

RFP21-008

WEST MICHIGAN WORKS! WEBSITE REDESIGN

ADDENDUM 2

Brand Standards Manual



Who is West Michigan Works!?

West Michigan Works! is part of the State of Michigan's workforce development system. We partner with businesses to develop recruiting and retention strategies for top talent. We partner with job seekers to enhance education and career opportunities.

West Michigan Works! serves the counties of Allegan, Barry, Ionia, Kent, Montcalm, Muskegon and Ottawa.

Our Mission

To strengthen employers by enhancing the local workforce.

Our Philosophy

The Michigan Works! system is a complicated network of programs and resources. Rather than offer a dizzying menu of acronyms and eligibility requirements to our customers, we present "Michigan Works! services." Staff navigate the system on behalf of customers and provide the most appropriate and comprehensive plan for moving forward. Thus, job seekers can visit a service center, speak with staff in any program and be directed to the appropriate resources to meet their needs. Employers can speak to a Business Solutions Professional and be presented with a comprehensive plan for acquiring qualified talent.

Our Brand

West Michigan Works!' brand is our promise to the people/communities we serve. It tells them what they can expect from us and from our services. It differentiates us from our competitors.

The West Michigan Works! brand is composed of visual components, such as our logo, website, promotional materials and email signatures. It also includes the words we use to describe our services. The brand is reinforced by customer experience. Every interaction between staff and customer is an opportunity to reinforce our promise and inspire trust.

Our visual identity plays a large role in shaping the image of the entire organization; it is imperative we uphold the highest standards in our marketing and outreach efforts. The most important principles in generating identity or name recognition are **consistency, frequency and repetition over time**.

Every brochure, letter or business card that we distribute is an opportunity to build added recognition for the organization. When our marketing materials are integrated and consistent, it strengthens our visual identity and can contribute positively to the strength of the West Michigan Works!' image as a whole.

WORDS

What	Use	Don't Use
Participants, public in our service centers, individuals we serve	Job seekers	Clients, participants, etc.
Staff working with job seekers in programs (one-on-one)	Career Coach	Case Manager, Career Developer, Career Developer Associate, CD, CDA
Employment Services Staff	Career Navigator	Employment Service Specialist, Employment Readiness Specialist, ES, etc.
Individual Programs	Michigan Works Services	WIOA, Wagner-Peyser, etc.
Business Team	Business Solutions	Business Services

All policies, publications, and other forms of both written and spoken communications, used in conjunction with programs and services offered through the state's workforce investment system, must use "people first" language that is inclusive and respectful of the disability community. Use of the term "handicapped" is unacceptable and may not be used.

Use of the phrase West Michigan Works!

The agency name West Michigan Works! should always be used as one name with the exclamation point.

The acronym WMW! may be used in documents after a first reference to the agency as West Michigan Works! (WMW!).

Individual service centers are referred to as West Michigan Works! **in** XX County, not West Michigan Works! **of** XX County or XX County West Michigan Works! For social media profiles in the various counties, the county identifier goes below the image (figure A) using Arial font.

figure A



Use of the Exclamation Point

Include the exclamation point after “West Michigan Works!” The exclamation point is optional after the acronym WMW; just be consistent. When making West Michigan Works! possessive, place the apostrophe after the exclamation point, for example, “West Michigan Works!’ services.” Alternatively, you can restructure the sentence to avoid the awkward punctuation- “services provided by West Michigan Works!”

EEO Statement

“West Michigan Works! is a division of ACSET, an equal opportunity employer/program and a proud partner of the American Job Center network. Auxiliary aids and services are available upon request to individuals with disabilities. West Michigan Works! is supported by state and federal funds; more details at westmiworks.org/about/.”

Documents that must carry an EO notice or the tagline(s), as appropriate, include, but are not limited to:

- Agency Letterhead,
- Request for Proposals,
- Brochures and Pamphlets,
- Meeting Notices,
- Customer Program Application Forms,
- Employment Application Forms,
- Participant/Employee Recruitment Materials,
- Locally Developed Training Materials,
- PowerPoint Presentations Used for Public Presentations,
- Public Service Announcements/Advertising/Press Releases/Media Messages/Broadcasts, and
- Other routine agency communications ordinarily released to the general public.

Where publications, program promotion materials, or other routine documents list a telephone number where the recipient may be contacted for information regarding agency programs and services, the recipient must also provide the TTY #711.

For internet and other electronic communication sites, it is recommended that such notice be placed on a page or web link where general information regarding agency services is posted or where agency contact information is provided.

Email Signatures

Template for West Michigan Works! staff email signatures:

Firstname, Lastname

Title

Address | City, State Zip

o (xxx) xxx-xxxx | m (xxx) xxx-xxxx | f (xxx) xxx-xxxx

westmiworks.org



To add the logo:

- Go to http://westmiworks.wpengine.com/wp-content/uploads/2017/10/WMWlogo_email.png
- Right click on the logo and select "Copy Image"
- Position cursor in the line below your phone number and paste the logo by typing "Control v"
- Save

- Font and size: Calibri 11point
- Personal quotations or philosophical statements should not be included as part of your signature.
- Watermarked, colored or photographic backgrounds in emails are not permitted as they often make correspondence difficult to read and are not always compatible with other email programs.
- Including your email address is not encouraged as it is included in your email message
- When applicable, professional designations or certifications may be placed directly after your name. For example: Jane Doe, FAIA.
- When required, the confidentiality clause can be included at the bottom of the signature
- Social media icons and links are not included in the West Michigan Works! signature

If you want to use the abbreviated signature for responses and forwards, it's recommended that you include:

Name, title, organization, phone number

Out of Office Messages

If you will be away from the office for 2 consecutive days or more and do not plan to check and respond to email, you must set up an Automatic Reply (Out of Office message).

At a minimum, your email away message should contain the dates that you'll be away and a colleague that can be contacted for immediate assistance.

Example:

I will be out of the office on business from day, date until day, date with periodic / limited / no access to email. For immediate assistance please contact colleague at email and/or phone.

Voice Mail Messages

Your voice mail greeting influences the way you're perceived by the people you interact with. Often, it's their first contact with you. Take time to create an effective, concise message. Your message **must contain**:

Name / Position / Company

Request — Ask the caller to provide their name, preferred contact information and the purpose of the call

Alternative — Provide other options for urgent callers, such as a colleague's email or phone number.

Tips:

- Write it out and practice.
- Speak clearly and be aware of background noises.
- Check your greeting and re-record if necessary.

TYPEFACE

The West Michigan Works! brand uses sans serif fonts. Aileron is used for titles and short block of texts.

Aileron Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Aileron Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aileron Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

For longer blocks of text or documents, use Calibri or Arial for increased readability.

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LOGO

Acceptable Usage

The West Michigan Works! logo is available in several formats. For print, use a .png or .jpg version at a resolution of 300 dpi. For the web, use a .png or .jpg version at a resolution of 72 dpi.



If the logo is going to be placed on a colored background, use the .png format as it's transparent. If the background is dark, use the white logo to provide enough contrast (figure A). Never place a .jpg version of the logo on a color background (figure B) or place the transparent, colored logo on a dark background (figure C).

figure B



figure A



figure C



Minimum Size

In order to render correctly and clearly, the logo should never be less than 1.5" wide.

← 1.5 inches →



Resizing the logo

Logo artwork must be uniformly scaled. Non-uniform scaling distorts the proportions of artwork. To properly resize the logo, grab a corner of the image and drag while holding down the Shift key (figure D).

figure D

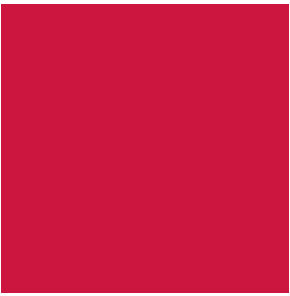
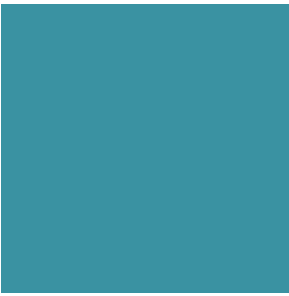





Clear space

The logo should be surrounded with clear space to ensure its visibility and impact. The amount of clear space is equal to the width of the "K" in WORKS.



COLORS

			Accent Color 	Accent Color 
<p>PANTONE 200 C #C41E31 R 196 C 3 G 30 M 100 B 52 Y 70 K 12</p>	<p>#3992A2 R 57 C 76 G 146 M 27 B 162 Y 32 K 1</p>	<p>30% Gray</p>	<p>#001933 R 0 C 100 G 25 M 51 B 51 Y 0 K 80</p>	<p>#DED400 R 222 C 0 G 212 M 5 B 0 Y 100 K 13</p>