

CO-BRANDING, SUB-BRANDING, AND PARTNERSHIP GUIDELINES



TABLE OF CONTENTS

WHAT IS CO-BRANDING?	4
SUB-BRANDS	6
PARTNERSHIPS	7

GUIDELINES

CO-BRANDING, SUB-BRANDS, AND PARTNERHIPS

MassHire will connect job-seekers with career opportunities offered by businesses and organizations in need of strong, highly trained talent to foster ongoing employment and business growth in the Commonwealth. MassHire is delivering on its brand promise by cultivating partnerships with other brands that would, collectively, open new and innovative avenues to meeting our respective goals.

In pursuit of these overarching objectives, entities that adopt a MassHire branded name (e.g. a Career Center or Workforce Board) may choose to **co-brand**, create a **sub-brand**, or **partner**, or with an agency or with a specific program to increase awareness of a like-minded or affiliated organization, event, or set of services and resources.

The following guidelines are designed to safeguard brand consistency and feature the MassHire brand positively across a variety of circumstances and settings.

BRANDING OPTION	WHEN TO USE
Co-Brand	A MassHire-branded entity and a partner are involved or vested in a common event, program, service, and/or product, and geared toward a target audience.
Sub-Brand	A MassHire Workforce Board or Career Center operates a program or an initiative that is a branch of the core initiatives of the MassHire-branded organization.
Partner	A MassHire-branded entity supports, promotes, and/or endorses an outside brand's efforts.

WHAT IS CO-BRANDING?

Co-branding is a marketing partnership between two or more autonomous brands with the goal of strengthening the reach and/or impact of their shared efforts. These co-branding opportunities could exist between entities adopting the MassHire brand and any of the following co-branding partners:

1. Established community partners or state/local agencies
2. A program initiative
3. Community-based organizations or initiatives (non-profit)
4. Global, national, or regional corporations looking to develop initiatives or events that align with and further the mission and vision of MassHire.

WHY CO-BRAND?

Co-branding occurs when both partners are involved or vested in a common event, program, service, and/or product, as well as when both entities are targeting a mutual audience. The benefits of co-branding include the following:

- To increase brand awareness for both MassHire and the co-brand partner;
- To maximize and leverage the “power” and equity of two similar brands;
- To engage a broader clientele and audience by promoting partnerships, sponsorships, or events.

SAMPLE CO-BRANDING SCENARIOS

- MassHire (master brand) and a Community Partner come together to fund and implement a specific program or initiative. For instance, the MassHire Boston Workforce Board could co-brand with Brigham and Women’s Hospital to offer a summer program for youth.
- A MassHire Career Center is partnering with a local Chamber of Commerce to host an event geared towards employers.
- A regional or national corporation works with a local Career Center to host a regional job fair.

Co-branding should be considered only when the branded MassHire entity has input and involvement in both the output in question (i.e., conference, event, resource) and the marketing of that output. Prior to engaging in a co-branding partnership, consider whether, the goals and objectives of the partner organization and/or initiative in question align with the spirit and purpose of MassHire’s values and vision.

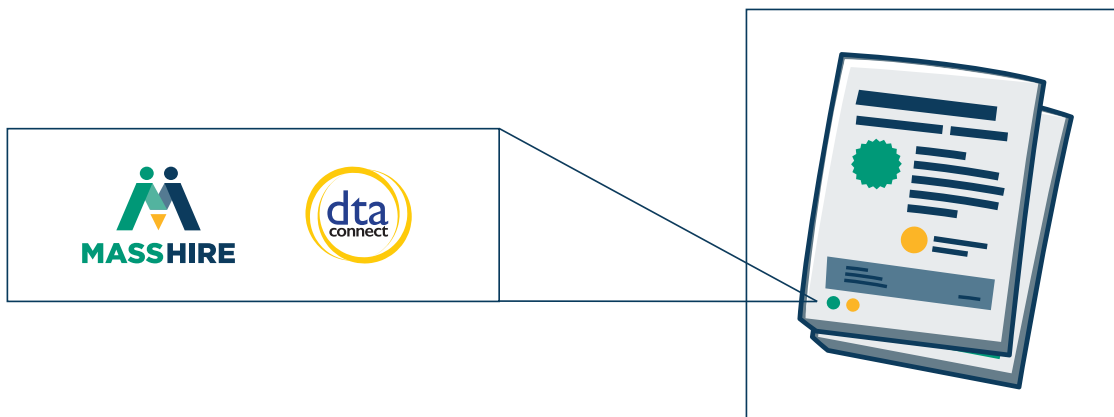
Companies, organizations, or programs that wish to co-brand with a MassHire-branded entity must obtain approval from the MassHire Workforce Board in the region in which the co-branding will operate.

WHAT IS CO-BRANDING?

CO-BRANDING CONSIDERATIONS

When using the MassHire logo:

- MassHire's brand is presented at no less than "equal weight" in comparison to the partner organization(s) as it relates to size, position, and prominence.
- When appropriate, present MassHire as the dominant/lead brand (please reference the full MassHire style guide for direction)
- Positioning the dominant partner logo in the most visible and valuable space (e.g. above the fold on a website, or at lower right on a flier)



- The MassHire logo is displayed clearly using a high quality logo image in its original form. These can be downloaded from the Brand Asset Portal.
- When partner logos are shown in close proximity, the MassHire brand should be placed on the left.

When describing the brand:

- Always use the MassHire description to reinforce the overall brand; sample language can be found below:

SAMPLE #1: *Operating through a statewide network of employment professionals, the MassHire mission is to create and sustain powerful, successful connections between businesses and jobseekers. MassHire envisions a better future for employees and businesses in Massachusetts through meaningful work and sustainable growth.*

SAMPLE #2: *Your local MassHire Workforce Board designs strategies and programs that best meet the needs of businesses and jobseekers in the region. Your local MassHire Career Centers connect jobseekers and employers every day. Find your local partner: mass.gov/masshire*

MASSHIRE SUB-BRANDS

A MassHire Workforce Board or Career Center might operate a program, or, launch an initiative, that is a branch of the core initiatives of the organization, such as a grant-funded training program, an employer consortium, or a separate initiative for a target population. In this case, the Workforce Board or Career Center creates a separate sub-brand for the program or initiative. It is recommended that the MassHire entity align its sub-brands with the guidance provided in the the MassHire Brand Standards Manual. A specific example of a MassHire program sub-brand can be found below.



FURTHERING MASSHIRE'S MISSION THROUGH PARTNERSHIP

Not all promotional or marketing opportunities warrant co-branding or sub-branding. In many instances, MassHire may be in a position to support, promote, and/or endorse an outside brand's efforts. These opportunities are encouraged as a way to increase access and awareness about Massachusetts' public workforce system. In this case, partnership is demonstrated through a signifier indicating that an organization is "a MassHire partner". The Brands Standards Manual offers an example of visually displaying this type of MassHire partnership.

THE NORTHEAST ADVANCED
MANUFACTURING CONSORTIUM
a **MASSHIRE** Partner

WHEN WOULD YOU SHOW PARTNERSHIP?

Partnership is different than co-branding or sub-branding because MassHire is NOT equally involved or invested in the production or promotion of the initiative. Instead, MassHire serves as a supporter, promoter, and/or endorser.

WHAT IS THE VALUE TO A PARTNER OF INCLUDING "A MASSHIRE PARTNER" ON THEIR MATERIALS?

A message indicating that an organization is "a MassHire partner" offers significant benefits:

- Conveys MassHire's support and "seal of approval" for the partner brand;
- Informs the audience that an organization shares MassHire's values, goals, and vision;
- Sends an integrated message to a shared audience, and mutually expands audience segments;
- Builds valuable equity for like-minded brands within the field and throughout the region;
- Generates extended interest and attendance in a special event or activity.

SAMPLE PARTNERSHIP SCENARIOS

- Vendors that are awarded WIOA funds to provide youth services indicate MassHire partnership on their website and materials;
- An employer or community-based organization that regularly partners with a MassHire career center for recruitment is identified as a "MassHire Partner."

FURTHERING MASSHIRE'S MISSION THROUGH PARTNERSHIP

CONSIDERATIONS

- The mission and values of the third-party being endorsed must align with the MassHire brand charter (i.e., mission, vision, values.)
- Partnerships statements cannot mislead the audience by making a claim that the partner could not honor or uphold legally.

WEBSITE PROMOTION OR ENDORSEMENT

If a third-party event is promoted on a MassHire branded entity website, then this information must be identified as information coming from the third-party promoting the event.

Please consider using the disclaimer language below. Organizations may soften or strengthen as needed, but transparency is encouraged when discussing who is behind any information, events, or resources not part of the MassHire workforce system.

The following items are produced by a third-party X. These are shared as a service to the community for informational purposes only; these are not MassHire sanctioned initiatives.

When the MassHire brand is featured on a website, it is recommended that the MassHire logo is hyperlinked to the MassHire website (www.masshire.com).

MASSHIRE-FUNDED OR SUPPORTED INITIATIVES

MassHire Workforce Boards or Career Centers might provide funding or support to third-party initiatives. In this case, MassHire-branded entities can be acknowledged for their involvement with the statement, "Supported in part by MassHire X", alone or in coordination with the MassHire logo. Grantees may use the locally-specific name (i.e., "Supported in part by the MassHire Central Region Workforce Board".) or the dominant brand name (i.e., "Supported in part by MassHire".) When using the logo, please reference the Brand Standards Manual for guidance.

MASSHIRE BRAND APPROVALS AND COORDINATING WITH THE EXECUTIVE OFFICE OF LABOR AND WORKFORCE DEVELOPMENT (EOLWD)

When crafting a public-facing communication with the MassHire brand name or logo, utilize these guidelines. Work in coordination with EOLWD prior to partnering in a high-profile co-branding opportunity with global, national, or regional reach. Formal approval is not necessary, unless the branded item qualifies for review by the Brand Standards Review Committee.

If you have any questions about co-branding, partnership, or sub-brands, please email MassHire@Mass.Gov.