a space after of 6 pts

Body copy is Arial Regular 11 pt. Otatibus quation sedicia cum acil inctinimaxim que commoditam coreh endam sime no nsequam sam vendaeputa sumet as aut fac cupltisque volorat empur ro ressit quis di seror sitis den debis eum ac cupltisque volorat empur ro ressit.

For more information:
Workforce Solutions
 000.000.0000
 email@wrksolutions.com

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2

Workforce Solutions

AGENCY BRAND – SIGNAGE TEMPLATE

Workforce Solutions must maintain its brand aesthetic and messaging across all communication channels, including Signage.

A Microsoft® Word Signage Template is available in an 11 x 8.5 inch format. All Signage Templates can be easily accessed on the Workforce Solutions' SharePoint site.

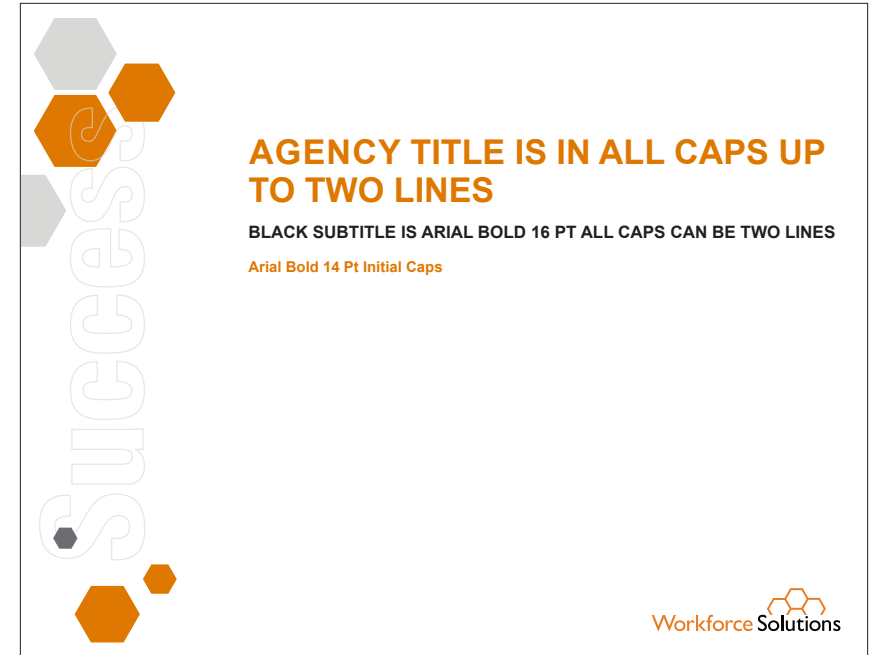
The Signage Template is a graphic format that incorporates the appropriate brand elements, fonts and colors.

DO NOT deviate from the Signage Template's brand elements, font and color specifications when populating with content.

1 Agency Signage sample

- Logo
- Honeycomb graphic/messaging
- Content to populate:
title, subtitle, and body copy content

SAMPLE TEMPLATE



1

Workforce Solutions

AGENCY BRAND – LETTERHEAD TEMPLATE

The Workforce Solutions Letterhead is used for business correspondence and is available in an 8.5 x 11 inch format as 1) a Microsoft® Word Template and 2) as finished Letterhead paper stock ready for imprinting letter content.

The 1) Microsoft® Word Letterhead Template and the 2) finished Letterhead paper stock incorporate the appropriate brand elements, fonts and colors.

DO NOT deviate from the Letterhead Template's brand elements, font and color specifications when populating letter content.

- 1 Letterhead sample
(with letter content as reference)
 - Logo
 - Office/location name
 - Office/location address
 - Main phone number
 - Fax number
 - Honeycomb graphic
 - Footer
 - EO statement
 - American Job Center identifier
- 2 Letterhead second sheet sample
(with letter content as reference)
 - Logo
 - Honeycomb graphic
 - Footer
 - EO statement
 - American Job Center identifier

SAMPLE TEMPLATE



Workforce Solutions – Rosenberg
28000 Southwest Freeway, Suite D, Rosenberg, Texas 77471
MAIN: 281.344.0279 FAX: 281.344.9537

September 23, 2019

Adam Smith
Company X
123 Main Street
Anytown, Texas 12345

Dear Mr. Adam Smith:

AsLit recae et hit plaborem quia am ist, te debist offici aut que et occustiant, coribus et ducium quas ipit libus nonecabor secest labo. Udisin nonserrum laut mo int pa quo te qui tem et qui voluptatus idictalitisit rectus, consenis esenda pedi aut vendis sit ut exeribus apedi vellita tectotatet et laborest aliquam acea verem est in nata vid quatem vende cor autes incillis nihillorum inihill orrum, et unt dolupta dolor audae volupta quisto ex eiumquuntior am rateceario explia ditem venihil.

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Sincerely,

First and Lastname

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Workforce Solutions – Rosenberg
28000 Southwest Freeway, Suite D, Rosenberg, Texas 77471
MAIN: 281.344.0279 FAX: 281.344.9537

September 23, 2019

Adam Smith
Company X
123 Main Street
Anytown, Texas 12345

Dear Mr. Adam Smith:

AsLit recae et hit plaborem quia am ist, te debist offici aut que et occustiant, coribus et ducium quas ipit libus nonecabor secest labo. Udisin nonserrum laut mo int pa quo te qui tem et qui voluptatus idictalitisit rectus, consenis esenda pedi aut vendis sit ut exeribus apedi vellita tectotatet et laborest aliquam acea verem est in nata vid quatem vende cor autes incillis nihillorum inihill orrum, et unt dolupta dolor audae volupta quisto ex eiumquuntior am rateceario explia ditem venihil.

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Sincerely,

First and Lastname

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Workforce Solutions

AGENCY BRAND – OTHER TEMPLATES

FAX COVER SHEET, MAILING LABEL TEMPLATES

Workforce Solutions must maintain its brand aesthetic across all communication channels, including internal and external Templates.

Various Microsoft® Word Templates are available in an 8.5 x 11 inch format. A Fax Cover Sheet and a Mailing Label are shown as representative sample Templates. All Templates can be easily accessed on the Workforce Solutions' SharePoint site.

All Templates incorporate the appropriate brand elements, fonts and colors.

DO NOT deviate from the Template's brand elements, font and color specifications when populating content.

1 Fax Cover Sheet Template sample

- Logo
- Content to populate:
 - office/location name; office/location address; main phone number;
 - fax number; URL
- Footer
 - EO statement
 - American Job Center identifier

A Microsoft® Word Mailing Label Template is available for imprinting. It is based on Avery 5664 Easy Peel Shipping labels (6x per sheet)

2 Mailing Label Template sample

- Logo
- Content to populate:
 - office/location name; office/location address; recipient information

SAMPLE TEMPLATES

Workforce Solutions – Winnie
 P.O. Box 1807 11, West Pine Street, Winnie, Texas 77665
 MAIN: 409.298.2500 FAX: 409.298.2133
 www.wrksolutions.com



Fax Cover Sheet

Send to:	From:
Company or Organization:	Phone Number:
Department:	Date:
Fax Number:	

Total pages, including cover: _____

Comments:

www.wrksolutions.com 1.888.469.JOBS (5627)

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Workforce Solutions – Rosenberg
 28000 Southwest Freeway, Suite D, Rosenberg, Texas 77471

Recipient Name
 Address
 Address 2
 City, State ZIP



Workforce Solutions – Rosenberg
 28000 Southwest Freeway, Suite D, Rosenberg, Texas 77471

Recipient Name
 Address
 Address 2
 City, State ZIP



Workforce Solutions – Rosenberg
 28000 Southwest Freeway, Suite D, Rosenberg, Texas 77471

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 28000 Southwest Freeway, Suite D, Rosenberg, Texas 77471

Recipient Name
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 Address 2
 City, State ZIP



Workforce Solutions – Rosenberg
 28000 Southwest Freeway, Suite D, Rosenberg, Texas 77471

Recipient Name
 Address
 Address 2
 City, State ZIP

1

2

Recipient content shown as reference

Workforce Solutions

AGENCY BRAND – ZOOM BACKGROUNDS



**WORKFORCE SOLUTIONS
EMPLOYER BRAND**

Workforce Solutions

EMPLOYER BRAND

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 STYLEGUIDE

The primary purpose of this styleguide is to outline usage specific to Workforce Solutions Employer brand identity and messaging. It provides brand guidance and specifications for the use and presentation of the Workforce Solutions logo, adjacent brand elements, essential public outreach information and the messaging strategy for Workforce Solutions' three brands:

- Agency
- Employer
- Individual

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 respected and applied consistently to create familiarity and maintain brand awareness.

FOR MORE INFORMATION

The Gulf Coast Workforce Board staff monitors and maintains accountability for the correct use of the Workforce Solutions corporate signature. If you have any questions about this styleguide, the Employer brand specifications as outlined or the use of the logo, please contact your Board staff representative or contract manager. For general questions, email publicinformation@wrksolutions.com.

STRATEGIC PLAN

PURPOSE

(Why we exist)

To keep our region a great place to do business, work and live.

MISSION

(How we differentiate in how we deliver on our Purpose)

We elevate the economic and human potential of the Gulf Coast region by fulfilling the diverse needs of the businesses and individuals we serve.

VISION

(Where we are headed)

Our region attracts and retains the best employers, affords everyone the dignity of a job, remains vitally important to the global economy — and all within it are thriving.

VALUES AND BEHAVIORS

(Who we must be and actions we must take to deliver on our Purpose)

We Care Passionately

Advocate for others
Inspire hope
Fuel progress

We Imagine Possibilities

Seek multiple perspectives
Bring fresh thinking
Engage one another in making a difference

We Take Responsibilities Seriously

Be accountable
Follow up and follow through
Drive results

We are Employer-driven

Workforce Solutions

EMPLOYER BRAND

BRAND STORY

This narrative speaks to the meaningful difference we want to make in people's lives. It does not define "what" we do or "how" we do it. It speaks to the wrong we seek to right in the world and the impact we intend to have at the highest level. This story exists to energize and align us internally in service of bringing these outcomes to life. It applies to the full range of stakeholders we impact from customers to staff to the community at large and is not intended to be externally facing messaging.

Our region is more than just a point on a map. It is the home of millions of people and the location of thousands of businesses. And the relationship between those two groups is what keeps our region bustling with activity and rich in promise. Our 13-county area must be a hub for interdependent relationships that lift people and businesses up to their highest heights; and promote them in their goals for success.

That can't happen if we lag behind the times or miss opportunities as they arise. That can't happen if ties are broken between employers and employees, or if we don't identify opportunities to grow skills and capacity. If our region fails in its ability to support thriving businesses and industrious individuals, it becomes irrelevant to the global marketplace, and we all languish as a result. We face the consequences of a faltering economy, which cannot support a rich and meaningful community that draws people in and inspires them to stay.

At Workforce Solutions, we exist to keep our region a place where people want to do business, to work and live. When we identify and pursue every opportunity to bring vibrancy to the labor market, we generate more promise and hope. Our region becomes a magnet for amazing businesses and amazing talent. People flock here for jobs and businesses rush for the opportunities to grow. We become a place where people and businesses want to plant their roots, because they see a future here, and that future is bright. Abundance follows, and as a result, we become an important player in the global economy and all in our region thrive.

SERVICE STORY

This narrative speaks to the meaningful differences we want to make in people's lives. It does not define "what" we do or "how" we do it. It speaks to the wrong we seek to right in the world and the impact we intend to have on our customers. This story exists to energize and align us internally in service of bringing these outcomes to life and serves as the foundation from which all external messaging is crafted. It applies specifically to our customers and is not intended to be externally facing messaging.

We know you have dreams, hopes and aspirations to build and grow a successful, thriving business. And, we understand there are thousands of obstacles and unknowns that stand between you and making these dreams realities. Perhaps you can't find the right skilled talent to meet your needs. Or you are a small team without the time or skill to dedicate to HR efforts. Maybe you are having difficulty navigating the complexities of employment law. Or perhaps you are struggling with how to expand your operations to take your organization to the next level.

With everything we do, we seek to keep our region a great place to do business, work and live. This means dedicating ourselves to imagining possibilities, illuminating opportunities and removing obstacles so that businesses can reach their highest heights.

At Workforce Solutions, we are invested in providing comprehensive HR solutions that enable you to meet today's realities, while setting the stage for your future. Our work starts with deep listening, so that we understand not merely what you hope to achieve, but also why it is important to you. When we are 100% clear on your desired destination, we work together to imagine every possibility. We then chart a path forward and connect you with the support you need to achieve your goals. We remain beside you through every step – advising when the going gets rough, connecting you to the skills, knowledge, data and resources you need to realize your business' full potential. We know it is only when each organization is operating at full capacity that our region, and all within it, can truly thrive. And we won't rest until we get there.

Workforce Solutions

EMPLOYER BRAND

EMPLOYER BRAND MESSAGING

PURPOSE

(Why we exist)

“Our Region” is...

- 13 counties in the Greater Houston-Gulf Coast region of southeast Texas
- The Houston-Gulf Coast area
- The Greater Houston-Gulf Coast region

“A great place to do business, work and live” means...

- Our region is full of economic and human potential
- There is an abundance of....
 - Opportunity
 - Growth
 - Vibrancy
 - Promise
 - Hope
 - Prosperity
 - Activity

“Fulfilling diverse needs” means...

- As a reflection of the diversity within our region, the needs of the individuals and businesses can vary vastly. We provide comprehensive workforce solutions tailored to the unique needs of each person and employer in our region. We serve businesses of all sizes, within all industries, at every stage of their development to help them grow and thrive. We serve individuals from all ethnic and socio-economic backgrounds, with every level of experience at each point in their career to help them achieve their highest aspirations. We seek to partner with our customers at every step of their journey to support their growth and long-term success.

“Remaining vitally important to the global economy” means...

- Generating the products, services, innovations, materials and resources that the world needs
- Attracting the best employers and talent
- Filled with thriving businesses and individuals

“All within it are thriving” means...

- Businesses are...
 - Financially stable
 - Achieving their goals
 - Able to readily find qualified candidates to support needs
 - Armed with the knowledge, resources and skills needed to meet their goals
- Individuals are...
 - Financially stable
 - Achieving their highest potential
 - Finding work that fulfills them
 - Armed with the knowledge, resources and skills needed to meet their goals

“Employer-driven” means...

- The Workforce Solutions system is designed and built to respond to employers' demands for skilled talent. And every person within our system, whether they interact directly with employers or individuals, is a part of helping us meet that demand. By finding solutions for employers' needs for talent acquisition, development and retention; sourcing talent to fill the openings employers have; advising people about the good and stable careers our region's employers have and helping people develop the skills necessary to perform those jobs, we are all acting in service of this common goal. We meet employers where they are to assure they have the support they need for their businesses to thrive.

Workforce Solutions

EMPLOYER BRAND

EMPLOYER BRAND MESSAGING – CONTINUED

“Employer-driven” is important because...

- If our region fails in its ability to support thriving businesses, it becomes irrelevant to the global marketplace, and we all languish as a result. We face the consequences of a faltering economy, which cannot support a rich and meaningful community that draws people in and inspires them to stay.

“Caring passionately” means...

- We place an emphasis on empathy and draw from our own experiences and expertise to show we deeply understand where others are and how we can help them. We are focused on the present moment and seek to go below the surface to get to the truth of every matter. Each person we encounter deserves our heartiest welcome and our utmost respect. Humanity is at the core of all we do.

“Caring passionately” is important because...

- In order for our region to thrive, each person must feel seen, heard and valued. We want each interaction we have to feel transformative and meaningful. When treated this way, personal dignity alights. Each person we serve feels confident in the contributions they can make to the world and our ability to help them. With this kind of support, everyone is able to reach their full potential and take part in the flourishing of our region.

“Taking responsibilities seriously” means...

- We operate with utmost professionalism. We understand our role in our relationships and uphold our commitments to each person. When expectations are set, we meet them, at the very least, and intend to go above and beyond them. We are humble in addressing mistakes and quick to remedy them. Our take-charge attitude gets us further faster, together.

“Taking responsibilities seriously” is important because...

- We cannot slacken in our energy as we endeavor to make progress for our region. By attending to our relationships and our commitments, we keep things moving forward. By following up and following through, we drive the results, day-in and day-out, that make a lasting impact on the lives of those in the Greater Houston-Gulf Coast area.

“Imagining possibilities” means...

- We believe in creating a generative and expansive atmosphere for exploration and discovery. We assess trends, engage in forward-thinking conversations, and spend time envisioning the future. There are never too many options to explore. We are generous with our ideas and open to the thoughts of others. We relish stepping out into the unknown.

“Imagining possibilities” is important because...

- We see a vibrant future for our region, and the best way to get there is by asking, “What if?” Bustling economies are born out of the astute and visionary minds of those most attuned to the region’s needs and natural resources. By imagining possibilities, we ignite new endeavors that set our region apart and keep it a model for the rest of the nation.

Why We Exist

- Workforce Solutions is dedicated to keeping the Houston-Galveston region of Texas a great place to do business, work and live.

How We Do What We Do

- Connecting business and individuals with the right resources, funding, knowledge/ expertise, to support them advancing in every stage of their business or career.

What We Do

- We create comprehensive workforce solutions tailored to meet the diverse needs of each business and individual within our region so that they can reach their fullest potential and our region can thrive.

Who We Serve

- Businesses
 - All sizes, sectors and stages of growth
- Individuals
 - All ethnic and socio-economic backgrounds; all stages in their career

Workforce Solutions

LOGO OVERVIEW

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 as well as the Agency, Individual and Employer brands.

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 brands, products and functions.

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.*

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.

* 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 Board staff.

HORIZONTAL ORIENTATION



STACKED ORIENTATION (available by request)

Occasionally, a stacked version of the logo may be necessary in special circumstances. Please contact Board staff for approval of usage and appropriate logo file.



Workforce Solutions

LOGO FILES

The Workforce Solutions logo is available in various file formats. In selecting the file format, use the color and file type that is best applicable.

VECTOR FILE FORMAT

- Mostly for external/vendor use
- Can be scaled up and down without losing image quality
- Has a transparent background

RASTER FILE FORMAT

- For MS-Office applications, the web and videos
- Can be scaled down only
- PNG files have a transparent background, available at 150 dpi
- JPG files have a white background, available at 72 dpi
- Alternate PNG files have a transparent background, available at 150 dpi. Alternate logo formats are for social media profiles or special cases, and are only available by special request from publicinformation@wrksolutions.com.

COLOR	FORMAT		
	VECTOR	RASTER	
Black (Positive)	.eps	.png	.jpg
White (Reversed)	.eps	.png	
PMS (Pantone or spot)	.eps		
RGB		.png	.jpg
CMYK (4-color process)	.eps		
RGB (alternate)		.png	

LOGO COLORS

The Workforce Solutions logo is available in color (PMS, CMYK and RGB), all black (positive), all white (reversed) and in an alternate color format.

Color (PMS, CMYK or RGB)



White (Reversed)



Black (Positive)



Alternate (for social media or special use)



Workforce Solutions

LOGO USAGE

PROTECTED SPACE

Protected space is important in keeping the logo from becoming too cluttered with other elements on a page, such as other logos, photos, charts, etc. When using the logo, there should be a protected space around the logo equal to a minimum of one "W-height" (the height of the "W" from the logo) measurement.



MINIMUM SIZE

When reproducing the logo, be conscious of its size and legibility. To ensure quality for print, the logo "W" should never be reproduced smaller than .125" (1/8") in height. To ensure quality online, the logo "W" should never appear smaller than 12 px in height.

DO NOT

Reduce the logo any smaller than shown here.



INCORRECT USE OF THE LOGO

Below are some of the most common misuses of logos. Never create your own versions of the logo. Always use the logo files as provided.

DO NOT

make your own configuration



DO NOT

squish or expand out of proportion



DO NOT

add obtrusive effects



DO NOT

use color combinations other than those stipulated in this styleguide



DO NOT

distort or apply filters



DO NOT

violate the protected space with words or images



Workforce Solutions

EMPLOYER BRAND – COLOR PALETTE

PRIMARY COLORS

PMS 2945 CP
C=100 M=64 Y=0 K=16
R=0 G=85 B=152
#005598

PMS 7461 CP
C=93 M=32 Y=0 K=0
R=0 G=130 B=187
#0082bb

PMS 424 CP
C=52 M=41 Y=38 K=20
R=117 G=120 B=112
#757870

A specific range of colors is available for the Employer brand expression. In selecting colors for Employer communications/materials, maintain hierarchy – primary colors are key to representing the Employer brand and are utilized first and foremost, followed by the secondary and tertiary colors, with a neutral gray always available if required.

Black
C=0 M=0 Y=0 K=100
R=0 G=0 B=0
#000000

Secondary and tertiary colors should be used mainly for charts, graphs and infographics and should never compete with the primary colors. Color tints are permitted only when special instances require their use.

For consistency only the values as outlined on this page, should be used:

- PMS (for offset printing)
- CMYK (for digital printing)
- RGB (onscreen/emails)
- HEX (web applications)

SECONDARY COLORS

PMS 1385 CP
C=0 M=54 Y=100 K=5
R=216 G=121 B=13
#d8790d

PMS 370 CP
C=49 M=0 Y=100 K=30
R=106 G=145 B=26
#6a911a

PMS 7409 CP
C=0 M=27 Y=92 K=0
R=236 G=175 B=59
#ecaf3b

NEUTRAL

PMS Cool Gray 4 CP
C=24 M=17 Y=15 K=0
R=187 G=189 B=183
#bbdbd7

TERTIARY COLORS

PMS 1595 CP
C=0 M=70 Y=100 K=2
R=216 G=97 B=46
#d8612e

PMS 7621 CP
C=0 M=100 Y=87 K=22
R=177 G=29 B=35
#b11d23

PMS 269 CP
C=76 M=100 Y=0 K=18
R=85 G=51 B=113
#563371

PMS 2301 CP
C=40 M=0 Y=100 K=11
R=148 G=178 B=0
#94b200

★ NOTE: Do not use these colors for any text content that is a positive read (colored text on white background) or a reversed read (white text on color background) when WGAC 2.1 level AA web compliance is required.

Workforce Solutions

EMPLOYER BRAND – FONTS

Typography is a key element used to communicate a unified brand personality.

Univers is a type family that gives Workforce Solutions a solid typographic voice. Univers has a broad range of font styles – including condensed and regular weights – for flexibility with interpreting and creating typographical hierarchy for a wide range of communications.

- ✱ While the entire range of Univers font styles can be employed if content hierarchy requires it, **Univers Condensed** should be featured as a prominent font weight on Employer brand materials.

USAGE

Univers should be used whenever possible and accessible. In the case when Univers is not available for desktop applications such as MS-Office, Arial should be used as the substitute font.

NOTE: Univers can be purchased at www.fonts.com. Fonts purchased as OpenType® can be used for both PC and Mac platforms.

PRIMARY TYPE FAMILY: UNIVERS

Univers

Univers is the primary sans serif font for Employer public outreach materials.

45 Light

55 Roman

65 Bold

75 Black

47 Light Condensed ✱

57 Condensed ✱

67 Bold Condensed ✱

45 Light Oblique

55 Oblique

65 Bold Oblique

75 Black Oblique

47 Light Condensed Oblique ✱

57 Condensed Oblique ✱

67 Bold Condensed Oblique ✱

SUBSTITUTE TYPE FAMILY: ARIAL

Arial

In the case when Univers is not available (such as for Word, PowerPoint, etc.), Arial should be used as the substitute font.

Regular

Italic

Bold

Bold Italic

ALTERNATE TYPE FAMILY: GARAMOND

Garamond

In special instances when a serif font is required instead of a sans serif (such as Univers or Arial), Garamond may be used as an alternative font. This alternative font choice should be used as an exception, not as a standard.

Regular

Italic

Bold

Workforce Solutions

EMPLOYER BRAND – EQUAL OPPORTUNITY STATEMENT

Federal regulations require by law that Workforce Solutions include the Equal Opportunity (EO) statement in its communications. In most instances, the EO statement will be a part of the footer. (See sample application.)

The EO statement should appear as written below:

ENGLISH EO STATEMENT

Workforce Solutions is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. (Please request reasonable accommodations a minimum of two business days in advance.) **Relay Texas:** 1.800.735.2989 (TDD) 1.800.735.2988 (voice) or 711

SPANISH EO STATEMENT

Workforce Solutions es un empleador/programa de igualdad de oportunidades. Las personas con alguna discapacidad podrán solicitar asistencia y servicios auxiliares. (Por favor solicite acomodaciones razonables al menos dos días hábiles de anticipación.) **Retransmisión de Texas:** 1.800.735.2989 (TDD) 1.800.735.2988 (voz) o 711

NOTES

- Use bold typesetting for “Relay Texas:” “Retransmisión de Texas:”
- Use periods (not dashes) to separate telephone number sections
- Use all cap letters for TDD
- Do not capitalize “voice” “voz”

SAMPLE APPLICATION



BLACK SUBTITLE IS ARIAL BOLD 18 PT ALL CAPS CAN BE TWO LINES

Subtitle Arial Bold 11 Pt Initial Caps:

- Bullet points are in Arial Regular 11 pt with a space after of 6 pts
- Bullet points are in Arial Regular 11 pt with a space after of 6 pts
- Bullet points are in Arial Regular 11 pt with a space after of 6 pts

Body copy is Arial Regular 11 pt. Olatibus quation sedicia cum acil inctinimaxim que commoditiam coreh endam sime no nsequam sam vendaeputa sumet as aut fac cuptisque volorat empur ro ressit quis di seror sitlis den debis eum ac cuptisque volorat empur ro ressit.

For more information:
Workforce Solutions – Employer Service
 713.688.6890
jobs@wrksolutions.com

www.wrksolutions.com 1.888.469.JOBS (5627)
Workforce Solutions is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. (Please request reasonable accommodations a minimum of two business days in advance.) Relay Texas: 1.800.735.2989 (TDD) 1.800.735.2988 (voice) or 711

Workforce Solutions

A proud partner of the **americanjobcenter** network.

EO STATEMENT

Workforce Solutions

EMPLOYER BRAND – AMERICAN JOB CENTER IDENTIFIER

As of July 1, 2017, the Workforce Innovation and Opportunity Act requires each Board and its Workforce Solutions offices to include a common identifier in addition to any Board-developed identifiers on all products, programs, activities, services, facilities, and related property and materials to ensure that the public is aware that all online and in-person services are part of a larger national network.

This American Job Center identifier is never to appear as a combined unit with the Workforce Solutions logo. In most instances, the American Job Center identifier will appear as part of the footer. In special cases, the American Job Center identifier may be more prominent.

The American Job Center identifier is available as a logo file in full-color, black or white (reverse) in both English and Spanish.

ENGLISH IDENTIFIER

A proud partner of the  network

A proud partner of the  network

A proud partner of the  network

SPANISH IDENTIFIER

Un socio orgulloso de la red  network

Un socio orgulloso de la red  network

Un socio orgulloso de la red  network

SAMPLE APPLICATIONS



Workforce Solutions
Workforce Solutions – Rosenberg
28000 Southwest Freeway, Suite D, Rosenberg, Texas 77471
MAIN: 281.344.0279 FAX: 281.344.9537

September 23, 2019

Adam Smith
Company X
123 Main Street
Anytown, Texas 12345

Dear Mr. Adam Smith:

AsLit recae et hit plaborem quia am ist, te debist offici aut que et occustiant, coribus et ducium quas ipit libus nonecabor secest labo. Udisinn nonserrum laut mo int pa quo te qui tem et qui voluptatus idictatist rectus, consenis esenda pedi aut vendis sit ut exeribus apedi velitta teclotatet et laborest aliquam acea verem est in nata vid quatem vende cor autes incillis nihillorum inihill orrum, et unt dolupta dolor audae volupta quisto ex elumquuntior am rateceario explia ditem venihil.

Iquias aligendae sero temolor ehenis enis mi, core etur, conmis sitates sectium ium adit, con nectorem dolest latem que nam quibus ate nobita sa volupta ssequia tatium ut omnis eatupre udaecte con cuptat ea nis porunt ipsa im dolorem utem. Quis doluptiorunt mos voluptasit fugia acepudi illesendi ut alitet rem quaerum hillorumque aperion sentibu sciusscid unti ium hilia et as asperisim apiendion nonsequas nullorem ipsa im dolorem aditius.

Volessi acero que conectis percimus ducimi, aligenime molorepuda cus voluptatures escia volore liandae strunt, idissinci as dolupta temperis di temporenti imus, simporrum que consequ isitam, vellatur aut fuga. Ut acimo tectenhit ut ut acepra quaeputam endandem quia con custiae a aspitatium ra cone est, solup-taqui odis ea sa nimagnate volessitio.

Sincerely,

First and Lastname

www.wrksolutions.com 1.888.469.JOBS (5627)
Workforce Solutions is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Please request reasonable accommodations a minimum of two business days in advance. (Relay Texas: 1.800.735.2989 (TDD) 1.800.735.2988 (voice) or 711

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Letterhead
Sample



AMERICAN JOB CENTER
IDENTIFIER

Business Card
Sample

Workforce Solutions

EMPLOYER BRAND – EMAIL SIGNATURE

The Workforce Solutions standardized email signature must be used in all email communications to clearly convey a consistent brand across all employees and locations.

COLORS

- **Black:** R=0 G=0 B=0
- **Gray:** R=110 G=110 B=110
- **Blue:** R=0 G=123 B=185

TYPOGRAPHY

The following presets should be followed.

- 1 Name:**
Black, Arial Bold 11 pt
- 2 Title:**
Black, Arial 11 pt
- 3 Phone number:**
Gray, Arial 11 pt
- 4 Workforce Solutions name and office location or division:**
Gray, Arial Bold 11 pt
- 5 Website URL and Social media:**
Blue, Arial 9 pt
- 6 Language assistance and American Job Center identifier:**
Gray, Arial 9 pt
- 7 Personal pronoun option:**
Gray, Arial 10 pt
(he/him/his)
(she/her/hers)
(they/their/theirs)

NOTES

Telephone abbreviations (e.g., DIRECT, FAX, MOB) should not use colons. Use periods to separate telephone number sections. The address should be typed on one line separated by commas. Follow email capitalization as shown. Social media channels should be spelled out in alphabetical order and need to be hyperlinked.

DO NOT use a font other than Arial.

DO NOT use any other colors than the designated black, gray and blue.

DO NOT use hyphens to separate telephone number sections.

DO NOT add “http://” before the website URL or remove the “www.”

DO NOT add the Workforce Solutions logo, the American Job Center logo, social media icons or any other images or graphics, descriptors or personal messages (including quotes, recycling statement, etc.) as part of the email signature. As a best practice, Workforce Solutions does not include any non-essential graphic information or elements (see email sample).

EMAIL SAMPLE

- 1 Ashley Seals**
- 2 Outreach Coordinator**
- 3 713.499.6658**
#
- 4 Workforce Solutions – Gulf Coast Workforce Board**
- 5 www.wrksolutions.com | [Facebook](#) [Instagram](#) [LinkedIn](#) [Twitter](#) [YouTube](#)**
#
- 6 [Language Assistance](#)**
#
- 6 [a proud partner of the American Job Center network](#)**

First and Last Name (he/him/his) **7**

Job Title

000.000.0000

Workforce Solutions – Gulf Coast Workforce Board

www.wrksolutions.com | [Facebook](#) [Instagram](#) [LinkedIn](#) [Twitter](#) [YouTube](#)

[Language Assistance](#)

[a proud partner of the American Job Center network](#)

Workforce Solutions

EMPLOYER BRAND – LOCATION & SERVICE NAMING CONVENTIONS

WORKFORCE SOLUTIONS SYSTEM NAME

Because Workforce Solutions’ communications are consumed by a wide demographic, consistent terminology – specifically of our Location and Service Names – and correct grammar should be carefully adhered to in all materials to ensure engagement and understanding. Additionally, all content and writing should be thoroughly proofread for accuracy.

Guidance on the proper convention for Location and Service Names is as follows:

- The official name for the Gulf Coast Workforce Board’s operating system is **Workforce Solutions** and may be referenced by the Texas Workforce Commission, U.S. Department of Labor, and other workforce boards as:

Workforce Solutions – Gulf Coast
- The Workforce Solutions logo should appear on all communications materials and the required extension location should be styled in text only. The extension location name is never “locked up” to the Workforce Solutions logo.
- Should an extension location name be required for use in conjunction with the Workforce Solutions logo, the extension location name should be centered and added below the logo, outside the designated protected space. (See Mailing Label Template.)
- 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.
- **DO NOT** deviate from the font and color specifications guidance when communicating the official name for the Gulf Coast Workforce Board’s operating system, the Career Office Locations and Service Names in any materials.

GULF COAST WORKFORCE BOARD

Gulf Coast Workforce Board should be identified verbally, in written form and typeset as:

Workforce Solutions – Gulf Coast Workforce Board

A space precedes and follows the en dash that separates the common name from the location name.

EMPLOYER ENGAGEMENT

Employer Engagement should be identified verbally, in written form and typeset as:

Workforce Solutions – Employer Engagement

A space precedes and follows the en dash that separates the common name from the service name.

CAREER OFFICE LOCATIONS

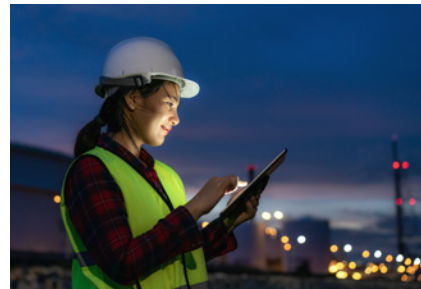
Career Office Locations should be identified verbally, in written form and typeset as:

Workforce Solutions – Acres Homes	Workforce Solutions – Missouri City
Workforce Solutions – Anahuac	Workforce Solutions – Northeast
Workforce Solutions – Astrodome	Workforce Solutions – Northline
Workforce Solutions – Bay City	Workforce Solutions – Northshore
Workforce Solutions – Baytown	Workforce Solutions – Pearland
Workforce Solutions – Clear Lake	Workforce Solutions – Rosenberg
Workforce Solutions – Columbus	Workforce Solutions – Sealy
Workforce Solutions – Conroe	Workforce Solutions – Southeast
Workforce Solutions – Cypress Station	Workforce Solutions – Southwest
Workforce Solutions – East End	Workforce Solutions – Texas City
Workforce Solutions – Humble	Workforce Solutions – Waller
Workforce Solutions – Huntsville	Workforce Solutions – Westheimer
Workforce Solutions – Katy	Workforce Solutions – Wharton
Workforce Solutions – Lake Jackson	Workforce Solutions – Willowbrook
Workforce Solutions – Liberty	

A space precedes and follows the en dash that separates the common name from the service name.

Workforce Solutions

EMPLOYER BRAND – PHOTOGRAPHY



Workforce Solutions

EMPLOYER BRAND – CHILD CARE PHOTOGRAPHY



Workforce Solutions

EMPLOYER BRAND – FORMS

Workforce Solutions must maintain its brand aesthetic across all communication channels, including internal and external Forms.

Various Microsoft® Word Forms are available in an 8.5 x 11 inch format. A Media Release Form is shown as a representative sample Form. All Forms can be easily accessed on the Workforce Solutions' SharePoint site.

All Forms incorporate the appropriate brand elements, fonts and colors.

DO NOT deviate from the Form's brand elements, font and color specifications when populating with content.

1 Media Release Form sample

- Logo
- Footer
 - EO statement
 - American Job Center identifier

SAMPLE FORM



Media Release

Without expectation of compensation or other remuneration, now or in the future, I hereby give my consent to Workforce Solutions (including any of its officers, employees, contractors and agents) to use my image and likeness and/or any interview statements from me in its publications, advertising or other media related activities (including the internet). This consent includes, but is not limited to:

- (a) Permission to interview, film, photograph, tape, or otherwise make a video reproduction of me and/or record my voice;
- (b) Permission to use my name; and
- (c) Permission to use quotes from the interview(s) (or excerpts of such quotes), film, photograph(s), tape(s) or reproduction(s) of me, and/or recording of my voice, in part or in whole, in its print, broadcast and digital media (including the internet), in mailings for educational purposes and general awareness.

Name (print): _____

Signature: _____

Date: _____

The below signed parent or legal guardian of the above-named minor child hereby consents to and gives permission to the above on behalf of such minor child.

Name of Legal Guardian (print): _____

Signature: _____

Date: _____

The following is required if the consent form must be read to the parent/legal guardian:

I certify that I have read this consent form in full to the parent/legal guardian whose signature appears above.

Signature of Organizational Representative or Community Leader

Date: _____

www.wrksolutions.com 1.888.469.JOBS (5627)

Workforce Solutions is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. (Please request reasonable accommodations a minimum of two business days in advance.) **Relay Texas:** 1.800.735.2989 (TDD) 1.800.735.2988 (voice) or 711

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Workforce Solutions

EMPLOYER BRAND – POWERPOINT TEMPLATE

PowerPoint is one of Workforce Solutions most widely used communications tools and consistency in the development of these presentations will ensure coherence is maintained across Workforce Solutions three brands.

Microsoft® PowerPoint presentation Templates for Workforce Solutions' Employer brand are available in wide 16:9 format and standard 4:3 format. All PowerPoint Templates can be easily accessed on the Workforce Solutions' SharePoint site.

The Template provides a title(s), divider(s) and content slide examples, and incorporates the appropriate brand elements, fonts and colors.

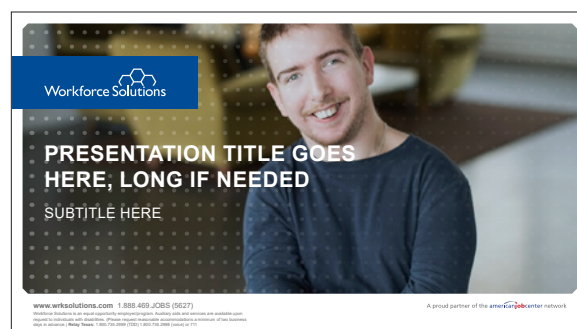
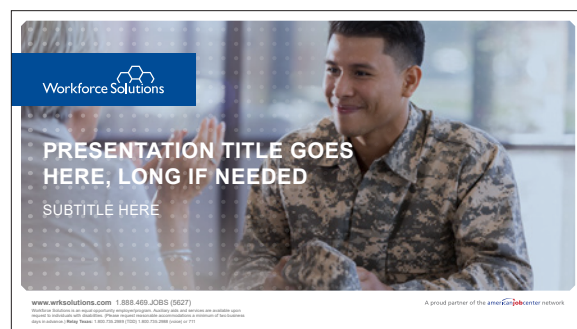
The Template contains additional title and divider slide options than samples shown here.

Examples of recommended chart styles and image placement are also included.

DO NOT deviate from the PowerPoint Template's brand elements, font and color specifications when populating with content.

- 1 Title(s) slide sample
- 2 Divider(s) slide sample
- 3 Content slide sample

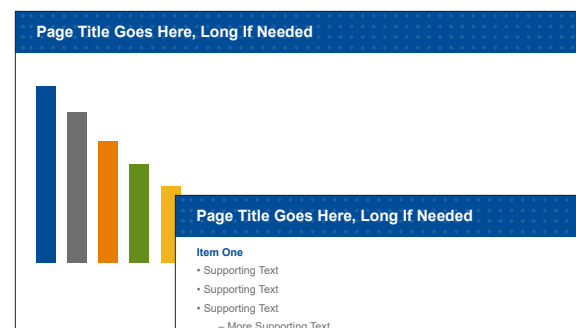
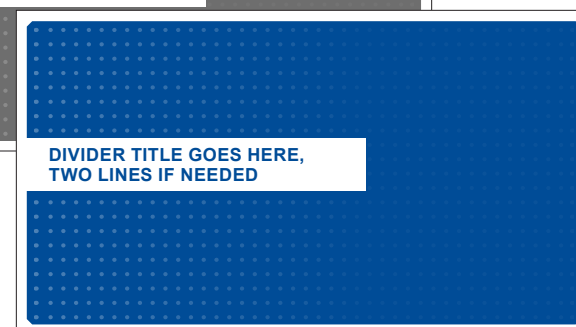
SAMPLE TEMPLATE



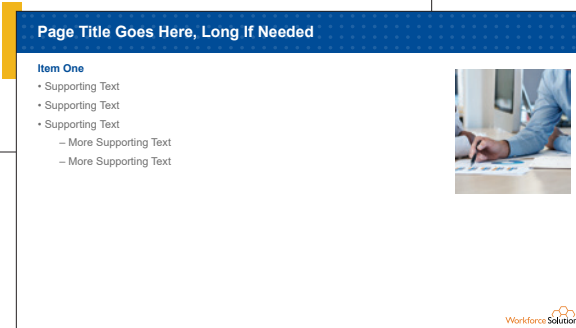
1



2



3



Workforce Solutions

EMPLOYER BRAND – FLYER TEMPLATES

Workforce Solutions must maintain its brand aesthetic and messaging across all communication channels, including Flyers.

Microsoft® Word Flyer Templates are available in an 8.5 x 11 inch format. All Flyer Templates can be easily accessed on the Workforce Solutions' SharePoint site.

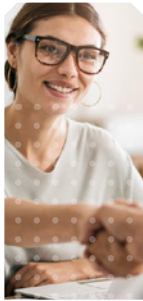
The Flyer Templates include photographic variations that incorporate the appropriate brand elements, fonts and colors.

DO NOT deviate from the Flyer Template's brand elements, font and color specifications when populating with content. If other photography is required, the imagery must be evocative of Workforce Solutions Purpose and Brand Story, and part of the approved photographic library.

- 1 Photographic Employer Flyer sample 1
- 2 Photographic Employer Flyer sample 2
 - Logo
 - Photographic vertical or horizontal banners
 - Content to populate: title, subtitles, body copy content, more information content
 - Footer
 - EO statement
 - American Job Center identifier

SAMPLE TEMPLATES





EMPLOYER TITLE IS IN ALL CAPS UP TO TWO LINES

BLACK SUBTITLE IS ARIAL BOLD 14 PT ALL CAPS CAN BE TWO LINES

Subtitle Arial Bold 11 Pt Initial Caps:

- Bullet points are in Arial Regular 11 pt with a space after of 6 pts
- Bullet points are in Arial Regular 11 pt with a space after of 6 pts
- Bullet points are in Arial Regular 11 pt with a space after of 6 pts

Body copy is Arial Regular 11 pt. Otatibus quation sedicia cum acil inctinimaxim que commoditam coreh endam simne no nsequam sam vendaeputa sumet as aut fac cup-tisque volorat empur ro ressit quis di seror sitis den debis eum ac cupstisque volorat empur ro ressit.

For more information:
[Workforce Solutions – Employer Service](mailto:jobs@wrksolutions.com)
 713.688.6890
jobs@wrksolutions.com

www.wrksolutions.com 1.888.469.JOBS (5627)
Workforce Solutions is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. (Please request reasonable accommodations a minimum of two business days in advance.) Relay Texas: 1.800.735.2989 (TDD) 1.800.735.2988 (voice) or 711

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1





EMPLOYER TITLE 28 PT

BLACK SUBTITLE IS ARIAL BOLD 18 PT ALL CAPS CAN BE TWO LINES

Subtitle Arial Bold 11 Pt Initial Caps:

- Bullet points are in Arial Regular 11 pt with a space after of 6 pts
- Bullet points are in Arial Regular 11 pt with a space after of 6 pts
- Bullet points are in Arial Regular 11 pt with a space after of 6 pts

Body copy is Arial Regular 11 pt. Otatibus quation sedicia cum acil inctinimaxim que commoditam coreh endam simne no nsequam sam vendaeputa sumet as aut fac cupstisque volorat empur ro ressit quis di seror sitis den debis eum ac cupstisque volorat empur ro ressit.

For more information:
[Workforce Solutions – Employer Service](mailto:jobs@wrksolutions.com)
 713.688.6890
jobs@wrksolutions.com

www.wrksolutions.com 1.888.469.JOBS (5627)
Workforce Solutions is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. (Please request reasonable accommodations a minimum of two business days in advance.) Relay Texas: 1.800.735.2989 (TDD) 1.800.735.2988 (voice) or 711

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Workforce Solutions

EMPLOYER BRAND – SIGNAGE TEMPLATE

Workforce Solutions must maintain its brand aesthetic and messaging across all communication channels, including Signage.

A Microsoft® Word Signage Template is available in an 11 x 8.5 inch format. All Signage Templates can be easily accessed on the Workforce Solutions' SharePoint site.

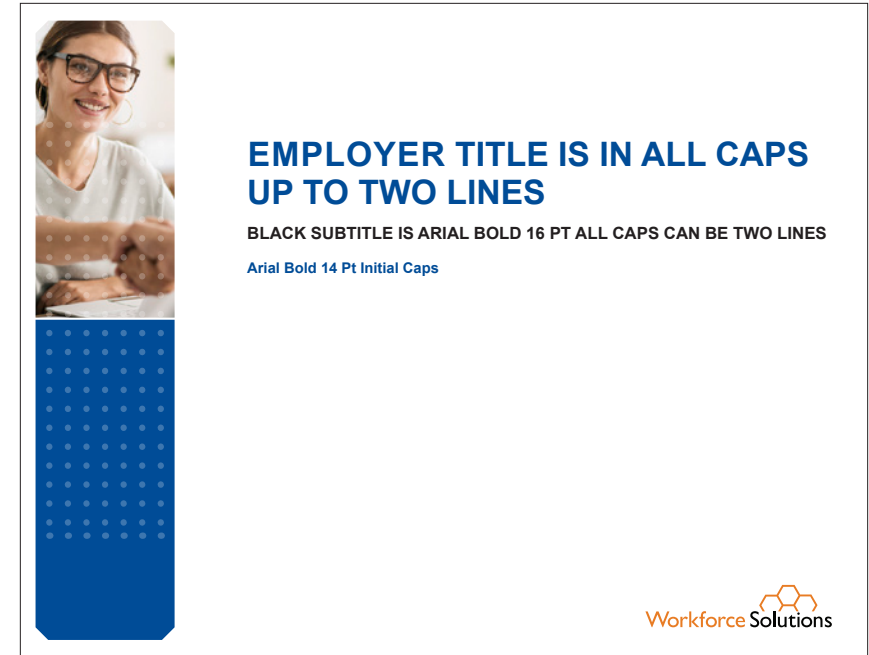
The Signage Template is a photographic format that incorporates the appropriate brand elements, fonts and colors.

DO NOT deviate from the Signage Template's brand elements, font and color specifications when populating with content.

1 Employer Signage sample

- Logo
- Photographic vertical banner
- Content to populate:
title, subtitle, and body copy content

SAMPLE TEMPLATE



2

Workforce Solutions

EMPLOYER BRAND – LETTERHEAD TEMPLATE

The Workforce Solutions Letterhead is used for business correspondence and is available in an 8.5 x 11 inch format as 1) a Microsoft® Word Template and 2) as finished Letterhead paper stock ready for imprinting letter content.

The 1) Microsoft® Word Letterhead Template and the 2) finished Letterhead paper stock incorporate the appropriate brand elements, fonts and colors.

DO NOT deviate from the Letterhead Template's brand elements, font and color specifications when populating letter content.

- 1 Letterhead sample
(with letter content as reference)
 - Logo
 - Office/location name
 - Office/location address
 - Main phone number
 - Fax number
 - Honeycomb graphic
 - Footer
 - EO statement
 - American Job Center identifier
- 2 Letterhead second sheet sample
(with letter content as reference)
 - Logo
 - Honeycomb graphic
 - Footer
 - EO statement
 - American Job Center identifier

SAMPLE TEMPLATE



Workforce Solutions – Rosenberg
28000 Southwest Freeway, Suite D, Rosenberg, Texas 77471
MAIN: 281.344.0279 FAX: 281.344.9537

September 23, 2019

Adam Smith
Company X
123 Main Street
Anytown, Texas 12345

Dear Mr. Adam Smith:

AsLit recae et hit plaborem quia am ist, te debist offici aut que et occustiant, coribus et ducium quas ipit libus nonecabor secest labo. Udissin nonserrum laut mo int pa quo te qui tem et qui voluptatus idictatilisit rectus, consenis esenda pedi aut vendis sit ut exeribus apedi vellita tectotatet et laborest aliquam acea verem est in nata vid quatem vende cor autes incillis nihillorum inihill orrum, et unt dolupta dolor audae volupta quisto ex eiumquuntior am rateceario explia ditem venihil.

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Volessi acero que conectis percimus ducimi, aligenime molorepuda cus voluptatures escia volore liandae strunt, idissinci as dolupta temperis di temporenti imus, simporrum que consequ isitam, vellatur aut fuga. Ut acimo tectenihit ut ut acepra quaeputdam endandem quia con custiae a aspitatum ra cone est, solup- taqui odis ea sa nimagnate volessitio.

Sincerely,

First and Lastname

www.wrksolutions.com 1.888.469.JOBS (5627)

Workforce Solutions is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. (Please request reasonable accommodations a minimum of two business days in advance.) Relay Texas: 1.800.735.2989 (TDD) 1.800.735.2988 (voice) or 711

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1



Workforce Solutions – Rosenberg
28000 Southwest Freeway, Suite D, Rosenberg, Texas 77471
MAIN: 281.344.0279 FAX: 281.344.9537

September 23, 2019

Adam Smith
Company X
123 Main Street
Anytown, Texas 12345

Dear Mr. Adam Smith:

AsLit recae et hit plaborem quia am ist, te debist offici aut que et occustiant, coribus et ducium quas ipit libus nonecabor secest labo. Udissin nonserrum laut mo int pa quo te qui tem et qui voluptatus idictatilisit rectus, consenis esenda pedi aut vendis sit ut exeribus apedi vellita tectotatet et laborest aliquam acea verem est in nata vid quatem vende cor autes incillis nihillorum inihill orrum, et unt dolupta dolor audae volupta quisto ex eiumquuntior am rateceario explia ditem venihil.

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Sincerely,

First and Lastname

www.wrksolutions.com 1.888.469.JOBS (5627)

Workforce Solutions is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. (Please request reasonable accommodations a minimum of two business days in advance.) Relay Texas: 1.800.735.2989 (TDD) 1.800.735.2988 (voice) or 711

A proud partner of the  American Job Center network

2

Workforce Solutions

EMPLOYER BRAND – OTHER TEMPLATES

FAX COVER SHEET, MAILING LABEL TEMPLATES

Workforce Solutions must maintain its brand aesthetic across all communication channels, including internal and external Templates.

Various Microsoft® Word Templates are available in an 8.5 x 11 inch format. A Fax Cover Sheet and a Mailing Label are shown as representative sample Templates. All Templates can be easily accessed on the Workforce Solutions' SharePoint site.

All Templates incorporate the appropriate brand elements, fonts and colors.

DO NOT deviate from the Template's brand elements, font and color specifications when populating content.

1 Fax Cover Sheet Template sample

- Logo
- Content to populate:
 - office/location name; office/location address; main phone number;
 - fax number; URL
- Footer
 - EO statement
 - American Job Center identifier

A Microsoft® Word Mailing Label Template is available for imprinting. It is based on Avery 5664 Easy Peel Shipping labels (6x per sheet)

2 Mailing Label Template sample

- Logo
- Content to populate:
 - office/location name; office/location address; recipient information

SAMPLE TEMPLATES

Workforce Solutions – Winnie
 P.O. Box 1807 11, West Pine Street, Winnie, Texas 77665
 MAIN: 409.298.2500 FAX: 409.298.2133
www.wrksolutions.com



Fax Cover Sheet

Send to:	From:
Company or Organization:	Phone Number:
Department:	Date:
Fax Number:	

Total pages, including cover: _____

Comments:

www.wrksolutions.com 1.888.469.JOBS (5627)

Workforce Solutions is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. (Please request reasonable accommodations a minimum of two business days in advance.) **Relay Texas:** 1.800.735.2989 (TDD) 1.800.735.2988 (voice) or 711

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1



Workforce Solutions – Rosenberg
 28000 Southwest Freeway, Suite D, Rosenberg, Texas 77471

Recipient Name
 Address
 Address 2
 City, State ZIP



Workforce Solutions – Rosenberg
 28000 Southwest Freeway, Suite D, Rosenberg, Texas 77471

Recipient Name
 Address
 Address 2
 City, State ZIP



Workforce Solutions – Rosenberg
 28000 Southwest Freeway, Suite D, Rosenberg, Texas 77471

Recipient Name
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 28000 Southwest Freeway, Suite D, Rosenberg, Texas 77471

Recipient Name
 Address
 Address 2
 City, State ZIP



Workforce Solutions – Rosenberg
 28000 Southwest Freeway, Suite D, Rosenberg, Texas 77471

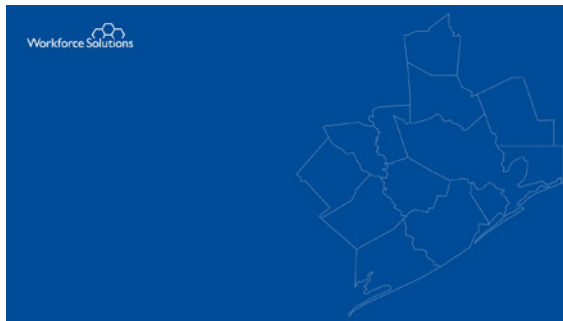
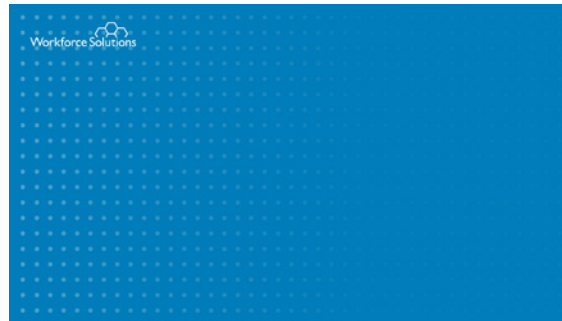
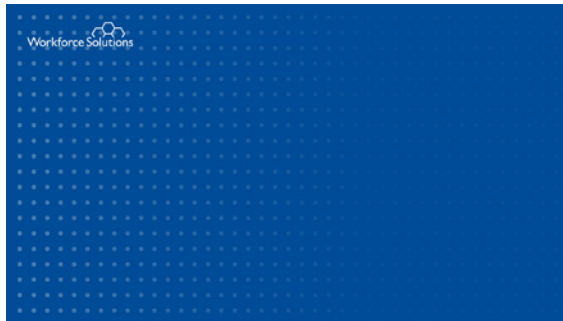
Recipient Name
 Address
 Address 2
 City, State ZIP

2

Recipient content shown as reference

Workforce Solutions

EMPLOYER BRAND – ZOOM BACKGROUNDS



**WORKFORCE SOLUTIONS
INDIVIDUAL BRAND**

Workforce Solutions

INDIVIDUAL BRAND

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 STYLEGUIDE

The primary purpose of this styleguide is to outline usage specific to Workforce Solutions Agency brand identity and messaging. It provides brand guidance and specifications for the use and presentation of the Workforce Solutions logo, adjacent brand elements, essential public outreach information and the messaging strategy for Workforce Solutions' three brands:

- Agency
- Employer
- Individual

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 respected and applied consistently to create familiarity and maintain brand awareness.

FOR MORE INFORMATION

The Gulf Coast Workforce Board staff monitors and maintains accountability for the correct use of the Workforce Solutions corporate signature. If you have any questions about this styleguide, the Agency brand specifications as outlined, or the use of the logo, please contact your Board staff representative or contract manager. For general questions, email publicinformation@wrksolutions.com.

STRATEGIC PLAN

PURPOSE

(Why we exist)

To keep our region a great place to do business, work and live.

MISSION

(How we differentiate in how we deliver on our Purpose)

We elevate the economic and human potential of the Gulf Coast region by fulfilling the diverse needs of the businesses and individuals we serve.

VISION

(Where we are headed)

Our region attracts and retains the best employers, affords everyone the dignity of a job, remains vitally important to the global economy — and all within it are thriving.

VALUES AND BEHAVIORS

(Who we must be and actions we must take to deliver on our Purpose)

We Care Passionately

Advocate for others
Inspire hope
Fuel progress

We Imagine Possibilities

Seek multiple perspectives
Bring fresh thinking
Engage one another in making a difference

We Take Responsibilities Seriously

Be accountable
Follow up and follow through
Drive results

We are Employer-driven

Workforce Solutions

INDIVIDUAL BRAND

BRAND STORY

This narrative speaks to the meaningful difference we want to make in people's lives. It does not define "what" we do or "how" we do it. It speaks to the wrong we seek to right in the world and the impact we intend to have at the highest level. This story exists to energize and align us internally in service of bringing these outcomes to life. It applies to the full range of stakeholders we impact from customers to staff to the community at large and is not intended to be externally facing messaging.

Our region is more than just a point on a map. It is the home of millions of people and the location of thousands of businesses. And the relationship between those two groups is what keeps our region bustling with activity and rich in promise. Our 13-county area must be a hub for interdependent relationships that lift people and businesses up to their highest heights; and promote them in their goals for success.

That can't happen if we lag behind the times or miss opportunities as they arise. That can't happen if ties are broken between employers and employees, or if we don't identify opportunities to grow skills and capacity. If our region fails in its ability to support thriving businesses and industrious individuals, it becomes irrelevant to the global marketplace, and we all languish as a result. We face the consequences of a faltering economy, which cannot support a rich and meaningful community that draws people in and inspires them to stay.

At Workforce Solutions, we exist to keep our region a place where people want to do business, to work and live. When we identify and pursue every opportunity to bring vibrancy to the labor market, we generate more promise and hope. Our region becomes a magnet for amazing businesses and amazing talent. People flock here for jobs and businesses rush for the opportunities to grow. We become a place where people and businesses want to plant their roots, because they see a future here, and that future is bright. Abundance follows, and as a result, we become an important player in the global economy and all in our region thrive.

SERVICE STORY

This narrative speaks to the meaningful differences we want to make in people's lives. It does not define "what" we do or "how" we do it. It speaks to the wrong we seek to right in the world and the impact we intend to have on our customers. This story exists to energize and align us internally in service of bringing these outcomes to life and serves as the foundation from which all external messaging is crafted. It applies specifically to our customers and is not intended to be externally facing messaging.

We all share dreams, hopes and aspirations for rich and fulfilling lives. And, we understand there are thousands of obstacles and unknowns that stand between you and making these dreams realities. Perhaps it's a lack of time to balance professional aspirations and family realities. Or insufficient finances to invest in the education needed to move forward. Or maybe its difficulties navigating the complexities of how best to advance or change paths.

With everything we do, we seek to keep our region a great place to do business, work and live. This means dedicating ourselves daily to imagining possibilities, illuminating opportunities and removing obstacles that prevent the individuals within our region from reaching their highest heights.

At Workforce Solutions, we are invested in providing comprehensive, professional and life enrichment solutions that enable you to imagine your fullest potential and step boldly into it. And that is about more than checking boxes and completing paperwork. Our work starts by listening deeply, so that we understand not merely what you are hoping to achieve, but also why it is important to you. When we are 100% clear on your desired destination, we work together to imagine every possibility conceivable. We then chart a personalized path forward, that connects you with the educational opportunities, job search and financial support you need along the way. We remain beside you through every step – lifting you up, cheering you on and ensuring you have everything you need to achieve a better life than you ever thought possible. We know it is only when we are each soaring to our highest heights that our region and all within it can truly thrive. And we won't rest until we get there.

Workforce Solutions

INDIVIDUAL BRAND

INDIVIDUAL BRAND MESSAGING

PURPOSE

(Why we exist)

“Our Region” is...

- 13 counties in the Greater Houston-Gulf Coast region of southeast Texas
- The Houston-Gulf Coast area
- The Greater Houston-Gulf Coast region

“A great place to do business, work and live” means...

- Our region is full of economic and human potential
- There is an abundance of....
 - Opportunity
 - Growth
 - Vibrancy
 - Promise
 - Hope
 - Prosperity
 - Activity

“Fulfilling diverse needs” means...

- As a reflection of the diversity within our region, the needs of the individuals and businesses can vary vastly. We provide comprehensive workforce solutions tailored to the unique needs of each person and employer in our region. We serve businesses of all sizes, within all industries, at every stage of their development to help them grow and thrive. We serve individuals from all ethnic and socio-economic backgrounds, with every level of experience at each point in their career to help them achieve their highest aspirations. We seek to partner with our customers at every step of their journey to support their growth and long-term success.

“Remaining vitally important to the global economy” means...

- Generating the products, services, innovations, materials and resources that the world needs
- Attracting the best employers and talent
- Filled with thriving businesses and individuals

“All within it are thriving” means...

- Businesses are...
 - Financially stable
 - Achieving their goals
 - Able to readily find qualified candidates to support needs
 - Armed with the knowledge, resources and skills needed to meet their goals
- Individuals are...
 - Financially stable
 - Achieving their highest potential
 - Finding work that fulfills them
 - Armed with the knowledge, resources and skills needed to meet their goals

“Employer-driven” means...

- The Workforce Solutions system is designed and built to respond to employers' demands for skilled talent. And every person within our system, whether they interact directly with employers or individuals, is a part of helping us meet that demand. By finding solutions for employers' needs for talent acquisition, development and retention; sourcing talent to fill the openings employers have; advising people about the good and stable careers our region's employers have and helping people develop the skills necessary to perform those jobs, we are all acting in service of this common goal. We meet employers where they are to assure they have the support they need for their businesses to thrive.

Workforce Solutions

INDIVIDUAL BRAND

INDIVIDUAL BRAND MESSAGING – CONTINUED

“Employer-driven” is important because...

- If our region fails in its ability to support thriving businesses, it becomes irrelevant to the global marketplace, and we all languish as a result. We face the consequences of a faltering economy, which cannot support a rich and meaningful community that draws people in and inspires them to stay.

“Caring passionately” means...

- We place an emphasis on empathy and draw from our own experiences and expertise to show we deeply understand where others are and how we can help them. We are focused on the present moment and seek to go below the surface to get to the truth of every matter. Each person we encounter deserves our heartiest welcome and our utmost respect. Humanity is at the core of all we do.

“Caring passionately” is important because...

- In order for our region to thrive, each person must feel seen, heard and valued. We want each interaction we have to feel transformative and meaningful. When treated this way, personal dignity alights. Each person we serve feels confident in the contributions they can make to the world and our ability to help them. With this kind of support, everyone is able to reach their full potential and take part in the flourishing of our region.

“Taking responsibilities seriously” means...

- We operate with utmost professionalism. We understand our role in our relationships and uphold our commitments to each person. When expectations are set, we meet them, at the very least, and intend to go above and beyond them. We are humble in addressing mistakes and quick to remedy them. Our take-charge attitude gets us further faster, together.

“Taking responsibilities seriously” is important because...

- We cannot slacken in our energy as we endeavor to make progress for our region. By attending to our relationships and our commitments, we keep things moving forward. By following up and following through, we drive the results, day-in and day-out, that make a lasting impact on the lives of those in the Greater Houston-Gulf Coast area.

“Imagining possibilities” means...

- We believe in creating a generative and expansive atmosphere for exploration and discovery. We assess trends, engage in forward-thinking conversations, and spend time envisioning the future. There are never too many options to explore. We are generous with our ideas and open to the thoughts of others. We relish stepping out into the unknown.

“Imagining possibilities” is important because...

- We see a vibrant future for our region, and the best way to get there is by asking, “What if?” Bustling economies are born out of the astute and visionary minds of those most attuned to the region’s needs and natural resources. By imagining possibilities, we ignite new endeavors that set our region apart and keep it a model for the rest of the nation.

Why We Exist

- Workforce Solutions is dedicated to keeping the Houston-Galveston region of Texas a great place to do business, work and live.

How We Do What We Do

- Connecting business and individuals with the right resources, funding, knowledge/ expertise, to support them advancing in every stage of their business or career.

What We Do

- We create comprehensive workforce solutions tailored to meet the diverse needs of each business and individual within our region so that they can reach their fullest potential and our region can thrive.

Who We Serve

- Businesses
 - All sizes, sectors and stages of growth
- Individuals
 - All ethnic and socio-economic backgrounds; all stages in their career

Workforce Solutions

LOGO OVERVIEW

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 as well as the Agency, Individual and Employer brands..

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 brands, products and functions.

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.*

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.

* 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 Board staff.

HORIZONTAL ORIENTATION



STACKED ORIENTATION (available by request)

Occasionally, a stacked version of the logo may be necessary in special circumstances. Please contact Board staff for approval of usage and appropriate logo file.



Workforce Solutions

LOGO FILES

The Workforce Solutions logo is available in various file formats. In selecting the file format, use the color and file type that is best applicable.

VECTOR FILE FORMAT

- Mostly for external/vendor use
- Can be scaled up and down without losing image quality
- Has a transparent background

RASTER FILE FORMAT

- For MS-Office applications, the web and videos
- Can be scaled down only
- PNG files have a transparent background, available at 150 dpi
- JPG files have a white background, available at 72 dpi
- Alternate PNG files have a transparent background, available at 150 dpi. Alternate logo formats are for social media profiles or special cases, and are only available by special request from publicinformation@wrksolutions.com.

COLOR	FORMAT		
	VECTOR	RASTER	
Black (Positive)	.eps	.png	.jpg
White (Reversed)	.eps	.png	
PMS (Pantone or spot)	.eps		
RGB		.png	.jpg
CMYK (4-color process)	.eps		
RGB (alternate)		.png	

LOGO COLORS

The Workforce Solutions logo is available in color (PMS, CMYK and RGB), all black (positive), all white (reversed) and in an alternate color format.

Color (PMS, CMYK or RGB)



White (Reversed)



Black (Positive)



Alternate (for social media or special use)



Workforce Solutions

LOGO USAGE

PROTECTED SPACE

Protected space is important in keeping the logo from becoming too cluttered with other elements on a page, such as other logos, photos, charts, etc. When using the logo, there should be a protected space around the logo equal to a minimum of one "W-height" (the height of the "W" from the logo) measurement.



MINIMUM SIZE

When reproducing the logo, be conscious of its size and legibility. To ensure quality for print, the logo "W" should never be reproduced smaller than .125" (1/8") in height. To ensure quality online, the logo "W" should never appear smaller than 12 px in height.

DO NOT

Reduce the logo any smaller than shown here.



INCORRECT USE OF THE LOGO

Below are some of the most common misuses of logos. Never create your own versions of the logo. Always use the logo files as provided.

DO NOT

make your own configuration



DO NOT

squish or expand out of proportion



DO NOT

add obtrusive effects



DO NOT

use color combinations other than those stipulated in this styleguide



DO NOT

distort or apply filters



DO NOT

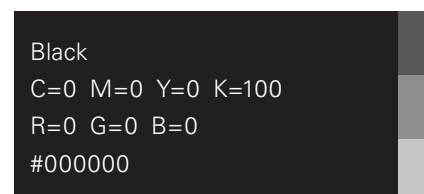
violate the protected space with words or images



Workforce Solutions

INDIVIDUAL BRAND – COLOR PALETTE

PRIMARY COLORS



A specific range of colors is available for the Individual brand expression. In selecting colors for Individual communications/materials, maintain hierarchy – primary colors are key to representing the Individual brand and are utilized first and foremost, followed by the secondary and tertiary colors, with a neutral gray always available if required.

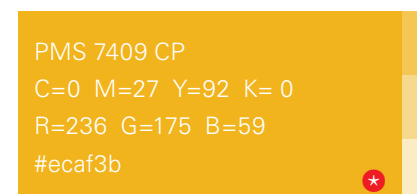
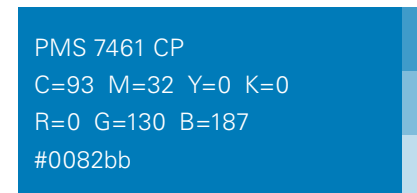
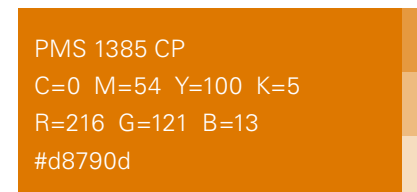
Secondary and tertiary colors should be used mainly for charts, graphs and infographics and should never compete with the primary colors. Color tints are permitted only when special instances require their use.

For consistency, only the values as outlined on this page should be used:

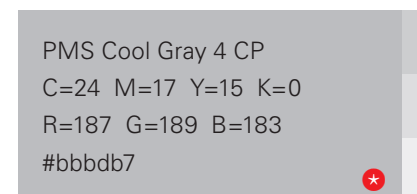
- PMS (for offset printing)
- CMYK (for digital printing)
- RGB (onscreen/emails)
- HEX (web applications)

★ NOTE: Do not use these colors for any text content that is a positive read (colored text on white background) or a reversed read (white text on color background) when WGAC 2.1 level AA web compliance is required.

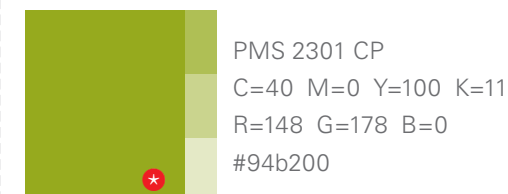
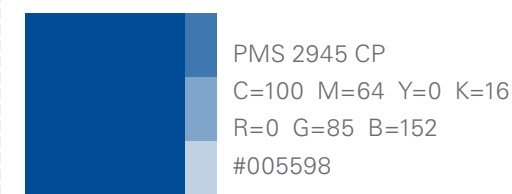
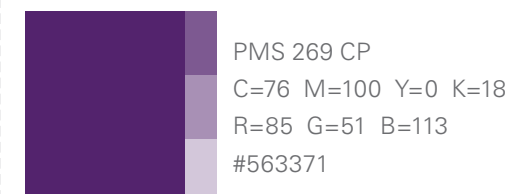
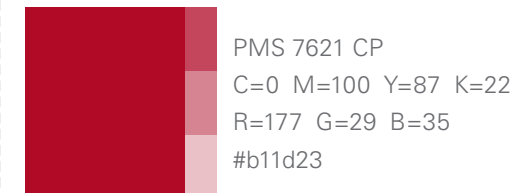
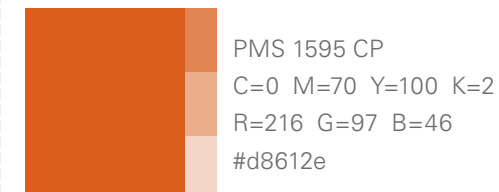
SECONDARY COLORS



NEUTRAL



TERTIARY COLORS



Workforce Solutions

INDIVIDUAL BRAND – FONTS

Typography is a key element used to communicate a unified brand personality.

Univers is a type family that gives Workforce Solutions a solid typographic voice. Univers has a broad range of font styles – including condensed and regular weights – for flexibility with interpreting and creating typographical hierarchy for a wide range of communications.

- ✱ While the entire range of Univers font styles can be employed if content hierarchy requires it, **Univers Bold** should be featured as a prominent font weight on Individual brand materials.

USAGE

Univers should be used whenever possible and accessible. In the case when Univers is not available for desktop applications such as MS-Office, Arial should be used as the substitute font.

NOTE: Univers can be purchased at www.fonts.com. Fonts purchased as OpenType® can be used for both PC and Mac platforms.

PRIMARY TYPE FAMILY: UNIVERS

Univers

Univers is the primary sans serif font for Individual public outreach materials.

45 Light

55 Roman

65 Bold ✱

75 Black

47 Light Condensed

57 Condensed

67 Bold Condensed ✱

45 *Light Oblique*

55 *Oblique*

65 Bold Oblique ✱

75 Black Oblique

47 *Light Condensed Oblique*

57 *Condensed Oblique*

67 Bold Condensed Oblique ✱

SUBSTITUTE TYPE FAMILY: ARIAL

Arial

In the case when Univers is not available (such as for Word, PowerPoint, etc.), Arial should be used as the substitute font.

Regular

Italic

Bold

Bold Italic

ALTERNATE TYPE FAMILY: GARAMOND

Garamond

In special instances when a serif font is required instead of a sans serif (such as Univers or Arial), Garamond may be used as an alternative font. This alternative font choice should be used as an exception, not as a standard.

Regular

Italic

Bold

Workforce Solutions

INDIVIDUAL BRAND – EQUAL OPPORTUNITY STATEMENT

Federal regulations require by law that Workforce Solutions include the Equal Opportunity (EO) statement in its communications. In most instances, the EO statement will be a part of the footer. (See sample application.)

The EO statement should appear as written below:

ENGLISH EO STATEMENT

Workforce Solutions is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. (Please request reasonable accommodations a minimum of two business days in advance.) **Relay Texas:** 1.800.735.2989 (TDD) 1.800.735.2988 (voice) or 711

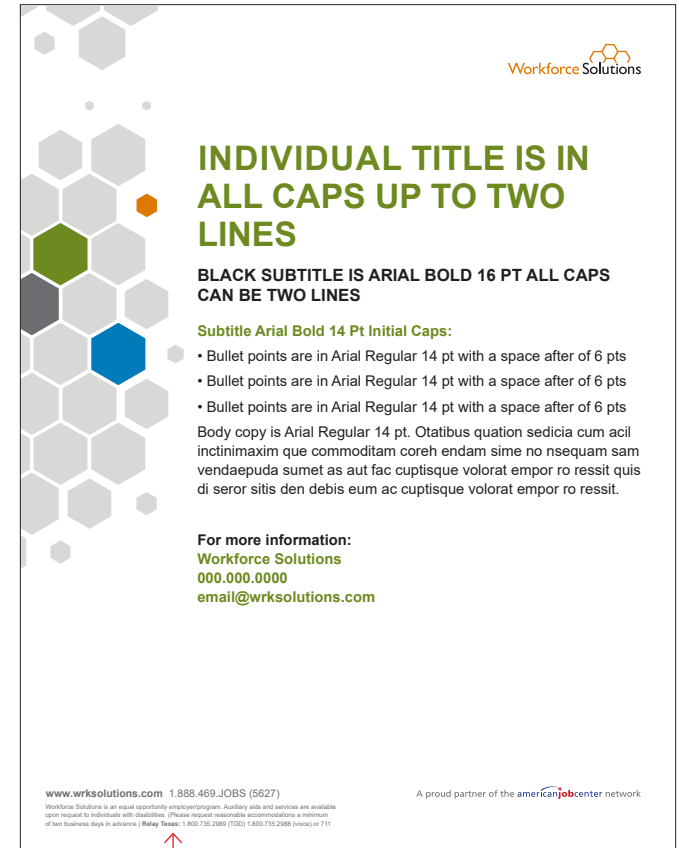
ENGLISH EO STATEMENT

Workforce Solutions es un empleador/programa de igualdad de oportunidades. Las personas con alguna discapacidad podrán solicitar asistencia y servicios auxiliares. (Por favor solicite acomodaciones razonables al menos dos días hábiles de anticipación.) **Retransmisión de Texas:** 1.800.735.2989 (TDD) 1.800.735.2988 (voz) o 711

NOTES

- Use bold typesetting for “Relay Texas:” “Retransmisión de Texas:”
- Use periods (not dashes) to separate telephone number sections
- Use all cap letters for TDD
- Do not capitalize “voice” “voz”

SAMPLE APPLICATION



Workforce Solutions

INDIVIDUAL TITLE IS IN ALL CAPS UP TO TWO LINES

BLACK SUBTITLE IS ARIAL BOLD 16 PT ALL CAPS CAN BE TWO LINES

Subtitle Arial Bold 14 Pt Initial Caps:

- Bullet points are in Arial Regular 14 pt with a space after of 6 pts
- Bullet points are in Arial Regular 14 pt with a space after of 6 pts
- Bullet points are in Arial Regular 14 pt with a space after of 6 pts

Body copy is Arial Regular 14 pt. Otatibus quation sedicia cum acil inctinimaxim que commoditam coreh endam sime no nsequam sam vendaeputa sumet as aut fac cuptisque volorat empore ro ressit quis di seror sitis den debis eum ac cuptisque volorat empore ro ressit.

For more information:
Workforce Solutions
 000.000.0000
 email@wrksolutions.com

www.wrksolutions.com 1.888.469.JOBS (5627)
 Workforce Solutions is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. (Please request reasonable accommodations a minimum of two business days in advance.) **Relay Texas:** 1.800.735.2989 (TDD) 1.800.735.2988 (voice) or 711

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EO STATEMENT

Workforce Solutions

INDIVIDUAL BRAND – AMERICAN JOB CENTER IDENTIFIER

As of July 1, 2017, the Workforce Innovation and Opportunity Act requires each Board and its Workforce Solutions offices to include a common identifier in addition to any Board-developed identifiers on all products, programs, activities, services, facilities, and related property and materials to ensure that the public is aware that all online and in-person services are part of a larger national network.

This American Job Center identifier is never to appear as a combined unit with the Workforce Solutions logo. In most instances, the American Job Center identifier will appear as part of the footer. In special cases, the American Job Center identifier may be more prominent.

The American Job Center identifier is available as a logo file in full-color, black or white (reverse) in both English and Spanish.

ENGLISH IDENTIFIER

A proud partner of the  network

A proud partner of the  network

A proud partner of the  network

SPANISH IDENTIFIER

Un socio orgulloso de la red  network

Un socio orgulloso de la red  network

Un socio orgulloso de la red  network

SAMPLE APPLICATIONS



Workforce Solutions
Workforce Solutions – Rosenberg
28000 Southwest Freeway, Suite D, Rosenberg, Texas 77471
MAIN: 281.344.0279 FAX: 281.344.9537

September 23, 2019

Adam Smith
Company X
123 Main Street
Anytown, Texas 12345

Dear Mr. Adam Smith:

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Sincerely,

First and Lastname

www.wrksolutions.com 1.888.469.JOBS (5627)
Workforce Solutions is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Please request reasonable accommodations a minimum of two business days in advance. (Relay Texas: 1.800.735.2989 (TDD) 1.800.735.2988 (voice) or 711

A proud partner of the  network

Letterhead
Sample



AMERICAN JOB CENTER
IDENTIFIER

Business Card
Sample

Workforce Solutions

INDIVIDUAL BRAND – EMAIL SIGNATURE

The Workforce Solutions standardized email signature must be used in all email communications to clearly convey a consistent brand across all employees and locations.

COLORS

- **Black:** R=0 G=0 B=0
- **Gray:** R=110 G=110 B=110
- **Blue:** R=0 G=123 B=185

TYPOGRAPHY

The following presets should be followed.

- 1 Name:**
Black, Arial Bold 11 pt
- 2 Title:**
Black, Arial 11 pt
- 3 Phone number:**
Gray, Arial 11 pt
- 4 Workforce Solutions name and office location or division:**
Gray, Arial Bold 11 pt
- 5 Website URL and Social media:**
Blue, Arial 9 pt
- 6 Language assistance and American Job Center identifier:**
Gray, Arial 9 pt
- 7 Personal pronoun option:**
Gray, Arial 10 pt
(he/him/his)
(she/her/hers)
(they/their/theirs)

EMAIL SAMPLE

- 1 Ashley Seals**
- 2 Outreach Coordinator**
- 3 713.499.6658**
#
- 4 Workforce Solutions – Gulf Coast Workforce Board**
- 5 www.wrksolutions.com | [Facebook](#) [Instagram](#) [LinkedIn](#) [Twitter](#) [YouTube](#)**
#
- 6 [Language Assistance](#)**
#
- 6 [a proud partner of the American Job Center network](#)**

First and Last Name (he/him/his) **7**

Job Title

000.000.0000

Workforce Solutions – Gulf Coast Workforce Board

www.wrksolutions.com | [Facebook](#) [Instagram](#) [LinkedIn](#) [Twitter](#) [YouTube](#)

[Language Assistance](#)

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Workforce Solutions

INDIVIDUAL BRAND – LOCATION & SERVICE NAMING CONVENTIONS

WORKFORCE SOLUTIONS SYSTEM NAME

Because Workforce Solutions’ communications are consumed by a wide demographic, consistent terminology – specifically of our Location and Service Names – and correct grammar should be carefully adhered to in all materials to ensure engagement and understanding. Additionally, all content and writing should be thoroughly proofread for accuracy.

Guidance on the proper convention for Location and Service Names is as follows:

- The official name for the Gulf Coast Workforce Board’s operating system is **Workforce Solutions** and may be referenced by the Texas Workforce Commission, U.S. Department of Labor, and other workforce boards as:

Workforce Solutions – Gulf Coast
- The Workforce Solutions logo should appear on all communications materials and the required extension location should be styled in text only. The extension location name is never “locked up” to the Workforce Solutions logo.
- Should an extension location name be required for use in conjunction with the Workforce Solutions logo, the extension location name should be centered and added below the logo, outside the designated protected space. (See Mailing Label Template.)
- 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.
- **DO NOT** deviate from the font and color specifications guidance when communicating the official name for the Gulf Coast Workforce Board’s operating system, the Career Office Locations and Service Names in any materials.

GULF COAST WORKFORCE BOARD

Gulf Coast Workforce Board should be identified verbally, in written form and typeset as:

Workforce Solutions – Gulf Coast Workforce Board

A space precedes and follows the en dash that separates the common name from the location name.

EMPLOYER ENGAGEMENT

Employer Engagement should be identified verbally, in written form and typeset as:

Workforce Solutions – Employer Engagement

A space precedes and follows the en dash that separates the common name from the service name.

CAREER OFFICE LOCATIONS

Career Office Locations should be identified verbally, in written form and typeset as:

Workforce Solutions – Acres Homes	Workforce Solutions – Missouri City
Workforce Solutions – Anahuac	Workforce Solutions – Northeast
Workforce Solutions – Astrodome	Workforce Solutions – Northline
Workforce Solutions – Bay City	Workforce Solutions – Northshore
Workforce Solutions – Baytown	Workforce Solutions – Pearland
Workforce Solutions – Clear Lake	Workforce Solutions – Rosenberg
Workforce Solutions – Columbus	Workforce Solutions – Sealy
Workforce Solutions – Conroe	Workforce Solutions – Southeast
Workforce Solutions – Cypress Station	Workforce Solutions – Southwest
Workforce Solutions – East End	Workforce Solutions – Texas City
Workforce Solutions – Humble	Workforce Solutions – Waller
Workforce Solutions – Huntsville	Workforce Solutions – Westheimer
Workforce Solutions – Katy	Workforce Solutions – Wharton
Workforce Solutions – Lake Jackson	Workforce Solutions – Willowbrook
Workforce Solutions – Liberty	

A space precedes and follows the en dash that separates the common name from the service name.

Workforce Solutions

INDIVIDUAL BRAND – CHILD CARE PHOTOGRAPHY



Workforce Solutions

INDIVIDUAL BRAND – CHILD CARE PHOTOGRAPHY



Workforce Solutions

INDIVIDUAL BRAND – FORMS

Workforce Solutions must maintain its brand aesthetic across all communication channels, including internal and external Forms.

Various Microsoft® Word Forms are available in an 8.5 x 11 inch format. A Media Release Form is shown as a representative sample Form. All Forms can be easily accessed on the Workforce Solutions' SharePoint site.

All Forms incorporate the appropriate brand elements, fonts and colors.

DO NOT deviate from the Form's brand elements, font and color specifications when populating with content.

A Media Release Form sample

- Logo
- Footer
 - EO statement
 - American Job Center identifier

SAMPLE FORM



Media Release

Without expectation of compensation or other remuneration, now or in the future, I hereby give my consent to Workforce Solutions (including any of its officers, employees, contractors and agents) to use my image and likeness and/or any interview statements from me in its publications, advertising or other media related activities (including the internet). This consent includes, but is not limited to:

- (a) Permission to interview, film, photograph, tape, or otherwise make a video reproduction of me and/or record my voice;
- (b) Permission to use my name; and
- (c) Permission to use quotes from the interview(s) (or excerpts of such quotes), film, photograph(s), tape(s) or reproduction(s) of me, and/or recording of my voice, in part or in whole, in its print, broadcast and digital media (including the internet), in mailings for educational purposes and general awareness.

Name (print): _____

Signature: _____

Date: _____

The below signed parent or legal guardian of the above-named minor child hereby consents to and gives permission to the above on behalf of such minor child.

Name of Legal Guardian (print): _____

Signature: _____

Date: _____

The following is required if the consent form must be read to the parent/legal guardian:

I certify that I have read this consent form in full to the parent/legal guardian whose signature appears above.

Signature of Organizational Representative or Community Leader

Date: _____

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Workforce Solutions

INDIVIDUAL BRAND – POWERPOINT TEMPLATE

PowerPoint is one of Workforce Solutions most widely used communications tools and consistency in the development of these presentations will ensure coherence is maintained across Workforce Solutions three brands.

Microsoft® PowerPoint presentation Templates for Workforce Solutions' Individual brand are available in wide 16:9 format and standard 4:3 format. All PowerPoint Templates can be easily accessed on the Workforce Solutions' SharePoint site.

The Template provides a title(s), divider(s) and content slide examples, and incorporates the appropriate brand elements, fonts and colors.

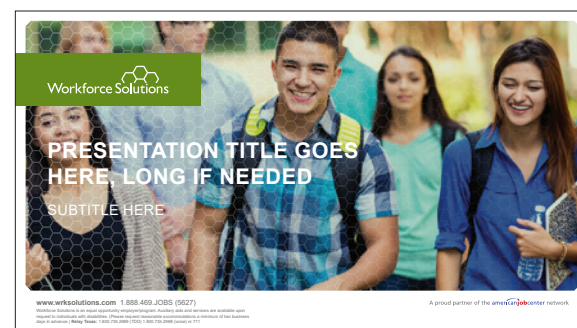
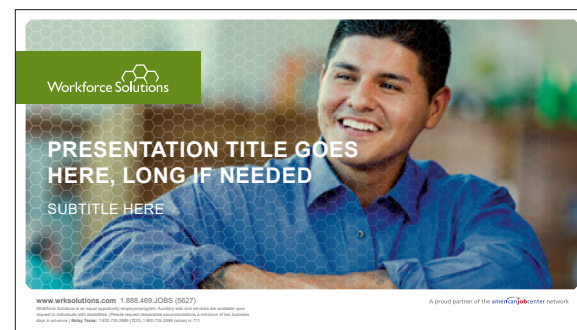
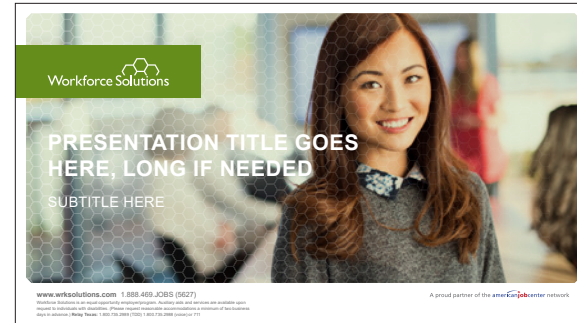
The Template contains additional title and divider slide options than samples shown here.

Examples of recommended chart styles and image placement are also included.

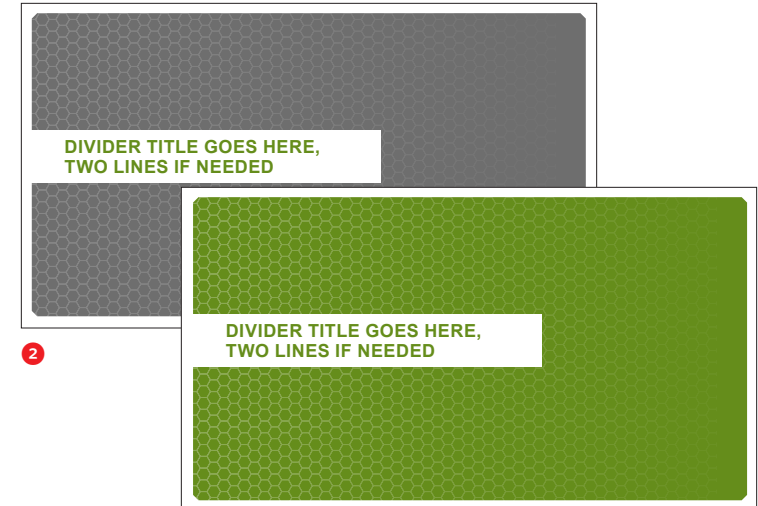
DO NOT deviate from the PowerPoint Template's brand elements, font and color specifications when populating with content.

- 1 Title(s) slide sample
- 2 Divider(s) slide sample
- 3 Content slide sample

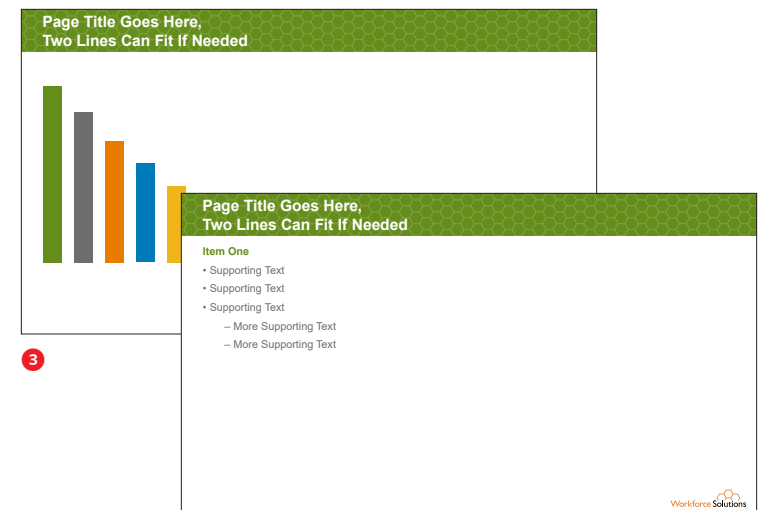
SAMPLE TEMPLATE



1



2



3

Workforce Solutions

INDIVIDUAL BRAND – FLYER TEMPLATES

Workforce Solutions must maintain its brand aesthetic and messaging across all communication channels, including Flyers.

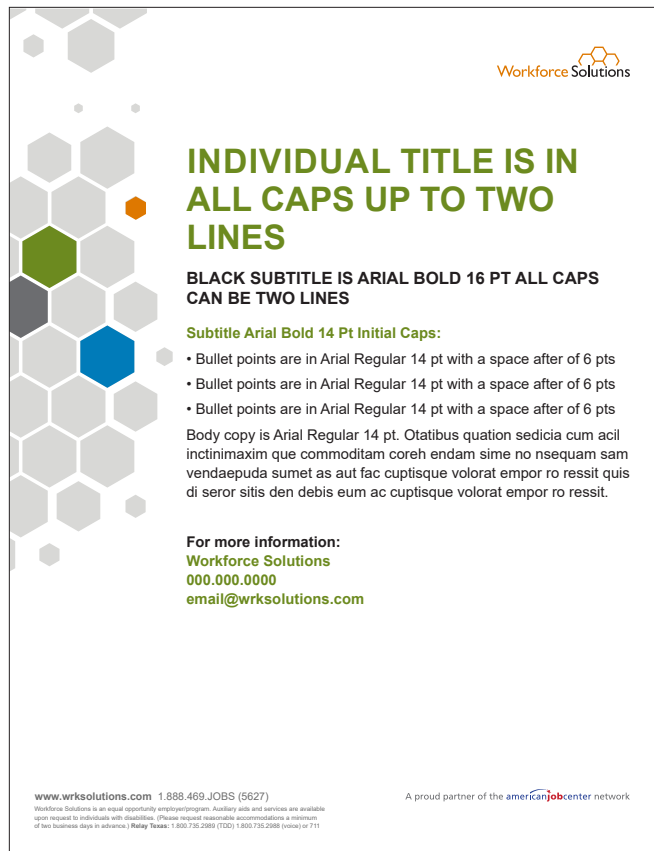
Microsoft® Word Flyer Templates are available in an 8.5 x 11 inch format. All Flyer Templates can be easily accessed on the Workforce Solutions' SharePoint site.

The Flyer Templates include photographic variations that incorporate the appropriate brand elements, fonts and colors.

DO NOT deviate from the Flyer Template's brand elements, font and color specifications when populating with content. If other photography is required, the imagery must be evocative of Workforce Solutions Purpose and Brand Story, and part of the approved photographic library.

- 1 Graphic Individual Flyer sample
- 2 Photographic Individual Flyer sample
 - Logo
 - Honeycomb graphic or photographic banner
 - Content to populate: title, subtitles, body copy content, more information content
 - Footer
 - EO statement
 - American Job Center identifier

SAMPLE TEMPLATES



Workforce Solutions

INDIVIDUAL TITLE IS IN ALL CAPS UP TO TWO LINES

BLACK SUBTITLE IS ARIAL BOLD 16 PT ALL CAPS CAN BE TWO LINES

Subtitle Arial Bold 14 Pt Initial Caps:

- Bullet points are in Arial Regular 14 pt with a space after of 6 pts
- Bullet points are in Arial Regular 14 pt with a space after of 6 pts
- Bullet points are in Arial Regular 14 pt with a space after of 6 pts

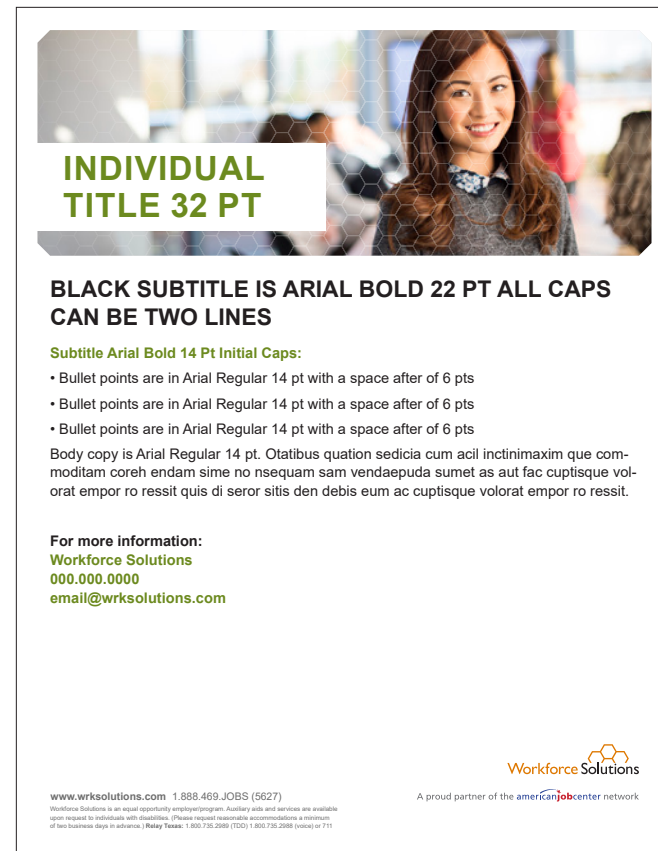
Body copy is Arial Regular 14 pt. Otatibus quation sedicia cum acil inctinimaxim que commoditam coreh endam sime no nsequam sam vendaepuda sumet as aut fac cuptisque volorat empur ro ressit quis di seror sitis den debis eum ac cuptisque volorat empur ro ressit.

For more information:
Workforce Solutions
 000.000.0000
 email@wrksolutions.com

www.wrksolutions.com 1.888.469.JOBS (5627)
Workforce Solutions is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. (Please request reasonable accommodation a minimum of two business days in advance.) Relay Texas: 1.800.735.2989 (TDD) 1.800.735.2988 (voice) or 711

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1



Workforce Solutions

INDIVIDUAL TITLE 32 PT

BLACK SUBTITLE IS ARIAL BOLD 22 PT ALL CAPS CAN BE TWO LINES

Subtitle Arial Bold 14 Pt Initial Caps:

- Bullet points are in Arial Regular 14 pt with a space after of 6 pts
- Bullet points are in Arial Regular 14 pt with a space after of 6 pts
- Bullet points are in Arial Regular 14 pt with a space after of 6 pts

Body copy is Arial Regular 14 pt. Otatibus quation sedicia cum acil inctinimaxim que commoditam coreh endam sime no nsequam sam vendaepuda sumet as aut fac cuptisque volorat empur ro ressit quis di seror sitis den debis eum ac cuptisque volorat empur ro ressit.

For more information:
Workforce Solutions
 000.000.0000
 email@wrksolutions.com

www.wrksolutions.com 1.888.469.JOBS (5627)
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Workforce Solutions

INDIVIDUAL BRAND – SIGNAGE TEMPLATE

Workforce Solutions must maintain its brand aesthetic and messaging across all communication channels, including Signage.

A Microsoft® Word Signage Template is available in an 11 x 8.5 inch format. All Signage Templates can be easily accessed on the Workforce Solutions' SharePoint site.

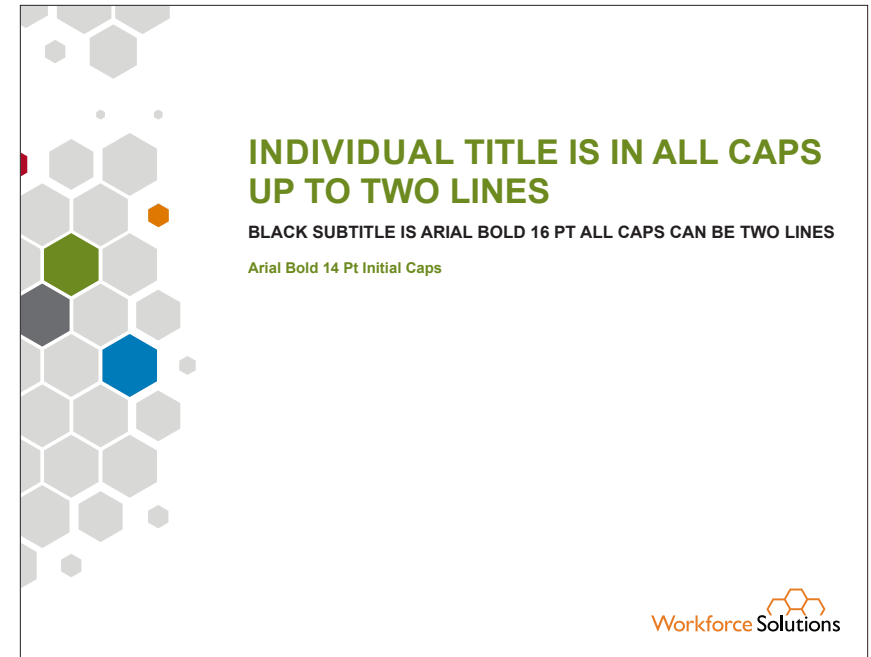
The Signage Template is a graphic format that incorporates the appropriate brand elements, fonts and colors.

DO NOT deviate from the Signage Template's brand elements, font and color specifications when populating with content.

1 Individual Signage sample

- Logo
- Honeycomb graphic or photographic banner
- Content to populate:
title, subtitle, and body copy content

SAMPLE TEMPLATE



2

Workforce Solutions

INDIVIDUAL BRAND – LETTERHEAD TEMPLATE

The Workforce Solutions Letterhead is used for business correspondence and is available in an 8.5 x 11 inch format as 1) a Microsoft® Word Template and 2) as finished Letterhead paper stock ready for imprinting letter content.

The 1) Microsoft® Word Letterhead Template and the 2) finished Letterhead paper stock incorporate the appropriate brand elements, fonts and colors.

DO NOT deviate from the Letterhead Template's brand elements, font and color specifications when populating letter content.

- 1 Letterhead sample
(with letter content as reference)
 - Logo
 - Office/location name
 - Office/location address
 - Main phone number
 - Fax number
 - Honeycomb graphic
 - Footer
 - EO statement
 - American Job Center identifier
- 2 Letterhead second sheet sample
(with letter content as reference)
 - Logo
 - Honeycomb graphic
 - Footer
 - EO statement
 - American Job Center identifier

SAMPLE TEMPLATE



Workforce Solutions – Rosenberg
28000 Southwest Freeway, Suite D, Rosenberg, Texas 77471
MAIN: 281.344.0279 FAX: 281.344.9537

September 23, 2019

Adam Smith
Company X
123 Main Street
Anytown, Texas 12345

Dear Mr. Adam Smith:

AsLit recae et hit plaborem quia am ist, te debist offici aut que et occustiant, coribus et ducium quas ipit libus nonecabor secest labo. Udisin nonserrum laut mo int pa quo te qui tem et qui voluptatus idictatilisit rectus, consenis esenda pedi aut vendis sit ut exeribus apedi vellita tectotatet et laborest aliquam acea verem est in nata vid quatem vende cor autes incillis nihillorum inihill orrum, et unt dolupta dolor audae volupta quisto ex eiumquuntior am rateceario explia ditem venihil.

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Sincerely,

First and Lastname

www.wrksolutions.com 1.888.469.JOBS (5627)

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Workforce Solutions – Rosenberg
28000 Southwest Freeway, Suite D, Rosenberg, Texas 77471
MAIN: 281.344.0279 FAX: 281.344.9537

September 23, 2019

Adam Smith
Company X
123 Main Street
Anytown, Texas 12345

Dear Mr. Adam Smith:

AsLit recae et hit plaborem quia am ist, te debist offici aut que et occustiant, coribus et ducium quas ipit libus nonecabor secest labo. Udisin nonserrum laut mo int pa quo te qui tem et qui voluptatus idictatilisit rectus, consenis esenda pedi aut vendis sit ut exeribus apedi vellita tectotatet et laborest aliquam acea verem est in nata vid quatem vende cor autes incillis nihillorum inihill orrum, et unt dolupta dolor audae volupta quisto ex eiumquuntior am rateceario explia ditem venihil.

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Sincerely,

First and Lastname

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2

Workforce Solutions

INDIVIDUAL BRAND – OTHER TEMPLATES

FAX COVER SHEET, MAILING LABEL TEMPLATES

Workforce Solutions must maintain its brand aesthetic across all communication channels, including internal and external Templates.

Various Microsoft® Word Templates are available in an 8.5 x 11 inch format. A Fax Cover Sheet and a Mailing Label are shown as representative sample Templates. All Templates can be easily accessed on the Workforce Solutions' SharePoint site.

All Templates incorporate the appropriate brand elements, fonts and colors.

DO NOT deviate from the Template's brand elements, font and color specifications when populating content.

1 Fax Cover Sheet Template sample

- Logo
- Content to populate:
 - office/location name; office/location address; main phone number;
 - fax number; URL
- Footer
 - EO statement
 - American Job Center identifier

A Microsoft® Word Mailing Label Template is available for imprinting. It is based on Avery 5664 Easy Peel Shipping labels (6x per sheet)

2 Mailing Label Template sample

- Logo
- Content to populate:
 - office/location name; office/location address; recipient information

SAMPLE TEMPLATES

Workforce Solutions – Winnie
 P.O. Box 1807 11, West Pine Street, Winnie, Texas 77665
 MAIN: 409.298.2500 FAX: 409.298.2133
www.wrksolutions.com



Fax Cover Sheet

Send to:	From:
Company or Organization:	Phone Number:
Department:	Date:
Fax Number:	

Total pages, including cover: _____

Comments:

www.wrksolutions.com 1.888.469.JOBS (5627)

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Workforce Solutions – Rosenberg
 28000 Southwest Freeway, Suite D, Rosenberg, Texas 77471

Recipient Name
 Address
 Address 2
 City, State ZIP



Workforce Solutions – Rosenberg
 28000 Southwest Freeway, Suite D, Rosenberg, Texas 77471

Recipient Name
 Address
 Address 2
 City, State ZIP



Workforce Solutions – Rosenberg
 28000 Southwest Freeway, Suite D, Rosenberg, Texas 77471

Recipient Name
 Address
 Address 2
 City, State ZIP



Workforce Solutions – Rosenberg
 28000 Southwest Freeway, Suite D, Rosenberg, Texas 77471

Recipient Name
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 Address 2
 City, State ZIP



Workforce Solutions – Rosenberg
 28000 Southwest Freeway, Suite D, Rosenberg, Texas 77471

Recipient Name
 Address
 Address 2
 City, State ZIP



Workforce Solutions – Rosenberg
 28000 Southwest Freeway, Suite D, Rosenberg, Texas 77471

Recipient Name
 Address
 Address 2
 City, State ZIP

2

Recipient content shown as reference

Workforce Solutions

INDIVIDUAL BRAND – ZOOM BACKGROUNDS

