

worksource | OREGON

Brand Style Guide 2022 - V.4

WorkSource Oregon is a statewide partnership with the Oregon Employment Department and state, local, and nonprofit agencies. We provide a variety of employment and training services to job seekers and employers in Oregon.

WorkSource Oregon helps people find jobs and helps businesses find talent.



Logo

Always try to use the primary color (navy) and blue logo. It cannot not be placed on dark backgrounds.

Use primary solid white on dark backgrounds.

Use primary solid black for special circumstances. Recommended for printer color ink conservation.

Avoid placing logo on busy (multi-colored) backgrounds.

The logo cannot be altered in any way, including changing the colors, angle, or dimensions. When using the logo, ensure it is large enough that all words are legible.

Never replace the logo font for a different font.

Do not rearrange elements of the logo.

worksource | OREGON

Horizontal

**worksource |
OREGON**

Vertical

worksource | OREGON

Horizontal Black

**worksource |
OREGON**

Vertical Black

worksource | OREGON

Horizontal For Dark Backgrounds

**worksource |
OREGON**

Vertical For Dark Backgrounds

Which logo should I use?

Here are some tips for WorkSource Oregon centers on when and how to use WorkSource logo and when to incorporate the logos of other programs/agencies.

Statewide WorkSource Logo



If you are creating a material for the overarching WorkSource Oregon community, you would use the statewide WorkSource Oregon brand. This can be when you are trying to reach audiences across the entire state or when you don't have a local-specific logo.

For example, you're creating a Facebook post for a statewide job fair event. Though the events are different depending on the center, all of them are happening on the same day. When presenting it as a statewide event, you would use the statewide WorkSource Oregon Logo.

Local WorkSource Center Logo



If you are creating a material for your specific center, then you would use your local center branding. If it is a service that can be found in your WorkSource center, like veterans services, then you would use the local WorkSource Oregon brand.

For example, if you are creating a flyer for a workshop or job fair your center is hosting, you would use your local WorkSource center's logo.

Note: Some centers have opted to use the state logo instead of a local-specific log.

Employment Department or another agency logo

If you are creating a material for an agency or partner-specific program that you would not normally find in a WorkSource Center, then you would use that agency or partner brand/logo.

For example, if you are creating a product for the Self-Employment Assistance program, which is an unemployment insurance program, you would use the Employment Department's logo.

We hope this guide helps you in better understanding our logo usage. Thank you for working to create a consistent brand experience for Oregonians. If you have any questions regarding branding or logos, please reach out to Graphic Designer Paul Shafer-Marche or Communications Specialist Jessica Prakke.

Color



Navy Blue

HEX - #003366
RGB - 0 / 51 / 102
CMYK - 95 / 81 / 24 / 35
Pantone 2955 C

Accessibility - Passes AA
on light backgrounds.



Dark Blue

HEX - #006699
RGB - 4 / 102 / 153
CMYK - 93 / 58 / 18 / 2
Pantone 307 C

Accessibility - Passes AA
on light backgrounds.



Medium Blue

HEX - #03A4C8
RGB - 3 / 164 / 200
CMYK - 76 / 16 / 14 / 0
Pantone 631 C

Accessibility - Passes AA
on light backgrounds.



Dark Teal

HEX - #03626D
RGB - 3 / 98 / 109
CMYK - 91 / 47 / 47 / 20
Pantone 5473 C

Accessibility - Passes AA
on light backgrounds.



Light Teal

HEX - #009999
RGB - 0 / 153 / 153
CMYK - 81 / 20 / 42 / 1
Pantone 7472 C

Accessibility - Passes AA
on light backgrounds.



Orange

HEX - #DF9315
RGB - 223 / 147 / 21
CMYK - 12 / 46 / 100 / 0
Pantone 7564 C

Accessibility - Passes AA
on light backgrounds.

Secondary Colors



Red

HEX - #8f2a2b
RGB - 143 / 42 / 43
CMYK - 28 / 93 / 85 / 28
Pantone 7623 C

Accessibility - Passes AA on light backgrounds.



Purple

HEX - #3f3a60
RGB - 63 / 58 / 96
CMYK - 82 / 82 / 36 / 26
Pantone 5265 C

Accessibility - Passes AA on light backgrounds.



Brown

HEX - #373a36
RGB - 55 / 58 / 54
CMYK - 69 / 60 / 64 / 54
Pantone 447 C

Accessibility - Passes AA on light backgrounds.

Fonts

Arial, Arial Narrow, or Arial Black are the fonts that you should use across all WSO collateral (e.g. flyers, handouts, etc.). Arial is a standard font found on all common operating systems and is more accessible to a wider range of people, along with being available as both a webfont and desktop font. OED Communications will provide templates to further guide you. It's recommended to create a new copy of the original template so you can be sure to use the correct styling for each new project.

Arial Regular (or Arial Narrow)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 &@?!/+(,,:;)

Arial Italic (or Arial Narrow Italic)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 &@?!/+(,,:;)

Arial Bold (or Arial Narrow Bold)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 &@?!/+(,,:;)

Arial Bold Italic (or Arial Narrow Bold Italic)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 &@?!/+(,,:;)

Use Arial Regular or Arial Narrow for body copy.

Arial Black

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 &@?!/+(,,:;)

Use Arial Bold or Arial Black for headlines and titles.



worksource | Invites You To Join Us On
OREGON **Oregon Healthcare Heroes**
Recruitment Day Wednesday, January 12th, 2022

[Clinical & Non-clinical Opportunities](#)

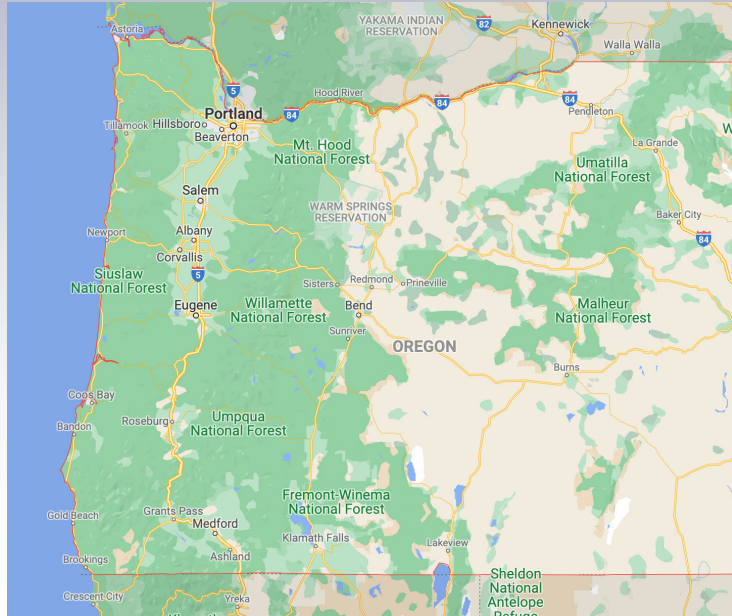
Job fairs and hiring events happening across Oregon
Click on a city below for detailed information on events happening near you

Albany/Lebanon	La Grande/Baker City	Salem
Astoria	Lincoln County/Newport	Tillamook
Benton County	North Bend	Washington County
Central Oregon	Ontario	Yamhill County/McMinnville
Columbia Gorge	Portland	
Hermiston	Roseburg	

Follow the [Statewide Event](#) page for updates
Check out our new [WorkSource Oregon](#) website
Follow us on [LinkedIn](#) to keep up to date on services, resources, and events throughout Oregon

WorkSource Oregon is an equal opportunity employer/program. Free auxiliary aids and services are available to individuals with disabilities, and free language assistance is available to persons with limited English proficiency.

Maps



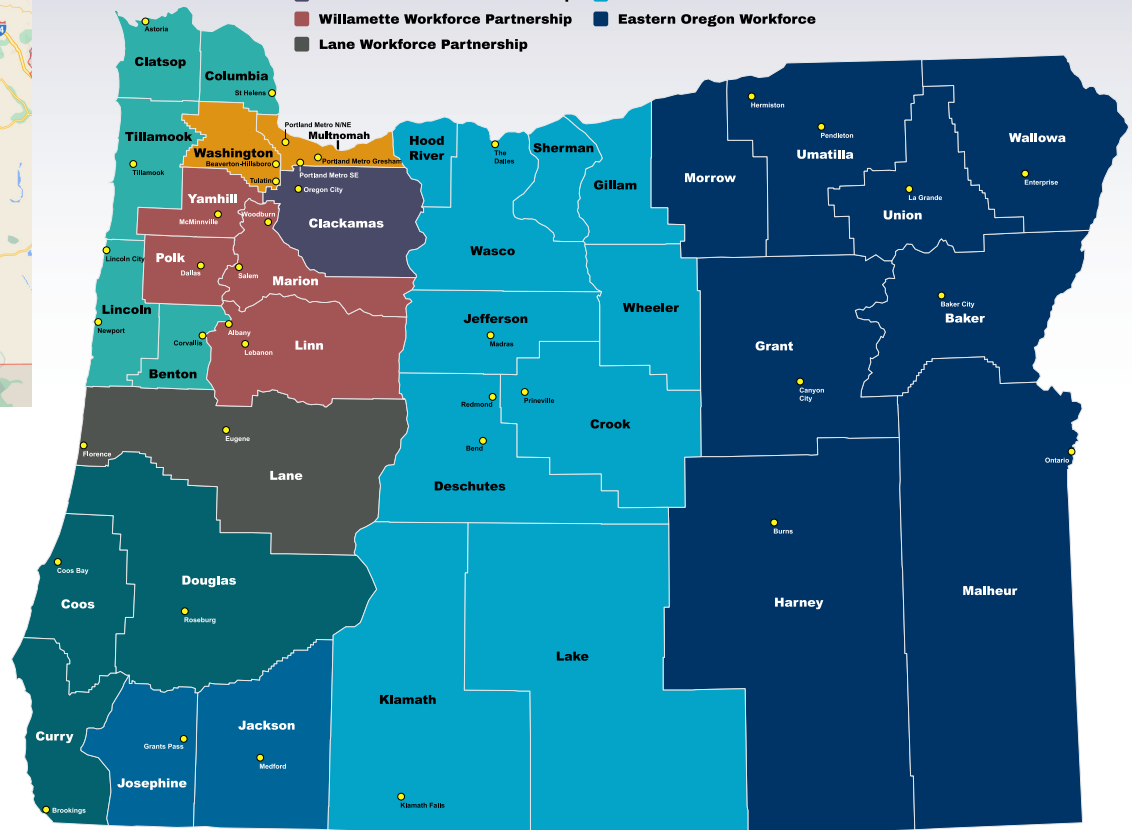
Map Markers →



● WorkSource Centers

Workforce Development Boards:

- Northwest Oregon Works
- Worksystems, Inc
- Clackamas Workforce Partnership
- Willamette Workforce Partnership
- Lane Workforce Partnership
- Southwest Oregon Workforce Investment Board
- Rogue Workforce Partnership
- East Cascade Works
- Eastern Oregon Workforce



Google Maps Styling
Use muted colors for the map so the map markers stand out.

Need assistance:
Paul Schafer-Marche
paul.n.marche@employ.oregon.gov
Jessica Prakke
jessica.v.prakke@employ.oregon.gov

Workforce Development Boards Map

Business Cards

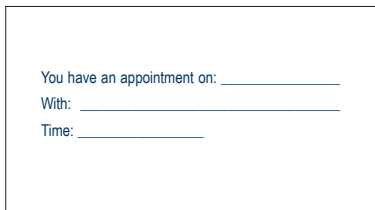


Titles

When it comes to our customers, we need to be direct and consistent with job titles from office to office. A customer using our services in Eugene moves to Baker City, they be able to identify a WorkSource employee's duties if the titles are the same from office to office. Below is a list of public-facing job titles.

Employment Specialist	Business Specialist	WorkSource Liaison	Career Advisor
Career Coach	Office Coordinator	Program Director	Supervisor
Manager	Area Manager (Title for Senior Managers aligned to the workforce areas)	Career Development Coordinator	

Backer Options



Pronoun Guidance

A pronoun is a word that is used instead of a noun to refer to the person or people speaking or being spoken about. For example: she/her, he/him, they/them.

WorkSource Oregon promotes an inclusive workplace culture that encourages diversity and allows employees to excel. You can choose to add your gender pronouns next to your name on your business cards and email signatures to help promote a welcoming and inclusive environment for colleagues and customers from a wide range of gender identities and expressions.

Optional business card backers

There are two optional backers you can use for your business cards. These options are available when using the templates and ordering process Oregon Corrections Enterprise (OCE) has set up for our WorkSource Oregon staff.

Templates

Templates are available in your WorkSource Oregon Toolbox, on WOMIS. Below are a few examples.

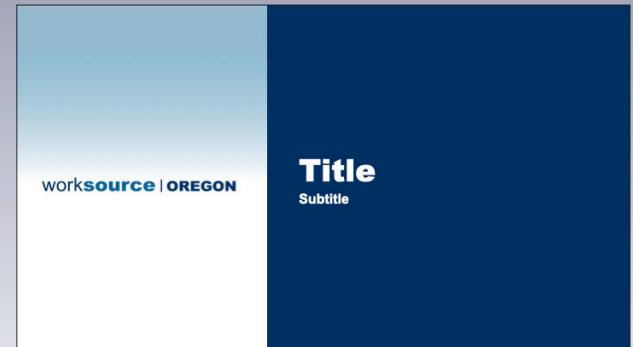
Need assistance:

Paul Schafer-Marche

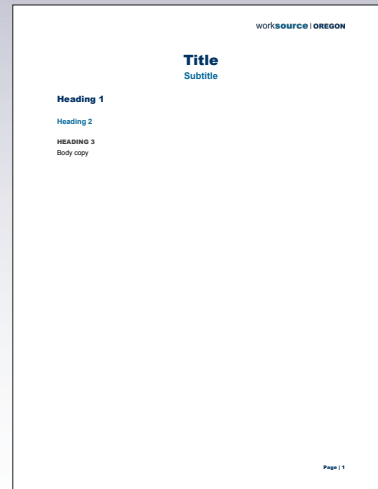
paul.n.marche@employ.oregon.gov

Jessica Prakke

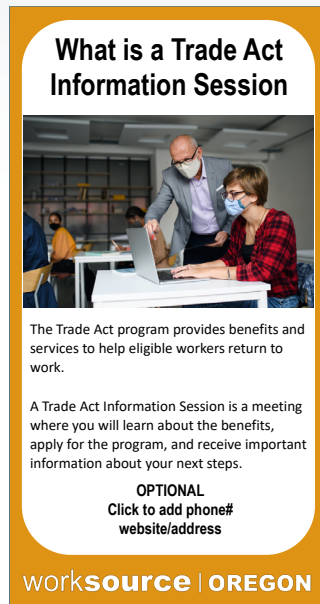
jessica.v.prakke@employ.oregon.gov



Power Point



MS Word Document



Facebook
(multiple options)



Virtual Background (online meeting background)



Flyer (multiple options)

Photography and Design Elements

There are two types of photography WorkSource Oregon uses. The first type is landscape photography, which must be specific to Oregon. The second type is of people, which must include a wide demographic of people to reflect the communities WorkSource Oregon serves.



NOTE: Department of Defense and military seals and insignia are protected by law from unauthorized use, and these seals may not be used for non-official purposes. Therefore, Oregon Employment Department staff may not use military seals or insignia as a part of their signature block in emails, or with any other correspondence such as letters, memos or flyers.

Button Styles →

