



Style Guide Business Cards and Stationery

External communication products in use throughout the WorkSource Northwest system are compliant with the WorkSource Washington Brand Standards Manual (November 2006) and with adopted policy/guidelines associated with the implementation of those standards.

The WorkSource Northwest Style Guide is provided to clarify the specifics of ordering the following products from the PRT Online catalog of WorkSource marketing materials:

- Business Cards
- Letterhead
- Envelopes

Orders from the WorkSource Marketing Product Catalog *other than the items above* shall be reviewed and approved by the region's Marketing Designee or his/her alternate. The Marketing Designee acts on behalf of the Northwest Workforce Development Council in ensuring state and regional standards for marketing are monitored and maintained.

Comprehensive one-stop career centers (known as WorkSource in Washington State) are home to multiple organizations/programs and their staff members. The Washington WorkSource Brand Standards underscore the imperative of projecting an identity to ensure the public is not confused by an array of programs, funding sources, and service providers. Business cards represent an important WorkSource external communication product. Job titles in use by programs and organizations under the WorkSource brand umbrella have the potential to detract from the clarity of external communication to customers. The WorkSource Brand Standards incorporate a design template strategy to ensure service delivery staff business cards do not contain job titles.

The Northwest Workforce Development Council (NWDC), through its fiduciary oversight role of the region's one-stop system, endorses the WorkSource Brand Standards including the strategy to not use job titles on business cards of service delivery staff. However, there is an exception for the Department of Labor job titles of Local Veterans Employment Representatives and Disabled Veteran Outreach Program staff.

STANDARDS:

Stationery (WorkSource Washington Brand Standards Manual, pp. 14-15)

1. WorkSource logo selection shall include the geographic identifier in the logo treatment, not as the second option – centered below on a separate line.
2. Address and P.O Box shall be included, where applicable. Whatcom letterhead and envelopes will include the P.O. Box appropriate for the agency using the product.
3. Telephone number shall be the center's primary, published customer number for general access to services.
4. Website shall be the region's customer access website as typed below:
www.WorksourceNorthwest.com.

ORDERING PROCESS:

1. Those staff designated as WorkSource Catalog "users" may create and place in the PRT que an order for the products identified above.
2. Shipping rates are NOT included in the online order pricing.
3. Appropriate Employment Security Department Cost Codes must be included. Those organizations lacking state cost codes must enter the following information in the cost code field:
 - a. Person to receive the billing invoice
 - b. WorkSource office product delivered to
 - c. Person placing the order
 - d. Contact phone number
4. Users then notify their PRT "administrator" to review, verify, return for editing or release the order for production, billing and delivery.

COMPLIANCE:

1. Any product not conforming to this style guide and/or the WorkSource Washington Brand Standards may be pulled from service/distribution. A reorder with a conforming product is the responsibility of the agency originating the order.