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| WS 23-04 |
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| Contract Management |
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To: All Contractors

From: Juliet Stipeche
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Subject: Public Outreach Standards and Guidelines & Brand Manual

Purpose

Update Workforce Solutions' Public Outreach Standards and Guidelines and Brand Manual found [here](#). This issuance replaces Issuance WS 18-10 New Outreach Templates and Office Materials released June 27, 2018.

Background

The Public Outreach Standards and Guidelines establish creative and editorial guidelines, as well as graphic and design specifications that all service providers, contractors, vendors, subrecipients, consultants and staff use to present Workforce Solutions as a singular entity to all of our stakeholder audiences.

These written guidelines work together with the Workforce Solutions Brand Manual to maintain consistency and continuity of Workforce Solutions' corporate identity in all marketing, public relations, public information, social media, and outreach activities.

The guidelines support our use of the Workforce Solutions brand and the new extensions for Individuals, Employers and Agency audiences. Following these standards is critical to maintaining the quality and integrity of our Workforce Solutions brand.

Summary of Changes

1. The Brand Manual has been expanded to demonstrate the extensions for the Individual, Employer and Agency audience.

2. The new Brand Manual is also available as three SharePoint sites, which allow users to access templates, photography, forms and other resources to support consistent brand executions for the designated audience:
 - Agency <https://workforcesolutions.sharepoint.com/sites/AgencyBrand>
 - Employer <https://workforcesolutions.sharepoint.com/sites/EmployerBrand>
 - Individual <https://workforcesolutions.sharepoint.com/sites/IndBrand>
3. The new Brand Manual identifies requirements and provides illustrations and resources for:
 - Logos and usage
 - Color palates
 - Fonts
 - Equal Opportunity statement
 - American Job Center identifier
 - Email signature
 - Location and service naming conventions
 - Sample photography
 - Sample forms
 - PowerPoint templates
 - Flyer templates
 - Signage templates
 - Letterhead template
 - Other sample templates

Action

Ensure that all Workforce Solutions team members are aware of and have access to the contents of both the Public Outreach Standards and Guidelines and Workforce Solutions Brand Manual.

Direct any staff members that create materials for Workforce Solutions to become familiar with the extensive resources including templates on the three SharePoint sites, and ensure that they follow the brand guidelines for each designated user audience:

- Agency <https://workforcesolutions.sharepoint.com/sites/AgencyBrand>
- Employer <https://workforcesolutions.sharepoint.com/sites/EmployerBrand>
- Individual <https://workforcesolutions.sharepoint.com/sites/IndBrand>

Service providers may request SharePoint access for individual external users from WorkforceSecurity@wrksolutions.com.

Questions

Staff should first ask questions of their managers or supervisors. Direct questions to the Board staff through the electronic [Issuance Q&A](#).