



BRAND STANDARDS MANUAL

UPDATED: 2021

Introduction to the CareerSource Florida Brand

Collaborate. Innovate. Lead. These are the pillars of the CareerSource Florida network.

They represent the cornerstone of our work as a national model for workforce development and reflect our commitment today and in the future to serving Florida employers, job seekers and workers.

Vision: Florida will be the global leader for talent.

Mission: The Florida workforce system connects employers with qualified, skilled talent and Floridians with employment and career development opportunities to achieve economic prosperity.

Values: Business-Driven, Continuous Improvement, Integrity, Talent Focus and Purpose-Driven.

- **Business-Driven:** We believe Florida employers – the state’s job creators – are essential to our overall success in providing effective, market-relevant workforce solutions that drive economic growth and sustainability.
- **Continuous Improvement:** Driven by our commitment to excellence, we respond to changing market dynamics. We continually strive to improve our performance to better anticipate and address the talent needs of employers and the employment and skills needs of job seekers and workers. We identify, measure and replicate success.
- **Integrity:** We fulfill our mission with honesty and accountability and strive in every decision and action to earn and protect the public trust.
- **Purpose-Driven:** Our work is meaningful and through it, we can inspire hope, achievement and economic prosperity in the lives of the customers we serve.
- **Talent Focus:** We believe in the power of talent to advance every enterprise and open the door to life-enhancing economic opportunities for individuals, businesses and communities. Our commitment is to make talent Florida’s key competitive asset.

Brand Promise to Customers: Florida’s workforce system promises a dedicated team of professionals who possess an understanding of your needs. Uniquely positioned, we offer assets, expertise and effective partnerships to deliver seamless and efficient services, demonstrate our value to all customers through results and drive economic priorities through talent development.

The journey to develop this unified statewide brand was market-driven and customer-focused to deliver consistency across Florida. The CareerSource Florida outreach tools convey the confidence and professionalism of the unified brand identity for the statewide workforce investment board, 24 local workforce development boards and nearly 100 career centers where employment and training services are delivered to employers, job seekers and workers.

Adherence to the standards identified in this guide allow the CareerSource Florida network to maintain a cohesive, consistent visual brand identity and strengthen the power of our unified brand by growing its value, protecting its integrity.

Testimonials. One of the best ways to authentically convey the impact of the CareerSource Florida network is by showcasing the stories of actual customers. Consider how you can include more business and job seeker testimonials in your branded materials and outreach.

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This Brand Standards Manual is for internal use only.

Images included in this manual are for inspirational and informational purposes only. CareerSource Florida network partners may use any images that appear in the Online Brand Portal photo archive, for which the appropriate publishing rights have been secured, to support communications and outreach efforts.

MASTER BRANDMARK

CareerSource Florida has one master brandmark and 24 sub-brandmarks with regional signatures. The master brand, CareerSource Florida, refers to the statewide workforce system as a whole. CareerSource Florida is the brand name for the state workforce investment board as well as for the entire network.



REGIONAL BRANDMARK

There are 24 regional brandmarks that refer to the local workforce development boards and their respective career centers. Each board has adopted a brand that pairs “CareerSource” with a regional designation or identifier describing its geographic area to create its unique, aligned regional signature.



BRANDMARK GUIDELINES

The following brandmark guidelines should be followed.

Note: The only acceptable logo to use for the state brand includes the registered trademark, or no mark.

FULL COLOR

The full color logo should be used when possible, preferably on a white background.



REVERSED

A reversed brandmark should be used when using 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. The reversed option is preferred over the grayscale and black options.



BLACK / GRAYSCALE

The brandmark may also appear in black, tones of black, or grayscale when color printing is not possible.



CLEAR SPACE

For maximum impact and clarity, the logo should be reproduced at a minimum height of 3/4 inch. In all applications, the clear space around the brandmark should equal the height of the top arrow segment as detailed below (x). Any background inside this clear space should be even and free from typography or any other graphic elements. The minimum clear space must be maintained on all sides.










INCORRECT USAGE

Proper brandmark usage is vital to maintaining the strength and integrity of the CareerSource Florida brand. When designing materials, limit combining the brandmark with other graphic elements. Improper use dilutes the brand integrity.

The following are examples of how **NOT** to use the brandmark.

1. **Do not** alter colors.
2. **Do not** use poor quality artwork.
3. **Do not** use special effects such as drop shadows.
4. **Do not** attempt to recreate the logo. Always use approved artwork.
5. **Do not** reproduce as a tint or transparency.
6. **Do not** distort – always maintain proper ratio.
7. **Do not** rotate mark to use vertically.
8. **Do not** place the logo on color backgrounds or photos that render parts of the logo awkward or illegible. Use the black or white version when appropriate.

<p>1.</p> 	<p>2.</p> 
<p>3.</p> 	<p>4.</p> 
<p>5.</p> 	<p>6.</p> 
<p>7.</p> 	<p>8.</p> 

AFFILIATED SUB-BRANDS

A local workforce development board may choose to develop a sub-brand for an affiliated product, program, service or entity. In this case, the state or local board would create a separate name and logo for the product, program, service or entity under the following guidelines:

- This new, separate name and/or logo cannot include “CareerSource” or “Career Source,” to maintain the strength of the master brand and regional sub-brands.
- It is suggested that boards use **one color from the primary colors** in the CareerSource Florida brand color palette and **any combination of secondary colors** (see page 14) in the new name and/or logo.
- The exact combination of the blue, green and orange primary colors that are used in the original 25 brandmarks as well as the tri-arrows graphic should not be used when creating an affiliated brand product, program, service or entity.

Boards also may create separate and distinct brand identities for their products, services or related entities that do not use any of the network’s brand colors. It is recommended but not required that the colors chosen be complementary of the CareerSource Florida brand color palette.

CORRECT

1. Affiliated logo using one primary and one secondary color
2. Distinct brand, different colors (complementary colors recommended)

1.



2.



INCORRECT

3. Affiliated logo using tri-arrows brandmark
4. Affiliated logo using “CareerSource” in the name

3.



4.



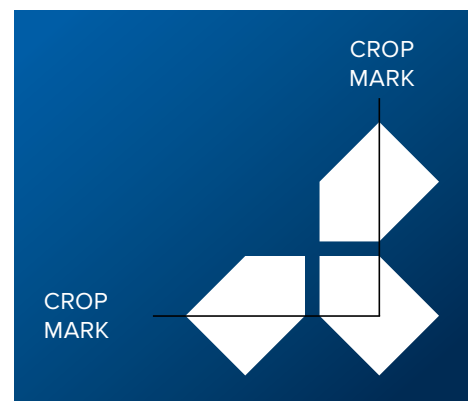
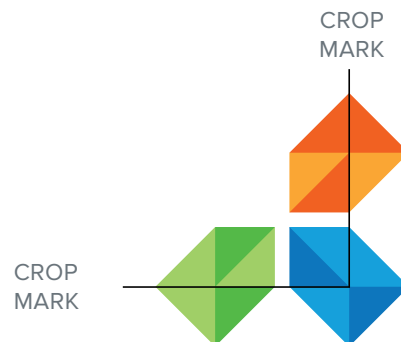
TRI-ARROWS

The CareerSource Florida brandmark tri-arrows symbol is designed to symbolize a multi-faceted entity or place where talent, employers and resources connect. The tri-arrows can be used as an isolated brandmark. For example, a brochure may include the tri-arrows as a design feature, with the full logo included elsewhere in the design.



CROPPING & USAGE

The tri-arrows symbol should always be in full color and cropped to a corner of a layout using the facets as a guideline. When used on the right side of a layout, it should be used as is. When used on the left side of a layout, it should always be rotated 90 degrees. When the tri-arrows icon is used on a corner, a full bleed is recommended but not required.



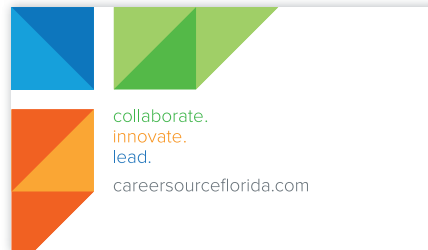
Annual report example



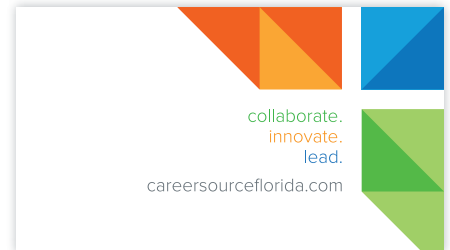
ROTATION GUIDELINES

The cropped tri-arrows symbol should be rotated only as follows.

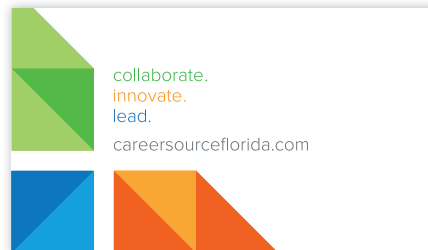
TOP LEFT



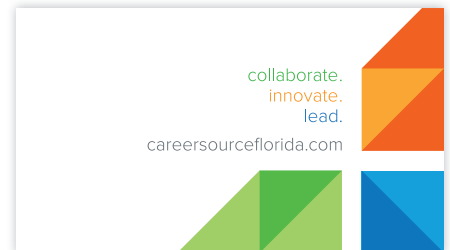
TOP RIGHT



BOTTOM LEFT



BOTTOM RIGHT



COLOR PALETTES

Using colors in a consistent manner reinforces brand integrity. The CareerSource Florida brand has primary and secondary color palettes. It is strongly encouraged that these color palettes be used by the entire network. When developing branded materials within these color palettes, please only use the color values listed below. The CareerSource Florida primary color palette is made up of bold, bright colors. The logo is the only time all three primary colors should be used together in equal value. To not overwhelm visuals with our primary colors, it is recommended that only one primary color be used predominantly when creating graphical elements or brand executions. Other primary and secondary colors should be used as accents.

Note: The color values identified in this manual were generated in InDesign CC with PMS colors in CMYK color space. These values should be used, although they may slightly vary depending upon the program in which the document is opened. All new designs should begin with these values.

PRIMARY COLOR VALUES

PMS 2935 **CMYK:** 86, 49, 0, 0
RGB: 13, 118, 189
HEX: #0D76BD

PMS BRIGHT ORANGE **CMYK:** 0, 77, 100, 0
RGB: 242, 97, 34
HEX: #F26122

PMS 361 **CMYK:** 69, 0, 100, 0
RGB: 84, 185, 72
HEX: #54B948

PMS 431 **CMYK:** 11, 1, 0, 64
RGB: 106, 115, 123
HEX: #6A737B

SECONDARY COLOR VALUES

PMS 375 **CMYK:** 41, 0, 78, 0 **RGB:** 160, 207, 103 **HEX:** #AOCF67

PMS 130 **CMYK:** 0, 30, 100, 0 **RGB:** 253, 185, 19 **HEX:** #FDB913

PMS 1375 **CMYK:** 0, 40, 90, 0 **RGB:** 250, 166, 52 **HEX:** #FAA634

PMS 539 **CMYK:** 100, 49, 0, 70 **RGB:** 0, 43, 84 **HEX:** #002B54

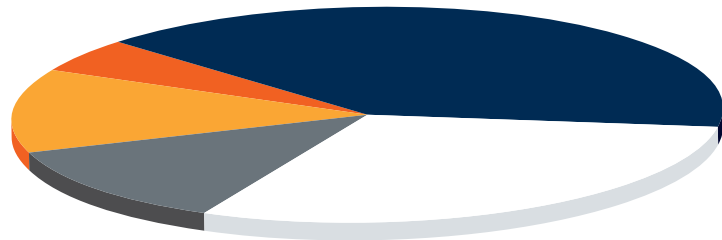
PMS 299 **CMYK:** 74, 21, 0, 0 **RGB:** 22, 160, 219 **HEX:** #16A0DB

SAMPLE COLOR PALETTES AND RATIOS

Example 1.



Example 2.



TYPOGRAPHY

Proxima Nova is our preferred brand font. The Proxima Nova family was selected because the font is fresh, modern, versatile (both in headlines and body copy) and affordable. Use Proxima Nova wherever possible. Note: Proxima Nova may be purchased through a number of online sites, such as myfonts.com.

PRIMARY FONT

Aa

PROXIMA NOVA

REGULAR (HEADLINES OR BODY COPY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

REGULAR ITALICS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

BOLD (HEADLINES)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

If you choose not to use Proxima Nova, Arial is an acceptable, no-cost alternate font.

SECONDARY FONT

Aa

ARIAL

REGULAR (HEADLINES OR BODY COPY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

REGULAR ITALICS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

BOLD (HEADLINES)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

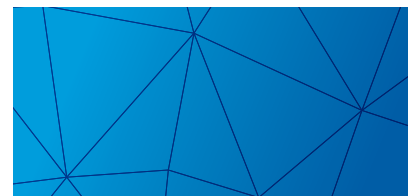
SECONDARY GRAPHICAL ELEMENTS

GEOMETRIC PATTERNS

CareerSource Florida has several secondary graphical elements to give designers a variety of design elements to work with.

CareerSource Florida often uses gems in a geometric pattern for backgrounds or within shapes as an alternative to a solid color. The faceted gems are used in two ways:

1. A gem pattern of solid shapes with varying shades of one or two similar brand colors (ie: dark and light blue, as shown). In this example, the pattern is set to 65% opacity and used inside a gradient of the same blue colors.
2. A gem pattern in a stroke outline in one singular brand color, typically included within a gradient shape using the same color.



This brochure example includes gems in the shape of the state of Florida. This type of graphical treatment is most often used in design where photography is either limited or does not exist.



While geometric patterns have always been a part of the CareerSource Florida brand, newer collateral pieces are evolving to include a shift from the multi-tonal approach of the faceted gems and more towards the subtle, single color stroke outline within a gradient. Additional examples are below.



COLOR GRADIENTS

Color gradients are used predominantly in two ways:

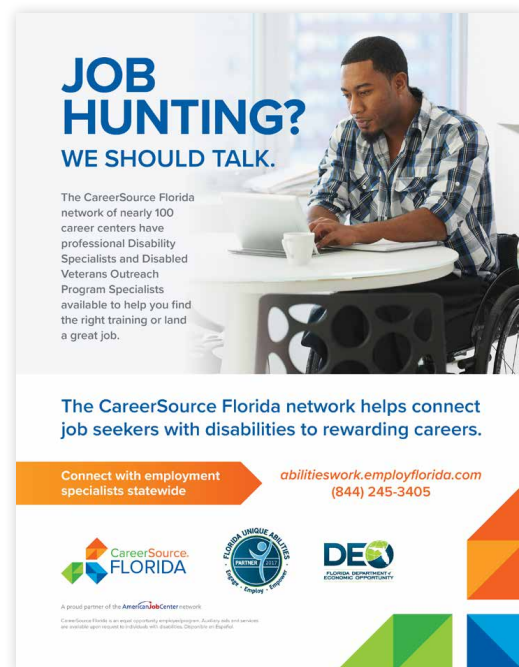
1. Boxes for headers and callouts
2. Thin, subtle color bars used to separate design elements

Gradients typically use 2 similar brand colors (ie: dark and light green). The color bar is a combination of all the CareerSource Florida brand colors. Below are examples of how these can be seen on the website, social and print collateral.



CALLOUT ARROWS

Some pieces include an arrow that is used to call out certain information on a piece of collateral or advertisements. The arrow is reminiscent of the CareerSource Florida tri-arrows. Earlier iterations of the arrow's point had various angles, but 45° and 90° angled shapes are more in line with the brand. Newer work often shows the arrow with a brand-colored gradient. The following provides examples of the usage of this arrow.



OPAQUE BOXES

Opaque boxes are another design element used across the CareerSource Florida brand, most often as call-out boxes for headlines and important text. The opaque box is a nice alternative to a solid block of color which would be distracting and intrude too much into the rich photography of the CareerSource Florida brand. Examples of this usage include the website, print ads, and other collateral.



NOTCHES

The “CareerSource Florida Notch” is a 45° angular cut white box that was first introduced with the FloridaFlex brand. The notch is a cut out into a dominate image and is a nod to angles created by the tri-arrow. It is often used to create a designated space for the CareerSource Florida logo, or text. Example of its usage are as follows.



ICONOGRAPHY

Icons are used across a range of CareerSource Florida collateral materials to provide symbolism, conceptual clarity, and visual interest in a simple and understandable format.

Newer CareerSource Florida collateral pieces are evolving to have a more cohesive look and feel to any visual icons. Icons should be built with a balanced combination of crisp, geometric linework, and subtle rounded corners to soften the forms and make them feel humanistic. All icons on a piece of collateral should feel like they came from the same family and have the same size and stroke weight.

This minimalistic style has a simple and timeless aesthetic that is refined enough to withstand the fluctuation of trends.



PHOTOGRAPHY

Photography is one of the key elements showing the CareerSource Florida brand in real life. Its impact on design cannot be understated - great photography can elevate a design while poor photography can create a negative impression of the brand.

The CareerSource Florida brand is built on authentic storytelling, and as such, original photography is preferred to stock. Custom photography conveys a more genuine moment over stock photos and can be customized based upon specific needs (highlighting a key industry, for example). Additionally, professional photography ensures a high-quality finished product.

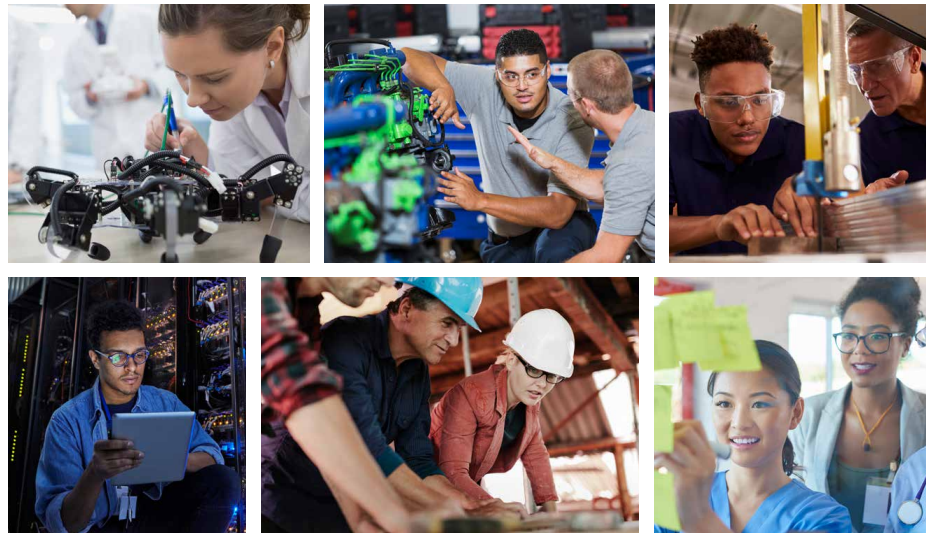
If custom professional photography is not an option, high-quality stock imagery may be used.

In very specific instances, local board staff may capture photography to be used externally. In such cases, every effort should be taken to ensure the quality of images. Appropriate lighting, proper framing and natural positioning are encouraged. Special treatments or filters should not be applied to images. Photos used on the web must be a minimum of 72 dpi resolution; all photos used in print must be a minimum of 300 dpi resolution.

When photographing a subject, take care to avoid capturing large branded logos on clothing or in the background (i.e. Nike swoosh on a hat, store name on a shirt, etc.).

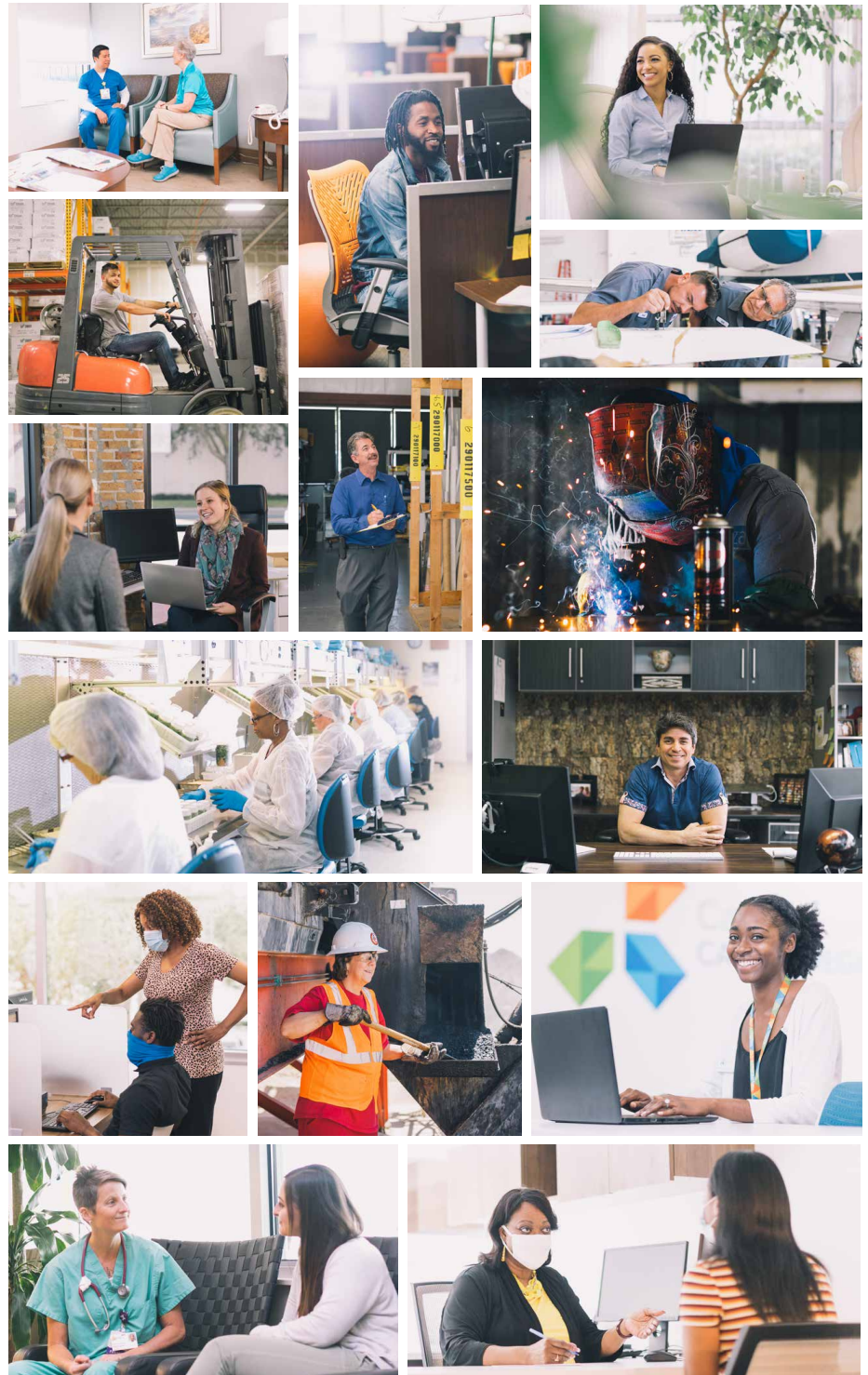
It is strongly recommended that a photo release form be completed by individuals featured in custom photography.

Photography should match the personality of the CareerSource Florida brand – professional, capable and helpful. Images should reflect positivity and include a natural background and warm lighting. The people in the images should be friendly, inviting and optimistic.



**ORIGINAL CUSTOM
PHOTOGRAPHY**

CareerSource Florida has accumulated an expansive set of original photography since the brand's launch. These photos can be found at brandportal.careersourceflorida.com



INNAPPROPRIATE USAGE

The following are examples of images that may not represent the CareerSource Florida brand well and should be avoided.

1. **Avoid** group photography where the subjects are not engaged with one another or faces are not in view of the camera.
2. **Avoid** images that are dated, unnatural or stereotypical.
3. **Avoid** unflattering photography.
4. **Avoid** contrived situations and theatrical facial expressions.
5. **Avoid** irrelevant subject matter and obscure imagery.
6. **Avoid** lack of dynamic lighting, or lighting that is too harsh or too dull.
7. **Avoid** images that showcase a person looking tired, angry, annoyed, unhappy or sad.
8. **Avoid** images that are staged or commonly perceived as “stock” photos.

1.



2.



3.



4.



5.



6.



7.



8.



NAME TREATMENT

Naming conventions for the CareerSource Florida network are as follows:

- State and local board names should be formally spelled out in their entirety in all first references.
- “CareerSource” should always contain a capital “C” and capital “S.”
- “Florida” should always contain a capital “F.”
- The regional or state identifier should always accompany CareerSource; CareerSource should not be used by itself to refer to a board’s name or career center.
- No hyphens should be used in multi-county geolocators: CareerSource Okaloosa Walton; CareerSource Citrus Levy Marion; CareerSource Flagler Volusia; CareerSource Pasco Hernando

Website URLs and email addresses should use all lowercase letters and .com extensions only. For example:

careersourceflorida.com jane.smith@careersourceflorida.com
careersourceescarosa.com jane.smith@careersourceescarosa.com

Career centers should no longer be referred to as “one-stop career centers” in public information materials. They should be referred to as “career centers” or “centers.”

All career centers should use the regional brand name (e.g. CareerSource Polk). If a modifier is required for further distinction between the organization and its local offices, “career center” or “center” may be added in lowercase. If a local board has more than one career center, the city or county name or a directional modifier such as “career center north” may be used.

CORRECT

- CareerSource Polk center
- CareerSource Polk career center
- CareerSource South Florida:
 - North Miami Beach center
 - Carol City center
- career center / center (all lowercase)

INCORRECT

- CareerSource Polk Center
- CareerSource Polk Career Center
- CareerSource Polk one-stop career center
- CareerSource Carol City
- one-stop career center / one-stop center

ACRONYMS

After the first use of brand names, acronyms or abbreviations may be used sparingly as follows:

Full Name	Abbreviation
CareerSource Florida	CSF
CareerSource Escarosa	CSE
CareerSource Okaloosa Walton	CSOW
CareerSource Chipola	CSC
CareerSource Gulf Coast	CSGC
CareerSource Capital Region	CSCR
CareerSource North Florida	CSNF
CareerSource Florida Crown	CSFC
CareerSource Northeast Florida	CSNEFL
CareerSource North Central Florida	CSNCFL
CareerSource Citrus Levy Marion	CSCLM
CareerSource Central Florida	CSCF
CareerSource Flagler Volusia	CSFV
CareerSource Brevard	CSB
CareerSource Pinellas	CSPIN
CareerSource Tampa Bay	CSTB
CareerSource Pasco Hernando	CSPH
CareerSource Polk	CSP
CareerSource Suncoast	CSS
CareerSource Heartland	CSH
CareerSource Research Coast	CSRC
CareerSource Palm Beach County	CSPBC
CareerSource Broward	CSBD
CareerSource South Florida	CSSF
CareerSource Southwest Florida	CSSWF

TAGLINES

BRAND TAGLINE

The use of the CareerSource Florida brand tagline is optional. However, boards opting to use a brand tagline must use this one:

Solutions that work for you (no period at the end)

EQUAL EMPLOYMENT OPPORTUNITY TAGLINE

All programs and activities funded by the Workforce Innovation & Opportunity ACT (WIOA) are required to use the Equal Employment Opportunity tagline below, typically at the end of a public information item, in print or electronic form. Brochures, fliers, forms, publications, websites, media messages such as news releases and advertisements or other materials distributed to the public as information on any program or activity that is funded by WIOA should state the following:

An equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. All voice telephone numbers on this document may be reached by persons using TTY/TDD equipment via the Florida Relay Service at 711.

(The TTY/TDD language should appear when a telephone number is included in the material. More information is available in the Code of Federal Regulations, 29 CFR § 37.34.)

PROGRAM/CAMPAIGN TAGLINE

Boards have the discretion to use customized program and campaign taglines to focus on specific priorities. For example, if your local board is launching a youth employment program, the following would apply:

CORRECT

Opting to use a youth-centered tagline on brochures or other materials purchased specifically for use in conjunction with the program

INCORRECT

Opting to replace the primary tagline with a youth-centered tagline on your local board's website

PRINT

Following are examples of correctly branded print materials.

BUSINESS CARDS

The following business card options are recommended. The CareerSource Florida network brand tagline (see page 17 for reference) can be used on the backs of the cards. The back of cards also may be used for an appointment notice or left blank.



Standard front with three back-of-card designs (double-sided)

Front with incorporated Web address (single-sided, blank back)

ONLINE

The following guidelines identify elements including logos, fonts and color palettes that should be consistently incorporated across all CareerSource Florida network websites and online assets. These standards, as outlined below, are intended to ensure a unified look, feel and experience for businesses, job seekers, workers and workforce partners, aiding customers' ease of recognition and access to employment and training resources.

ACCESSIBILITY

To ensure the CareerSource Florida brand is accessible to a wide variety of audiences online, websites should accommodate individuals with disabilities. The Americans with Disabilities Act (ADA) provides for public accommodation online. Only websites are subject to ADA, but its guidelines are widely accepted as best practices for other digital assets.

Learn more about accessibility standards from authorities like the [W3 Web Accessibility Initiative](#).

WEBSITES

CareerSource Florida network websites should follow these guidelines:

- Ensure color combinations pass contrast ratio standards.
- Enter alt text for images to allow screen reading programs to describe images to visually impaired individuals.
- When using audio, provide captions for hearing impaired people.
- Avoid dramatic flashes of light for people with photosensitive epilepsy.
- Calls-to-action should be descriptive, never misleading or unclear about where they drive, i.e. "Learn more about..." instead of "Click here."
- Photography should be professional photography taken of real employees representing local boards across the state, or stock when not available. See more about photos on page **18**.
- Navigation that is easy to read, in a familiar location, contrasts with the background and makes it obvious when text is clickable by adding **underlines and visual weight**.
- Either the statewide CareerSource Florida logo or local board logos at the top left of the header on every page
- Horizontally oriented main menus
- Core content in as few clicks as possible

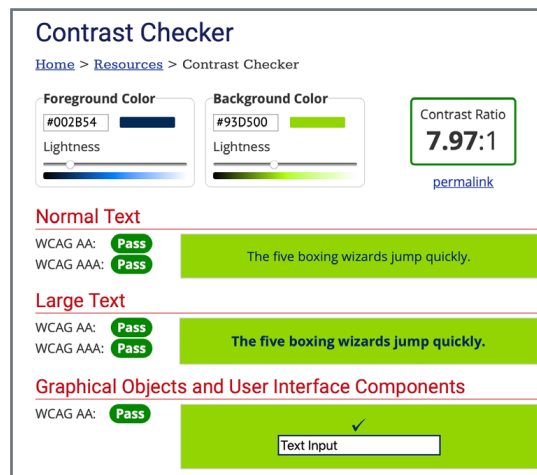
- Primary URLs and email addresses with .com extensions. It is recommended that other common extensions such as .net and .org be purchased and pointed to the primary .com address. *URLs and email addresses must always appear in lowercase.*
- The CareerSource Florida logo should appear in the footer of the home page for local board sites and be hyperlinked to careersourceflorida.com.
- The employflorida.com logo may be used at each board's discretion to guide job seekers and employers to Florida's online job-matching tool; however, all other "Employ Florida member" and other Employ Florida-related logos and language should NOT be used.
- The "a proud partner of the American Job Center network" logo should appear in the footer of the home page and may also be included on interior page footers.
- All sites should have distinct sections for employers and job seekers that are accessible on all pages.
- Websites should be responsively programmed for maximum accessibility, functionality and aesthetic quality across device and operating system platforms including mobile devices.
- Websites should prominently feature primary brand colors and adhere to the brandmark, symbol, color palette, typography and photography specifications outlined in this manual.
- Website content should incorporate brand values, pillars and other elements outlined on page 2 to ensure consistency of voice and tone. Copy should be focused and brief.
- Social media icons and other opportunities for customers to connect to news and services should be prominently featured on the website.
- All websites should comply with Americans with Disabilities Act requirements.

**WEBSITE COLOR
CONTRAST RATIO GUIDE**

To ensure websites and other digital assets are built to follow accessibility guidelines, it's important that the colors selected from CareerSource Florida's brand colors pass contrast ratio standards.

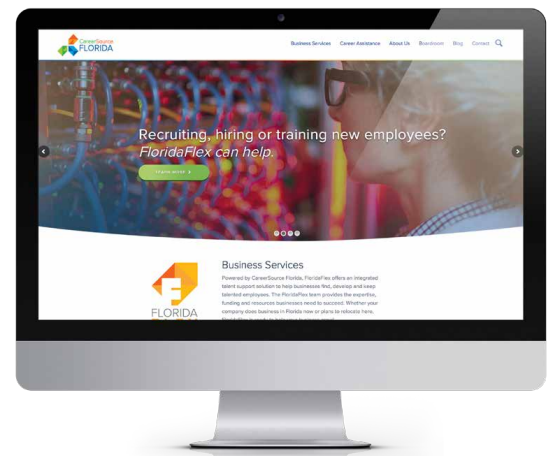
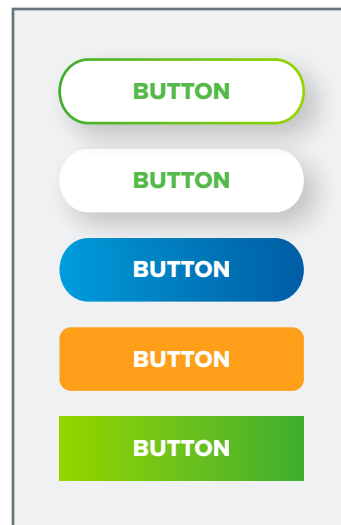
The ideal color contrast ratio for text sizes over 18 pt. is 4.5:1 and under 14 pt. is 3:1. Contrast ratio standards can be measured using Adobe Creative Cloud programs or free tools like the [WebAim Contrast Checker](#).

Example from WebAim Contrast Checker



BUTTON SHAPES

Buttons should have color contrast from their background and appear clickable. For consistency, no more than two button shapes should be used on a web property - for example, only ovals or rectangles. Color fill, outlines and shadows can provide variety.



Corporate website example 1.

The screenshot displays the CareerSource Florida corporate website. At the top, there is a navigation bar with links for Business Services, Career Services, About Us, Resources, News, and Contact. The main header features a large image of a man at a desk with the text "BUILD YOUR TEAM here". Below this is a "BUSINESS SERVICES" section with a sub-header "Is your business growing or adjusting to new economic conditions?" and a paragraph describing the services provided. A blue bar contains three icons: "JOB SEARCH" (Let us help you save time and money to find the qualified talent that you need), "TRAINING & EDUCATION" (Our training grants provide the resources you need to train employees), and "WORKSHOPS" (We can help you decide if apprenticeship is right for your business). The "Recruit And Hire" section includes a sub-header, a paragraph, and three bullet points. The "Train And Retain" section includes a sub-header, a paragraph, and three bullet points. The "FIND YOUR LOCAL TEAM" section includes a sub-header, a paragraph, and a "FIND YOUR LOCAL TEAM" button. Below this is a "REFRESH MAP" button and a "Please call the number listed or visit your local career center's website for appointments and information" message. A map of Florida is shown with a "USE LOCATION" button. The footer includes social media icons, contact information, and a "SIGN UP FOR EMAIL UPDATES" button.

Local workforce development board website example 1.

The screenshot displays the CareerSource Gulf Coast website. At the top, the logo and navigation menu are visible. The main banner features a family photo and the text "The Military Family Employment Program" with a "CONTACT US" button. Below this, a blue box contains a paragraph about services for military families. A central white box lists six services: Update Your Resume, Prep For An Interview, Get Educational Assistance, Strengthen Your Skills, Find Job Leads, and Receive Employment Counseling, each with an icon. To the right of this box is contact information: "Give us a call at (850) 872-4340 or visit our job center located at: 625 Highway 231 Panama City, FL 32405" and another "CONTACT US" button. A video player shows a woman speaking. The lower section, titled "Supporting Active Military Families", includes a paragraph about challenges and a "SEARCH JOBS" button. It lists partners such as Blue Star Families, Inc., Military OneSource, Florida Department of Veterans Affairs, Bureau of Veterans Affairs, U.S. Department of Labor, VETS, Department of Veterans Affairs, Enterprise Florida - 2019 Florida Military Guide, Tynsall Air Force Base, and Naval Support Activity Panama City. An orange banner asks "Veteran or Veteran's Family Member?" and provides a link to Veterans.EmployFlorida.com. The bottom section, "A Beautiful Place to Live and Work", describes the impact of Hurricane Michael and mentions partnerships with local employers. The footer contains the CareerSource Gulf Coast logo, a disclaimer about auxiliary aids, the American Job Center logo, Florida's logo, and copyright information.

Local workforce development board website example 2.

CHIPOLA WORKS!
Living. Working. Locally.

Whether you're a job seeker or a regional Chipola business, we want to hear from you!

First Name: [input]
Last Name: [input]
Email: [input]
Phone: [input]
Address: [input]
City: [input] State: [input] Zip: [input]
Submit

CHIPOLA PROUD!
Chipola is more than a region. It's a sense of place. It's the great outdoors of the Florida Panhandle and the joy of working together. Our work extends through Culture, Health, Outdoor, Liberty and thoughtful stewardship — like the Chipola National Scenic Area, the Chipola National Recreation Area, the Chipola National Wildlife Refuge, and the Chipola National Forest. We're so proud to call this region home, and we want our community to know it's also a great place to work. With good jobs, excellent wages, great benefits, and a sense of pride in our work, we're committed to making it all happen.

HELP YOUR OWN COMMUNITY
When you work hard, you can build a lot of things. You can build a better life for yourself and your family. You can build a better future for your community. You can build a better world for everyone.

BETTER QUALITY OF LIFE
Being present is now even more possible.

LOCAL BUSINESSES ARE LOOKING FOR YOU

Oglethorpe
Mary McFarlin
Oglethorpe Power International
Oglethorpe Power International

enviva
Terrell Burt
Terrell Burt
Terrell Burt

WHO'S HIRING

Certified Nursing Assistant \$26,342 annually Date Posted: 10/20/2020 Location: Marianna Contact: CareerSource Chipola	Beekeeper \$24,300 annually Date Posted: 10/20/2020 Location: Panama City Contact: CareerSource Chipola	Foreman \$35,360 annually Date Posted: 10/20/2020 Location: Marianna Contact: CareerSource Chipola
Police Officer \$28,991 annually Date Posted: 10/20/2020 Location: Marianna Contact: CareerSource Chipola	Draftsman \$27,840 annually Date Posted: 10/20/2020 Location: Marianna Contact: CareerSource Chipola	Community Health Worker \$31,200 annually Date Posted: 10/20/2020 Location: Oklawaha Contact: CareerSource Chipola
Roofer \$41,000 annually Date Posted: 10/20/2020 Location: Crestview Contact: CareerSource Chipola	Early Learning/Child Care Assistant & Technical Assistant Specialist \$32,000 annually Date Posted: 10/20/2020 Location: Marianna Contact: CareerSource Chipola	Teller \$28,442 annually Date Posted: 10/20/2020 Location: Marianna Contact: CareerSource Chipola
Inspector \$32,917 annually Date Posted: 10/20/2020 Location: Panama City Contact: CareerSource Chipola	Team Lead \$32,444 annually Date Posted: 10/20/2020 Location: Marianna Contact: CareerSource Chipola	

SOCIAL MEDIA

Each board’s social media profile should reflect its entire CareerSource Florida brand name in the proper case and style (e.g., “CareerSource Brevard” or “CareerSource Okaloosa Walton”). Handles or usernames separate from the actual account name (e.g., Twitter handles) must include “CareerSource” spelled out whenever possible, with geolocators abbreviated as necessary. When there are character count limitations on handles or usernames and the abbreviated geocator is not deemed to be easily recognized by the public, boards may opt to abbreviate “CareerSource” and spell out the geocator.

For example:

- Since “FL” is widely recognized as an abbreviation for “Florida,” CareerSource Florida’s Twitter handle should be “CareerSourceFL.”
- However, since “ES” is not a widely recognized abbreviation for “Escarosa,” CareerSource Escarosa may opt to use “CSEscarosa” as its Twitter handle.

Social media profile photos should reflect only the tri-arrows. Background designs and cover photos should align with brand standards, but are left to each board’s discretion. Double check the cover photo in preview and ensure that no essential part of the image is getting cut off.

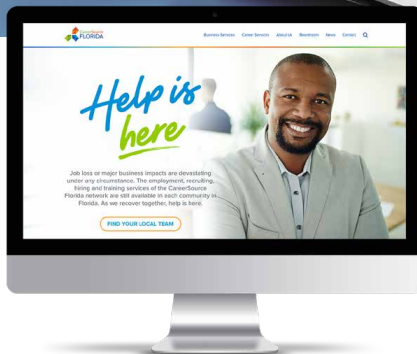
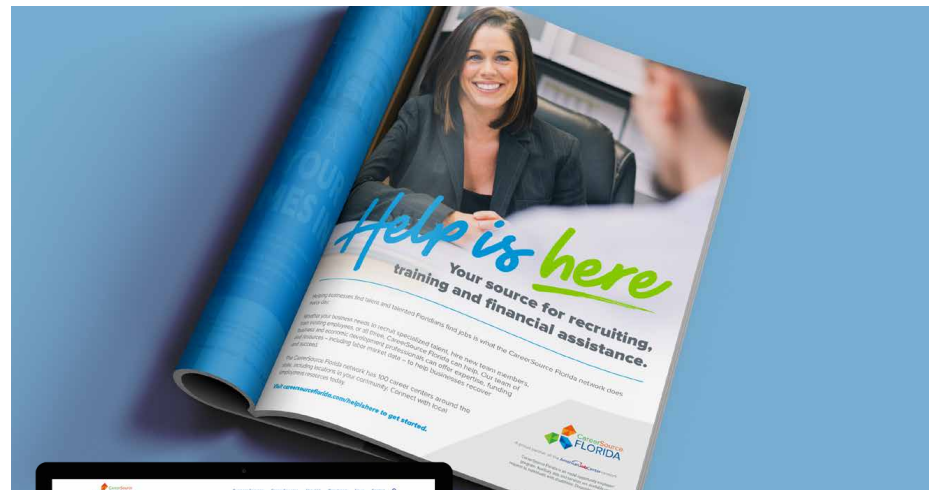


CAMPAIGN EXECUTION

The following are examples of sub-campaigns that have been developed for the CareerSource Florida network.

Campaign Example 1.

Help is here



Campaign Example 2.

VISION 2020

TAMPA BAY | TALENT MEETS OPPORTUNITY

VISION 2020 BUSINESS & EDUCATION SUMMIT
TAMPA BAY | TALENT MEETS OPPORTUNITY

Friday, February 28, 2020
TAMPA MARRIOTT WATERSIDE
500 WATERSIDE BL, TAMPA, FL 33602

Registration begins 7:30 a.m.
Networking 8:00 - 9:30 a.m.
Event 9:45 a.m. - 2:00 p.m.

SPEAKERS

- MICHELLE MUNN, Director of Career Services
- JOSE GARCIA, Director of Career Services
- JOHN FLANAGAN, CEO of CareerSource Tampa Bay
- JOHN FLANAGAN, CEO of CareerSource Tampa Bay

WHY ATTEND THIS EVENT?
This year's event is expected to attract more than 200 business and education and community leaders and feature industry prominent speakers sharing their insights on the current economic conditions and what the future of work is. In addition, attendees will gain daily career advice, professional resources and networking opportunities from our expert workforce to our area and engage in hands-on learning through career panels, networking and more. Your success will be a major addition to Tampa Bay's economic growth and will help us continue to meet the challenges and solutions to meet a vital need in the future of workforce development in Tampa Bay and beyond!

For more information and to register for Vision 2020 Tampa Bay, visit careersourcetampabay.com/vision2020

VISION 2020 BUSINESS & EDUCATION SUMMIT
TAMPA BAY | TALENT MEETS OPPORTUNITY
FRIDAY, FEB. 28 | TAMPA MARRIOTT WATERSIDE
[LEARN MORE](#)

VISION 2020 Talk Tampa Bay Talent With Us
TAMPA BAY | TALENT MEETS OPPORTUNITY
FRIDAY, FEB. 28 | TAMPA MARRIOTT WATERSIDE
[GET TICKETS!](#)

VISION 2020 BUSINESS & EDUCATION SUMMIT
TAMPA BAY | TALENT MEETS OPPORTUNITY
FRIDAY, FEB. 28, 2020
TAMPA MARRIOTT WATERSIDE
[LEARN MORE](#)

VISION 2020 Talk Tampa Bay Talent With Us
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VISION 2020 BUSINESS & EDUCATION SUMMIT
TAMPA BAY | TALENT MEETS OPPORTUNITY
[LEARN MORE](#)

VISION 2020 Talk Tampa Bay Talent With Us
TAMPA BAY | TALENT MEETS OPPORTUNITY
[GET TICKETS!](#)



Campaign Example 3.

CHIPOLA WORKS!

Living. Working. Locally.

WELCOME TO CHIPOLA WORKS!
Living. Working. Locally.

CAMPAIGN KEY MESSAGES

WHAT'S THE PROBLEM?
The local economy of Chipola, including its surrounding area, has been hit hard by the economic downturn. The local workforce is facing a shortage of skilled workers. The local economy is struggling. The local workforce is facing a shortage of skilled workers. The local economy is struggling. The local workforce is facing a shortage of skilled workers.

HOW YOU CAN HELP
Chipola Works! is a campaign and call to action for everyone living in and contributing to the local economy. We are looking for people who are willing to help. We are looking for people who are willing to help. We are looking for people who are willing to help.

PROUD SUPPORTER OF
CHIPOLA WORKS!
Living. Working. Locally.

HIRE. TRAIN. RETAIN.
CHIPOLA WORKS!

CHIPOLA WORKS!
Living. Working. Locally.

EXPERT HELP FOR BUSINESSES.
CHIPOLA WORKS!

CHIPOLA WORKS!
Living. Working. Locally.

Whether you're a local employer or a regional design business, we need to hear your voice.

First Name:

Last Name:

Phone Number:

Address:

City:

State:

Zip:

SUBMIT

CHIPOLA WORKS.

CHIPOLA PROUD!

Chipola is proud to be a part of a team of professionals who are committed to the local economy. We are proud to be a part of a team of professionals who are committed to the local economy. We are proud to be a part of a team of professionals who are committed to the local economy.

HELP YOUR OWN COMMUNITY

You know the great feeling you get when you're helping "Work in America"? Well, now we're looking for people who are willing to help. We are looking for people who are willing to help. We are looking for people who are willing to help.

BETTER QUALITY OF LIFE

Going present is now even more possible.

LOCAL BUSINESSES ARE LOOKING FOR YOU

Oglesby
"We are always looking for people who are willing to help. We are looking for people who are willing to help. We are looking for people who are willing to help."

enviva
"We are always looking for people who are willing to help. We are looking for people who are willing to help. We are looking for people who are willing to help."

Many Others
Chipola Works! is a campaign and call to action for everyone living in and contributing to the local economy. We are looking for people who are willing to help. We are looking for people who are willing to help. We are looking for people who are willing to help.

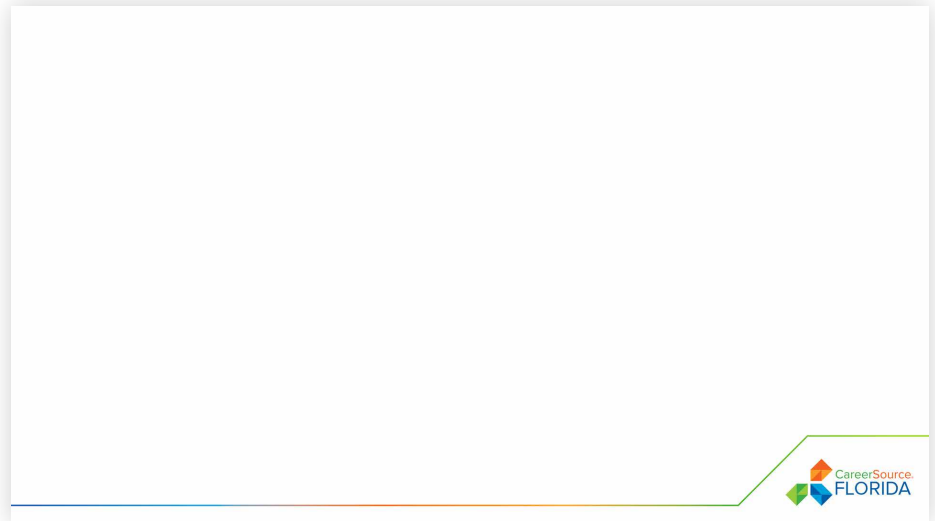
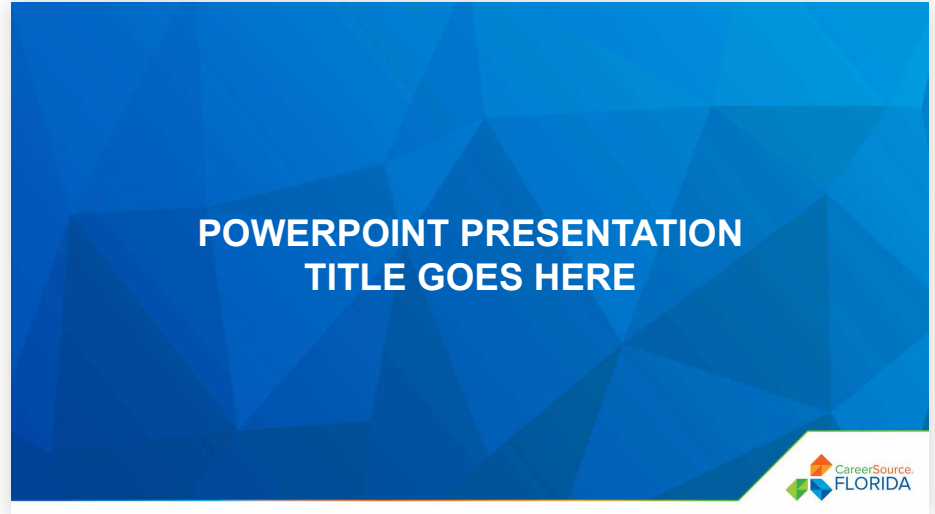
WHO'S HIRING

<p>Certified Nursing Assistant \$22,942 annually Date Posted: 10/20/20 Location: Chipola Contact: CareerSource Chipola</p>	<p>Designer \$24,356 annually Date Posted: 10/20/20 Location: Chipola Contact: CareerSource Chipola</p>	<p>Foreman \$35,360 annually Date Posted: 10/20/20 Location: Chipola Contact: CareerSource Chipola</p>
<p>Police Officer \$25,931 annually Date Posted: 10/20/20 Location: Chipola Contact: CareerSource Chipola</p>	<p>Draftsman \$27,248 annually Date Posted: 10/20/20 Location: Chipola Contact: CareerSource Chipola</p>	<p>Community Health Worker \$25,248 annually Date Posted: 10/20/20 Location: Chipola Contact: CareerSource Chipola</p>
<p>Roofer \$41,680 annually Date Posted: 10/20/20 Location: Chipola Contact: CareerSource Chipola</p>	<p>Early Learning/Child Care Training & Technical Assistance Specialist \$32,800 annually Date Posted: 10/20/20 Location: Chipola Contact: CareerSource Chipola</p>	<p>Teller \$24,642 annually Date Posted: 10/20/20 Location: Chipola Contact: CareerSource Chipola</p>
<p>Inspector \$32,817 annually Date Posted: 10/20/20 Location: Chipola Contact: CareerSource Chipola</p>	<p>Team Lead \$22,484 annually Date Posted: 10/20/20 Location: Chipola Contact: CareerSource Chipola</p>	

CHIPOLA WORKS!
Living. Working. Locally.

POWERPOINT TEMPLATES

The following PowerPoint templates, available on the CareerSource Florida Brand Portal, are recommended to help ensure a unified look, feel and experience across the CareerSource Florida network.



SIGNAGE

For exterior signage a color logo should be used whenever possible. In this case, it is not necessary to position the color logo against a white background as building facades are not always under board control.

For all other signage (like the one in the second image below), the standards on pages 7-11 of this manual should be followed.



PROMOTIONAL ITEMS

Items for public outreach such as pens, flash drives and pads must include a description communicating access to, availability and/or benefit of services. At a minimum, a short phrase or tagline related to programs and services is acceptable such as: “Need Help Finding Qualified Workers?” or “Employment and Training Services.” More specific details about informational and outreach item requirements is available from the Florida Department of Economic Opportunity.

A clear or transparent brandmark can be used when stamped into a product, such as a pad folio case, pen or award.

Note: An exception to the logo and clear space requirements may be made for select materials with limited surface space. Boards should use discretion to ensure brand-appropriate designs.



APPAREL

If you're ordering branded apparel, the colors, fonts and size guidelines in this manual must be followed. A full-color logo may be embroidered (preferred) or screen-printed on white, gray, black, khaki or blue denim apparel, including polo shirts, button-down shirts and hats. A reversed (all white) logo may be used on solid color apparel.

CORRECT USAGE



INCORRECT USAGE



VENDOR OPTIONS

Boards may work with any vendor they choose. Lands' End is one apparel vendor that CareerSource Florida has worked with to determine the brand compliant thread colors for the CareerSource Florida brandmarks. If you choose to order from Lands' End, the following thread color values should be used:

1. Light Apple Green (1248)
2. Dark Apple Green (1249)
3. Medium Blue (1029)
4. Tile Blue (1177)
5. Honey Dew (1951)
6. Burnt Orange (1021)



Local workforce development boards may contact the CareerSource Florida communications team for additional help in selecting thread colors from **any apparel vendor**.