



## **Brand Guide & Graphic Standards**

This youth@work Brand Guide and Graphic Standards document aims to provide direction for youth@work staff and partners around marketing and branding for youth@work that may not be addressed or may differ from the Employment Connection Brand Guide. The [Employment Connection Brand Guide](#) provides guidance around the mission, vision, and voice that Employment Connection partners, including youth@work, should utilize when working with customers. The guide also includes font styles and sizes that youth@work subrecipients should use.

Reference: Employment Connection One-Stop System Marketing and Co-Branding Guidelines Directive.

### **Organizational Identity**

The brand youth@work is used to reference any programs, services, or events funded through the youth services division of the Workforce Investment Board of Tulare County (WIB).

One key aspect of the youth@work brand is that the name youth@work should always be written out using lowercase letters.

### **Logo Usage**

To promote a seamless delivery system, the youth@work logo, in conjunction with the subrecipients logo, must be used on all youth@work materials including, but not limited to:

- Program and services flyers
- Posters
- Social media images
- Presentation slide decks
- Signage
- Outreach materials
- Forms
- Websites
- Digital media
- Business cards

The youth@work logo and marketing materials can be found in the [Employment Connection shared Google Drive](#) under youth@work.

### Co-branding with Subrecipients

When promoting youth@work programs that encompass all service delivery areas, marketing and outreach materials must be co-branded with all youth@work subrecipients logos, for example, bus, theater, and radio advertising that crosses delivery areas.



When youth@work materials are developed for a specific subrecipient service area, the youth@work logo and the logo of the subrecipient contracted for that service area should be used.

### Use of Employment Connection, AJCC, and WIB logos

The following logos can be used when co-branding youth@work with the Employment Connection, AJCC, or the WIB.



Reference: Most recent Marketing and Co-Branding Directive

### In-School Youth (ISY)

ISY's marketing strategy will be focused on subrecipients partnering directly with schools and other ISY partner agencies for recruitment and outreach. Marketing for ISY will be done in coordination with the WIB youth program coordinator and will target students from specific school districts/schools.

### Out of School Youth (OSY)

OSY's marketing strategy will be focused on broad marketing and outreach efforts. To provide transparency and consistency to youth@work customers throughout Tulare County, the WIB will create and/or approve all materials available to customers. When new marketing materials

are needed, subrecipient staff should adhere to the marketing request process outlined in the Employment Connection On-Stop System Marketing and Co-Branding Guidelines Directive.

### **Terms**

*Customers:* We refer to all individuals that we serve as customers. Students, youth, and young adults are terms that we use internally to distinguish between youth services customers and Employment Connection job seekers and business customers.

*In-School Youth:* We refer to In-School Youth customers as students or learners.

*Out of School Youth:* We refer to Out of School Youth as young adults.

### **Representing youth@work**

All youth@work staff funded in part or whole with WIB funds shall represent youth@work and not a contracted subrecipient when WIB youth services funds support the work, project, event, etc. This includes name badges, email signatures, business cards, and staff attending community events and working with partners.

### **Social Media**

Each subrecipient is expected to utilize social media to recruit, outreach, and promote the youth@work program. Subrecipients are expected to send information like recruitment messaging, participant stories, etc., to their organization's marketing department to post on the subrecipients social media platforms. The WIB must approve social media content prior to posting using the Marketing Request Form.

When youth@work staff are doing outreach or attending events, the subrecipient may post on-the-spot organic content that has not been pre-approved by the WIB if it is clearly cobranded with youth@work.

For example:

- Photos or video of youth@work staff and text that says, "Be sure to stop by (event name) this afternoon to learn more about how (subrecipient) youth@work can connect you to jobs, mentorship, and educational opportunities."

The WIB Communications Coordinator will share posts from the subrecipient social media platforms to the Employment Connection social media platforms.

### **Website**

Each youth services subrecipient is expected to develop, maintain, and update a website or a page on the organization's website specific to services and programs funded by WIB youth services funds. The subrecipient must present the WIB as the funding entity on the website using the required boilerplate language and co-branding the page with the youth@work logo.

## Email Signatures

For email signatures, subrecipients should use the following format to ensure a consistent and professional appearance.

Name, Title

youth@work (service area)

Street address

City, state, zip

Phone

Mobile – if applicable

Email

[www.employmentconnect.org](http://www.employmentconnect.org)

We want to hear from you! Let us know how we're doing by completing a quick survey. - [Click](#)

[Here](#)

[Encuesta en Español](#)



For example:

Joe Smith, Career Coach

youth@work Visalia

4025 W. Noble Ave. Suite B.,

Visalia, CA 93291

559-713-0000

[jsmith@cset.org](mailto:jsmith@cset.org)

<https://www.cset.org/youthatwork>

We want to hear from you! Let us know how we're doing by completing a quick survey.

[Click Here](#)

[Encuesta en Español](#)



## Voicemail Recordings

“Hello, you’ve reached (insert your name) with the youth@work program. Please leave your name, phone number, and message at the tone, and I’ll return your call promptly. You can also find information about our services at (subrecipient youth@work website).

Thank you.”

## Virtual Meeting Backgrounds

youth@work staff should use the provided zoom backgrounds when attending virtual meetings. The backgrounds can be found on the shared [Employment Connection Shared Google Drive](#).

## Graphic Standards

