



## DWD BRAND GUIDELINES

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MARCH 2014 | VERSION 1

# INTRODUCTION

The Department of Workforce Development (DWD) provides a variety of resources and tools for employers, individuals and others across Wisconsin. Because we are a statewide agency made up of many Divisions and offices, it can be a challenge to maintain a consistency of message or visual tie-in for our resources and programs. Research has shown time and again that consistency matters for external customers and audiences, and it matters for the individuals who make up the organization delivering the program or resource.

At DWD, we want to be as effective as possible fulfilling our mission, and that means we need to strive for consistency in the way we communicate internally – putting forth a single agency – and the way in which we communicate with the public. It's time to take a look at the way we use our logo and other graphics. We want the Department to speak with a professional, unified voice and a cohesive graphic look. This branding document is one way to get us all on the same page.

When any element of DWD is creating materials that include photography or illustration, we need to be sensitive to the wide diversity of the audience we serve. Make sure your visual elements include a representative sampling of the groups that make up Wisconsin, to include diverse racial/ethnic groups, persons with disabilities, and other groups.

It's impossible to outline every graphic possibility that may come up with the DWD logo. If you have questions on how best to use the logo in an unusual situation, contact DWD Communications Office.

# LOGO GUIDELINES

The Department revised its overall brand logo in 2011. It's colorful, graphically interesting, and shows the diversity of what we do. You can find files for the logo and its sub-elements on the WorkWeb. For specific DWD brand logo usage guidelines, please refer to the DWD Logo Guidelines on the WorkWeb. We offer some general guidelines below.

The DWD logo should play a role in everything published by any element within the Department, whether in print, video, or online. This includes social media adaptations For Facebook, Twitter, etc.

As the Divisions and Councils are advisory to DWD, Divisional and Council materials should include the DWD logo to make the association clear. Existing division or program-specific logos will be reviewed case by case to determine whether the logos should continue.

## DWD LOGO WITH DIVISIONS

Here are some examples of how Divisional names should be represented in a stacked/vertical or horizontal orientation as a lockup with the DWD logo:



## SPACING AROUND STACKED/VERTICAL LOGO

Area equal to the diameter of logo circle completely clear of any other type or graphic elements around both the logo and logo lockups.

Placement of the divisional name underneath the stacked/vertical logo. When the DWD logo is 1.5 inches wide, the department name is set at 12 points in Cambria. It sits below a 0.5 point line at the distance of the lowercase x. The 0.5 point line sits below the DWD logo the distance of an uppercase X.



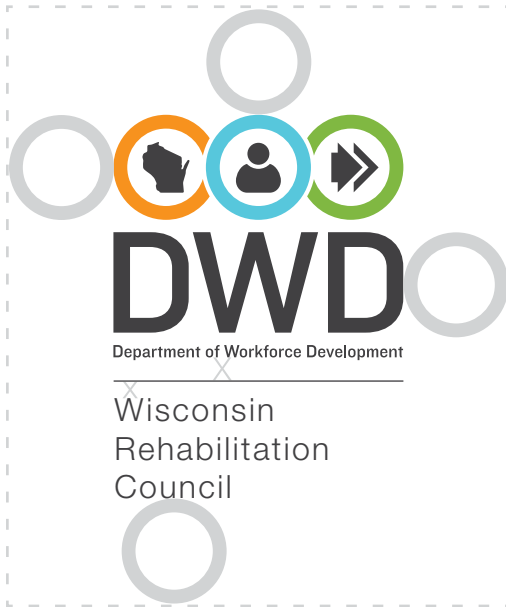
## SPACING AROUND HORIZONTAL LOGO

Area equal to the diameter of logo circle completely clear of any other type or graphic elements around both the logo and logo lockups.

Placement of the divisional name underneath the horizontal logo. When the DWD logo is 2 inches wide, the department name is set at 12 points in Cambria. It sits below a 0.5 point line at the distance of the lowercase x. The 0.5 point line sits below the DWD logo the distance of an uppercase X.

## DWD LOGO WITH COUNCILS

Here are some examples of how council names should be represented in a stacked/vertical or horizontal orientation as a lockup with the DWD logo:



## SPACING AROUND STACKED/VERTICAL LOGO

Area equal to the diameter of logo circle completely clear of any other type or graphic elements around both the logo and logo lockups.

Placement of the council name underneath the stacked/vertical logo. When the DWD logo is 1.5 inches wide, the council name is set at 12 points in Cambria. It sits below a 0.5 point line at the distance of the lowercase x. The 0.5 point line sits below the DWD logo the distance of an uppercase X.



## SPACING AROUND HORIZONTAL LOGO

Area equal to the diameter of logo circle completely clear of any other type or graphic elements around both the logo and logo lockups.

Placement of the Council name underneath the horizontal logo. When the DWD logo is 2 inches wide, the council name is set at 12 points in Cambria. It sits below a 0.5 point line at the distance of the lowercase x. The 0.5 point line sits below the DWD logo the distance of an uppercase X.

## DWD LOGO WITH JOB CENTER OF WISCONSIN LOGO

The Job Center of Wisconsin will continue to use its distinctive logo. Here are some examples of how the Job Center of Wisconsin logo should be represented in a stacked/vertical or horizontal orientation as a lockup with the DWD logo:



## SPACING AROUND STACKED/VERTICAL LOGO

Placement of the Job Center of Wisconsin logo is to the right of the DWD logo. There is a 0.5 point vertical line that separates the two logos. This line is placed one half the diameter of a logo circle from the DWD logo, and one quarter of the diameter from the department logo.



### SPACING AROUND HORIZONTAL LOGO

Spacing in the horizontal logo variation, is quite similar to the stacked/vertical logo. Placement of the Job Center of Wisconsin logo is to the right of the DWD logo. There is a 0.5 point vertical line that separates the two logos. This line is placed one half the diameter of a logo circle from the DWD logo, and one quarter of the diameter from the department logo.

# TYPOGRAPHY FOR PUBLICATIONS, PRINTED MATERIALS OR DOCUMENTS

A font stack is a list of DWD approved fonts presented in order of preference of usage. The DWD font stack ensures a consistent look and feel to all DWD publications, printed materials or documents. It also helps provide a standard typographic hierarchy that aids in clear communication from document to document.

Cambria is the preferred font for DWD materials.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9  
! @ # \$ % ^ & \* ( ) \_ + { } " ?

Use Cambria Bold 18 pt for headlines, Cambria Regular 12pt for subheads and Cambria Regular 10 pt for body copy.

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9**  
**! @ # \$ % ^ & \* ( ) \_ + { } " ?**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
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(EXAMPLE)

## **LORUM IPSUM DOLOR SIT**

### **CONSECUTOR DOM VILLA**

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If Cambria is not available on your workstation, we suggest you use the font stack below to select the appropriate font:

Headline:

**Cambria Bold**  
**Franklin Gothic Heavy**  
**Arial Bold**  
**Other Sans Serif**

Subhead:

Cambria  
Franklin Gothic Demi  
Arial  
Other Sans Serif

Body Copy:

Cambria  
Franklin Gothic  
Arial  
Other Sans Serif

## COLOR

### FOUR COLOR

The DWD logo and divisional/council lockups are four-color marks. The breakdown of the various colors are shown below. Whenever possible, use this four color version.



PMS 368  
RGB 127, 186, 65  
CMYK 56, 6, 100, 0



PMS 3125  
RGB 85, 199, 220  
CMYK 59, 0, 13, 0



PMS 152  
RGB 247, 146, 30  
CMYK 0, 51, 100, 0



BLACK  
RGB 56, 55, 57  
CMYK 0, 0, 0, 100

### ONE COLOR

When only a single color is possible, or when lower print quality (like laser printing) dictates a one-color approach, use DWD Blue (PMS 3125), DWD Green (PMS 368) or black/dark grey.

The white (reversed one-color) version of the logo and divisional/council lockup may only be placed on a solid field of color – preferably DWD Blue (PMS 3125), DWD Green (PMS 368) or black/dark grey.



Equal Rights



Vocational Rehabilitation



Workers Compensation



Administrative Services



# LANGUAGE GUIDELINE

The Department published Version 3.0 of its Writing Style Manual in 2014. It's filled with sound guidance – and lots of examples -- on how to write with clarity and conciseness. It also includes pages of sample letters and memos to use as a guide. You can find the Writing Style Manual 3.0 on the WorkWeb.

Here are a dozen helpful hints on how to write effectively:

- a. Use active verbs, not passive verbs. DWD plays an active role with our public. Use verbs that say we're "doing things," not that 'things are being done.' With a little effort, you can remove almost all passive verbs.
- b. Use short sentences and short paragraphs. If your sentence is more than two lines long, it's too long; if your paragraph has more than five sentences, it's too long. Short sentences and paragraphs are much easier to read and understand. You'll communicate better, and your reader will understand you better.
- c. Use simple words to get your point across. 'About' means the same as 'approximately.' There's nothing so complicated that it can't be written about simply. It just takes some work. Aim for a seventh-grade reading level.
- d. Take out words you don't need for your message.
- e. Be authentic in what you write. State things simply and make an effort to write like a real person who's thought about the situation, not a disinterested governmental entity. You have important information to communicate, certainly. But you can do it clearly and engagingly.
- f. Underlines and bolds make the important parts of your writing stand out. Use them to emphasize something. Overuse them and they lose their power.
- g. Make use of bullet points and numbered lists. They help readers follow your message. Use numbers when you're likely to need to discuss a particular point. Use bullets for a simple list. If you have to say to your client that 'it's about the fourth bullet down,' you should have used numbers rather than bullets.
- h. Use subheads to break your writing into sections. This works even for longer emails and letters.
- i. If you use jargon or technical language, make sure your reader knows what it means.
- j. Don't use e.g. or i.e. For the first, use 'for example'; for the second, use 'in other words.'
- k. Starting a sentence with And or But helps writing flow smoothly -- no matter what your high school English teacher told you.
- l. Always proof before you send a document forward. It's even better to have one of your colleagues proof it as well.

## **ONLINE USAGE**

Online graphic standards present special demands. DWD has worked through the many online options and produced a comprehensive DWD Website and Application Front End Style Guide. This will give you what you need to know to produce “on-brand” web materials for DWD. You can find this nine-page document on the WorkWeb.

## **USE OF AFFIRMATIVE ACTION STATEMENT**

Given DWD’s mission in state government, our consistent usage of the approved Affirmative Action Statement is of prime importance.

The language is standardized:

DWD is an equal opportunity employer and service provider. If you have a disability and need to access this information in an alternate format, or need it translated to another language, please contact (608) 266-2134. For civil rights questions, call (608) 266-6889 or (866) 275-1165 (voice/TTY).

*This paragraph must appear in all printed materials of significance and on all DWD-housed websites.*

## **ADDITIONAL INFORMATION AND WHO TO CONTACT**

If you have any questions at all regarding this document or any of the guidelines presented, please contact the DWD Communications Office.