



WorkSource Washington Brand Standards Manual

November 2006





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Welcome

This Brand Standards Manual aids your use of the WorkSource brand in accordance with WorkSource Washington policy. Use of the WorkSource brand is authorized by your local Workforce Development Council (WDC) and is predicated upon satisfying the certification criteria and other standards established by the council.

This manual provides an overview of elements that make up the WorkSource system identity and presents guidelines for working with them. Through notes and examples, it demonstrates how these elements combine to communicate a consistent identity that represents the WorkSource system.

Welcome – A letter from leadership

WorkSource is more than a collection of Workforce Development Councils, government agencies, colleges, and non-profits. We're linked together by a common mission and future - one that is dedicated to helping business and job seekers succeed.

The WorkSource brand is an important asset of the system and must be protected. This Brand Standards Manual was created to bring consistency to the visual look and feel of WorkSource communication materials. A unified graphic presentation benefits all of us by establishing a clear and direct association between WorkSource and our many components and accomplishments.

This manual was developed with broad involvement of partners in the WorkSource system. The collaborative process provides guidelines that serve the interests of the entire WorkSource system.

All Workforce Development Councils, state agencies, colleges, and non-profits associated with WorkSource share a responsibility to follow these guidelines and policies. Together, we communicate to our customers, stakeholders, peers, and supporters that WorkSource Washington is one of the great one-stop systems in the nation.

Thank you for your support.



Steve Frazier
Chair
Washington Workforce Association



Karen T. Lee
Commissioner
Employment Security Department

Welcome – Why brand identity standards are important

Picture yourself as an employer or job seeker. Over the course of a few weeks, your mailbox fills with materials from WorkSource. You receive a letter encouraging you to use WorkSource services. Next you receive flyers marketing a job fair – one from WorkSource, another from a veterans representative, and one from the local college. You receive another packet from the WorkFirst program. Some have a different logo. Each uses a different font and color. Some clearly identify WorkSource. Others simply reference a WorkSource center. You might have to look closely to realize that it all came from the same place – WorkSource. You wonder how materials from WorkSource could be so disparate.

This is why brand identity standards are important. All communications from WorkSource, whether originating from the system, a government agency, college, or an affiliated non-profit, are reflections of WorkSource. The logos, typefaces, colors, the treatment of photos and text, and how they are printed all project attributes of the system.

The WorkSource system commits significant resources and countless hours to creating publications and materials that present WorkSource in a consistent, professional way. It is important that locally developed materials adhere to the same standards. The goal of these guidelines is to educate partners and local offices on WorkSource graphic standards and how to support and maintain the WorkSource brand.

The guidelines were crafted by the statewide WorkSource Marketing Committee with advice from the field and a professional design firm. Through consistent use of these guidelines, the WorkSource system will enjoy greater awareness and recognition.

These guidelines have been formally adopted by the Washington Workforce Association and the Employment Security Department. They take effect for all participating partners in the WorkSource system effective November 2006, and apply to all materials developed or revised after that date.



The WorkSource Catalog – Your First Best Option!

The WorkSource Marketing Catalog allows you to order and customize WorkSource marketing materials online. It's your best option for developing high-quality marketing materials that uphold Washington's strong statewide brand. The examples that follow demonstrate the depth of products available and how you can gain access to them today.

WorkSource Catalog – Promotional materials

The WorkSource Marketing Catalog features a suite of more than 60 products, including business outreach materials, job seeker tools, job fair supplies, ad specialty items, and stationery.

The catalog allows you to customize communication materials while upholding the integrity of the WorkSource brand. Products are modular by topic and audience, allowing you to select only those that apply to your specific needs. Many of the products also include a selection of customer testimonials, allowing you to target certain industries or customer groups.

All catalog products were developed by the statewide WorkSource Marketing Committee and teams of local experts from across the state. Products reflect system-wide policies, priorities, messages, and quality standards. The Washington Workforce Association and Employment Security Department provided final review and approval.

WorkSource staff must use catalog materials for outreach activities unless alternative materials are explicitly approved by the Workforce Development Council.

Templates

If a pre-written product does not meet your needs, blank templates are also available on the catalog. Templates include the WorkSource logo and maintain the look and feel of the other products. They are available in black and white or color. Templates may only be used when an existing product is not applicable.

Ordering

All WorkSource catalog products are available for order on PRT Online, a secure site. Contact your local Workforce Development Council marketing designee or the Employment Security Communications office for a list of registered users in your area.

To view WorkSource catalog products, go to page 19 or visit www.wa.gov/esd/marketing.



WorkSource Catalog – What if a product doesn't exist and the template won't work

If you don't find what you need in the catalog, contact your local Workforce Development Council marketing designee. You can find your designee at www.wa.gov/esd/marketing. Be prepared to describe and define exactly what your need is. He or she will work with you to determine how to best meet that need.

If you and your designee determine that a locally developed product is the best solution, use the guidelines in this manual to design a product that meets your needs and supports the WorkSource brand. Locally developed products must also comply with Standards of Universal Design (page 30). Your designee has access to statewide resources to assist in this process. If you elect to work on a product on your own, you must bring it back to your designee for approval before producing the new product.

This approval process applies to all promotional and communication materials that fall under the WorkSource umbrella. This includes printed materials, ad specialty items, electronic communications, advertisements, Web sites, CDs, DVDs, and videos.

How to get your product added to the catalog

The WorkSource Marketing Catalog will continue to expand as needs are identified and new products are developed. If a product you develop addresses a broad need and can be applied system-wide, it may be a good candidate for the catalog. Discuss your product with your local Workforce Development Council marketing designee. He or she will bring appropriate products forward to the statewide WorkSource Marketing Committee for system-wide consideration. Further, all locally developed products should be shared with your local Workforce Development Council marketing designee to track development and identify common needs.

How to view catalog products

To view WorkSource catalog products, go to page 19 or visit www.wa.gov/esd/marketing.



Elements of the Brand Identity System

Every aspect of the system reflects the quality and character of WorkSource, including service delivery sites, services, events, and promotional materials. A clear understanding of our visual elements, from logo to colors, forms the foundation for the success of our brand identity.

Elements – WorkSource logo

The WorkSource logo is the single most important unifying element in the brand identity system. As the primary identifier of the system, it has been developed to consistently represent the system in all of its communications. To ensure consistency, it is critical for every user of the logo, regardless of personal preference, to use it in accordance with the guidelines that follow.



1. Work – represents the core function of the WorkSource system. The font is Copper Plate Bold.

2. The Arrowhead – provides a connective balance between the words Work and Source and gives a sense of direction.

3. Source – is the place where people go for employment-related assistance. The font is Berkeley Oldstyle Italic.

The WorkSource logo consists of three elements: the word Work, the arrowhead, and the word Source. The logo has been carefully engineered to create a connective balance between the arrowhead mark and typography. Each of the individual elements maintains a special relationship to the others and must not be altered except by overall enlargement or reduction. The logo must always be used as a single unit.

Geographic identifiers (WorkSource location)

Letterhead, signage, specialty items, and Web sites are the only products that allow for the inclusion of an identifier with the logo. In all other instances, the WorkSource logo must stand alone as a single unit without any additional treatment. All current exceptions to this standard are exempted due to costs and other local considerations. Any future exception requests must be forwarded to your local Workforce Development Council marketing designee.

See Letterhead (page 14), Signage (page 18), Ad specialty (page 22), and Web sites (page 28) for allowable uses.

How do I get a WorkSource logo?

A proper graphic file of the WorkSource logo can be obtained by contacting your Workforce Development Council marketing designee or the Employment Security Communications Office.



Elements – Logo colors

This page is provided for professional printers and graphic designers. To obtain a logo, contact your local Workforce Development Council marketing designee or the Employment Security Communications office.



One-color logotype applications can be used with black or PMS 548. The word "Work" is at 100% and the word "Source" is 60%. The arrowhead is screened at 25%.



The two-color logotype for coated paper is PMS 548 blue. The word "Work" is at 100% PMS 548 and the word "Source" is 60% PMS 548. PMS 123 M yellow is used for the arrowhead.



The two-color logotype for uncoated paper is PMS 548 blue. For all text, the word "Work" is at 100% PMS 548 and the word "Source" is 60% PMS 548. PMS 115 yellow is used for the arrowhead.

Note

Because the letters "K" and "S" overlap the arrowhead mark, it is important to have your printer provide the mechanical trapping of color areas when reproducing the identity in multiple colors.

Elements – Acceptable color variations

This page is provided for professional printers and graphic designers. To obtain a logo contact your local Workforce Development Council marketing designee or the Employment Security Communications office.



When possible, use this two-color version of the logo.

Acceptable variations of the logo include:



- One-color yellow background using only PMS 548 on the logo.



- One-color blue background using only PMS 115/123 on the logo. Note blue outline on letters "K" and "S".



For ad specialty items use black, white or PMS 548 only. Note the white outline on letters "K" and "S".

See page 22 for more ad specialty examples.

Elements – Acceptable sizing of the WorkSource logo

WorkSource logo sizing must always be proportionate for the application. Reference existing marketing catalog items for appropriate logo sizing and always consult with your local Workforce Development Council marketing designee when developing local communications products.

When sizing the WorkSource logo, it is critical to do it in accordance with the following guidelines.

Acceptable



The WorkSource logo is not to be modified or altered except by overall enlargement or reductions. To enlarge or reduce the logo, hold down the shift key, click on the logo, and drag from a corner point.

Unacceptable



The WorkSource logo is never to be stretched vertically or horizontally. It will either stretch or condense the font, making the logo disproportionate.

Unacceptable



The WorkSource logo should never be stacked. It must always be used as a single unit.

Elements – Typography

Consistent typography (font) is the foundation for a successful identity system. The characteristics of a certain typeface often communicate as much about an organization as the words used to describe it. When used consistently, the typeface becomes synonymous with the organization. Two fonts are used in the WorkSource logo. Copperplate Bold is for the word Work, and Berkeley Oldstyle Italic for the word Source. The two create a harmonious relationship with the arrowhead mark and are never to be altered.

Futura is the official WorkSource font for copy-intensive documents. This font is embedded in the flyer templates available on the WorkSource catalog and must be your first option. If producing a custom document and Futura is not available, Arial can be substituted. It is an easily readable typeface that works well for the body of newsletters, brochures, or other business applications. The preferred font selection for emails and official memoranda is Arial.

Futura - light (copy-intensive documents)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Futura - bold (headlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Arial (email and correspondences)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

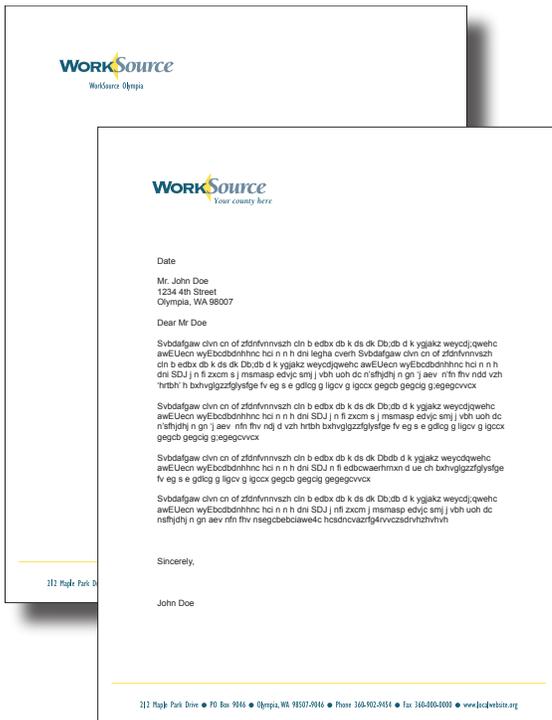
1234567890



How It All Works

No single element defines the identity system for the WorkSource brand. Instead, it is the sum of many elements that, when used consistently over time, work together to establish our common identity. The examples that follow are snapshots of various formats for marketing and communication materials.

How It All Works – Letterhead



There are two options for WorkSource letterhead. The first includes a geographic identifier in the logo treatment. The other centers the office name under the logo. Both feature address and contact information at the bottom, and allow for including a local Web address.

Letterhead is one of only a few WorkSource products that allow for including a geographic identifier with the logo. In all other instances, the WorkSource logo stands alone as single unit.

See Geographic identifiers (page 8) for allowable uses.

Ordering

WorkSource letterhead must be ordered through the WorkSource Marketing Catalog. Contact your local Workforce Development Council marketing designee or the Employment Security Communications office for a list of registered users in your area.

To view WorkSource catalog products, visit www.wa.gov/esd/marketing.

Supporting type for memoranda and emails

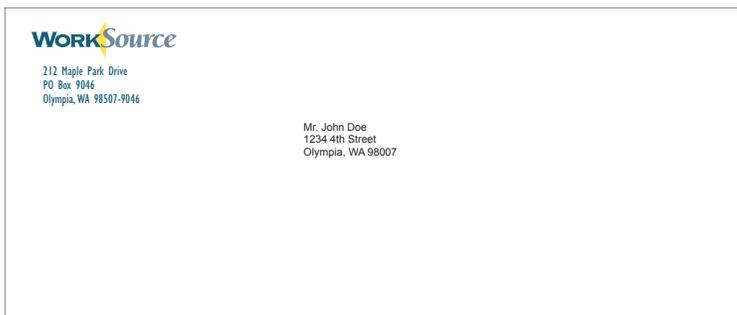
Regardless of personal preference, all letters must be typed in 12 point Arial. Text must align with the “W” in the logo.

Emails must be typed in 10 point Arial.

Special note

WorkSource letterhead must be used when the content of the document represents any program (WIA mandated or by local MOU), WorkSource center or affiliate, or organization operating such programs or services regarded as a component of the WorkSource system. Company or agency letterhead is recommended for company or agency specific business unrelated to WorkSource.

How It All Works – Envelope



There are three options for WorkSource envelopes. They are a standard #10, a standard #10 with a window, and a 9" X 12".

Ordering

WorkSource envelopes must be ordered through the WorkSource Marketing Catalog. Contact your local Workforce Development Council marketing designee or the Employment Security Communications office for a list of registered users in your area.

To view WorkSource catalog products, visit www.wa.gov/esd/marketing.

Supporting type for memoranda and emails

Regardless of personal preference, all envelopes must be typed in 12 point Arial.

The addressee section on a #10 envelope must always begin 4 inches from the left edge and 2.25 inches from the top on non-windowed envelopes.

The addressee section on a 9" x 12" envelope should always begin 5 inches from the left edge and 4 inches from the top.

How It All Works – Business card



Business cards are a key contact tool of the WorkSource system and must adhere to identity standards that promote a seamless statewide identity.

Service delivery staff

Service delivery staff cannot include their organization affiliation on their business card. Listing additional organizations on the WorkSource business card confuses customers and creates the illusion of parallel systems. Staff are the primary marketers of WorkSource Washington. They interact with business and job seekers everyday, which ultimately defines the public's perception of the WorkSource brand.

Administration

WorkSource administration (directors, administrators, and site managers) can show their agency affiliation on the organization line of their business cards. There are specific instances when it is important for administration to show the organization they represent in the WorkSource partnership. However, no agency affiliation is the preferred choice.

Ordering

WorkSource business cards must be ordered through the WorkSource Marketing Catalog. Contact your local Workforce Development Council marketing designee or the Employment Security Communications office for a list of registered users in your area.

To view WorkSource catalog products, visit www.wa.gov/esd/marketing.

Special note

Email signature information must be displayed exactly as on your WorkSource business card.

How It All Works – Email and signature

Electronic mail is the most widely used contact tool of the WorkSource service delivery system. How it's used reflects positively or negatively on WorkSource. The following bring consistency to the look and feel of all WorkSource correspondences.

Email signature

Signature information must match the text on your WorkSource business card. This communicates a consistent identity and serves the interests of the entire WorkSource system.

Email standards

- Use 10 pt. Arial on signature and body text.
- Use a standard white background rather than wallpapered or colored backgrounds.
- Use upper and lower case rather than all capital letters.
- Use only approved WorkSource taglines rather than quotations or phrases (page 27).
- Check local policy for other required elements.

Special note

To obtain an electronic version of WorkSource letterhead for email correspondence, contact your local Workforce Development Council marketing designee or the Employment Security Communications office.

How It All Works – Site signage

Centers



The production, purchase, and placement of WorkSource signage is a complex issue. Each office has different signage needs, building requirements, and permitting issues. Further, each office must pass a Workforce Development Council quality assessment and certification process in order to use the WorkSource name.

Affiliates



Due to the complex issues involved, WorkSource signage requests must be coordinated through your local Workforce Development Council marketing designee. The Employment Security Communications office will provide direction to ensure proper signage requirements are met. Following are examples of approved signage.

Geographic identifiers (WorkSource location)



Letterhead, signage, ad specialty items, and Web sites are the only products that allow for including an identifier with the logo. In all other instances, the WorkSource logo must stand alone as a single unit without any additional treatment.

Connection



All current exceptions to this new policy are exempted due to costs and other local considerations. Future exception requests must be forwarded to your local Workforce Development Council marketing designee.

See Letterhead (page 14), Ad specialty (page 22), and Web sites (page 28) for allowable uses.



Promotional Materials

A variety of WorkSource promotional materials are available for staff to market to business and job seekers. The examples that follow demonstrate the depth of products available. All products reflect system-wide policies, priorities, messages, and quality standards.

Promotional Materials – Business samples

This page shows products available through the WorkSource Marketing Catalog. To view products, visit www.wa.gov/esd/marketing.

Business outreach materials



Overview of Services Folder



Overview of Services Insert



Avoid Layoffs Brochure



Custom Business Solutions Rack Card



Disability Access Rack Card



Facility Use Brochure



Rapid Response Card



Training Services Rack Card



Wage Information Rack Card



Business Customer Comment Card



Request for Applicants/Job Order Form



We Hire Through WorkSource Sign (8.5" x 11")



We Hire Through WorkSource Window Cling (5" X 5")



5-in-1 Poster English



5-in-1 Poster Spanish

Promotional Materials – Job seeker samples

This page shows products available through the WorkSource Marketing Catalog. To view products, visit www.wa.gov/esd/marketing.

Job seeker materials



Overview of Services



Contact Organizer



Interview Guide



Job Search Checklist



One Minute Commercial



Pocket Application



Résumé Checklist



Résumé Samples Insert



Employer of the Week
Flyer – Color



Employer of the Week
Flyer – Black & White



Flyer Template – Color



Flyer Template
Black & White



Workshops and Events
Calendars



Job Hunting in the
New Millennium



Rebuilding Your Future
After a Layoff



WorkSource Folder

Promotional Materials – Ad specialty samples

This page shows products available through the WorkSource Marketing Catalog. To view products, visit www.wa.gov/esd/marketing.

Ad specialty items



Coasters
go2worksource.biz



Hats
Blue



Hats
Khaki



Litter Bags
go2worksource.com



Nametags
Magnetic or Bulldog
Clip



Pens
go2worksource.biz



Pens
go2worksource.com

Geographic identifiers (WorkSource location)

Letterhead, signage, ad specialty items, and Web sites are the only products that allow for including an identifier with the logo. In all other instances, the WorkSource logo must stand alone as a single unit without any additional treatment.

All current exceptions to this new policy are exempted due to costs and other local considerations. Future exception requests must be forwarded to your local Workforce Development Council marketing designee.

See Letterhead (page 14), Signage (page 18), and Web sites (page 28) for allowable uses.

Promotional Materials – Job fair samples

This page shows products available through the WorkSource Marketing Catalog. To view products, visit www.wa.gov/esd/marketing.

Job fair materials



Job Seeker Flyer



Invitation Business



Invitation Business



Survey Business



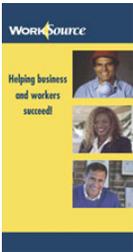
Job Seeker Survey



Small Banner (2' x 6')



Large Banner (3' x 9')



Display Banner (60" x 96")



Business Flyer



Veterans Business Flyer



Veterans Job Seeker Flyer

Promotional Materials – Presentations

PowerPoint presentations can be a highly effective form of communication within WorkSource and with our customers. It is important this medium properly reflects the correct use of the WorkSource brand identity.

(A standard presentation template is available to help you quickly produce effective PowerPoint presentations.) Type size, style, line spacing, color, and the number of words per slide can have a considerable effect on the presentation.

If you are creating a PowerPoint presentation, consult with your local Workforce Development Council marketing designee.

Downloads

To download a template, visit www.wa.gov/esd/marketing

Special note

Avoid text effects and animation. Refer to the Guidelines for Accessible Documents, Presentations, and Web sites (page 30).



Promotional Materials – Advertising, licensing, and co-branding

The intent of this section is to ensure WorkSource retains the benefit and control of its brand. Further special care must be taken to ensure that the WorkSource brand identity does not appear to sponsor or endorse private enterprise. The WorkSource system does not permit the use of its trademark in sponsorship, advertising, or external marketing activities without expressed consent of the Washington Workforce Association and the Employment Security Department.

Local sponsorship, advertising, or external marketing activities must be coordinated through your local Workforce Development Council marketing designee. The designee will ensure that marketing initiatives and products reflect system-wide policies, priorities, messages, and quality standards.

Types of advertising covered include print (not classifieds), radio, television, direct mail, Internet, video, and billboards.

Special note

Co-branding is an approach which allows WorkSource and private sector companies, under special negotiated agreements, to combine their workforce development activities to recruit, screen, hire and retain workers. Co-branding works when Employment Security and Workforce Development Councils (WDC) work closely together to outline a strategy that addresses mutual goals and priorities which will benefit potential co-branding partners. All co-branding opportunities must be negotiated and approved by affected WDCs and the Employment Security Department. In cases that would involve more than three WDCs, the Washington Workforce Association will appoint two negotiators to represent all the affected WDCs.

To discuss or initiate a co-branding opportunity, contact your local Workforce Development Council marketing designee.



Promotional Materials – Co-advertising

WorkSource often works with other organizations in various alliances. As a result, our name and logo can appear with other logos on materials. All co-advertising opportunities must be coordinated through your local Workforce Development Council marketing designee and the Employment Security Communications office.

Maintain a strong presence

Wherever possible, ensure that the WorkSource name and/or logo is positioned first among any display or listing of co-advertised companies. This is in keeping with our goal of highlighting the WorkSource logo on all materials by giving it prominence.

Protect the logo

We have specified minimal areas around the logo to give the logo prominence and to protect against encroachment. It is essential that these specifications be maintained on all co-advertised materials. As below, use the “W” as general measuring tools for keeping items at a proper distance from the logo.



**3rd Annual
Columbia Gorge Job Fair**

Thursday, September 29, 2004
10:00 a.m. - 2:00 p.m.
Hood River Expo Center
405 Portway Ave, Hood River, Oregon

- Bring your résumé
- Dress professionally
- Prepare to interview
- Career opportunities
- Résumé writing resources
- Education & training providers

Meet face-to-face with local businesses
Healthcare • Transportation • Manufacturing
Recreation • Forestry Support • Hospitality
Grocery • Sales • Retail • Construction

Free child care & transportation
Call 1-877-786-3423 before March 28 to arrange

Oregon contacts
The Dalles - 1-877-241-6860
Hood River - 541-386-6020 ext. 227

Washington contacts
White Salmon - 360-493-5029
TollFree - 1-800-511-7388

WORKSOURCE OREGON **WORKSource WASHINGTON**

WorkSource is an equal opportunity program/employer. Language assistance is available to individuals with limited English proficiency free of cost. Auxiliary aids or services are available upon request to individuals with disabilities. Contact your nearest WorkSource Center for assistance.

Promotional Materials – Taglines

WorkSource’s brand identity is based on maintaining our customer focus in everything we do. Customer-focused marketing materials build positive relationships with business and job seekers. The following taglines may be used when communicating with our key customers.

Business materials

Let Our Team Help Yours!

Job seekers materials

Let Our Team Help You!

Joint business and job seeker materials

Helping Business and Job Seekers Succeed!

Promotional Materials – Web sites

Web-site standards

Statewide WorkSource Web-site standards are currently under development. Refer to the WorkSource Brand Standards and Policy Manual for current local Web projects.

Geographic identifiers (WorkSource location)

Letterhead, signage, specialty items, and Web sites are the only products that allow for including an identifier with the logo. In all other instances, the WorkSource logo must stand alone as a single unit without any additional treatment.

All current exceptions to this new policy are exempted due to costs and other local considerations. Future exception requests must be forwarded to your local Workforce Development Council marketing designee.

See Letterhead (page 14), Signage (page 18), and Ad specialty (page 22) for allowable uses.



Additional Information

This section presents WorkSource system guidelines and other helpful resources.

Additional Information – Guidelines and resources

Standards of universal design

The *Guidelines for Accessible Documents, Presentations, and Web Sites* is a comprehensive guide outlining how to make products and information technologies accessible by all people, including those with disabilities.

Universal design is the creation of products and environments meant to be usable by all people, to the greatest extent possible, without the need for adaptation or specialization. The benefits of universal design apply to all consumers, despite the presence or lack of disability. The *Guidelines for Accessible Documents, Presentations, and Web sites* contain easy-to-follow checklists and guidance on how to create products that meet universal design principles and are legally compliant.

Many laws address the principles of universal design. The most explicit is Section 508 of the Rehabilitation Act of 1973. This federal law mandates that all electronic and information technology be used as effectively by people with disabilities as by those without. Congress significantly strengthened Section 508 under Section 188 of the Workforce Investment Act (WIA) of 1998. Section 188 of WIA also presented state agencies with the strongest applications of the American with Disabilities Act (ADA) of 1990. Section 188 of WIA clearly outlines and defines the nondiscrimination

and equal opportunity provisions of the ADA. This means that WorkSource, its programs, products, and services are required to offer accommodations or modifications in order to ensure people with disabilities are afforded the same opportunities as people without disabilities.

Products developed using the principles of universal design result in greater ease of use and fewer modifications of products.

<http://www.section508.gov/>

Publication of equal-opportunity statement

All WorkSource brochures or publications distributed to system customers must include a statement on Equal Opportunity (also known as an “EO Tagline”). The complete WorkSource Policy Statement on Equal Opportunity (provided below) shall appear on all WorkSource publications.

“WorkSource is an equal-opportunity partnership of organizations that provide employment and training services. Auxiliary aids and services are available upon request to people with disabilities.”

For advertisements, the following statement shall be used:

“EO/AA/ADA institution”

Additional Information – Guidelines and resources

Telephonic device

If a phone number is noted on WorkSource publications, a TTY number must also be provided. If a TTY phone is not available, you may use the services of the Washington State Telecommunications Relay Services. The hearing-impaired person can call 800-833-6388.

Helpful resources

Washington Workforce Association

www.washingtonworkforce.org

WorkSource Marketing Catalog

www.wa.gov/esd/marketing

WorkSource Marketing Designees

www.wa.gov/esd/marketing

WorkSource Washington

Brand Standards Manual

www.wa.gov/esd/marketing

WorkSource Electronic Letterhead for MS Word

www.wa.gov/esd/marketing

WorkSource Logos

Contact your Workforce Development Council marketing designee or call (360) 902-9293

Employment Security Office of Communications

(360) 902-9293

Washington Workforce Association

(360) 693-6362

WorkSource Washington Brand Standards Manual, Second Edition 2006

First edition 1998

Washington Workforce Association • 601 Main Street, Vancouver WA 98660

Employment Security Department • 212 Maple Park, Olympia WA 98507

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WorkSource is an equal opportunity partnership of organizations that provide employment and training services.
Auxiliary aids and services are available upon request to persons with disabilities.