WHAT ARE BRAND GUIDELINES?

A brand is a living, breathing identity—both powerful and fragile. Every interaction, every print or digital collateral piece we produce, sends a message to individuals and/or communities. Building a brand takes intentionality, vision, discipline and consistency.

This booklet is a guide along the pathway of your work as a brand ambassador—having conversations and producing materials that embody the identity and voice of the Workforce Development Council of Seattle-King County. It is impossible to overemphasize the importance of that collaboration.

Thank you!

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OUR BRAND STORY

The Workforce Development Council of Seattle-King County is a nonprofit workforce grant-making organization whose mission is to support a strong economy and ensure the ability of each person to achieve self-sufficiency.

OUR MISSION

To champion a workforce and learning system that allows our region to be a world leader in producing a vibrant economy, and lifelong employment and training opportunities for every resident.

OUR VISION

Leadership toward an inclusive, dynamic regional economy

We create a workforce system that:
- Is collaborative with world class results
- Recognizes diversity and promotes opportunities for all residents to share in the wealth and success of our community
- Utilizes the guidance of business and stakeholders to adapt to changing economic conditions
- Prioritizes access to the system for specific segments of our population that suffer greater challenges in seeking self-sufficiency

We believe in:
- Delivering excellence
- Improving continuously
- Encouraging innovation
- Listening to all stakeholders
- Respecting differences among all people
- Being accountable and benchmarking success
- Providing reliable and timely access to information
- Being responsive to local needs while incorporating a global perspective
WHO WE SERVE

SEATTLE-KING COUNTY

INDUSTRY

Industry is both a partner and a customer. The Workforce Development Council of Seattle-King County works directly with businesses, industry leaders, and labor unions within the following sectors selected based on: economic size and scope, job demand, supply and demand alignment, and potential for impact.

Focus Sectors:
• Manufacturing including Aerospace and Maritime
• Healthcare
• Construction including Energy Efficiency
• Professional, Scientific and Technical Services
• Information Technology including Interactive Media

Watch Sectors:
• Transportation and Warehousing including Logistics & Supply Chain Management
• Public Sector (Public Administration)
• Trade including Wholesale & Retail

COMMUNITY MEMBERS

All individuals of varied identities, life circumstances and career stages within Seattle-King County on the road toward self-sufficiency—growth and contribution within in-demand industries. Under the Workforce Innovation and Opportunity act, including increased outreach to the following groups of individuals experiencing barriers to employment:

• Displaced Homemakers
• Youth in, or formerly in, Foster Care
• Low-Income Individuals
• English Language Learners
• Native Americans including Indians, Alaska Natives, and Native Hawaiians
• Eligible Migrant and Seasonal Farmworkers
• Individuals with Disabilities
• Individuals within Two Years of Exhausting Temporary Assistance for Needy Families (TANF) Eligibility
• Older Individuals age 55+
• Single Parents/Pregnant Women
• Returning Citizens (previously involved in the Justice System)
• Long-Term Unemployed
• Individuals experiencing Homelessness
• Veterans

PARTNERS

• Education and Training Providers
• Government Agencies, such as municipal, county, state, federal as well as entities such as libraries, housing authorities, etc.
• Community-based Organizations, including Nonprofit Agencies
• Other Service Providers and Contractors
BRAND VOICE

The Workforce Development Council of Seattle-King County is a bridge between industry and job-seekers. It speaks with a simple, professional voice that is easily understood, received, and has impact on decisions for the present and future of workforce development.

COMMON COPY KEYWORDS & PHRASES

- Self-sufficiency
- Demand-driven
- Public workforce system
- Sustainable economy
- Career pathways
- Not just a job, but a career
- Industry as both partner and customer
- Serving people experiencing barriers to employment
- Individuals from underrepresented communities

BRAND TONE

A brand’s “tone” refers to the feeling audiences have when receiving messages from that brand. The brand tones of the Workforce Development Council of Seattle-King County are as follows.

- Innovative
- Trusted
- Thoughtful
- Resourceful
- Established
- Impactful
- Strategic
- Dynamic
- Expert
Though the brand of the Workforce Development Council of Seattle-King County should be consistent in all of its expressions—print, digital, relational and otherwise—different audiences appreciate and value specific tones. What an industry customer and a community member are looking for can be the same or different.
IMAGERY

Brand imagery representing the Workforce Development Council of Seattle-King County should be chosen based on the following characteristics.

GENERAL
- Dynamic
- Abstract
- Literal
- Industry
- Seattle-King County

PEOPLE
- Kinetic
- Artful
- Detail-conscious
- Inclusive
- Contextual

BACKGROUND
- Textured
- Layered
- Showing varied scope and scale
- Modern
- Aspirational
Our logo is the cornerstone of our brand. For full impact, when possible, use the full color version of the logo. On a dark background, the reversed version of the logo may be used. Do not stretch, alter, flip, recolor, or separate the elements of the logo. Do not crowd the logo with other graphic elements.

Download logo files and/or a pdf of this document via www.seakingwdc.org/brand

Full color (preferred)

Maintain clear space of the height of the Workforce “O” around the entire logo.

One color

Always make sure logo is at least 1.75 inches wide.

Reversed

Do not alter the proportions or colors of the logo.

(Logo typeface is PMS 430; CMYK 55.2, 40.25, 37.99, 4.53; RGB 123, 134, 140)
Our Brand Colors

The primary brand color of the Workforce Development Council of Seattle-King County is blue. Other brand colors may be used alongside the brand blue, but should always include it as primary.

Blue
- PMS 542
- CMYK 54/20/6/0
- RGB 114/172/212
- Hex 72acd4

Green
- PMS 389
- CMYK 150/96/0
- RGB 225/228/39
- Hex e1e427

Orange
- PMS 1235
- CMYK 6/47/91/0
- RGB 255/197/12
- Hex ffc50c

Dark Gray
- PMS 425
- CMYK 0/0/0/90
- RGB 65/65/65
- Hex 414141

Light Gray
- PMS 427
- CMYK 0/0/0/20
- RGB 208/208/208
- Hex d0d0d0

Adobe Color Palettes

Download CMYK [here](#) and RGB [here](#).
Every time brand typography is used, it has visual impact. For consistent impact, please use brand fonts as outlined below on any internal or external document containing the logo.

**FOR PRINT**

**HEADLINE**

SUBHEADLINE HERE

Lorem ipsum velento ea commoluptae nonse et eaque enis velest offic temque vendemped moleni audandae porum quod ut quist ullambo. Ersperibus andipic aborerumet ut acesecu ptaeptat volor acimpossita net evellac estrum sequatq uiantur rem resecab ipid quam, ea di con por sint, abore molor sim etur susdace ressit verunde.

- Trade Gothic Bold
- Trade Gothic
- Sabon Roman

**FOR WEB**

**HEADLINE**

SUBHEADLINE HERE

Lorem ipsum velento ea commoluptae nonse et eaque enis velest offic temque vendemped moleni audandae porum quod ut quist ullambo. Ersperibus andipic aborerumet ut acesecu ptaeptat volor acimpossita net evellac estrum sequatq uiantur rem resecab ipid quam, ea di con por sint, abore molor sim etur susdace ressit verunde litatur? Il in re, quo eligend icipsum.

- Bebas Kai
- Bebas Kai
- Sabon Roman

You can download Sabon [here](#) and Bebas Kai [here](#).
THE CORNER CUT

A distinct element of our brand is the “cut corner” utilized in both solid shapes and photographs. For maximum impact, only the lower right hand corner is cut and removes 10-20% of the graphic element.

GRADIENT

Our brand is hopeful and celebrates the beauty of the Pacific Northwest. This gradient embodies blue skies over a peaceful fog.

Do not rotate or flip the gradient. Do not alter the colors of the gradient.

BUILDING BLOCKS

Our logo is dynamic and memorable. To amplify this dynamism, we’ve created “building blocks” from the logo symbol. The building blocks can be a transparent overlay on a photo or field of color. It can also be used as 100% white to create a cut-out effect.

Never flip or stretch the building blocks. If overlaying on an image of a person, be thoughtful about where the lines cross the image.
Icons add visual interest to data and large chunks of copy. To maintain consistency in our iconography, icons are represented in our brand orange—except when using color-coded Focus Areas (see right)—surrounded by a circle, and outlined with our brand dark gray. When represented on a background color, the circle is filled with white. When on a white background, it is 5% black.
ACRONYMS AND AGENCY NAMES

For government agencies, include “Washington State” or “United States” at the beginning of the full name.

For longer documents and/or 3+ uses within a document:
Spell out the full name on first use, followed by the acronym in parenthesis only if it will be used later on.

Examples:
- United States Department of Labor (DOL)
- Washington State Department of Health and Human Services (DSHS)
- Workforce Development Council of Seattle-King County (WDC)
- Workforce Innovation and Opportunity Act (WIOA)

For shorter documents and/or fewer than 3 uses within a document:
Use only the full name. Do not include the acronym.

Examples:
- United States Department of Labor
- Washington State Department of Health and Human Services
- Workforce Development Council of Seattle-King County
- Workforce Innovation and Opportunity Act

For agency names with subcategories:
Use a possessive apostrophe, a single comma, or a preposition to indicate a subcategory.

Examples:
- Washington State Department of Health and Human Services’ Economic Services Administration
- Washington State Department of Health and Human Services, Economic Services Administration
- Economic Services Administration at the Washington State Department of Health and Human Services

GENERAL CONSISTENCY
Use consistent formatting and punctuation throughout a document for dates, times, addresses, phone numbers, proper nouns, abbreviations, or serial (Oxford) commas.

Examples (choose ONE option to apply for the entire document):
- July 5 or July 5th
- 8 pm or 8 p.m. (use lowercase)
- Avenue or Ave.
- 206.440.8220 or 206-440-8220
- President Jane Brown or Jane Brown, president
- WA or Washington
- alpha, beta, and gamma or alpha, beta and gamma
For questions about this brand guidelines contact:
Hannah Mello
Strategic Communications Manager
hmello@seakingwdc.org
(206) 448-0474, ext. 3014