WorkSource Seattle-King County

Marketing Protocol

WorkSource Marketing
Marketing helps an organization to communicate the promise that it wants customers and prospects to know about. Marketing should also be based on brand positioning, personality, values and tone of voice that are defined and communicated to staff. WorkSource branded marketing should satisfy both the needs of the system and our customers. It should clearly and succinctly state the objective and communicate a call to action. Anything that communicates the WS brand, should convey a consistent look and feel.

Core Marketing Values
• Staff are driven by what drives their clients — the satisfaction of success and the shared confidence that comes from consistently delivering authentic branding.
• The WorkSource brand communicates the expertise and value we offer jobseekers and employers.
• The WorkSource brand represents and is represented by the centers, affiliates, connection sites, and WorkSource partners.
• Branding helps promote recognition.
• Consistency is key to a clearly defined brand.

Branding Standards
The following guidelines should be considered when developing WorkSource jobseeker and customer materials:

Less is More
• This is the most important principle of effective materials design. Too much information looks cluttered and overwhelming.
• Viewers have a finite amount of time to see, process and retain information on a flyer or other informational document. Make it easy for them to access the key information quickly.

Stick to Basics
• Who, what, when and where.
• Keep design simple and clean – take advantage of “white space” to guide the viewer through the piece and let the eye breathe. Add a link to the appropriate website URL for calendar information or event registration.
**Make it Digestible**

- While materials may include the aforementioned “who, what, when, where,” viewers may not read it if the text is clumped together, too small or in a hard to read font.
- Approved fonts: Futura family (Arial is an acceptable substitute).
- Break up the text and make it easy to read. Think in terms of headline, subheadings, body, copy, and taglines. Graduate type (headline is biggest, then subheadings, followed by smaller body copy).
- It is not always necessary to use complete sentences. Lists and bullets can be useful for quick reading.

**Make sure to use one of the two appropriate EEO statements**

Current EEO Statements:

- WorkSource Partners are equal opportunity employers and providers of employment and training services. Auxiliary aids and services are available upon request to persons with disabilities.
- [Name of provider] is an equal opportunity employer and provider of employment and training services. Auxiliary aids and services are available upon request to persons with disabilities."
- When a phone number is published on any print document include the agency’s TTY/TDD number OR “Washington Telecommunication Relay Service: 7-1-1.”

**Co-Branding**

- Primary logo should be WorkSource logo.
- Partner logos should be high quality, readable and limited to 2 or 3 (if more are required, be sure to allow room in the design for white space around each of them).

**Call to Action**

- Make sure materials clearly and specifically state what action the audience should take.

**Review Process**

Before publishing any marketing materials, it is important to follow these guidelines:

- Check if there is there a template that already exists for this type of event
- If not, use the Marketing Best Practices and the Marketing Materials checklist as new marketing materials are developed
- Make sure the appropriate person has reviewed the material before distributing it