

# WorkSource Brand Standards at a glance.

## BRAND BASECAMP

### Plan. Prepare. Equip.

Visit *WorkSource Brand Basecamp* (coming soon) or contact your *WorkSource Brand & Media* designee to learn more about WorkSource brand standards, ordering promotional products and downloading brand assets.



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## COLOR PALETTE\*

### Primary

548

**CMYK:** 100, 24, 0, 64  
**RGB:** 6, 69, 106  
**HEX:** 00446a

130

**CMYK:** 0, 30, 100, 0  
**RGB:** 253, 185, 19  
**HEX:** fdb913

549

**CMYK:** 67, 27, 15, 0  
**RGB:** 86, 155, 190  
**HEX:** 569bbe

### Secondary

Black  
7c

**CMYK:** 62, 54, 63, 35  
**RGB:** 84, 84, 75  
**HEX:** 54534a

Cool  
Gray 9c

**CMYK:** 0, 0, 0, 50  
**RGB:** 147, 149, 152  
**HEX:** 919195

Cool  
Gray 3c

**CMYK:** 0, 0, 0, 17  
**RGB:** 216, 217, 218  
**HEX:** d8d9da

### AJC Tagline

72

**CMYK:** 100, 90, 5, 0  
**RGB:** 35, 64, 147  
**HEX:** 1c3f94

200

**CMYK:** 15, 100, 92, 5  
**RGB:** 199, 32, 46  
**HEX:** d31e47

Provide to vendors for color match.  
(Only for use in AJC tagline).

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\* Use only primary and secondary colors when creating WorkSource materials. Use CMYK values for printed documents. Use RGB and HEX values for digital media. Provide the Pantone™ number for vinyl and embroidery color match.

## BRAND IDENTITY

### Logo use

The WorkSource logo should appear with the American Job Center Network tagline below the WorkSource word mark on all promotional products and publications. Local identifiers should **NOT** appear under the logo.

### Office identifiers

Window signage is available to denote WorkSource connection sites and our American Job Center Network partnership.



## EQUAL OPPORTUNITY EMPLOYER (EO)

### Approved EO statement

Required on all customer facing WorkSource publication and promotional products\*

### English

WorkSource is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Washington Relay Service: 711

\*(Required on English materials only).

### Spanish

WorkSource es un empleador/programa con oportunidades equitativas. Previa solicitud equipos auxiliares y servicios están disponibles para los individuos con discapacidades. Servicio de Retransmisión Washington: 711

\*(Required on Spanish materials only).

## TYPOGRAPHY

### Approved fonts

Regular, bold, light, condensed and italic faces are acceptable.

- Futura
- Century Gothic  
(If Futura is not available)
- Calibri  
(For email)
- Arial  
(Legacy font)



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