BRAND STANDARDS MANUAL **2018**

MASSHIRE

THE COMMONWEALTH OF MASSACHUSETTS
EXECUTIVE OFFICE OF LABOR AND WORKFORCE DEVELOPMENT

MASSHIRE

The MassHire Brand Standards Manual explains how to maintain a consistent and identifiable MassHire brand presence. Adhering to this guide also ensures that our brand is representative of the MassHire philosophy and goals. A comprehensive series of assets, including templates for brochures, PPT presentations, letterhead, web design, and more, is available to all local areas via the Brand Asset Portal. Refer to this brand standards manual often to maintain consistent visuals and messaging such as allowable typefaces and styles, color palettes, image use, text and tone, and the feel of the brand.

Let's Get To Work!

TABLE OF CONTENTS **2018**

VISION

MassHire envisions a better future for people and businesses of Massachusetts through meaningful work and sustainable growth.

MISSION

MassHire creates and sustains powerful connections between businesses and job seekers through a statewide network of employment professionals.

ESSENCE

"I feel like a valued, professional partner of MassHire."

VALUES

COLLABORATION

MassHire believes in the power of partnership and streamlined integration of services to achieve effective and timely results for those we serve.

RESPECT

MassHire is committed to understanding and valuing the diverse, unique requirements and professional goals of the businesses and people we serve.

RELIABILITY

MassHire creates trust and reliability by consistently delivering high quality professional services at each location and in every interaction.

INGENUITY

MassHire leverages flexibility, expertise, and knowledge to successfully meet our mission, regardless of new challenges and circumstances.

POSITIONING

MassHire is an essential catalyst for professional and economic growth across the Commonwealth.

PROMISE

MassHire promises to champion prosperity, connecting employers with talent and job seekers with tools, services, and connections to achieve meaningful and sustained employment.

PERSONALITY

"I am your trusted partner in achieving your personal and business goals. I embrace your needs as my mission and offer a welcoming, professional experience at every point in our journey together. I believe in you as I do in myself.

Things change quickly... I GET IT. You can always depend on me to offer guidance, resources, and support. If you want a job, seek to fortify your business for the long-term, or need a quick response to a pressing need, I can help.

Let's get to work!"

BRAND MARK

Logo should always appear in full color within digital and printed communication (e.g. emails signatures and electronically distributed documents) or web-based applications.

Use of the stacked vertical version of the logo is preferred. However, in some special cases where space is vertically limited, use of the horizontal orientation is acceptable.

Use of the horizontal logo is acceptable, for example, on specialty items (USB drive, pens, etc.), and in small web banners.

Print Color Profile: CMYK

Digital Color Profile: RGB

FULL COLOR STACKED – PRIMARY

FULL COLOR HORIZONTAL – ALTERNATIVE

SPACE/SIZE

SPACE REQUIREMENTS

To ensure the integrity and visual impact of the logo, the appropriate "clear space" must be maintained on all sides. There should always be 1/2 the distance "x" between any part of the logo and any other page element or the edge of the page, where "x" is equal to the height of the well.

SIZE REQUIREMENTS

The logo must be resized proportionally and as a group (logomark, divider rule and logotype); therefore, measurements for all elements in the logo are relative to each other.

The minimum size for the logo is 1 inch wide.

1/2 "x" height

"x" height

1"

REVERSE BRAND MARK

A reversed brandmark should only be used when the a full-color brandmark is not an option.

The reversed option should always be all white and preferably sit on top of a brand color. This applies to all printed and online materials. When possible, the reversed option is preferred over one color, grayscale and black options.

EXAMPLE USE:

Developing promotional items, (e.g. one color imprint on non-white surface (e.g. table cloth) or a Green ink on pen

C 100   M 11   Y 70   K 1
#009876
PANTONE GREEN C

C 100   M 78   Y 39   K 29
#003B5D
PANTONE 302 C

BRAND MARK – ONE COLOR VARIATIONS

Only when it is not possible to use the full color or reversed one color version of the brand mark, the green, grayscale, and black variations are the only acceptable options. Example: promotional items may only allow for one ink imprint or creating black and white newspaper advertisements.

Grayscale: Preferred Use

Solid color: For use on B&W newsprint or heavily photocopied documents

Solid Green:
A full color version is preferred, use solid green only when neccessary

LOCAL AREA MODIFIERS:

CAREER CENTERS STANDARD

A geo-locator must appear before the words 'Career Center'

The logo mark must always appear above the name and its position cannot change.

For long geo-locators, you may put text onto two lines, but one line is preferred.

Individual logos will be provided for each location.

MASSHIRE
LOWELL CAREER CENTER

MASSHIRE
LOWELL CAREER CENTER

Regional identifier must fit between lines

LOCAL AREA MODIFIERS:

CAREER CENTERS ALTERNATIVE

LIMITED USE: There may be a time when the standard logo cannot be used. A horizontal version has been provided. **Use should be <u>very limited</u>, with preference for the 'primary' version.**

To maintain legibility of geolcator and "Career Center."

For long geo-locators, you may put text onto two lines, but one line is preferred.

Individual logos will be provided for each location upon request.

EXAMPLE USE:

Promotional material with small imprint areas – like pens or flash drives

MASSHIRE
BOSTON CAREER CENTER

MASSHIRE
GREATER NEW BEDFORD CAREER CENTER

MASSHIRE
BOSTON CAREER CENTER

One line – geolocator

MASSHIRE
GREATER NEW BEDFORD CAREER CENTER

Two line – geolocator

Regional identifier must fit between lines

BRAND MARK

CAREER CENTER SUB BRANDS

There are 22 Career Center sub-brands. Each center has adopted a regional brand that pairs "MassHire" and "Career Center" with a regional designation or identifier describing its geographic area to create its unique, aligned regional signature.

MASSHIRE
ATTLEBORO CAREER CENTER

MASSHIRE
BERKSHIRE CAREER CENTER

MASSHIRE
BOSTON CAREER CENTER

MASSHIRE
CAPE AND ISLANDS CAREER CENTER

MASSHIRE
DOWNTOWN BOSTON CAREER CENTER

MASSHIRE
FALL RIVER CAREER CENTER

MASSHIRE
FRAMINGHAM CAREER CENTER

MASSHIRE
FRANKLIN HAMPSHIRE CAREER CENTER

MASSHIRE
GREATER BROCKTON CAREER CENTER

MASSHIRE
GREATER NEW BEDFORD CAREER CENTER

MASSHIRE
HOLYOKE CAREER CENTER

MASSHIRE
LOWELL CAREER CENTER

MASSHIRE
MERRIMACK VALLEY CAREER CENTER

MASSHIRE
METRO NORTH CAREER CENTER

MASSHIRE
NORTH CENTRAL CAREER CENTER

MASSHIRE
NORTH SHORE CAREER CENTER

MASSHIRE
NORWOOD CAREER CENTER

MASSHIRE
SOUTHBRIDGE CAREER CENTER

MASSHIRE
SPRINGFIELD CAREER CENTER

MASSHIRE
SOUTH SHORE CAREER CENTER

MASSHIRE
TAUNTON CAREER CENTER

MASSHIRE
WORCESTER CAREER CENTER

LOCAL AREA MODIFIERS:

WORKFORCE BOARDS STANDARD

A geo-locator must sit above the word 'Workforce Board.'

The logo mark stays to the left of the identifying workforce board.

MASSHIRE NORTH CENTRAL
WORKFORCE BOARD

Aligns to top of "M"

MASSHIRE NORTH CENTRAL
WORKFORCE BOARD

LOCAL AREA MODIFIERS:

WORKFORCE BOARDS ALTERNATIVE

LIMITED USE: There may be a time when the standard logo cannot be used. A horizontal version has been provided. **Use should be very limited, with preference for the 'primary' version.**

"MassHire" and "Workforce Board" should always align. Geolocator name will vary in size due to legth of name.

EXAMPLE USE:

To maintain minimum size requirements in small and narrow imprint areas – such as a logo placement on third party collateral for external sponsorships.

MASSHIRE
GREATER NEW BEDFORD WORKFORCE BOARD

MASSHIRE
GREATER NEW BEDFORD WORKFORCE BOARD

"Workforce Board" is static to fit between lines geolocator may push beyond

BRAND MARK

WORKFORCE BOARDS SUB-BRANDS

There are 16 Workforce Board sub-brands. Each center has adopted a regional brand that pairs "MassHire" and "Workforce Board" with a regional designation or identifier describing its geographic area to create its unique, aligned regional signature.

BERKSHIRE WORKFORCE BOARD

BOSTON WORKFORCE BOARD

BRISTOL WORKFORCE BOARD

CAPE AND ISLANDS WORKFORCE BOARD

CENTRAL REGION WORKFORCE BOARD

FRANKLIN HAMPSHIRE WORKFORCE BOARD

GREATER BROCKTON WORKFORCE BOARD

GREATER LOWELL WORKFORCE BOARD

GREATER NEW BEDFORD WORKFORCE BOARD

HAMPDEN COUNTY WORKFORCE BOARD

MERRIMACK VALLEY WORKFORCE BOARD

METRO SOUTH/WEST WORKFORCE BOARD

METRO NORTH WORKFORCE BOARD

NORTH SHORE WORKFORCE BOARD

NORTH CENTRAL WORKFORCE BOARD

SOUTH SHORE WORKFORCE BOARD

USAGE

- The logo must be reproduced from high-resolution digital artwork.

- As the primary graphic identity for the institution, the formal logo must appear on all communications, including brochures, stationery, business cards and websites.

- **Make note:** This is a sample letterhead for one region – **do not use.** Approved templates have been uploaded to the portal. This may not reflect the final version of the letterhead.

446 North Main Street
Fall River, MA 02720
508.730.5000

May 12, 2018

Name
Address
City, ST, zip

Dear ,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna. Nunc viverra imperdiet enim.

Fusce est. Vivamus a tellus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Proin pharetra nonummy pede.

Mauris et orci. Aenean nec lorem. In porttitor. Donec laoreet nonummy

Sincerely,

Name

www.MassHireFallRiverCareers.org

INCORRECT USAGE

Proper brandmark usage is vital to maintaining the strength and integrity of the MassHire brand. When designing materials, be judicious in combining the brandmark with other graphic elements. Improper use dilutes the brand value. The following are examples of how NOT to use the brandmark.

1. Do not alter colors.

2. Do not reproduce full color mark on color backgrounds.

3. Do not use special effects such as drop shadows.

4. Do not distort – always maintain proper ratio.

5. Do not reproduce as a tint or transparency.

6. Do not rotate mark to use vertically.

7. Do not configure the elements into a different logo.

8. Do not alter the proportions of the logo typography.

1 **MASSHIRE**

5 **MASSHIRE**

2 **MASSHIRE** LOWELL CAREER CENTER

6 **MASSHIRE**

3 **MASSHIRE**

7 **ASSHIRE**

4 **MASSHIRE**

8 Mass Hire

COLOR PALETTE

Adhering to the following color reproduction guidelines will help in creating a consistent image and maintaining the impact of the visual identity.

Whenever possible, the logo should appear in full color.

Secondary color palette should be used sparingly and only within printed documents or website.

Tints of Pantone colors used within the logo are 65% of each.

Primary

PMS GREEN C GREEN U

HEX: # 009876

R: 0
G: 152
B: 118

C: 100
M: 11
Y: 70
K: 1

PMS 302 C 302 U

HEX: # 0c3b5d

R: 12
G: 59
B: 93

C: 100
M: 78
Y: 39
K: 29

Accent

PMS 130 C 130 U

HEX: # fdb525

R: 253
G: 181
B: 37

C: 0
M: 32
Y: 95
K: 0

Secondary
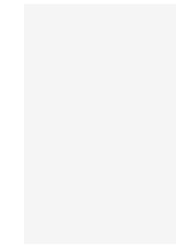
HEX: # 0a4e67

R: 209
G: 211
B: 212

C: 0
M: 0
Y: 0
K: 20

HEX: # 63bce6

R: 99
G: 188
B: 230

C: 56
M: 9
Y: 0
K: 0

HEX: # af48b7

R: 175
G: 60
B: 72

C: 41
M: 83
Y: 0
K: 0

65% tint   65% tint

TYPOGRAPHY /FONTS

Preferred brand font for display copy is Gotham Black, all uppercase.

Subheadlines: Gotham Bold

Body Copy: Gotham Book

Fonts have been uploaded to the Brand Asset Portal and currently available for download.

Alternate Font Usage:

For use in Word/PPT documents please use Calibri.

GOTHAM BLACK (HEADLINE)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Bold (Headline & Subheads)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Book (Body Copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789

Gotham can be downloaded from this link:
https://www.mass.gov/service-details/masshire-typography

EDITORIAL USE (IN WRITTEN COPY)

In the mark, MassHire appears in all caps, however, in the written form it is always one word as follows: MassHire.

Display copy/headers should be displayed as all uppercase within a headline.

Geographic modifiers are separate words from MassHire and appear in Title Case.

MASSHIRE (HEADLINE IN A PRESS RELEASE)
MASSHIRE LOWELL CAREER CENTER

MassHire (Subheads)

MassHire Lowell Career Center

MassHire (Body Copy)

MassHire Lowell Career Center

BRAND MARK – VARIATIONS

Current acceptable brand variations approved for use by EOLWD:

Department of Career Services (DCS):
Exclusively for DCS use, not individual career centers.

Given that DCS oversees activities related to MassHire, the association with the Master Brand needs to be clear, concise and represent a direct association with the brand. The master brand should always appear first, followed by the name of the Department.

State Workforce Board:
Exclusively for use by the State Workforce Board, not individual boards.

The State Workforce Board oversees all activities related to the workforce boards and as such needs to also align closely with the Master Brand. Given that the Workforce Brand utilizes the blue in the color palette, the name of the State Workforce Board is reflected as knocked out type over the blue background.

These two acceptable logos and nomenclature are to be used by our partners.

BRAND MARK – YOUTH & PROGRAMS

The co-branding policy issued identifies how and when to adopt the MassHire Brand for either **youth career centers** or a funded youth program. There are also many other non-youth programs and initiatives where MassHire adoption is required. In the case of a stand-alone youth career center or a WIOA-only funded youth program, the policy states that you will be required to adopt the MassHire brand. See the example of how the MassHire brand is integrated with the existing youth program.

Attached is another example of a MassHire Workforce Board/Career Center program. This applies to programs, initiatives, or entities operated or convened by the MassHire Board or Career Center, e.g., an employer consortium, planning entity, training program, or other. Local areas are strongly encouraged to brand programs in the manner displayed here. For assistance with logo creation, please contact Laurie Pinkham at laurie.pinkham@mass.gov.

GREATER BROCKTON
YOUTH WORKS

METRO SOUTH/WEST
HEALTHCARE WORKS

BRAND MARK – ENDORSED/ PARTNER

If there is a WIOA Youth-funded vendor who is providing services in your local area, we are recommending that the funded vendor include a MassHire endorsement indicating an affiliation with the MassHire system. An example of this endorsement is included.

Please contact EOLWD for further guidance regarding the use of the Master Brand as it relates to youth and non-youth programming.

Partnership logos will be posted in the Brand Asset Portal for download.

GREATER BROCKTON YOUTH WORKS
a **MASSHIRE** Partner

AMERICAN JOB CENTER

The following guidelines specify how each Career Center will co-brand with the Department of Labor, American Job Center.

Each career center is required to identify its individual Career Center as a proud partner of the American Job Center network.

We will use this identifier in the following places:

- **Outreach Materials:** Brochures/flyers etc. See example on page 11.

- **Website:** One placement on the home page in footer of the website

- **External Communications:** Press releases and templated communications.

- **Facility Signage:** The designation defined above is required on one interior sign in each career center.

All templated materials in development as a result of the MassHire branding assignment will be compliant with AJC guidelines and will reflect proper placement and size requirements that have been identified in the AJC Brand Standards Guide.

A proud partner of the **American**Job**Center**®network

A proud partner of the

AmericanJob**Center**®

network

Access to the style guide for Partners, can be found in this link:
https://www.dol.gov/ajc/ajc_style_guide.pdf

INDESIGN TEMPLATES

Materials have been provided in the portal for your use. InDesign templates may be customized for your location. These materials require professional printing.
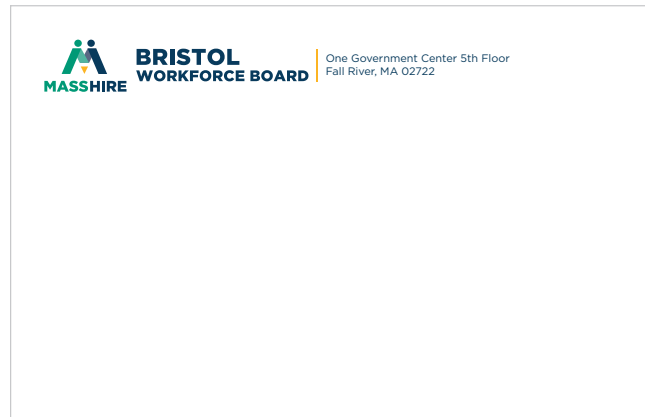
These include the following:

- 9x12" Pocket Folders
- Business Cards
- 4x9" Rack Card
- #10 Envelope
- 8.5x11 Tri-fold Brochure
- 6' Table Skirt – for events

Production Tip:

If you do not have Adobe InDesign or access to a graphic designer, please email Laurie Pinkham at laurie.pinkham@mass.gov.

Pocket Folders

SOUTH SHORE WORKFORCE BOARD

BRISTOL WORKFORCE BOARD | One Government Center 5th Floor
Fall River, MA 02722

MASSHIRE
FALL RIVER CAREER CENTER

Joseph Viana
Career Center Director

T 508.730.5007
F 508-646.0431

jviana@MassHireFallRiverCareers.org
446 N Main Street
Fall, River, MA 02720

MassHireFallRiverCareers.org

Business Card

#10 Envelope

WORD Templates, can be found in this link:
https://www.mass.gov/service-details/masshire-branded-materials

WORD TEMPLATES

Materials are provided in the MassHire Brand Portal for your use. Word templates are customized according to location. They can be printed in-house or digitally distributed.

- Email Signatures
- Events Flyer – 8.5x11"
- Fact Sheet – 8.5x11"
- Job Seeker ID Card – 8.5x11" – 12 cards per sheet
- Letterhead
- Newsletter
- Press Release

Formatting Tip:

Calibri is used in Microsoft applications such as Outlook and Word. Please see color palettes for color codes to ensure brand consistency.

Letterhead

Fact Sheet

Job Seeker Card

INDD Templates, can be found in this link:
https://www.mass.gov/service-details/masshire-branded-materials

POWERPOINT TEMPLATE

Materials have been provided in the portal for your use. A Powerpoint template for both Career Centers and Workforce Boards is available for customization for your location.
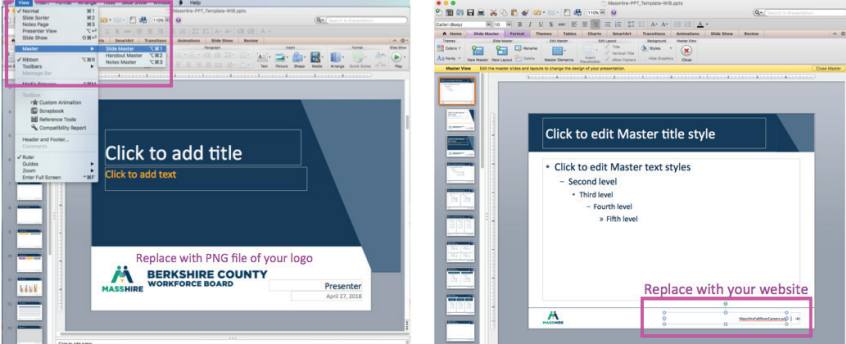
Master Pages:

A quick tutorial on using Master Pages is included within the document. Please remove this prior to its use.

Remove this page prior to use.

To customize this PPT for you location, you will need to adjust the Master page. Once in Master pages, you will add your logo to the cover page, and then on the top page (interior layout) add your web address to the bottom right, near the text box. See below >

Click **View** > **Master**

Click into **website box** > this will update all pages within the document

Replace with PNG file of your logo

Click to edit Master title style

Replace with your website

Click to add title

Click to add text

BERKSHIRE COUNTY WORKFORCE BOARD

Presenter
April 27, 2018

The Powerpoint Template can be found found on this page:
https://www.mass.gov/service-details/masshire-branded-materials

EMAIL SIGNATURES

There are three email signatures available for use by both Career Centers and Workforce Boards.

Please instruct your team(s) to change their email signatures at the following transitional stages:

- **60 DAYS PRIOR TO LAUNCH**
  – Coming Soon language

- **LAUNCH, PLUS 60 DAYS**
  – Formerly known as language

- **AFTER 60 DAYS**
  – Full Transition

A word template is available for download on the portal

Formatting Tip:

Calibri is used in Microsoft applications such as Outlook and Word. Please see color palettes for color codes to ensure brand consistency.

PRE-LAUNCH
FOR 60 DAYS PRIOR TO LAUNCH

CURRENT LOGO

Name
Title
446 North Main Street
Fall River, MA 02720
T 508.730.5000
F 508.646.0431
CurrentSite.org

Watch for our new brand launch.
As of August 29, 2018 we will be

MassHire Fall River Career Center

FOR LAUNCH
STARTING AUGUST 19, 2018

Name
Title
446 North Main Street
Fall River, MA 02720
T 508.730.5000
F 508.646.0431
MassHireFallRiverCareers.org

Please note our new name – MassHire Fall River Career Center, formerly the Fall River Career Center, part of the Massachusetts Career Centers.

FOR POST–LAUNCH
FOR 60 DAYS AFTER LAUNCH

Name
Title
446 North Main Street
Fall River, MA 02720
T 508.730.5000
F 508.646.0431
MassHireFallRiverCareers.org

INFORMATIONAL ITEMS – TAGLINE

If you use federal funds to purchase items for public outreach, e.g., pens, flash drives, note paper, mousepads, etc., you must include a description of the access to, availability, and/or benefit of the service. A short phrase or tagline that relates to programs and services is also necessary. We have developed a list of several acceptable taglines from which you can choose.

If you are producing a brochure, rack card, or other item that contains informational text, you may use the phrase "Let's get to work!"

Helping Business Find the Best Talent

Finding Talent. Growing Business.

Developing Talent for Business

Sourcing Talent for the New Economy

Creating a Trained, Talented Workforce

Connecting Jobseekers and Business

INFORMATIONAL ITEMS:

When purchasing promotional materials, try to select pieces that are closest to the brand colors. Vendors should be able to send samples so you can judge in person. Use your best judgment when selecting alternate colors to ensure they reflect or are complimentary to the brand colors. (See example: blue and gray tote bags)

When possible, lighter pieces (e.g. silver, white, or light gray surface) with full color imprint are preferred.

Include a short phrase or tagline related to relevant programs and services such as: "Helping Business Find the Best Talent."

Brandmark can be used when embossed/debossed into a product, such as a pad folio case, vase, or award.

Note: An exception to the logo and clear space requirements may be made for select materials with limited surface space. Boards and Career Centers should use discretion to ensure brand-appropriate designs. If there are any questions about brand appropriate designs, contact EOLWD.

APPAREL:

When possible, lighter colors (e.g. white, light gray, heather gray) with full color imprint are preferred.

Promote optimal contrast and legibility by using brand colors.

Apparel should be purchased only in instances when staff are wearing clothing to identify themselves as a MassHire representative to the public. **Apparel cannot be purchased for personal use.**

APPROVED

NOT APPROVED USE

WEB GUIDANCE

This documentation was created to give a broad overview on how to edit and add content to the MassHire Local Area Website Template. This document will teach you what you need to know in order to edit content in the website template to customize it to your specific organization.

DESIGN INSIGHT

The MassHire Local Area Website Template was designed with consideration given to each Workforce Board and Career Center. The template is easy-to-use, but robust enough to grow with you. It includes sample content presented in a user friendly and on-brand format.

When adding any new content to the template, rather than simply changing default content, scrutinize color, font, and imagery to ensure it's within brand standards. The website template is responsive, meaning that its display quality is consistent across devices.

BRAND COMPLIANCE - CUSTOMIZATION

The website templates come complete with the appropriate brand-approved fonts and color schemes. Consider using the following tools to customize your template and add original content:

- Crop in images
- Change text
- Add new pages
- Change category titles, dropdown links, etc.
- Choose to feature events, news, or twitter feed
- Add news and events
- Edit contact and site information
- Edit social media and newsletter links

You must retain the following:

- Overall template structure
- Brand colors
- Home page layout
- Brand fonts

WEB GUIDANCE

Website Guide:

This guide in it's entirety can be download from the portal.

https://www.mass.gov/brand-asset-portal

BRAND COMPLIANCE - IMAGERY

This template includes default imagery to help you envision your own unique content. All imagery is brand approved and can be downloaded from the brand asset portal. The MassHire Brand Asset Portal has imagery chosen specifically for the MassHire brand. Use only brand approved imagery from the MassHire Brand Asset Portal to populate your website. Use imagery specific to local events. Do not use images that are low resolution, meaning that they are small in size and low in pixel count. If the image appears distorted or grainy, then it is low resolution and you should not use it.

CONTENT GROUPING & PAGE HIERARCHY

When thinking about content, you should always try to group content into logical buckets. Think about your user when trying to make a decision about how to update or change content or structure. What would make more sense to them when they are trying to find information? The web page templates are designed to be intuitive, and accessible, for this purpose.

We created default pages to get you started, but you can tailor them to fit your needs. We have designed the website architecture into three page types:

- **Primary Navigation Pages** - typically the bucket pages that contain links to other pages that are correlated to the same topic (i.e., Employers, Job Seekers, About).
- **Interior Pages** - linked to from Primary Navigation Pages and deliver more information on topics/resources for users (e.g. Labor Market Information or Become a Member).
- **Article Pages** - reserved for news articles, events, meetings, or other topics related to news and events.

SIGNAGE

A signage guide is available – with general pricing – for download on the portal.

Local areas have the option of using a sign vendor through MORE Advertising OR a local vendor. Local areas should consider cost and capacity to manage signage process when making a decision.

USING PHOTOGRAPHY

Approved photography is uploaded to the portal, and grouped by industry. Use the images provided on the portal as a guide when you're using original photography. The approved photography style is forward-thinking, natural, crisp, innovative, sincere, candid, comfortable, and approachable. Images reflect a natural background with warm lighting and fresh appeal. The people in the images should be friendly, inviting, and positive. These photos are optimistic, and uplifting to the viewer.

Professional or stock photography is preferred in major external communications materials and tools, such as brochures, websites, signage and, advertising. If new stock photos are purchased, select only royalty-free photos.

Color photos should be used. However, Boards may continue to incorporate photographs taken by their own team members into external outreach materials. Strive to use professional-quality cameras for staff photography. Staged photos are verboten. Authentic lighting and proper framing are critical. The subjects in photos are not posed. Do not apply filters, overlays, or special treatments to images. Photos used on the web should be a minimum of 72 dpi resolution; all photos used in print must be a minimum of 300 dpi resolution.

Photo Library:
A photo library is available to download from the Brand Asset Portal. You can browse all the images available.