



Marketing Standards & Guidelines

Standard 201

The Gulf Coast Workforce Board and its contractors will present the Workforce Solutions brand as the name of the Board's operating affiliate in a consistent and uniform fashion to enhance recognition and identity.

Brand History

In 2001, the Gulf Coast Workforce Board branded its 13-county workforce system The WorkSource. The Board used this brand until June 30, 2008 to promote its presence in the region and provide its customers with an easily-recognized name and identity.

To protect the integrity of the brand, the Board established Marketing Standards & Guidelines to ensure that the system's image was projected properly and consistently. Accompanying these standards were graphics guidelines and *The WorkSource - Marketing Guidelines Resource Manual*, which contained graphic samples and design specifications for all communications and operational materials. In 2003, the Board's Media Policy was added.

The Board required each of its system contractors to adhere to these Standards & Guidelines so that all print, broadcast, electronic and other marketing and operational materials used to communicate with customers and potential customers contained a uniform look and message.

In July, 2007, the Texas Workforce Commission required that all 28 workforce boards in Texas re-brand their systems to the common name of Workforce Solutions, effective July 1, 2008. To maintain consistency for this new brand, the Board has revised its Marketing Standards & Guidelines and developed a new *Graphics Manual* to exhibit graphics guidelines and changes.

General Requirements

- These revised Marketing Standards & Guidelines take effect December 1, 2008 and replace the existing standards with the same reference.
- As with all the system Standards & Guidelines, the Marketing Standards & Guidelines are contractual requirements.
- The Board staff will conduct monitoring and periodic secret shopping to ensure that the Marketing Standards & Guidelines continue to be maintained throughout the system. .

- Board staff may revise these Marketing Standards & Guidelines at any time to reflect changes in the system's marketing communications efforts.

Overview

All contractors, vendors, and staff will refer to and follow the creative and editorial guidelines, graphic and design specifications outlined in these Marketing Standards & Guidelines and in the graphics *Resource Manual*.

Note: The Marketing Standards & Guidelines and the graphics Resource Manual are available online to all contractors, staff, and print vendors. They can be found at <http://www.wrksolutions.com/staff/workforcesolutionsmarketing.html>.

- The Marketing Standards & Guidelines apply to all marketing, public relations and outreach activities. Graphic and written guidelines work together and must be adhered to accordingly.
- All system contractors and staff must use the Workforce Solutions system name and logo on all signage, advertising, web sites, and printed materials.
- The Workforce Solutions Communications Office will review all advertising, public information and external marketing materials created by contractors and offices for customers, potential customers and the media prior to their use.
- All career office, employer service, payment office and contractor representatives must identify themselves as Workforce Solutions when communicating with customers and potential customers, employers, and in all community outreach activities.
- Outreach representatives from different contractors who participate in the same community organizations and activities must present a single, unified presence as Workforce Solutions and represent themselves as components of the whole system.
- Contractors' memberships in business organizations and chambers of commerce—when contractors represent Workforce Solutions—are coordinated through the Employer Service contractor and reviewed by the Board staff.
- Resident Service contractors may participate in local business and chamber of commerce activities that are in communities served by their career offices.

Note: Local membership dues may be shared by the Employer Service contractor and participating Resident Service contractors.

- No contractor may promote itself by its contractor name as providing Workforce Solutions services at an event without prior approval of the Communications Office.
- Contractors must provide advance notice to the Communications Office of planned participation and event details for all job fairs, business expos and other general outreach activities.
- The Communications Office must review and pre-approve materials used in all public relations activities involving public speaking engagements, presentations and seminars representing Workforce Solutions.

Equal Opportunity

The Workforce Solutions Equal Employment Opportunity statement must be included on all communications materials directed at customers or potential customers.

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

OR (for events)

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

Texas Workforce Solutions

Workforce Solutions is the common name used by each of the 28 local workforce boards in Texas.

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

Advertising

Gulf Coast Workforce Board contractors will adhere to the following advertising standards:

- Only the Workforce Solutions name and logo may be used when advertising any system service.
- All career office regional ads must include the 1-888-JOBS phone number and the system website address www.wrksolutions.com. Local ads may carry an individual office phone number. Employer Service ads will carry the Employer Service central office phone number. The Communications Office may make exceptions.
- All ads must be consistent with the system look and message, must follow the graphic guidelines for advertising outlined in the *Resource Manual*, and be pre-approved by the Communications Office.
- All display ads for print, and any broadcast or electronic media ads, must be reviewed by the Communications Office prior to release to ensure consistency with the system's marketing message and look.
- Ads placed in local business directories, as well as in annual, special interest, and regional publications, may list individual career offices by name and phone number. However, all

offices served by that publication should be included. All ads must reference all career offices in the system. (e.g., “Workforce Solutions - Conroe, one of XX career offices in the Gulf Coast region”).

- The Communications Office will design and place all telephone directory ads.

Sanctions for Non-Compliance

- **LEVEL ONE: Notification to Correct**
When the Gulf Coast Workforce Board staff notes a violation of a marketing standard and/or guideline, the staff contract liaison will provide written notification of that violation to the contractor. Notification will require the contractor to take immediate corrective action and provide a written response to the Board outlining what action has been taken to correct the violation and prevent its reoccurrence in the future.
- **LEVEL TWO: Warning/Probation**
If Board staff notes a second violation of the same or different standard, occurring within 12 months of the original violation, the staff contract liaison will provide a written notification of that violation to the contractor. *This notice will also serve as a warning that any future violation will result in a fine and that the contractor is on probation.* Notification will require that the contractor take immediate corrective action and provide a written response to the Board outlining what action has been taken to correct the violation and prevent its reoccurrence in the future.
- **LEVEL THREE: Fines**
A third violation will result in a contractor fine of \$10,000 – \$25,000, which will be deducted from a contractor’s administrative funds. Subsequent violations will result in additional and higher fines, to be determined by Board. Contractors who are assessed fines for non-compliance will be unable to modify contract budgets so as to increase administrative funds to make up for the fine.

GUIDELINES

The Workforce Solutions Communications Office manages all marketing products, public relations, public information activities and initiatives that will impact the system as a whole. All other products and initiatives are the responsibility of the system contractors, but are subject to the Workforce Solutions Marketing Standards & Guidelines and review by the Board staff. Marketing is divided into four categories:

- Global – products that are used to promote the system as a whole
- Regional (individuals) – products that cover a portion of the service region that incorporate more than one contractor service area or office

- Local (individuals) – products that are singular and focus on one contractor service area or office
- Employer Service – products that target business

Global Marketing

All system brochures, pamphlets, and major advertising (print, radio, television, outdoor, on-screen, electronic, Internet) are centralized under the Communications Office. Print advertising includes newspapers, magazines, telephone directories, kiosks, chamber of commerce and other business organization publications, and direct mail.

Centralization

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

Regional Marketing

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

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

Local Marketing

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

Employer Service Marketing

All advertising, marketing and promotional materials and other products directed at employers are developed and/or approved through the Communications Office. Only approved materials may be used by staff marketing services to employers.

Current and approved marketing templates are listed on the Workforce Solutions website at <http://www.wrksolutions.com/staff/marketing.html> and are downloadable.

General

Proper Use of System Name and Logo

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

Printed Materials

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

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

Reprint Request Form

Only authorized users may request reprints of Workforce Solutions marketing materials. The Reprint Request Form is downloaded from the Workforce Solutions website to the user's

desktop, filled out and emailed to the Workforce Solutions Communications Office, from where it is sent to the printing company.

Printed Products With “The WorkSource” Former Brand

Certain products printed under The WorkSource brand, such as the “Career Destination Guide: Nursing” and box of cards for “Gulf Coast Region High-Skill, High-Growth Occupations”, may be used until supply is depleted. However, these materials and any others remaining with the former brand must include a “Workforce Solutions --Your Source Is Now Your Solution” sticker on them when distributed.

Office Supplies

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

Stationery

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

Business Cards

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

Flyers, Brochures, Newsletters and Other Materials

- All printed materials will carry the Workforce Solutions system name and logo, and will not carry contractor name or logo.
- All printed information must meet the design and quality specifications outlined in the *Resource Manual*.

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

Promotional Items

- All items should carry the Workforce Solutions name, and logo, whenever possible.
- Items may carry career office location name, address, and phone number.
- No items will include contractor name or logo.

Signage

Site and Outdoor Signs

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

Door Signs

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

Interior Signs

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

Pictures and Posters

- The Board's Core Value posters, Services poster, and both EEO posters (English and Spanish) must be visible and hung properly in areas of customer contact.

Employee Name Badges

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

Clothing Imprints

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

Telephones

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

Electronic Mail

All work emails will be written in a professionally-accepted font and will not include any special background design or color. Only contact information may be added. Personal statements

reflecting a religious, political or philosophical belief, or quotes of any kind, are not allowed. If the Workforce Solutions logo is used, it must meet graphic standards and must not be oversized or stretched out of proportion.

Web Sites

- All career offices and contractors of Workforce Solutions with websites that describe, reference or advertise Workforce Solutions services must be linked to the Workforce Solutions website, www.wrksolutions.com.
- Any contractor website which is developed, supported, and/or maintained with funds from Workforce Solutions and its Gulf Coast Workforce Board/H-GAC contract, or which advertises system services, must
 - (1) have its content, design, and text (relating to Workforce Solutions and system services) reviewed and approved by the Workforce Solutions Communications Office for accuracy and consistency of message,
 - (2) use the Workforce Solutions name and logo, and
 - (3) provide a direct link to www.wrksolutions.com and a prominent reference to www.wrksolutions.com as the principal website for Workforce Solutions.
- Contractors referencing Workforce Solutions on their own independent company websites, which are not supported by any funds obtained through Workforce Solutions and its Gulf Coast Workforce Board/H-GAC contract, may use their contractor name.
- All website information relating to Workforce Solutions and its programs must be reviewed and approved for accuracy by the Workforce Solutions Communications Office.
- All contractors must state on their websites that they are contracted and funded by the Gulf Coast Workforce Board.
- Contractors may not represent themselves or their organizations on a website as the operator or administer of Workforce Solutions, or any part or service of the Gulf Coast workforce system. (e.g., “Workforce Solutions, operated by...”). It is incorrect to imply, directly or indirectly, that all career offices of Workforce Solutions are operated by a single contractor.

Jobs Fairs and Business Expos

Global – events that promote the system as a whole

Regional – events targeting individuals that cover a portion of the region served by more than one contractor service area or office

Local – events targeting individuals that are singular in nature and focus on one contractor service area or one office

Employer Service – events targeting employers

- Job Fairs are events that target individuals looking for a job. They are local, regional or global in scope and may take place in a career office or in the community. Employers may conduct hiring events, or employer job fairs, in the career offices. Both Resident and Employer Service staff participate in local career office and in regional job fair events.
- Business Expos are business to business events that target employers. They are managed by the Employer Service contractor staff and, occasionally, involve career office staff as appropriate. These events may be local or regional in scope.
- System Events are global in scope and under the direction of the Workforce Solutions Communications Office. They may involve any combination of career offices, contract or community partners, employers, and/or Employer Service staff.

Event Guidelines

- Event signage, display boards and related printed materials must meet all of the name, logo, and graphic guidelines outlined in the *Resource Manual*.
- In any specific job fair or business expo event, Workforce Solutions will be represented as a single, unified organization. If more than one contractor or career office wishes to participate in an event, it may do so in a cooperative effort.
- In regional or system events, contractors may not represent themselves independently as an operator of Workforce Solutions programs.
- The Workforce Solutions Communications Office needs to be informed when system staff is involved in community or regional job fairs.
- To inform the public about current and upcoming job fairs and employer events, the Workforce Solutions Communications Office will maintain a system event calendar on the Workforce Solutions website. Information will be updated daily.
- Employer Service business consultants are responsible for posting all employer events in WorkInTexas.com as soon as events are scheduled. The Workforce Solutions Communications Office will copy this information and use it in the system event calendar.

Public Information

MEDIA CONTACTS

- All contacts and inquiries from members of the print or broadcast media must be referred immediately to the Workforce Solutions Communications Office and Public Information Officer (PIO).
- Contractors and/or office staff must report any incidents/situations that might attract media attention to the Workforce Solutions Communications Office and PIO.

- The Workforce Solutions Communications Office (PIO) must be notified regarding all planned or un-planned on-site or contractor broadcast media interviews, filming or taping related to customers, programs and employment issues (such as childcare, training and funding), or labor market information.
- The PIO must approve all participating customers and staff persons who appear in a print or broadcast media interview.
- All participating customers and staff persons who appear in a non-news, public or private, print or broadcast media interview, filming or videotaping must sign a system Media Release Form.

MEDIA RELEASE FORMS

Signed copies of one of the following Media Release Forms should be faxed or mailed to the Workforce Solutions Communications Office.

1. Authorization To Release Written Information
2. Authorization To Release Photograph, Film or Videotape

NOTE: Forms can be copied from these Marketing Standards & Guidelines, or downloaded from the Workforce Solutions website at <http://www.wrksolutions.com/staff/marketing.html>.