



REVISED 2/4/14

CareerSource Florida

# BRAND STANDARDS MANUAL

*& STYLES GUIDE*

Brandmark

Symbol

Color Palette

Typography

Photography

Content

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## Our Brand Journey

Collaborate. Innovate. Lead. These are the pillars of the CareerSource Florida System.

They represent the cornerstone of our past achievements as a national model for workforce development and reflect our commitment today and in the future to serving Florida employers, job seekers and workers.

Our **Mission**: The Florida Workforce System connects employers with qualified, skilled talent and Floridians with employment and career development opportunities to achieve economic prosperity.

Our **Values**: Business-Driven, Continuous Improvement, Integrity, Talent Focus and Purpose-Driven.

Our **Brand Promise** to Customers: Florida's Workforce System promises a dedicated team of professionals who possess an understanding of your needs. Uniquely positioned, we offer assets, expertise and effective partnerships to deliver seamless and efficient services, demonstrate our value to all customers through results and drive economic priorities through talent development.

The journey to develop this unified statewide brand was market-driven and customer-focused to deliver consistency across Florida. The CareerSource Florida visual assets convey the confidence and professionalism of the unified brand identity for the statewide workforce investment board, 24 regional workforce boards and nearly 100 CareerSource Florida Centers where employment and training services are delivered to employers, job seekers and workers.

Adherence to the standards identified in this guide will allow the CareerSource Florida System to achieve a cohesive and consistent visual brand identity that strengthens the power of our unified brand by growing its value and protecting its integrity.

## Unified Brand Charter

Created by those who work within the Florida Workforce System – and guided by those for whom the system is designed to serve – the Brand Charter captures the system's brand by articulating its values, vision, mission, essence, position, promise, platform, personality and pillars.

**VALUES are the unswerving core beliefs** and foundation of the system. These values express the things about the Florida Workforce System brand that won't change over time; they are the bedrock and are embraced by the entire system and everyone doing business with it.

- **Business-Driven:** We believe Florida employers – the state's job creators – are essential to our overall success in providing effective, market-relevant workforce solutions that drive economic growth and sustainability.
- **Continuous Improvement:** Driven by our commitment to excellence, we respond to changing market dynamics. We continually strive to improve our performance to better anticipate and address the talent needs of employers and the employment and skills needs of job seekers and workers. We identify measure and replicate success.
- **Integrity:** We fulfill our mission with honesty and accountability and strive in every decision and action to earn and protect the public trust.
- **Purpose-Driven:** Our work is meaningful and through it, we can inspire hope, achievement and economic prosperity in the lives of the customers we serve.

- Talent Focus: We believe in the power of talent to advance every enterprise and open the door to life-enhancing economic opportunities for individuals, businesses and communities. Our commitment is to make talent Florida's key competitive asset.

**VISION is a “to be” statement for the system.** A simple, clear description of our compelling aspiration. The brand vision is intentionally aspirational; it is high-reaching and reflective of a goal not only for the system but for everyone it touches.

### Florida will be the global leader for talent.

**MISSION is a succinct description of the work we will do** to achieve the vision. This is what we get up every day thinking about. It directly informs our structure, staffing and design of our operations and is the most visible to the market.

The Florida Workforce System connects employers with qualified, skilled talent and Floridians with employment and career development opportunities to achieve economic prosperity.

**ESSENCE is the emotional component of the brand** and captures what we want employers and job seekers to feel about us, voiced in their first person. It's the feeling we want people to have when they think of the Florida Workforce System.

Employer – “I have a partner who understands my business and is consistently focused on my success. This partner speaks my language, understands my industry and plays an integral role in developing and sustaining my greatest asset — my workforce. I value and trust this partner and tell others to do the same.”

Job Seeker/Worker – “I know that I am supported by professionals who believe my success and career advancement are their highest priorities. They are knowledgeable, compassionate and action-oriented. Their expert guidance is always delivered with dignity and respect.”

**POSITIONING is what we want said about us** and how we want to be positioned in the marketplace. Brand positioning keeps us on course and clear about the experience we create for employers and job seekers.

Florida's Workforce System is an essential catalyst for the state's Talent Supply System and a recognized and relevant resource for business.

The system is driven by both private-sector and public-sector leadership to respond to the employment and training needs of businesses, job seekers and workers.

Along with partners in industry, education, economic development and community development, workforce leaders and professionals seek to align the talent development needs of Florida businesses and job seekers, cultivate a highly skilled workforce, and provide access to training, education, employment and career advancement opportunities for Floridians.

**PROMISE is the implicit contract** between the workforce brand and the job seeker, employer or stakeholder. It's clear, concise and unique to the Florida Workforce System. It is a basis for making deliverable decisions: At each key decision point, we should ask, “Does this deliver on our promise?”

Florida's Workforce System promises a dedicated team of professionals who possess an understanding of your needs. Uniquely positioned, we offer assets, expertise and effective partnerships to deliver seamless and efficient services, demonstrate our value to all customers through results and drive economic priorities through talent development.

**PLATFORM is the “Big Idea”** for the brand; not the ad copy, but what it points to.

World-Class Talent Development to Meet Current and Future Needs of Florida Employers

**PERSONALITY is our brand's attitude, style and voice** as stated in its own first-person voice.

I am confident in my ability to make a positive contribution to Florida businesses and a significant difference in the lives of the job seekers and workers I serve. My work is important and I approach it with respect and passion.

I am driven by the opportunity to link employers with people who can make them successful and profitable. I have extensive experience and know how to get things done.

I understand the industries I serve and recognize the varying needs and expectations of companies doing business here. My network of relationships with educational institutions as well as economic development and community organizations make me a well-informed, high-performance partner. I will not stop until I have filled the last open position and helped every job seeker find meaningful employment.

Though I am part of a unified workforce system, which brings greater clarity and visibility to those seeking to connect with me, I am empowered to customize strategies and solutions that address unique workforce challenges and needs.

I believe in my contributions to our economy and know that if I am doing my job well, Florida will be more competitive and a top destination for business.

**PILLARS are solid, defined concepts** that support the brand. Action-oriented, these words galvanize the system behind the brand and tell us how to deliver on our promises.

## Collaborate – Innovate – Lead

The following pages serve as a guide for the core visual and content elements of the CareerSource Florida brand to assist Florida Workforce System partners in designing and producing communications and outreach tools. These guidelines reinforce consistency to build and strengthen the statewide unified brand.

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**Brandmark**

Symbol

Color Palette

Typography

Photography

Content

Master Brandmark  
Clear Space  
Sub-Brandmark  
Regional Signatures  
Usage

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The preferred version of the logo is full color and should be used whenever possible.

FULL COLOR  
MASTER  
BRANDMARK



The brandmark may also appear in black or tones of black when color printing is not possible.

GRAYSCALEM  
ASTER  
BRANDMARK



BLACK MASTER  
BRANDMARK



**Brandmark**

Symbol

Color Palette

Typography

Photography

Content

Master Brandmark  
Clear Space  
Sub-Brandmark  
Regional Signatures  
Usage

---

When using the brandmark on a solid background, an all-white, reversed option should be used.

**REVERSED  
BRANDMARK**

A reversed brandmark should only be used when using a full-color brandmark is not an option. The reversed option should always be all white and preferably sit on top of a brand color. This applies to all printed and online materials. When possible the reversed option will generally be preferred over the grayscale and black options.



**Brandmark**

Symbol

Color Palette

Typography

Photography

Content

Master Brandmark  
Clear Space  
Sub-Brandmark  
Regional Signatures  
Usage

For maximum impact and clarity, the logo must be reproduced at a minimum height of 3/4 inch.



**CLEAR SPACE**

In all applications, the clear space around the brandmark should equal the height of the top arrow segment as detailed above (x). Any background inside this clear space should be even and free from typography or any other graphical elements. For maximum impact in graphic environments, the minimum clear space must be maintained. The minimum height at which the brandmark may be reproduced is 3/4 inch.

**Brandmark**

Symbol

Color Palette

Typography

Photography

Content

Master Brandmark  
Clear Space  
Sub-Brandmark  
Regional Signatures  
Usage

CareerSource Florida has 1 master brandmark and 24 sub-brandmarks with regional signatures.

**MASTER AND  
SUB-BRANDMARK  
USAGE**

The master brand, CareerSource Florida, refers to the statewide workforce system as a whole. Once the new brand has officially been launched (Q1 2014), CareerSource Florida will become the brand name for the state workforce investment board (Workforce Florida, Inc.) that sets policy and oversees the 24 Regional Workforce Boards.

There are 24 sub-brands that refer to the 24 Regional Workforce Boards and their respective One-Stop Career Centers throughout the state that design and deliver workforce services regionally. Each board will adopt a regional sub-brand that pairs “CareerSource” with a regional designation or identifier describing its area to create its unique, but aligned regional signature.

MASTER  
BRANDMARK



EXAMPLE OF SUB-BRANDMARK



**Brandmark**

Symbol

Color Palette

Typography

Photography

Content

Master Brandmark  
Clear Space  
Sub-Brandmark  
Regional Signatures  
Usage

Proper brandmark usage is vital to maintaining the strength and integrity of the CareerSource Florida brand.

**INCORRECT USAGE**

When designing materials, be judicious in combining the brandmark with other graphic elements. Improper use dilutes the brand value. The following are examples of how NOT to use the brandmark.

- 01. Do not alter colors
- 02. Do not reproduce full color mark on color backgrounds
- 03. Do not use special effects such as drop shadows
- 04. Do not distort – always maintain proper ratio
- 05. Do not reproduce as a tint or transparency
- 06. Do not rotate mark to use vertically

01.



02.



03.



04.



05.



06.



The CareerSource Florida brandmark tri-arrows symbol is designed to symbolize a multi-faceted entity or place where talent, employers and resources connect.

## TRI-ARROWS USAGE

The tri-arrows icon can be used singularly as an iconic design element, but never as a replacement for the full brandmark.



Using colors in a consistent manner reinforces brand integrity. The CareerSource Florida brand has primary and secondary color palettes.

**COLOR USAGE**

This table is a reference for color values for print and web usage to avoid using different versions of a similar color. **Please do not use any colors other than those listed below.** Note: The color values identified in the Manual were generated in InDesign CC with PMS colors in a CMYK color space.

PRIMARY

**PMS 2935**

**CMYK**  
c: 86% m: 49% y: 0% k:0%

**RGB**  
r: 13 g: 118 b: 189

**HEX**  
#0D76BD

**PMS BRIGHT ORANGE**

**CMYK**  
c: 0% m: 77% y: 100% k: 0%

**RGB**  
r: 242 g: 97 b: 34

**HEX**  
#F26122

**PMS 361**

**CMYK**  
c: 69% m: 0% y:100% k:0%

**RGB**  
r: 84 g: 185 b: 72

**HEX**  
#54B948

**PMS 431**

**CMYK**  
c: 11% m: 1% y: 0% k: 64%

**RGB**  
r: 106 g: 115 b: 123

**HEX**  
#6A737B

SECONDARY

**PMS 375**      **CMYK** c: 41% m: 0% y: 78% k: 0%      **RGB** r: 160 g: 207 b: 103      **HEX** #A0CF67

**PMS 130**      **CMYK** c: 0% m: 30% y: 100% k: 0%      **RGB** r: 253 g: 185 b: 19      **HEX** #FDB913

**PMS 1375**      **CMYK** c: 0% m: 40% y: 90% k: 0%      **RGB** r: 250 g: 166 b: 52      **HEX** #FAA634

**PMS 539**      **CMYK** c: 100% m: 49% y: 0% k: 70%      **RGB** r: 0 g: 43 b: 84      **HEX** #002B54

**PMS 299**      **CMYK** c: 74% m: 21% y: 0% k: 0%      **RGB** r: 22 g: 160 b: 219      **HEX** #16A0DB

## PRIMARY FONT USAGE

Proxima Nova is our preferred brand font. The Proxima Nova family was selected because the font is fresh, modern, versatile (both in headlines and body copy) and affordable. Use Proxima Nova wherever possible. Note: Proxima Nova may be purchased through a number of online sites, such as [myfonts.com](http://myfonts.com).

Aa

PROXIMA NOVA

### REGULAR (HEADLINES OR BODY COPY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### BOLD (HEADLINES)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## ALTERNATE FONT USAGE

If you choose not to use Proxima Nova, Arial and Helvetica are acceptable, no-cost alternate fonts.

Aa

ARIAL

### REGULAR (HEADLINES OR BODY COPY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### BOLD (HEADLINES)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Aa

HELVETICA

### REGULAR (HEADLINES OR BODY COPY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### BOLD (HEADLINES)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## APPROPRIATE USAGE

The appropriate and approved photography style for the CareerSource Florida brand should consist of images that are forward thinking, natural, clean, crisp, innovative, honest, candid, comfortable and approachable. Images should reflect a natural background with warm lighting and fresh appeal. The people in the images should be friendly, inviting and positive to give the feeling of optimism. The images should leave a viewer feeling motivated, energized and inspired.



## APPROPRIATE USAGE

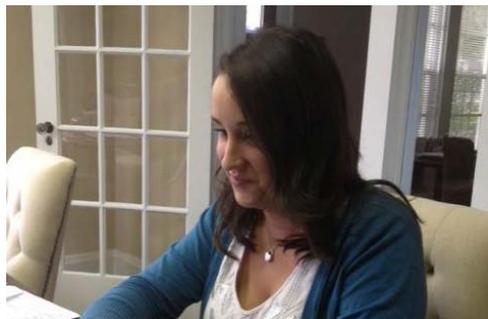
Professional or stock photography is preferred in major external communications materials and tools, such as brochures, websites, signage and advertising. Color photos should be used. However, as needed, boards may continue to incorporate photographs taken by their own team members into external outreach materials. Boards should strive to use professional-quality cameras for staff photography to enhance the quality of images. Staged photos should be avoided and every effort should be taken to ensure authentic lighting, proper framing and natural action. Special treatments or filters should not be applied to images. Photos used on the web should be a minimum 72 dpi resolution; all photos used in print must be a minimum of 300 dpi resolution.



## UNACCEPTABLE USAGE

The following are examples of images that may not represent the CareerSource Florida brand well and should be avoided. Images should not be staged, unnatural, stereotypical, dated or consist of graphics or artwork. Images should not showcase a person looking tired, angry, annoyed, unhappy or sad. Harsh lighting, and edgy and common imagery should be avoided.

01. Avoid images with graphics and unnatural symbols.
02. Avoid images that have bright lights and are digitally enhanced.
03. Do not use stereotypical images with staged settings.
04. Do not use images that are outdated.
05. Do not use images that are unclear and don't show a particular purpose.
06. Avoid using images that are frequently used.



State and regional names should be formally spelled out in their entirety in all first references.

## CORRECT USAGE

“CareerSource” should always contain a capital “C” and capital “S.”

“Florida” should always contain a capital “F.”

The regional or state signature should always accompany CareerSource; CareerSource should not be used by itself.

Brand names may be depicted in ALL CAPS in document headers or other instances deemed appropriate by the author.

Website URLs and email addresses should use all lowercase letters:

[careersourceflorida.com](http://careersourceflorida.com)     [jane.smith@careersourceflorida.com](mailto:jane.smith@careersourceflorida.com)  
[careersourcebrevard.com](http://careersourcebrevard.com)     [jane.smith@careersourcebrevard.com](mailto:jane.smith@careersourcebrevard.com)

With the launch of the new brand, all One-Stop Career Centers will adopt the regional brand name. For instance, One-Stop Career Centers in Region 13 will become CareerSource Brevard. If a modifier is required for further distinction between the organization and its local offices, CareerSource Brevard “center” may be used, with center in lowercase.

After the first use of brand names, acronyms may be used sparingly as follows:

**ACRONYMS**

collateral examples to share system-wide.

Full Name	Abbr	Full Name	Abbr
CareerSource Escarosa	CSE	CareerSource Okaloosa-Walton	CSOW
CareerSource Chipola	CSC	CareerSource Gulf Coast	CSGC
CareerSource Capitol Region	CSCR	CareerSource North Florida	CSNF
CareerSource Florida Crown	CSFC	CareerSource Northeast Florida	CSNEF
CareerSource North Central Florida	CSNCFL	CareerSource Citrus-Levy-Marion	CSCLM
CareerSource Flagler-Volusia	CSFV	CareerSource Central Florida	CSCF
CareerSource Brevard	CSB	CareerSource Pinellas	CSPIN
CareerSource Tampa Bay	CSTB	CareerSource Pasco-Hernando	CSPH
CareerSource Polk	CSP	CareerSource Suncoast	CSS
CareerSource Heartland	CSH	CareerSource Research Coast	CSRC
CareerSource Palm Beach County	CSPBC	CareerSource Broward	CSBW
CareerSource South Florida	CSSF	CareerSource Southwest Florida	CSSWF

**New Unified Tagline.**

**TAGLINE**

“Solutions That Work For You”

Its use is encouraged when applicable, but not required. When a tagline is included in outreach materials, this is the tagline that should be used in conjunction with the name and logo.

## **BONUS-- Styles Guide**

**(A guide to punctuation, writing style and logo usage)**

*This Style Guide was developed to set standards and guidelines for the proper use of the names and logos for CareerSource Brevard, and to provide uniformity when referring to people, places and things or when capitalizing, abbreviating, punctuating or spelling. The guidelines will ensure a visual consistency to our brand, reinforcing and strengthening the identification that is made with CareerSource Brevard.*

*All written materials prepared and disseminated to the public should be accurate, free of error, grammatically correct and consistent in style. Please establish a proofreading process to aid in ensuring that all published materials are carefully reviewed prior to submitting them to the Communications Director at CareerSource Brevard for final approval.*

*Sources used for developing this guide include: The Associated Press Stylebook and Briefing on Media Law (2000), widely used by American journalists, The Elements of Style, (Fourth Edition) by William Strunk Jr. and E.B.White, and Get in Style, (2000) Wayne State University. An additional approved and recommended source is The Chicago Manual of Style, (14<sup>th</sup> Edition). This guide would be secondary to the recommendations made in the aforementioned The Elements of Style. In addition, use Merriam-Webster's Collegiate Dictionary Tenth Edition, and Roget's II, The New Thesaurus. Please obtain a copy of these publications and use as a reference for style issues that may arise and are not addressed in this guide.*

If you have any questions not answered in the Style Guide, please contact:

Denise Biondi, Communications Director for CareerSource Brevard

297 Barnes Blvd. Rockledge, Fl 32955

PH: 321-394-0512

FAX: 321-504-2065

E-mail: [dbiondi@careersourcebrevard.com](mailto:dbiondi@careersourcebrevard.com)

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## GENERAL STANDARDS AND GUIDELINES

### A. Names

First and subsequent references - Refer to individuals by their full names on the first reference, thereafter, use the last name only.

*Tom Smith was offered the director position. After thinking it over, Smith accepted the job.*

Middle Initials - Use only if the person prefers it.

Junior, Senior, II, 2<sup>nd</sup> - Use Jr., II, 3<sup>rd</sup>, only with the person's complete name. Do not separate with a comma unless requested by the individual.

Nicknames - If a nickname is used following a person's first name, put it in quotation marks. On subsequent references use last names.

Company Names - On the first reference spell out the company name. Abbreviate or lowercase the company, the corporation, the association in subsequent references:

*CareerSource Brevard is developing a plan of action. CSB is looking to change its focus. The company is looking to change its focus.*

***Note: CareerSource Brevard should only be referred to as CareerSource Brevard or CSB. Truncating or inappropriately abbreviating the name of the organization in any publication or document is not an acceptable practice and will be in violation of CareerSource Brevard established Style Guidelines. Each career center should be referred to as follows: CareerSource Brevard - Rockledge, CareerSource Brevard - Palm Bay, and CareerSource Brevard - Titusville.***

***In addition, we are to be referred to as either a career center or the board to enable differentiation between the two entities going forward.***

**B. Titles** (These guidelines pertain to titles in general.) Refer to the AP Stylebook for a more in-depth explanation on the use of titles.

Capitalization - Capitalize civil, military, religious and professional titles when they immediately precede a name:

*Florida Governor Jeb Bush*

Lower case titles when they precede or follow the name as modifiers or identifiers:

*former president Gerald Ford*

*Kathy Jones, director of development*

Source: *The AP Stylebook*, p. 246 - 250.

**C. Places** - Capitalize the names of cities and states; lowercase the word state or city:

*This is the state of Florida.*

*Explore the city of Tallahassee.*

In general, lowercase north, south, southwest, southern, etc., when they represent compass directions. But capitalize when part of a proper name: South Dakota, or when used in identifying widely known sections, Southern Florida. When in doubt, lowercase.

Streets and Buildings - Spell out and capitalize avenue, boulevard, building, court, drive, lane, parkway, place, road, square, street and terrace when they are part of an address or name. Lowercase them when they stand alone or are used collectively following two or more proper names:

*Fiske and Barton boulevards*

Capitalize and spell out north, south, east and west when they form part of an address or name:

*3300 Bryant Road South*

*West Broad Street*

## D. Titles of Things

Italicize titles in the following categories of works when they appear in text:

- Books
- Collections
- Journals
- Magazines
- Movies
- Musical compositions
- Newspapers
- Plays
- Poems
- Radio programs
- Television series
- Works of art

Place the following in quotations when they appear in text:

- Articles
- Chapter titles
- Columns
- Newspaper sections

Do not make the following errors in your copy:

- Two hyphens (--) in place of a dash (—).
- Two spaces, instead of one, between sentences.
- Not using curly or smart quotes ( “ ” ‘ ’ )
- Avoid using unnecessary apostrophes. Correct: 2000s
- Not using area codes in a consistent manner (321) 690-5354 is preferred.
- Misspelling adviser, e-mail, home page, Internet, long-standing, online, Web site.
- Adding unnecessary hyphens. Correct: workforce, coursework, fieldwork, nonprofit, job seeker.
- Writing in a passive voice: *Jane hit the ball* is better than *The ball was hit by Jane*.
- Using % instead of the word percent.

## **E. Punctuation**

Below is a brief commentary on specific issues related to punctuation. A complete guide to punctuation is included in the *AP Stylebook* page 324-336. Please refer to it for details on correct and accepted use of punctuation.

### **1. Quotations**

All quotation marks and apostrophes are curved: “” “. *Do not use " or ' in any text.* In MS Word, go to Insert, Symbols for the correct marks.

- a. Periods, Commas within Quotation Marks
- b. Periods, commas, question and exclamation marks should be placed within closing quotation marks.

*"For whom will the bell toll?"*

Go to the *AP Stylebook*, page 334 (Quotation Marks)

### **2. Commas**

Eliminate the last comma in a simple series.

Note: *May 2002* has no comma. *May 5, 2002* has commas.

Go to the *AP Stylebook*, page 327 (Commas)

### **3. Abbreviations**

#### Standard Abbreviations

Consult Merriam Webster's Collegiate Dictionary for a listing of standard abbreviations.

#### Subsequent References

Follow the first full reference with the abbreviation or acronym in parentheses if they are to be used throughout the text.

*CareerSource Brevard Rockledge, or Palm Bay or Titusville career centers can be called (career centers)*

*CareerSource Brevard (CSB) is located in Rockledge, FL.*

Go to *The AP Stylebook*: 3-4 (Abbreviations and Acronyms)

#### 4. Time

Centuries and Decades: Use numerals to refer to *Centuries* and *Decades*:

*The 20<sup>th</sup> century*

*The 1980s*

Seasons: Lowercase the names of the seasons unless they specify an issue of a periodical:

*What are your plans for the summer?*

*Look in the Winter 2000 issue of Trend for background information.*

Days and Months: Capitalize the names of days and months.

*They will arrive on the first Monday in August.*

Hours: Use figures with *a.m.* or *p.m.* Abbreviations *ante* and *post meridiem* are always lowercased with periods and the time is placed before the date: *We will arrive at 3 p.m. Friday, August 4.*

Go to *The AP Stylebook*: 43 (Century), 69 (Decades), 245 (Time Element, Time of Day)

When a date includes only a month and year, do not use a comma between them: *the hurricane of August 1985.*

Be sure apostrophes and quotation marks are curled in the right direction: *it's*, *"She commented."*

When numbers are omitted from a time reference, write the '90s and use the appropriate curly apostrophe (not the `90s) Do not use an apostrophe to identify decades by their centuries: the 1990s, **not** the 1990's.

## **PUBLICATIONS**

### **A. Use of logo**

The symbol for CareerSource Brevard's brand identity is the logo. To effectively promote CareerSource Brevard, it is necessary to consistently reinforce and strengthen the brand identity. Through the visual representation of the logo, people come to identify and recognize CareerSource Brevard gaining familiarity with the level of quality in the service we provide.

The logo must be carefully used and inserted into documents and publications. The resolution must be sharp and the proportions correct. When inserting or placing the logo be cautious not to stretch or enlarge it so that the integrity of the graphic is compromised. Typically, when a graphic is inserted it has handlebars that can be used for resizing. In MS Word™, the proportions can be maintained by holding down the shift key while using the double arrows to enlarge or reduce the size. In MS Word, insert the logo in a text box for moving it around the document.

**Logo Font:** *Proxima Nova*

**PMS Color:** *2935, Bright Orange, 361, 431*

**Logo Size:** *No smaller than 3/4 inch*

The logo can only be displayed in the PMS colors, black or reversed (unless The Board's Communications Director grants special permission.)

Make sure your finished logo does **not** look like these two examples:

**Stretched (below)**



**Poor Resolution (below-notice fuzzy, jagged letters and graphic.)**



These are correct examples of logo appearance.



**Correct proportions and resolution - Full Color Logo.**



**Correct proportions and resolution - Black with Reversed Logo.**

**Fonts:** The preferred fonts for use in all formal/external audience written communication is Proxima Nova, Arial and Helvetica.

**Point size:** The point size in all written communication including e-mail should be no less than 11 point with 12 point the preferred point size. Type becomes increasingly difficult to read below 11 point, and should be avoided. This text is 12 point.

**Headlines:** Substitute single-stroke quotation marks for double quotes in all headlines.

Use upper and lower case for headlines.

Always use numerals in headlines, even if it is the first to appear.

*4 grants awarded to CareerSource Brevard*

## **B. Use of ALL Capitals**

Do not use all capitals for headlines or any block of text. All capitals are difficult for the human eye to take in all at once. In the case of e-mail, all capital letters are considered SHOUTING. Use upper and lower case for headlines, text and e-mail.

*Example of a difficult to read, all capitalized, block of text:*

MONTHLY REPORT - USAGE BY SESSIONS FOR MARCH, APRIL AND  
MAY 2002. CONTACT THE COMMUNICATION'S MANAGER FOR  
ADDITIONAL DETAILS.

## **C. Photo Caption**

A photo caption can be a complete sentence or tagline (name only or name and title and not followed by a period). Captions may take many forms, but a complete sentence is preferred.

Spot directions, such as *from left* or *from right*, in captions are separated by parentheses:

*CareerSource Brevard staff members attending the conference were (from left) Smith, Jones and Carr.*

If there are only two people in the photo it is not necessary to use both *left* and *right*.  
*John Smith (left) and Linda Carr discuss the new format.*

Never start a caption with spot directions.

## **D. EEO/Disability Statements**

The Equal Opportunity Statement must appear on all materials released to the public. All CareerSource Brevard programs and services must be accessible to people with disabilities. All publications intended for CareerSource Brevard customers and program announcements should always include the disability statement.

### **EEO/Disability Statement**

*An EQUAL OPPORTUNITY employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. All voice telephone numbers on this document may be reached by persons using TTY/DD equipment via the Florida Relay Service at 711.*

## **E. Copying Printed Publications**

Do not copy printed materials aimed at CareerSource Brevard customers (external audience) on the copy machine. The copied version is never as high in quality as the original. Our goal in having publications printed is to put forth a quality image. If supplies of a printed publication are low, contact the staff member responsible for maintaining the printed publication supply for CareerSource Brevard.