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Employment Connection
QUICK REFERENCE BRAND SHEET
Workforce Investment Board of Tulare County

Logo
Primary lockup

Colors

<table>
<thead>
<tr>
<th>Color Code</th>
<th>PMS 286</th>
<th>CMYK 100.66.0.2</th>
<th>RGB 0.93.170</th>
<th>HEX #005DAA</th>
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<td></td>
<td>PMS 363</td>
<td>CMYK 78.5.98.39</td>
<td>RGB 19.118.50</td>
<td>HEX #137632</td>
</tr>
</tbody>
</table>

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
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.

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**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.
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...
To Customers

We don’t say... | We do say...
---|---
We are not the unemployment office or EDD. | 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.

| We don’t say... | We do say... |
---|---
How old are you? | Are you between the ages of 16-24? |
Are you an ex-offender? | Do you have any convictions? |
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. | I’d be happy to help you retrieve your CalJOBS password. |

| We don’t say... | We do say... |
---|---
Why were you terminated from your last job? | What was the reason for leaving 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. | 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 is looking for training opportunities
· My customer who is experiencing homelessness · My customer is justice involved
· My customer who needs help with their resume · My customer who needs supportive services
· My customer needs recruitment assistance · My customer wants to provide training to their employees
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

<table>
<thead>
<tr>
<th>We don’t say...</th>
<th>We do say...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disabled</td>
<td>Individual with disability, or Person with disability</td>
</tr>
<tr>
<td>Youth</td>
<td>Young Adult ~ 18-24 not currently enrolled in school</td>
</tr>
<tr>
<td>Ex-offender</td>
<td>Justice involved</td>
</tr>
<tr>
<td>Homeless</td>
<td>Individual experiencing homelessness</td>
</tr>
<tr>
<td>Unemployed</td>
<td>Job Seeker</td>
</tr>
<tr>
<td>Welfare recipient</td>
<td>Individual receiving public assistance</td>
</tr>
<tr>
<td>Vet</td>
<td>Veteran</td>
</tr>
<tr>
<td>Undocumented</td>
<td>Individual without right to work documents</td>
</tr>
<tr>
<td>LGBTQ</td>
<td>Ask for preferred pronouns</td>
</tr>
<tr>
<td>Enrolled Individual</td>
<td>Customer enrolled in...</td>
</tr>
<tr>
<td>Non-enrolled Individuals</td>
<td>Customer</td>
</tr>
</tbody>
</table>
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.”
Employment Connection

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).
Employment Connection

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.
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.


**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.


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

**Character**
The hero in our story is the Job Seeker.

They want to:
- Achieve stability
- Be able to provide for their family
- Find a rewarding career

**But They Meet a Guide**
The guide is an Employment Connection team member

**They Are Called to Action**
The guide directs them to take advantage of Employment Connection resources to:
- Upgrade their job skills
- Work up a resume
- Conduct a job search

**Has a Problem**
They are:
- Facing challenges finding work
- He/she is getting discouraged
- He/she knows that if they could just get a job, they could have the kind of life they dream of.

**And Get Help Developing a Plan**
The guide directs them to:
- Research and do career exploration
- Attend workshops to improve skills
- Update their resume

**Toward Success**
Resulting in:
- A sustainable career path
- Financial stability
- Ability to control their own destiny

**Which Leads...**

**Away from Failure**
That can result in:
- No planned career path
- Financial instability
- Lack of ability to control their own destiny
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

#### Character

The hero in our story is the Business Customer.

They want to:
- Build a reliable workforce
- Find positions for employees during downsizing
- Provide training to staff so they won’t leave
- Make good decisions based on data

#### Has a Problem

They are:
- Having a hard time finding qualified people
- Devoting too much of their time and energy to recruitment efforts instead of improving the company
- Dealing with high turnover

#### But They Meet a Guide

The guide is a Business Resource Specialist who:
- Understands their situation
- Tells them that they’ve helped thousands of businesses find qualified employees.

#### They Are Called to Action

The guide directs them to take advantage of the Employment Connection resources to:
- Broadcast job opportunities through their social media platform
- Use their streamlined hiring processes
- Train and equip their staff

#### Toward Success

Resulting in:
- Success for their business
- Qualified employees
- Less time and resources devoted to recruitment
- Employee Retention

#### Away from Failure

Resulting in:
- Business stagnation
- Inability to fill open positions
- High employee turnover

#### Which Leads...

- Broadcast job opportunities through their social media platform
- Use their streamlined hiring processes
- Train and equip their staff
**Employment Connection**

**GRAPHIC STANDARDS**

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

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**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**

  Mark is visually centered

  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 78.5.39.50  
  RGB 19.118.50  
  HEX #137632

- **PMS 286**
  
  CMYK 100.68.0.2  
  RGB 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.

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**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 #81ae9b

- **PMS 397**
  
  CMYK 10.0.98.15  
  RGB 205.201.23  
  HEX #eccc9b

- **PMS 136**
  
  CMYK 0.28.87.0  
  RGB 0.93.170  
  HEX #005DAA

- **PMS 485 Red**
  
  CMYK 0.95.100.0  
  RGB 225.40.38  
  HEX #e12826

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The logotype is Arboria Bold modified with rounded corners.

The mark may be used in rare instances as a standalone, such as an icon for an App.
**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 backlint screen can appear harsh.
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.

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

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.