

I. STANDARD

An organization's corporate identity is the foundation of all public outreach, marketing and communications efforts. By applying the corporate identity in a disciplined and consistent manner, an organization conveys professionalism, credibility and quality.

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

Workforce Board staff may conduct periodic monitoring and reviews to ensure these standards and guidelines are maintained throughout Workforce Solutions. All outreach and promotional materials must meet the funding criteria set forth by the Gulf Coast Workforce Board and its fiscal agent the Houston-Galveston Area Council for these purposes.

A. Workforce Solutions Public Outreach Requirements

The Gulf Coast Workforce Board staff manages public outreach resources and activities that affect Workforce Solutions as a singular entity. Resources and activities that are created as part of local service delivery are managed by contracted service providers and are subject to these same standards and guidelines.

All service providers and staff members must use the Workforce Solutions name and branding on all digital and printed communications. Service providers must have a process to review and monitor materials created by their team members to assure quality and compliance to the Brand Style Guide. All materials are subject to monitoring and review.

All contractors who deliver services on behalf of the Gulf Coast Workforce Board must identify themselves as Workforce Solutions. This includes but is not limited to providers/operators of career service, career office, employer engagement, payment

office, support center, youth, young adult, and early childhood education quality. This requirement applies to all communication with any stakeholder audience including but not limited to individual customers, business representatives, community representatives, elected officials, and media including social media.

Modifications are available for special circumstances, such as adult education where contractors must braid Workforce Solutions funding with other resources to serve program participants. These modifications will be addressed in individual service provider agreements.

Workforce Solutions is one cohesive entity. When representatives from different locations, divisions or service providers attend/participate in the same event/activity, they must present a single, unified presence as Workforce Solutions.

A contracted service providers may not distinguish itself or its area of Workforce Solutions service separate or distinct from any other service provider or from the organization for any reason. Federal regulations prohibit contracted service providers from identifying themselves as individual operators of Workforce Solutions locations or services.

B. Branding Requirements

Workforce Solutions' identity is the foundation of all outreach, marketing and communications efforts. Following the branding requirements is critical to the customer experience and to maintaining the quality and integrity of the Workforce Solutions image.

The Workforce Solutions Brand Manual provides 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 audience applications – Agency, Employer, and Individual.

The Brand Manual includes examples of how to use the corporate signature in a variety of materials and situations. It outlines and illustrates the usage of the Workforce Solutions brand through the three specific audience applications. The Brand Manual is

intended to be used by Workforce Solutions staff, contractors, partner organizations and all who have responsibility for creating signage, stationery, or any collateral materials – whether print or digital.

The 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. The user sites are available to any team member that produces materials for Workforce Solutions. Access to these three SharePoint sites is managed by [Workforce Security](#).

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

The Workforce Solutions 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

Service providers must create processes and implement practices to ensure all team members understand and follow the Workforce Solutions Brand Style Guide.

II. POINT-OF-SERVICE MATERIALS

To support brand uniformity and economies of scale, Workforce Solutions selected Image Set through a competitive bid process to host an online ordering system and fulfill print-on-demand orders for the most frequently used Workforce Solutions service materials. See: <https://imagesetonline.com/wrksolutions/Login.aspx>

Orders placed through the online ordering system are billed to the respective service provider. Access to the system is limited to authorized users and is password protected. Service providers will designate authorized users directly with Image Set.

III. WEBSITE

The Workforce Solutions website is found at www.wrksolutions.com. The site represents all divisions, services, and locations of Workforce Solutions.

The website is currently maintained using the InGenuix content management system (CMS), which provides secure access, permissions, page templates, stylesheets, and workflows. Service providers may request CMS access for Workforce Solutions team members to create and update content on designated sections of the website as aligned to their service delivery functions.

The two most frequently visited pages of the website include:

- www.wrksolutions.com/events
- www.wrksolutions.com/jobsnow

Service providers must create processes and practices to ensure information is made available to stakeholders via the website in a timely and effective manner.

Service providers can secure access to the content management system through Workforce Security (WorkforceSecurity@wrksolutions.com.)

IV. SOCIAL MEDIA

Workforce Solutions has Agency accounts directed by the Workforce Board staff for:

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- Facebook - <https://www.facebook.com/advancemycareer/>
- Instagram (and Threads) <https://www.instagram.com/workforcesolutions/>
 - Facebook and Instagram provide information primarily for job candidates including topics such as job leads, job search advice, job fairs, labor market information, and career awareness.
- LinkedIn - <https://www.linkedin.com/company/advancemycareer>
 - LinkedIn delivers information for professional and passive job candidates, as well as recruiters and HR professionals who may benefit from our service to employers. LinkedIn is also used as a recruiting tool to help fill job orders.
- X (formerly Twitter) - <https://twitter.com/GulfCoastW>
 - X/Twitter provides labor market data and general workforce trends of interest to community leaders.
- YouTube - <https://www.youtube.com/c/WorkforceSolutionsgulfcoast>
 - YouTube is home to [Your Career Your Choice](#) – powered by Workforce Solutions. This is our original TV share created in partnership with KHOU-TV. In each episode, host Caitilin Espinosa talks with local experts offering tips and advice to land good jobs today and discover the best long-term career opportunities close to home here in the greater Houston area.
 - YouTube also holds an archive of Workforce Solutions success stories and media coverage.

Service providers have access to the Facebook and Google/Apple Maps location pages for each Workforce Solutions site. These location pages are used to communicate localized information such as hiring events, job postings, job search seminars, and community activities. Location pages also contain operating hour information including holiday closures.

To submit information for the Workforce Solutions Agency social media pages, use the form below:

<https://www.wrksolutions.com/staff-resources/outreach-resources/social-media-request-form>

In accordance with the State of Texas ban on TikTok effective December 7, 2022, Workforce Solutions does not use this social media platform. Please refer to the Workforce Solutions Information Security Policy for additional information on prohibited technologies.

Abandoned accounts are difficult to delete, present outdated information, reflect poorly on Workforce Solutions. Therefore, service providers are discouraged from creating separate social media accounts for Workforce Solutions activities without first creating a thorough plan that accounts for content, community, branding and access management.

Each service provider who selects to use social media must have a process to manage access, monitor content and ensure application of Workforce Solutions Brand Manual requirements.

V. NEWS MEDIA

Workforce Solutions enjoys a generally positive position with local news media by serving as a reputable source for local data and insight on jobs and the economy.

The Houston Business Journal and the Houston Chronicle regularly reference the data and analysis provided by Workforce Solutions in business section stories.

Additionally, the Gulf Coast Workforce Board has ongoing media partnerships to provide information on jobs and career opportunities. These partnerships currently include:

- KXLN Univision 45 – weekly guest segments on the Monday midday news
- KRIV Fox 26 – biweekly guest segments on the Friday morning news
- KTRK ABC 13 – weekly 30-minute *Who's Hiring* show that streams on the station's digital platforms.

Workforce Solutions leverages these partnerships to extend our service reach, not as self-promotion. We develop editorial content in collaboration with the media partners and do not pay for airtime or promotion.

To ensure that Workforce Solutions maintains our position as a reputable source, community partner and thought leader, all media inquiries are managed by the designated spokesperson for the Gulf Coast Workforce Board.

Service providers must create a process to ensure that all Workforce Solutions team members understand how to field media inquiries and establish a practice for directing media inquiries to PublicInformation@wrksolutions.com and the designated contract manager.

VI. IMAGE USE RELEASE

Workforce Solutions makes every effort to respect customer privacy in our public spaces, particularly in relation to video and still photography. Workforce Solutions team members should secure verbal consent before taking any pictures or videos of customers or staff.

Workforce Solutions team members may use the release form found on the staff resources web page to document consent. See <https://www.wrksolutions.com/staff-resources/outreach-resources>.

For photo/video of minors under the age of 18, team members must secure written parental consent using the release form on the staff resources website. See <https://www.wrksolutions.com/staff-resources/outreach-resources>.

If a service provider expects that an event will be photographed, a statement similar to the following can be used as part of the registration form:

By registering for this event, you give Workforce Solutions permission to use any photographs taken of you at the event.

VII. SIGNAGE

A. Exterior Marquee/Site Signs

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- All Workforce Solutions offices and locations must display the Workforce Solutions name and logo in accordance with the Brand Manual to the extent permitted by property management and lease agreements.
- Contractor/operator name and logo are not permitted as part of the Workforce Solutions exterior/marquee signage.

B. Door Signs

- Full-time career office front door signs must display the Workforce Solutions name and logo.
- The American Job Center identifier sticker must be visible on all office front doors near the hours of operation.
- Additional identifiers and information, such as office contractor name and logo, are not permitted on door signage.
- All door signs will follow the graphic specifications outlined in the Brand Style Guide.

C. Interior Signs

- Interior signs must the Workforce Solutions Brand Manual as appropriate.
- Contractor/operator name and logo are not permitted as part of the Workforce Solutions interior signage.

D. Required Posters

- In the course of regular business, pictures and posters may be required by various agencies including the US Department of Labor, the Texas Workforce Commission, the Gulf Coast Workforce Board, as well as other agencies.
- Where practical, posters and signs should follow the Workforce Solutions Brand Manual for any materials in public.
- The most up to date compilation of these requirements can be found on the Workforce Solutions website in the [Staff Resources](#) section.

VIII. Expenditures

All expenditures for public outreach must adhere to the Financial Management Policies and Procedures.

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