



A proud partner of the american **job** center network®

Graphic Style Guide

Missouri Division of Workforce Development



MISSOURI JOB CENTER (MJC)

Consistent messaging and integrated Missouri workforce system marketing is vital to attracting and maintaining business and job seeking customers. Marketing workforce services is a multi-faceted activity, as it originates from various sources within our system. Under the Workforce Innovation and Opportunity Act of 2014 (WIOA), all entities providing services to our common target customers are partners in the American Job Center Network®. Our marketing objective with customers is to build an identity around system branding.

Within Missouri, the online labor exchange job matching system is branded as job.mo.gov. Physical locations are branded as Missouri Job Centers, proud partners of the American Job Center Network®. It is critical for all partners in our Missouri workforce system to create and maintain a cohesive, consistent look and feel in all marketing, including the use of approved logos.

This document acts as guidance for Missouri workforce system partners to reference when creating print and electronic materials, and web pages. Information contained in this document was developed by staff in the Missouri Division of Workforce Development (DWD) Communications unit, as requested by the DWD Director and Training and Employment Administrators of Missouri (TEAM). Questions regarding the content of this document can be submitted to dwdcommunications@ded.mo.gov.

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DISPLAY FONTS & COLORS

Campaign Fonts

Opificio Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Arial Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

AMERICAN JOB CENTER FONTS

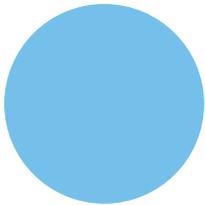
Frutiger Roman

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Frutiger Black

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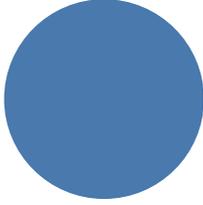
Campaign Colors



117R 192G 235B

50C 9M 0Y 0K

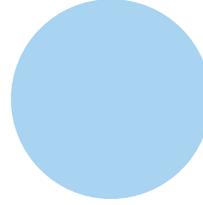
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74R 112G 173B

76C 48M 11Y 0K

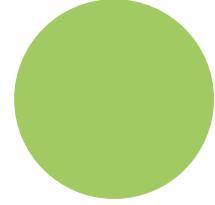
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168R 210G 240B

32C 6M 0Y 0K

#a8d3f1

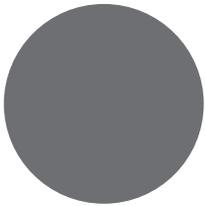


161R 203G 98B

41C 2M 80Y 0K

#a1cb62

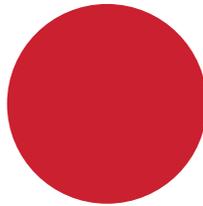
American Job Center Campaign Colors



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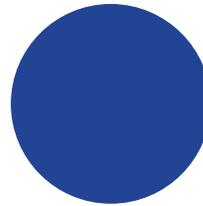
#6d6e71



173R 37G 49B

50C 9M 0Y 0K

#cb202f



33R 68G 148B

99C 86M 7Y 1K

#214494

LOGO TYPE TREATMENT



Standard

The standard Missouri Job Center logo presented in this guide is representative of the statewide workforce system at large. Workforce locations (city, region, area) and local board designations (as seen in this guide) are the only acceptable modifications to this logo.



City/Area Specific



WIB Specific

ACCEPTABLE LOGO USAGE



A proud partner of the [americanjobcenter](#) network®

Full color logo: For use on white backgrounds only



Full color logo: For use on white backgrounds only



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Knock-out logo: For use on solid backgrounds



Knock-out White logo: For use on black backgrounds

The jobs.mo.gov logo represents the Missouri Workforce Development portal page, which provides virtual access to products and services as well as the labor exchange job matching system. The Missouri Job Center logo represents the numerous physical One-Stop locations statewide and the workforce system as a whole. To maintain continuity throughout the Missouri workforce system, the jobs.mo.gov logo and Missouri Job Center logo should be presented together on all print and electronic materials.

Logo types available for print, electronic and web use include:

- .EPS
- .JPG
- .PNG
- .TIF

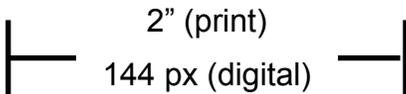
The logos in this guide replace all previous imagery representing the jobs.mo.gov website, the Missouri workforce system, and the Missouri Job (Career) Centers statewide. All partners must utilize only these approved logos to represent the website, system, and centers. Any entity not directly representing the WIOA partners, Missouri workforce development system, job centers, or jobs.mo.gov website is not at liberty to utilize these logos in print or online.

Email your request for the jobs.mo.gov and Missouri Job Center logos to dwdcommunications@ded.mo.gov.

DWD Communications staff are available to assist with development and review of print and online materials.

LOGO SIZES

Minimum Size Requirements



Logo Clear Space



Logo requires 1p2 or 0.2 inches of clear space on all sides

Logo sizing requirements contained in this guide are to be followed for print and online usage. Logo files must not be modified in any aspect, including, but not limited to:

- Changing color or transparency
- Cropping or removing aspects of the logo
- Resizing, stretching or compressing to distort the logo
- Cropping or downsizing the logo from established minimum size

Examples of Unacceptable Modifications



To request a specific file type not addressed in this guide, please email dwdcommunications@ded.mo.gov with your request.

ACCEPTABLE USE



MILITARY VETERANS "PRIORITY OF SERVICE"

Thank you for your service to our nation to protect our freedoms.

Veterans and eligible spouses who meet requirements are entitled to priority access to our employment and training programs.

MISSOURI JOB CENTER

Staff at Missouri Job Centers throughout the state provide career guidance as well as one-on-one assistance for those who have exhausted the resources designed to meet the most common employment challenges. If you feel that you have exhausted Job Center resources, you may be eligible to meet with a DVOP.

Missouri Job Centers Provide:

- Translate military skills to civilian workforce
- Job search assistance
- Employment application assistance
- Labor market information & resources
- Employment focused workshops
- Cover letter & résumé development
- Interview preparation
- National Career Readiness Certificate (NCRC)
- Telephone, fax, printer and copier usage
- Referrals to supportive service agencies

To find a job center near you call
1-888-728-JOBS (5627) or
visit us online at **jobs.mo.gov**



A proud partner of the **ameriCorps** jobcenter network

For additional information about Missouri Division of Workforce Development services, contact a Missouri Job Center near you. Locations and additional information are available at jobs.mo.gov or 1-888-728-JOBS (5627).

Missouri Division of Workforce Development is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Missouri TTY users can call (800) 735-2966 or dial 7-1-1.

This workforce product was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. The product was created by the contracting agency and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership. This product is copyrighted by the institution that created it. Internal use by an organization and/or personal use by an individual for non-commercial purposes is permissible. All other uses require the prior authorization of the copyright owner.

2015-7

Photos courtesy of JPD/USDCB (www.flickr.com/photos/usdcb). Some photos have been modified or adjusted.



This veterans brochure clearly displays both the jobs.mo.gov and the MJC logo.

(Not to scale)

EO AND FEDERAL FUNDS TAGLINES

Additional Information

For additional information about Missouri Division of Workforce Development services, contact a Missouri Job Center near you. Locations and additional information are available at jobs.mo.gov or 1-888-728-JOBS (5627).

Equal Opportunity Tagline

Missouri Division of Workforce Development is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Missouri TTY users can call (800) 735-2966 or dial 7-1-1.

Federal Funding Tagline

This workforce product was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. The product was created by the contracting agency and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership. This product is copyrighted by the institution that created it. Internal use by an organization and/or personal use by an individual for non-commercial purposes is permissible. All other uses require the prior authorization of the copyright owner.

The EO and Federal Funding tag lines provided in this guide must be used on all printed and publicly available materials.

Additional Information text is suggested to provide contact information on materials reaching customers in more than one region or area.