



Employment Connection

Brand Guide

Workforce Investment Board of Tulare County | 2021



**Employment
Connection**
Let's Get to Work

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Employment Connection

QUICK REFERENCE BRAND SHEET

Workforce Investment Board of Tulare County



Workforce Investment Board
OF TULARE COUNTY
Driving Economic Success

Logo

Primary lockup



Colors



PMS 286
CMYK 100.66.0.2
RGB 0.93.170
HEX #005DAA



PMS 363
CMYK 78.5.98.39
RGB 19.118.50
HEX #137632

Colors pull from the American Job Center blue and the WIB green.



Typography

The font for headlines is **Montserrat Bold**.

The font family for body copy is Besley Medium.

Both font families are used throughout this guide.

Headlines are Bold, Round and Friendly in Montserrat Bold.

Besley Medium for body copy looks fresh and approachable but carries a degree of authority.

The taglines are set in Montserrat Medium.

These font families are available at no cost through fonts.google.com

Our Voice is...

Welcoming

EXAMPLE: It's great to meet you. We're looking forward to helping you put your skills to work.

Hopeful

EXAMPLE: I'm here to provide you with the resources and support you need to put you on a positive career path.

Empathetic

EXAMPLE: I understand that you feel [stuck, panicked, excited, lost].

I understand how [frustrating, anxious, challenging] it is, looking for work.

Messaging should be: Simple. Friendly. Direct. Encouraging. Professional.

Customers should feel: Equipped. Supported. Skilled. Hopeful. Confident. Empowered.

Taglines

For Youth

Your journey to a job starts here

For Adults/Public

Let's Get to Work

For Businesses

Your Workforce Resource

Employment Connection



OUR MISSION AND OUR PROMISE

Our Mission and Promise statements build on our Brand Stories (pages 11 and 12).

Our Mission Statement identifies the conflict faced by Job Seekers and Business Customers, and provides a solution to the challenges they face. Job Seekers and Business Customers (managers) are the heroes in our story.

Career Coaches are the Job Seeker's guide. Business Resource Specialists are the Business Customer's guide.

The last point of our mission statement addresses our role with Job Seekers and Business Customers.

Our Promise reminds us of our commitment to the heroes in our Brand Story.

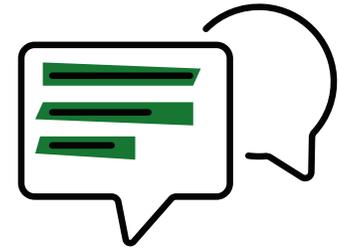
Mission Statement

- At Employment Connection, we understand that having a good job is key to having a good life.
 - We provide services so that Job Seekers in Tulare County can get the guidance, training, resources, and confidence they need to realize their career potential.
 - We connect Job Seekers to employers so that Tulare County businesses prosper, and our communities thrive.
-

We Promise to:

- Empower every person and business who reaches out to us for help.
- Create a welcoming and inclusive space.
- Be a dependable resource.

Employment Connection



VOICE, MESSAGING AND LANGUAGE - 1 of 3

It's not just what you say...It's how you say it.

Whether in printed communications or in person, the tone of our voice has the power to motivate or discourage, to inspire or ignore. For someone in the midst of struggle, it can make the difference between success and defeat. A consistent, conscientious brand voice will shape how we are perceived by our customers, local businesses, and the community.

Our voice (how we sound to others) needs to be

Welcoming

EXAMPLE: You've come to the right place. I'm here to help, and to provide you with the job training and skills you need to find a good job.

Hopeful

EXAMPLE: It does get better. I'm here to help you pursue a career that will allow you to grow and thrive .

Empathetic

EXAMPLE: I understand the challenges you're facing. Many of us have been where you are today. We know how frustrating this can be.

Messaging should be: Simple. Friendly. Direct. Encouraging. Professional.

Customers should feel: Equipped. Supported. Skilled. Hopeful. Confident. Connected to a valuable resource.

For speaking

Even though we are working in a professional environment, we want to put our customers at ease.

When speaking...

- We avoid acronyms whenever possible. If we need to use one in the conversation, we don't make a customer ask what it means, we explain it up front.
- We never use a twenty dollar word when a nickel will do. We keep it simple.
- We remember to smile.
- We adjust our attitude. A judgmental or condescending stance will show on our faces, in our voice, and in our speech. Adopting an attitude of grace and humility leads to patience and understanding, and makes us more effective in our work.

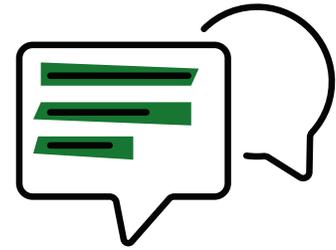
For outward facing print

- We keep it clear and simple, not stiff. We use contractions.
- When we use an acronym, its first use on a page should be with the full name/term first followed by the acronym in parenthesis. Example: Human Resources (HR).
- As with speaking, we never use a twenty dollar word when a nickel word will do.
- Our writing style reflects the same qualities as our messaging; friendly, encouraging, and professional.
- We let the smile come through, but we don't over do it with what's known in advertising as gladspeak.

Don't: Well folks, it's time for another fantastic annual Job Fair at the Visalia Convention Center.

Do: The annual Job Fair is coming to the Visalia Convention Center. It's a great opportunity to...

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VOICE, MESSAGING AND LANGUAGE - 2 of 3

continued

To Customers

We don't say...

We are not the unemployment office or EDD.

How old are you?

Are you an ex-offender?

To retrieve your CalJOBS password, you need to click on "forgot password," then click on "individual" and answer verification questions on this site and display it.

Why were you terminated from your last job?

Here is a summary of the most common training that our customers have taken - Class A, Class B, Phlebotomy, HAVAC, Psych Tech, Medical Assistant for you to make the best decision.

We do say...

We are Employment Connection, a proud partner of America's Job Centers of California. We work with the Employment Development Department workforce services staff to assist you with your employment and training needs.

Are you between the ages of 16-24?

Do you have any convictions?

I'd be happy to help you retrieve your CalJOBS password.

What was the reason for leaving your last job?

I'd love to learn more about what you're interested in to reach your career goals so that I can refer you to one of our training partners.

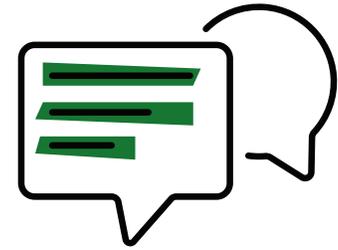
How we refer to our Customers

People come to us for various reasons. Not all of our customers are Job Seekers, so we should never assume why they have come to us. We see our clients as a customer first and their need second.

Examples of how to refer to our customers

- My customer who is a job seeker
- My customer who is experiencing homelessness
- My customer who needs help with their resume
- My customer needs recruitment assistance
- My customer is looking for training opportunities
- My customer is justice involved
- My customer who needs supportive services
- My customer wants to provide training to their employees

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VOICE, MESSAGING AND LANGUAGE - 3 of 3

continued

Terms

Customers. We refer to all of our clients as customers. Job Seekers and Business Customers are terms that we use internally to distinguish between the two.

Job Seekers. Internally, our clients are referred to as Job Seekers rather than unemployed or participants. We recognize the nobility of work and the act of seeking work. Externally, we refer to them as customers.

Business Customers. We refer to business clients as “business customers”.

Employment Connection. Use Employment Connection to refer to our organization, sites, offices, and service. We are not “The Employment Connection,” or “the Employment Connection” for the same reason Starbucks is not The Starbucks.

When referencing a location, follow these examples:

- Employment Connection center
- Employment Connection in Visalia
- Visalia Employment Connection

We may be referred to as “Employment Connection of Tulare County” but never “Tulare County Employment Connection”.

Do not use America’s Job Center or AJCC when referring to us. Say instead, “We are a proud partner of America’s Job Centers of California”.

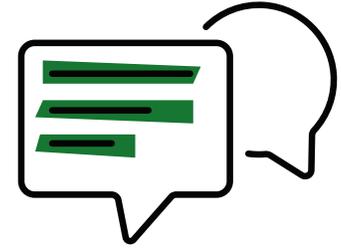
Populations

We don’t say...

We do say...

Disabled	Individual with disability, or Person with disability
Youth	Young Adult – 18-24 not currently enrolled in school
Ex-offender	Justice involved
Homeless	Individual experiencing homelessness
Unemployed	Job Seeker
Welfare recipient	Individual receiving public assistance
Vet	Veteran
Undocumented	Individual without right to work documents
LGBTQ	Ask for preferred pronouns
Enrolled Individual	Customer enrolled in...
Non-enrolled Individuals	Customer

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HOW WE RELATE TO OUR CUSTOMERS.

Take initiative. Empathize. Listen and clarify. Set goals. Manage expectations.

1. Always greet the customer. The conversation with your coworker can wait. If you're busy when they walk in, greet them and let them know that you will be right with them. If they feel ignored in the first 10 seconds they arrive, they already have a bad feeling about Employment Connection.
2. If you see someone that has a physical disability, don't automatically assume they want help, e.g., with the door. Ask, "May I help you?"
3. Listen to your customer to understand their situation.
4. Always respect your customer's privacy.
5. Be aware of your approach/presentation/tone. It's not just what you say, it's how you say it.
6. Refrain from saying, "I don't know." Get the answer from appropriate staff or guide them to the answer/resource.
7. Keep conversations simple by avoiding acronyms or words that may be unfamiliar to our customers.
8. Ask the customer if they have any questions, and ensure everything is clear to them.
9. Be aware of conversations between you and coworkers in a customer's presence. Assume they are listening.
10. Use the MAP (My Action Plan) Form. We use this form to write down goals and what we need to do to attain those goals. e.g., resume assistance, research school, career exploration, etc.
11. Do not guarantee the program will pay for training (e.g. ITA Scholarship). Let them know they will be considered.
12. Let the customer know we are here to help and guide them, but make it clear that this process will take effort on their part.

Dealing with difficulty. Be professional. Preserve a safe, respectful workplace.

Customers may feel discouraged, defeated and/or frustrated. We need to maintain our professionalism at all times. If you receive a complaint, thank the customer for their feedback. Do not get defensive.

We want a safe and respectful work environment for our staff. If a customer is yelling or cursing, we can use phrases like:

"I truly understand your concern, Sir/Madam, but unfortunately we cannot tolerate that kind of language..."

"I'm going to do my very best to help you, Ms/Mr____..."

"I'm sorry you're so upset, Sir/Madam. Would you like for us to call you back when you feel a little calmer?" or "Would you like to continue this conversation at a later time?"

"I apologize, Ms/Mr____, but if you continue to use this language, I will be forced to end this call."

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BRAND ATTRIBUTES

Defining the essence of our brand

Culture. How do we want our community to describe us?

Most important: We are a good place to find a job.

Also important: Our approach is more professional than governmental (bureaucratic). We function as navigators and reliable partners to help people find jobs, and to help businesses find qualified candidates.

Customers. How would we describe our ideal job seekers and business customers?

Most important: They have a growth mindset.

Also important: They are ready to be engaged, self-starters. They are willing and able to think outside the box. They openly share their needs.

Voice. How do we sound to others?

Most important: We sound like a good coach.

Also important: We are professionals and experts. Welcoming, hopeful and uplifting. We are empathetic.

Feeling. How do others feel after interacting with you?

Most important: They have a plan, and are empowered to carry it out.

Also important: They feel supported, encouraged, and proud. They are excited and ready to share their experience.

Impact. What tangible impact do we have on individuals and our communities?

Most important: People get good jobs, and businesses get good workers.

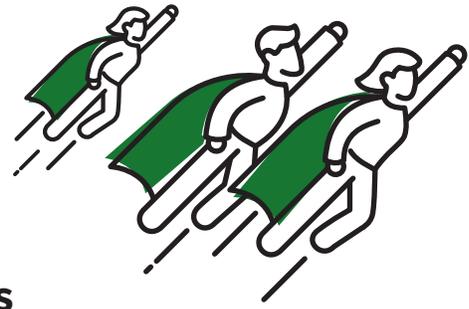
Also important: People acquire new skills and receive career coaching. Businesses have a local resource for building their workforce.

X-Factor. How are we different from others?

Most important: We are human-oriented and customer-centric. We are there to meet the needs of our customers.

Also important: There is a low barrier of entry to working with us. We are open to everyone. We are focused on the whole individual. We are collaborative (multiple organizations working together for a common cause).

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KEY CHARACTERISTICS

Defining the traits of our top performers

Q: What is a top performer?

A: If we had 50 of them, we could take over the world.

Employment Connection staff's top performers are:

Customer-focused

They take the time to understand the customer's pain points, needs, fears and challenges, as well as their goals and aspirations. Relational rather than transactional.

Welcoming and inclusive

They put people at ease. Assures them they've come to the right place. Contagiously positive and non-judgemental.

Dependable

Their word is their bond. Engaged and committed to our mission. Discreet, trustworthy and professional.

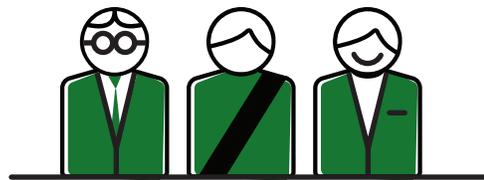
Good communicator

Patient, active listener. Avoids jargon. Looks for cues to determine if they are being understood by the customer. Seeks to understand as much as they strive to be understood.

Flexible

Able to go with the flow. Not easily flustered. Thinks outside the box. Willing to pitch in on tasks outside of their job description.

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BRAND ARCHETYPES (definition: *noun*. a very typical example of a certain person or thing.)

Like people, businesses have personality traits. Defined in the fields of psychology and literature, archetypes have also been developed for use in branding to help companies identify their primary role, purpose, and place in the world. Selected by our leadership team, these three archetypes provide helpful insights into Employment Connection's brand.

The Mentor

Description. The Mentor is a teacher in whom trust can be placed. With a great curiosity about what makes people tick, gratification is found by supporting others' empowerment. Becoming a partner in the realization of higher order goals, the Mentor is motivated by the desire to be a rising tide that lifts all boats and to share wisdom for the benefit of all.

Strengths. Ability to pass on wisdom and support others toward reaching their highest potential. Good listening skills. Objectivity. Accountability and presence. Excellent judge of character.

The Ambassador

Description. The Ambassador adeptly navigates organizational complexity, astutely reads people and situations and promotes long-term thinking. Known to have an easy manner characterized by charm, persuasion, tolerance, patience, skill, good judgment, cultural sensitivity and peace making, the Ambassador is strategic in identifying common ground and guiding others toward that place.

Strengths. Broadmindedness. Communication. Clarity. Sensitivity. Loyalty. Ability to Prioritize.

The Networker

Description. The Networker creates communities of collaborative peers for the mutual benefit of the collective. Finding commonalities between people, the Networker is motivated to expand its sphere of influence by forging alliances and making connections within disparate groups of people. This archetype demonstrates an intuitive emotional sensitivity to the needs of other people. The Networker is generally good at putting people at ease, telling stories and making friends.

Strengths. Talent for creating communities and connections. Outgoing personality. Empathy. Conversational skill. Social flexibility.

Credit: Based on *Archetypes in Branding* by Margaret Pott Hartwell and Joshua C. Chen.

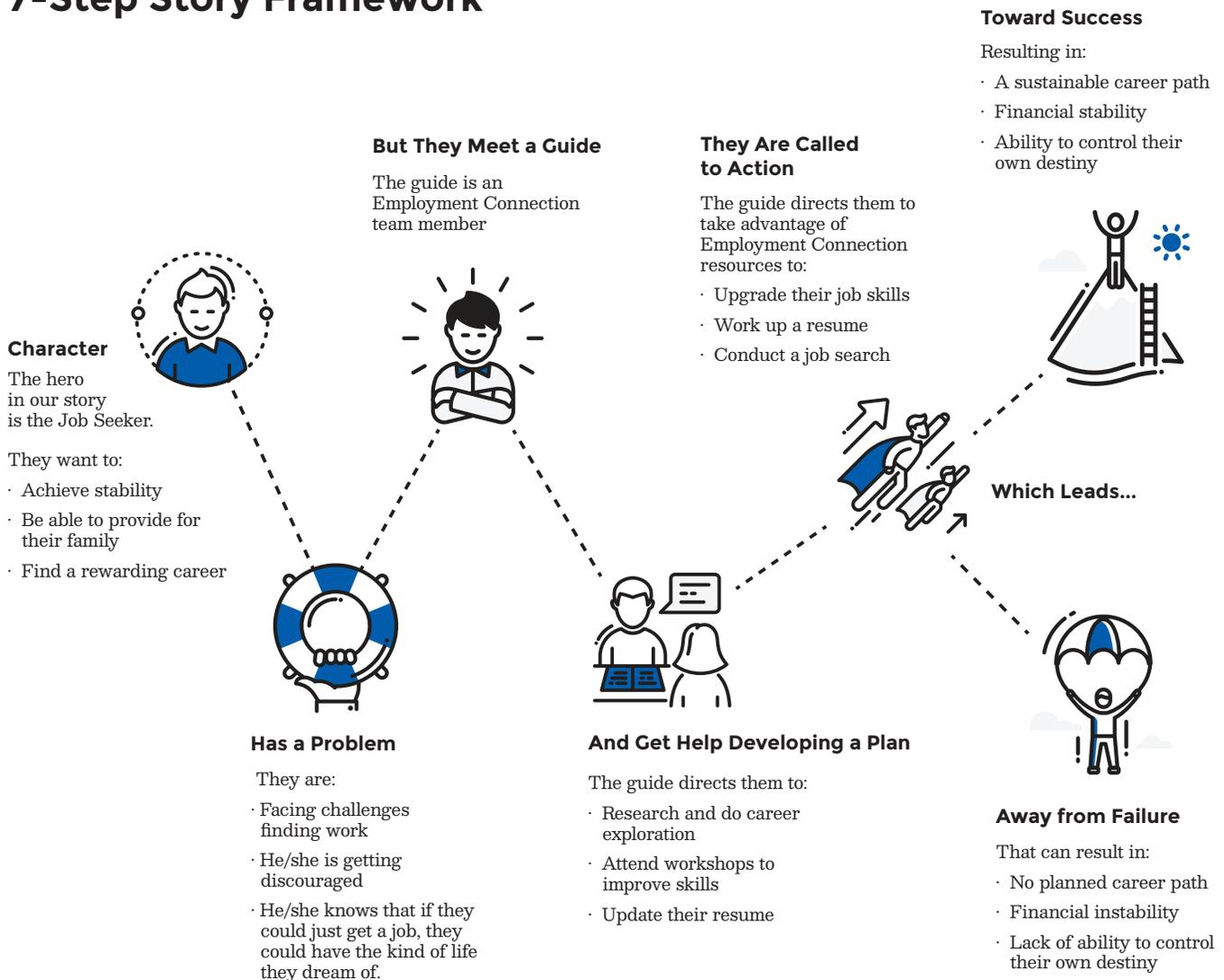
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BRAND STORY FOR JOB SEEKERS

The purpose of the Brand Story is to illustrate what success looks like as it relates to our brand. Like a good movie, the brand story features a hero with a dream. The hero is facing a serious conflict, and must battle an antagonist who threatens to dash those dreams. When all seems lost, help arrives in the form of a guide (us) who helps the hero overcome the impossible and attain their ultimate goal.

7-Step Story Framework



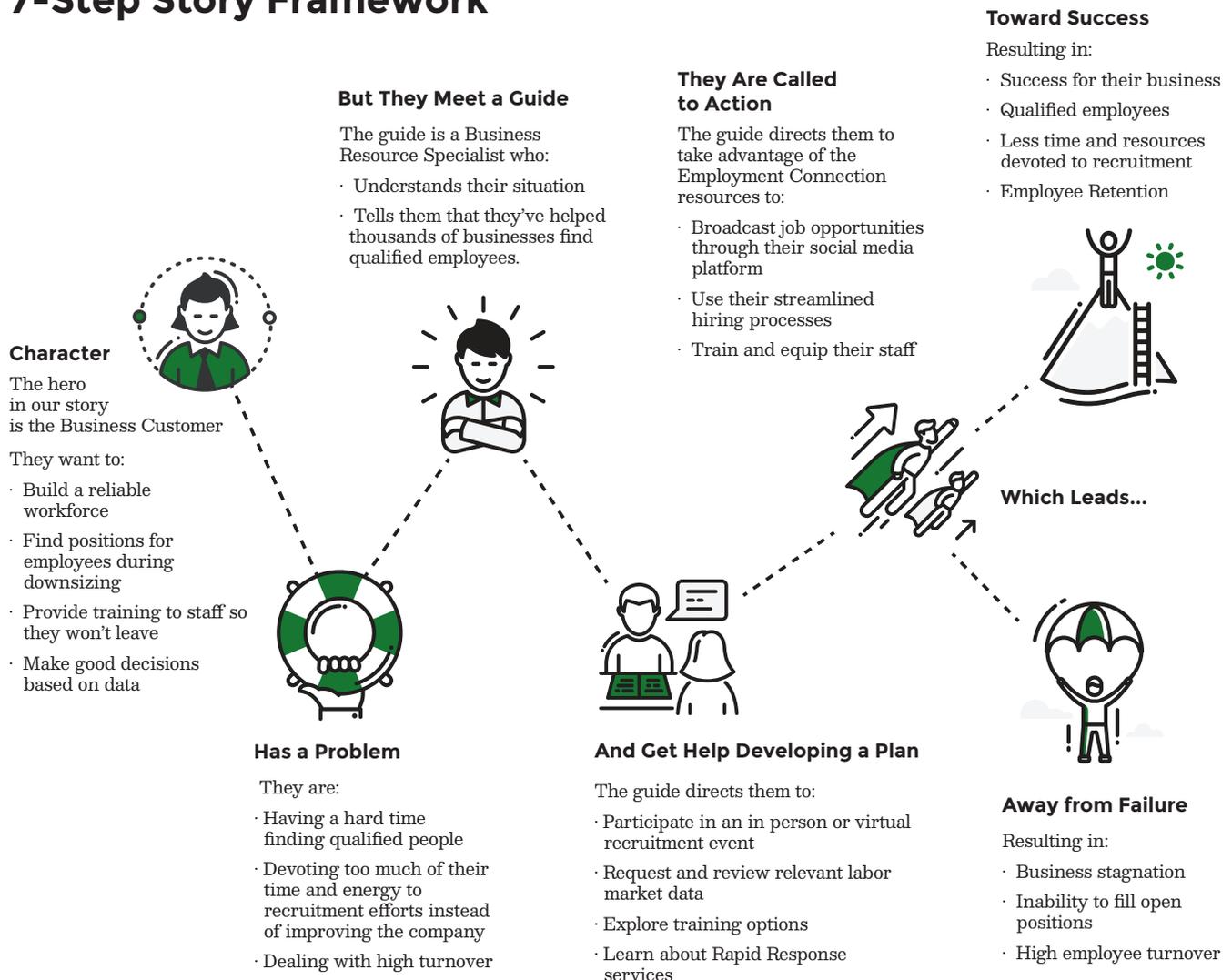
Employment Connection



BRAND STORY FOR BUSINESS CUSTOMERS

The purpose of the Brand Story is to illustrate what success looks like as it relates to our brand. Like a good movie, the brand story features a hero with a dream. The hero is facing a serious conflict, and must battle an antagonist who threatens to dash those dreams. When all seems lost, help arrives in the form of a guide who helps the hero overcome the impossible and attain their ultimate goal.

7-Step Story Framework



Employment Connection

GRAPHIC STANDARDS



For marketing assets contact Nicola Wissler: nlwissler@tularewib.org · 559-713-5208

Logo Formats

Horizontal (preferred)



The horizontal version with tagline is the preferred lockup. Vertically centered and vertical flush left are also acceptable.

Maintain proportions as shown using the letter E, and the E logomark as standard units of measure.

Vertical



Logotype flush left

The logotype is Arboria Bold modified with rounded corners.



Logotype centered



Logomark

The mark may be used in rare instances as a standalone, such as an icon for an App.



Taglines are interchangeable depending on audience. Let's Get to Work is for Job Seekers and general audience. Taglines are set in Montserrat Medium with -20 letter spacing.

See bottom of pg.1 for more information on taglines.

Primary Colors



PMS 363
CMYK 78.5.98.39
RGB 19.118.50
HEX #137632



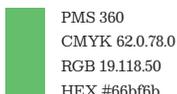
PMS 286
CMYK:100.66.0.2
RGB: 0.93.170
HEX: #005DAA

Primary colors pull from the WIB green and Job Centers of America blue.

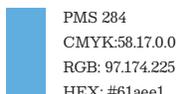
The Secondary Red is pulled from Job Centers of America red.

CAUTION: Secondary colors are to be used sparingly as accents. Too much prominence can give the pieces a juvenile or play school look.

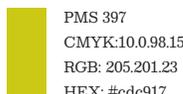
Secondary Colors (use only as accents)



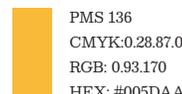
PMS 360
CMYK 62.0.78.0
RGB 19.118.50
HEX #66bf6b



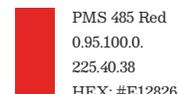
PMS 284
CMYK:58.17.0.0
RGB: 97.174.225
HEX: #61aee1



PMS 397
CMYK:10.0.98.15
RGB: 205.201.23
HEX: #cdc917



PMS 136
CMYK:0.28.87.0
RGB: 0.93.170
HEX: #005DAA



PMS 485 Red
0.95.100.0.
225.40.38
HEX: #E12826

Employment Connection

GRAPHIC STANDARDS



For marketing assets contact Nicola Wissler: nlwissler@tularewib.org · 559-713-5208

Typography

Fonts

The font for the logo and headlines is **Montserrat Bold** (Google font)

The taglines are set in Montserrat Medium

The font family for body text is Besley Regular. This contemporary serif is friendly while conveying a degree of authority.

Main Header. (H1) 34pt.

SUBHEAD UNDER HEADER (all caps) (H2) 16pt.

Introductory Text. Use for brief intro paragraphs that let the reader know where you're headed. (H5) 12.5pt.

Section Heads in Title Case (H3) 16pt.

Body text. Min 8.5 pt. type on 11 pt. leading. Whether in a printed communication or in person, voice has the power to motivate or discourage, to inspire or ignore. For someone in the midst of struggle, it can be the difference between success and defeat.

Body Subheads in Title Case (H4) 13pt. Body Text. Whether in a printed communication or in person, voice has the power to discourage or motivate, to judge or inspire.

NOTE: Text elements may be set in 80% black to soften the look. This is especially useful in Web content when the high contrast between solid black type and the whiteness of a backlit screen can appear harsh.

80% BLACK



CMYK 0.0.0.80.
88.89.91
HEX: #58595b

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Employment Connection

AJCC CO-BRANDING



For marketing assets contact Nicola Wissler: nlwissler@tularewib.org · 559-713-5208

As a partner of America's Job Center of California (AJCC), the AJCC logo is to be used in conjunction with the Employment Connection logo.

When the America's Job Center of California logo is used in a co-branding situation, the logo must print at least one-third the size (or larger) than the Employment Connection logo, but never smaller than the one inch (1") minimum size required by AJCC guidelines.



PMS 286
CMYK:100.66.0.2
RGB: 0.93.170
HEX: #005DAA



PMS 485 Red
0.95.100.0.
225.40.38
HEX: #E12826

Another option is to use this tagline in conjunction with the EC logo, as shown here:



Shown here at minimum font size of 8 pt
This lockup can't be used any smaller than shown. The logo can go smaller, but the type must remain the same size.

The slogan, which is to be printed in Arial typeface, shall appear immediately adjacent to the logo and can be proportional to the size of the logo; however, in no case shall the text be smaller than 8 points.

NOTE: It is also permissible to use the slogan "A proud partner of America's Job Center of CaliforniaSM network." without the logo.