



California Workforce Connection (CWC) is a non-profit organization for workforce professionals and those interested in the workforce fields.

Mission: The California Workforce Connection empowers individuals with the skills to be successful through mentoring, coaching, visionary leadership and educational training.

Vision: The California Workforce Connection will transition professions for evolutionary leadership changes and demographic partnerships.

What is an Organizational Identity?

An organization identity is the personification or defined character of an organization. It defines who an organization is and what they do. An Organization identity is visually depicted by branding 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 services of one seller or group of sellers and to differentiate them from those of other sellers." It is also your customer's perception of your product and services. CWC as one of EDD's Bona fide Employee Associations, it is our responsibility to lend credibility to EDD and support EDD's reputation.

An effective brand will:

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

CWC Style Guide is the umbrella standard for marketing for CWC's new Logo and other collateral material; all Local Chapter logos, and marketing materials should use the same colors, formatting, images and fonts to adhere to the CWC brand. Use free online graphic whenever

possible. Do not use unauthorized images/graphics. Refer to Marketing Chair for questions.

ORGANIZATIONAL IDENTITY & STYLE GUIDE

General Rules:

Changing or adaption of the CWC logo is not allowed.

- The CWC logo may be resized but it **MUST** maintain the original proportions when changing the size. Do not stretch or distort the CWC logo. **Only use the corners to resize** the logo not the top, bottom or sides to stretch or compress logo.
- Use the CWC logo in full color whenever possible.
- Using the CWC logo in Black and White or Blue and white only for reproduction when color printing is not available.
 - When printing the CWC logo in black, the entire logo must be printed 100% in black.
 - When printing the CWC logo on a dark background, the logo must be printed 100% in white.
- PMS colors for the CWC logo:
 - **Yellow: #bc8d09**
 - **Red: #b71234**
 - **Blue: #073e7c**
 - **Grey: #5b5b5b**
- Try to match fonts used on the website when creating marketing material as much as possible.
- CWC Website Google Fonts are:
 - **Montserrat Medium**
 - **Roboto Regular**
- ❖ **When selecting fonts to use for documents and flyers please consider using other compatible fonts such as:**
 - Montserrat & Cardo. All of this text is editable.
 - Montserrat & Crimson Text. All of this text is editable.
 - Montserrat & Domine. All of this text is editable.
 - Montserrat & Neuton.
 - Montserrat & Hind.

- Montserrat & Istok Web.
- Libre Baskerville & Montserrat.
- F Roboto Slab.
- Open Sans
- Lato, Playfair Display
- Futura PT
- Montserrat
- Encode Sans
- Roboto Mono
- Oswald Merriweather

➤ **Co-Branding with CWC logo – When using of the CWC logo being used in conjunction with other logos:**

- The CWC logo is never to be smaller than the other logo being displayed alongside the CWC logo.
- The CWC logo should be one third of the size of the logo larger than the additional logos.
- If developing brochures, information sheets, flyers, avoid using images of individuals, if a picture/pictures of individuals are used make sure that all individuals have provided an image consent form on file with Marketing Chair.
- Avoid attaching current or past officers images for brochures which will be printed in large quantities and expected to be distributed over one year's term.
- **Save attached logo as a pdf to start using immediately. Do not use old logo ASAP.**



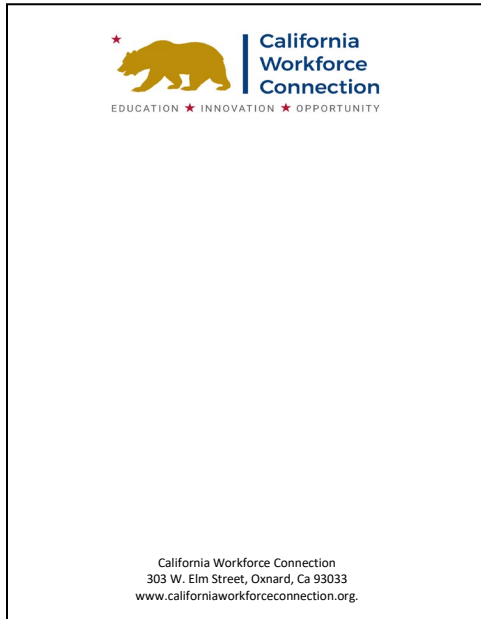
➤ **100 % Black logo: (to be used without a white or color box behind logo)**

➤ **Stationery**

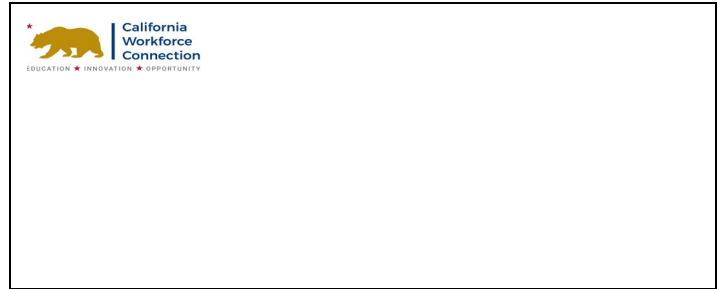
- Letterhead - An electronic letterhead templet has been created and can be found on the website

- Flyer logo placement formats – any inserted graphics must be free online or purchased jpeg compatible or have signed consent form(s) from participants.
- Pictures/images/graphics must be professional grade, does not bleed into messaging, good pixel quality (not fuzzy when printed or reproduced on larger scale).

One Page letterhead



Letter Envelope:




- **Flyers:** Preferred Placement of logo at top center, however as the need arises nestle logo to right or left page aligned margin. Local chapter name can be added immediately below or add Local Chapter logo at one third size in an opposite corner.




Local Chapter Name/Logo

Contact info & Website URL



Chapter Name and Event title, date /time and location

Contact info & Website URL



Chapter name/logo

Contact info & Website URL

- **Brochures:** Examples of existing trifold and two folds on website. Development of brochures need to be coordinated with and approved by Marketing Chair. Images and graphics can become dated and need refreshing from time to time but due to printing cost considerations please

use free or preapproved purchase of professional grade imaging/graphics needs to transition from each elected term of office. Stay away from dated pictures, any images without permissions, which may offend, or do not reproduce well.

➤ **Tablecloth or table runners:**

White or Light Blue background with logo and CWC URL.



- **Step and Repeats:** Must be coordinated with Marketing Chair. All messages and graphics must be preapproved. 8'x 8' works best for picture taking. Use fonts that are compatible with website.
- **Banners:** Must be coordinated with Marketing Chair. Logo and CWC URL needs to be proximately displayed. All messages must match CWC mission/vision and graphics must be free or preapproved purchase. Use fonts that are compatible with website whenever possible.
- **Printed media/Newspaper Ads:** Must be coordinated with Marketing Chair. Logo and URL needs to be included in ad. All messages must meet CWC guidelines, have target audience versus cost justification, and graphics must be preapproved purchase.

- **Internet, Social Media, Podcasts, and TV Ads:** Must be coordinated with Marketing Chair. Logo and URL needs to be included in ad. All vendor prepared messages and graphics must be free or be a preapproved purchase.
- **Radio Ads:** Must be coordinated with Marketing Chair. Logo and URL needs to be included in ad. All messages must be preapproved with cost justification.

If you have questions contact below:

B.J. Sims

Marketing Chair Contact information: Bjsims@gmail.com or call 408-358-1593