

DRAFT



Organizational Identity

Graphic
Standards Guide

Introduction

The federal Workforce Investment Act (WIA) was enacted to create centers throughout the state that enable residents to find the help they need in the areas of job training, employment services, and other related support services in one location. Over the last decade, the centers have helped Californians manage their careers and have assisted California employers in their search for skilled workers.

These centers have built reputations and defined their purpose through the experiences of their customers. However, these same customers are not necessarily aware of services outside one particular center. According to a survey of residents and businesses in 2009, most Californians are not aware of the One-Stop Career Centers and/or the services available through the system.

Because most centers have unique names, it has been impossible to conduct any statewide outreach campaign to inform California residents about the One-Stop system. To ensure more Californians and system stakeholders are aware of the services available, the California Workforce Investment Board (CWIB) has taken the lead to create a brand to further define the system or organizational identity.

What is an Organizational Identity?

An organizational identity is the personification or the defined character of an organization. It defines who an organization is and what they do. An organizational identity is visually depicted by branding the goods, services, and products as provided to both internal and external customers.

According to the American Marketing Association (AMA), a brand is a “name, term, sign, symbol, a design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers.” It is also your customers’ perception of your product and service. In the case of government services, it is our responsibility to have a strong brand to enable our customers to access the services available to them.

An effective brand will:

- Deliver the message clearly.
- Confirm your credibility.
- Connect your target prospects emotionally.
- Motivate the user of your services.

The One-Stop Brand

A branding workgroup was assembled through the CWIB that included representatives from the various One-Stop system partners to ensure the perspectives of the local boards, the centers themselves, agencies, etc. were considered.

A recommendation was presented to the board for a vote and it was decided that the One-Stop brand would be the:

California Career and Business NetworkSM (CCBN)

The Organization/System Defined

This network provides services to help Californians manage their careers and helps employers find the skilled workers they need to build their businesses. Customers are able to access the full range of products and services available statewide by working with any partner within the CCBNSM system.

The CWIB recognizes that many of the One-Stops have established reputations and names within the community. To build on this momentum, it has been determined that the CCBN name shall be used in a co-branding effort. While each member of the network offers a unique set of services, the network is made up of integrated partner efforts. The inclusion of the CCBN logo and slogan on all public materials is a co-branding effort that allows members of the network to have products and services associated with the statewide effort without losing their individual identities.

The use of publications and advertisements will be key to the establishment of a brand identity for the CCBN as well as marketing the goods and services that will carry the brand. In both branding and marketing, it is important to have a consistent and uniform presentation of the identity in order for it to be remembered and positively associated by our customers.

The purpose of this brand and graphic standards guide is to provide guidelines and assist you with the use of the CCBN name and logo. The guidelines have been developed to ensure a visual consistency to branded products, thereby reinforcing and strengthening the identification made with the CCBN. The success of this branding effort depends on all partners working together to promote a cohesive presentation by all employees.

If you have questions that are not answered in this guide, or about the CCBN organizational identity or branding initiative itself, please contact:

The California Workforce Investment Board
Brand Initiative
c/o The Employment Development Department
800 Capitol Mall, MIC 84
Sacramento, CA 95814
Voice: 916-654-7079
Fax: 916-654-5843
E-mail: CCBNbrand@cwib.ca.gov

The Brand

The California Career and Business NetworkSM name, CCBNSM, and the California Career and Business NetworkSM logo are trademarks of the State of California. The name, acronym, and the logo may only be used in accordance with these guidelines and with permission. The guidelines contained in this document must be followed when using the CCBN brand. Members of the network do have the authority to set stricter guidelines. Additional guidelines may be developed through consultation with approved CCBN partners and other stakeholder groups.

As of the release of this document, the CWIB has filed a request with the Secretary of State to service mark the California Career and Business Network name, CCBN acronym, and logo. Starting now, each use of the marks must indicate its status as a mark by including the service mark symbol (SM) for services. If the mark(s) appear numerous times in a printed matter such as a brochure, the service mark notice should follow the mark at least once in each piece of the printed material, usually the first time the mark appears on the page.

The _____ oversees proper use of the California Career and Business Network name, CCBN acronym, and CCBN logo. This includes monitoring the use of the marks in the marketplace, and directly contacting those organizations that are using them improperly or without authorization. Consequences of misusing the marks may include the revocation of permission to use the marks. If a member of the Network observes a misuse, or a possible use of the mark without authorization, please report it to the ----- at 000-000-0000.

Use of the Name

It is important for all One-Stop partners to be familiar with the new brand identity and use the name properly. For all written communication, "California Career and Business Network" should be spelled out when first referenced in a document followed by the abbreviation. After the first reference, use the abbreviation throughout the remainder of the document as a substitute for the full name.

California Career and Business NetworkSM (CCBN)

Use of the Logo

To effectively promote the CCBN system, we must consistently reinforce and strengthen the CCBN brand identity. The logo represents the system and is a visually significant part of the overall branding strategy. A familiar brand can easily identify a product, inspire consumer confidence, and communicate value. These guidelines will outline how, when, and in what graphical format the logo should be used.

1. General Rules of Use

- No adaptations or changes of the logo are allowed.
- The logo may be resized but you must maintain the original proportions when doing so. However, the logo may be no smaller than one inch (1") in length.
- The logo may be reproduced in color, black and white, or reverse black and white, as outlined below.
- The logo may not be integrated into another graphical element or logo.

2. Color

Color is an important part of the brand to maintain consistency and promote recognition amongst customers. The logo consists of two colors and may not be altered:

PMS 145 Orange

(4/color screen build percentages = C-0%, M-47%, Y-100%. K-8%)

PMS 289 Dark Blue

(4/color screen build percentage = C-100%, M-64%, Y-0%, K-60%)

3. Sizing and Spacing

The logo may be resized but you must maintain the original proportions when doing so. However, the logo may be no smaller than one inch (1") in length.

A clear zone equivalent to one eighth of an inch (1/8") must surround the logo on all sides except where the tagline appears immediately adjacent to the logo.

4. Configurations

- Standard Logo Configuration:

The standard configuration should be used wherever possible. Use the PMS colors 145 (orange) and 289 (dark blue) as outlined above or the process color equivalents.



Filename: CA Career & BusNetwork Logo

Optional usage of logo when printing requirements call for an alternative:

- Black and White Configuration:

When printing the logo in black, you may print the entire logo in 100% black



Filename: CA Career & BusNetwork Logo B&W

- Black and White screened configuration:



Filename: Awn Logo B&W Screen

When printing on a dark background, the logo must be printed in white.

- Reverse Black and White Configuration:



Filename: CA Career & BusNetwork Logo Reverse B&W

Co-Branding

Many of the local areas and individual entities have already established their own brand identity. This effort does not require those pre-existing brands to be abandoned in order to adopt the CCBNSM brand. Instead, it is expected that the CCBN logo be used in conjunction with the logo or mark of another entity.

When the CCBN logo is used in a co-branding situation, the logo must print at least one-third the size (or larger) than the other logo used, but never smaller than one inch (1") minimum size required by the guidelines.

Another option is to use the slogan or tagline in conjunction with the local brand logo. For example:



The Tulare County Employment Connection is a Member of the California Career and Business NetworkSM

This can maximize the value of being a member of the Network.

The tagline to be used is:

The [Program Name] is a Member of the California Career and Business NetworkSM

The slogan, which is to be printed in Arial typeface, shall appear immediately adjacent to the logo and can be proportional to the size of the logo; however, in no case shall the text be smaller than 8 points. It is also permissible to use the slogan "A Member of the California Career and Business NetworkSM" without the logo.

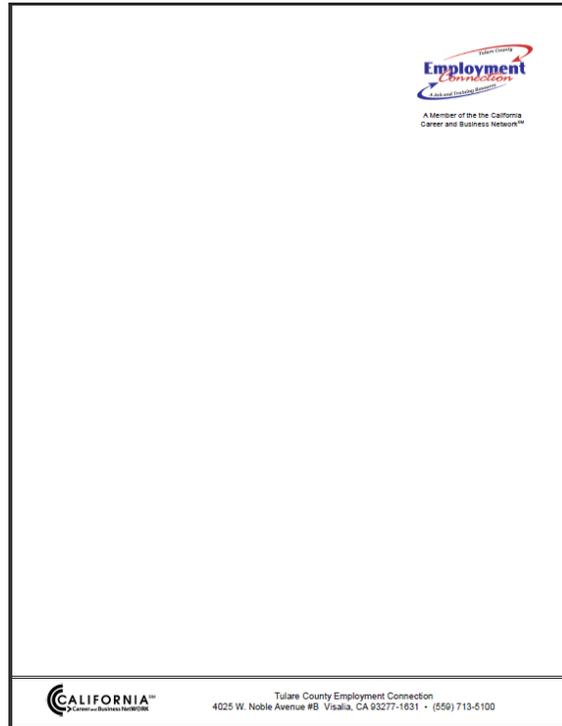
Informational Brochures

The full CCBNSM logo must be included in all executive panels if not already included elsewhere in the document/publication.

Stationery

Letterhead

An electronic letterhead template has been created to allow flexibility and reduce the initial printing cost.



E-mail Signatures

Use the following format to ensure a consistent and professional appearance.

John Doe
Name of One-Stop Career Center
California Career and Business Network
Phone: XXX-XXX-XXXX

Coming Soon:

- Memos and fax cover sheets
- PowerPoint templates

Grant/Contract Language

Network members are authorized to require grantees, subgrantees, and contractors to use the CCBNSM brand. Suggested grant/contract language is as follows:

The official name for the statewide system of providing employment and training through the Workforce Investment Act (WIA) partnerships and various other local programs is "California Career and Business NetworkSM." To achieve the goals of this grant, it is important that the public has a quick and easy method to identify that the projects or programs they are taking part in are part of the "California Career and Business Network." To provide this information to the public, the [Grantee/Subgrantee/Contractor] agrees to place the California Career and Business Network logo, in accordance with the State of California guidelines for such use, on all public materials such as statements, press releases, brochures, advertisements, reports, and other documents describing projects or programs funded in whole or in part with WIA funds.

When the California Career and Business Network logo is used, Grantee may accompany it with the following statement: "[Program Name] is a Member of the California Career and Business Network."

The [Grantee/Subgrantee/Contractor] shall not use the California Career and Business Network logo in any manner that would imply that the State of California endorses a commercial product, service, or activity.