



WS 18-10
June 27, 2018
Contract Management
Expires: Continuing

To: All Contractors

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Subject: New Outreach Templates and Office Materials

Purpose

Update Workforce Solutions' Public Outreach Standards and Guidelines and Brand Manual can be found [here](#). This issuance replaces and updates Issuance WS 17-10 released July 6, 2017.

Background

The Public Outreach Standards and Guidelines set creative and editorial guidelines and graphic and design specifications that contractors, vendors, and staff follow to present Workforce Solutions as a single organization serving our customers.

The guidelines work together with the Brand Manual to keep consistency and continuity of Workforce Solutions' identity in marketing, public relations, public information, social media and outreach activities.

The guidelines support our use of the national common identifier American Job Center and a new system to order, print, and deliver system materials.

- We include the common identifier "American Job Center" in addition to "Workforce Solutions" identifiers on all products, programs, activities, services, facilities, and related property and materials to ensure that the public is aware that all online and in-person services are part of a larger national network.

Summary of Changes

1. New flyer and PowerPoint templates are now available on wrksolutions.com under Staff Resources. Please note that each flyer template has two versions. One with the standard equal opportunity statement in the footer and one with the event equal opportunity statement in the footer.

Action

Ensure the most recent versions of the flyer and PowerPoint templates are used when creating and distributing outreach materials to customers.

- All flyers and PowerPoints created moving forward must use the new templates. Any existing PowerPoint presentations currently being used must be transitioned to one of the new PowerPoint templates. To download templates, visit <http://www.wrksolutions.com/staff-resources/outreach-resources/powerpoints-and-templates>.
- For further details on the use of the EO statements, see page 8 of the [Brand Manual](#).
- Review pages 15 (section VI) and 18 (section VIII) of the [Public Outreach Standards & Guidelines](#) for updated policies regarding the purchase and use of stationery and door signage.

Questions

Staff should first ask questions of their managers or supervisors. Direct questions to the Board staff through the electronic [Issuance Q&A](#).