



MassHire Brand Standards Review Committee and Instructions on How to Submit MassHire Materials for Approval

The Brand Standards Review Committee (BSRC) will ensure the continuity and integrity of the MassHire brand by reviewing and approving for distribution printed and digital materials branded with the MassHire logo. The committee will also identify best practice collateral materials to be shared statewide.

Beginning immediately and concluding on November 30, 2018, major public information and outreach materials and tools that are uniquely developed for external communications and marketing should be submitted for review to the Brand Standards Review Committee. After November 30th, a DCS staff person will be accountable for reviewing Brand Standards. The committee, made up of Brand Ambassadors and communication professionals from local and state workforce boards, career centers, and state staff, will conduct a timely review of submissions to ensure the unified brand's visual assets are applied consistent with the principal intent and guidelines outlined in the Brand Standards Manual.

Submit in-house crafted MassHire branded items to the Brand Standards Review Committee before releasing them externally to the field, partner agencies, and/or community organizations. Do not submit branded items which were created using MassHire branded templates available through the MassHire Brand Asset Portal.

To submit items to the committee, send an email with the submitted item attached to MassHire@mass.gov with the subject line, "BSRC approval requested." Include in the body of your message:

- List of MassHire-branded entities involved
- A description of the purpose and intended usage of the submitted item
- Intended audience and geographical reach (if applicable)
- Timeline of usage of submitted item

More than one item can be submitted at once. Include the required information in the text of the email for each item.

If the item is rejected, committee members will provide the submitting organization with suggestions for improving the item's adherence to brand standards. Work with the BSRC until the materials are up to brand standards.

Items eligible for submission are described below.

Please note: There is not a separate approval process for co-branded materials, but co-branded items that meet the specifications above should be submitted in accordance with this policy.

ELIGIBLE FOR SUBMISSION

Digital, print, marketing materials, and public announcements that do NOT use existing template and are designed for external audiences are qualified for submission to the BSRC. Examples of possible submitted materials include:

- Business stationary
- Webpages (main and secondary)
- Brochures
- Folders
- Promotional fliers
- Promotional cards
- Posters
- Advertising (digital, outdoor, print and television)
- Signage specifications completed by non-state vendors

NOT ELIGIBLE FOR SUBMISSION

- Items which were created using existing, approved templates posted on the Brand Asset Portal
- Items for internal communication or produced for an internal audience (i.e. staff)
- Webpages and signage completed by state vendors

Contact Allison McIntyre at allison.mcintyre@mass.gov with questions regarding the Brand Standards Review Committee. Email MassHire@mass.gov with Brand Standards Review Committee submissions.

Brand Standards Review Committee FAQ

Distribute this attachment as an explanatory one-pager to relevant staff. This FAQ includes information from the policy and expands and clarifies the policy further.

What happens to an item when it's submitted to the MassHire inbox?

When you submit an item to the MassHire@mass.gov inbox, it is forwarded to members of the Brand Standards Review Committee.

How long is the review process?

Members have 5 business days to return an approval or rejection.

What is the submission process for Brand Standards Review Committee approval?

Send an email with the submitted item attached to MassHire@Mass.Gov with the subject line, "BSRC approval requested." Include in the body of your message:

- list of MassHire-branded entities involved
- a description of the purpose and intended usage of the submitted item
- intended audience and geographical reach (if applicable)
- timeline of usage of submitted item

What happens to an item when it is submitted to the MassHire inbox?

The item is forwarded to members of the Brand Standards Review Committee. Members have 5 business days to return an approval or rejection. If the item is rejected, committee members will provide the submitting organization with suggestions for improving the item's adherence to brand standards.

How does the committee decide which items are submitted and which are rejected?

The committee compares the item with the requirements issued in the most current Brand Standards Manual. The committee considers the use of the logo, brand colors, and fonts, but also the overall tone and messaging of the submitted item.

Is there a separate approval process for co-branded items?

No, but co-branded items that meet the specifications above should be submitted in accordance with this policy.

What if I'm not sure if an item should be submitted?

It is recommended that you submit the item for review. The Brand Standards Review Committee will indicate whether a review is necessary or not.

Can more than one item be submitted at once?

Yes, but the required description should accompany each item; this may be combined if the items will be used in the same manner.

Who comprises the Brand Standards Review Committee?

A rotating group of 3 Brand Ambassadors and one state staff member will serve on the Committee. The Committee is subject to change in membership.

When do you know the status of a submitted item?

The review process will be up to 5 business days, and the submitting party will receive an approval or rejection via email after that period.

What happens when an item is rejected?

The submitting organization will receive feedback explaining why the item(s) were not approved. It's expected that the committee members and the submitting party will work together until the materials are up to brand standards.