



*Hector S.*

Hector S. @WORK

January 2025

# Brand Style Guide



Innovative Workforce Solutions

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

This Brand Style Guide is the \*definitive authority on proper representation of the ARIZONA@WORK brand and any associated style elements.

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# LOGO USAGE

## Main Identity

The ARIZONA@WORK logo is the key component of the visual identity system. The full value of the logo as the primary company identifier is achieved only when it is used consistently across all applications.

The name ARIZONA@WORK must always be used in the provided logo format. When used in written form **it should be typed in uppercase and as one word.**

## Clear Space

To ensure that the ARIZONA@WORK logo is free from distraction, a minimum amount of space must be maintained around the logo to separate it visually from other graphic elements and type. This distance is called “clear space.” The minimum clear space must be the height of “Arizona” and “Work” on all sides of the logo. The amount of clear space can be increased but never decreased.

## Minimum Size

The logo may be scaled up as large as necessary, but should never be placed smaller than 1.25” wide on any piece. The exception is when the logo is used for specialty or promotional items. See page 4 for examples.



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1.25"

# LOGO USAGE

## Logo Variations

The ARIZONA@WORK logos may not be manipulated in a way that changes the wording or integrity of the brand. The following logo variants may be used.

### White logos with colored map:

Logos may be displayed in white to better suit a background. All elements of the logo must be changed to white in exception to the state outline.

This may be used with any other ARIZONA@WORK logo variant.

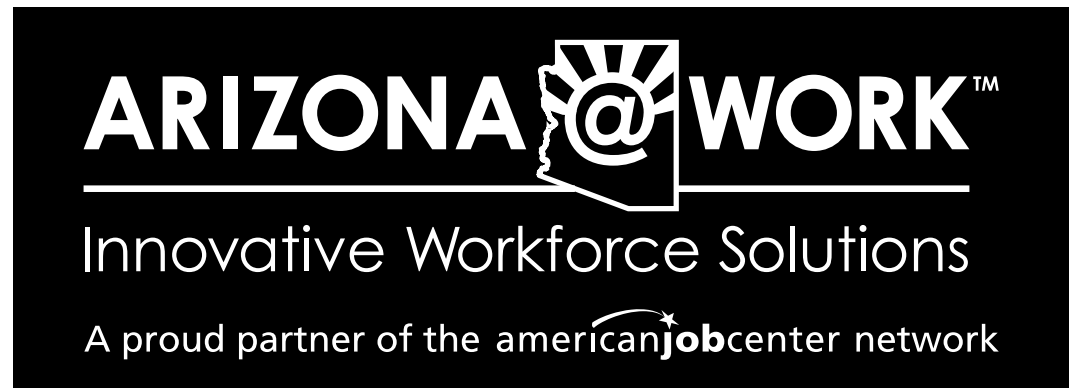
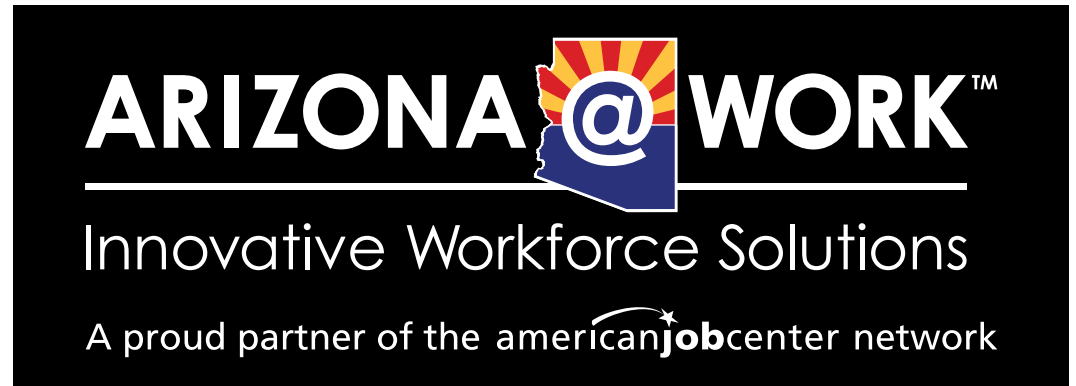
### Transparent logos:

The logos may be used as transparent PNG files. When the logo is a JPEG file, the white background will always show. The transparent PNG file should be used on any marketing materials that don't have a white background.

This may be used with any logo variant as well.

### All White logos:

The logo may be used in instances where the all white DES, ADOA and State Seal logos are used.



# LOGO USAGE

## Tag Line and Geographic Region Usage

The ARIZONA@WORK tag line “Innovative Workforce Solutions” is an insightful statement that helps drive the brand. All logos must include the “a proud partner of American Job center Network” tagline.

See page 3 for each regional logo.

Use these guidelines for the ARIZONA@WORK tag line:

- 1 Logo + Tag Line: The main tag line is used when representing the entire state.

This logo can be used when promoting the entire ARIZONA@WORK network or its services. Examples include:

- Marketing campaigns displaying ARIZONA@WORK’s array of services
- Campaigns that include multiple ARIZONA@WORK local workforce development areas.

- 2 Logo + Geographic Region: Each local workforce development area has its own logo with the geographic region listed beneath the mark. This logo version is used when representing a single region of ARIZONA@WORK.

1



2



# LOGO USAGE

## Geographic Region Logos

Each geographic region is shown below, with tag line.

Logo + Geographic Region with AJCN tagline.



# LOGO USAGE

## 1 Specialty Logo Usage

In special cases, the ARIZONA@WORK logo may be used without the “Innovative Workforce Solutions” and/or “A Proud Partner of the American Job Center Network” tag lines, local workforce development area name(s), and horizontal line. Use these guidelines to determine when to use the specialty logo:

**Embroidery:** The specialty logo may be used on embroidered shirts and other clothing items where the tag line would be unreadable.

- 2 Promotional Items: The specialty logo may also be used on small promotional items such as pens, highlighters, key chains and USB drives where a tag line would not fit on the piece.

**PLEASE NOTE:** Per the federal uniform guidance, any promotional item, public outreach, or advertising cost that only promotes the non-federal entity is considered disallowed cost. To avoid this, the federal funding agency must be identified on the items or materials. For example, a funding tagline may be similar to: “Funding provided by DOL WIOA Title I program.” Please check your funding source requirements prior to having materials created.

**Signage:** The specialty logo may also be used on signage.

## 3 Specialty Logo Use in Signage

The ARIZONA@WORK logo may be used on both indoor and outdoor signs. Signs should be full-color, utilizing the Pantone colors listed on page 7.

- Exterior: Signage should be full-color, illuminated with LED lighting. Channel letters may be fabricated from aluminum or stainless steel. Signs may also be printed in full color on a white plexiglass substrate or in accordance with building owner specifications.
- Interior: Signage can be vinyl, composite, acrylic or aluminum and may be offset and backlit with LED lighting for added effect.



# LOGO USAGE

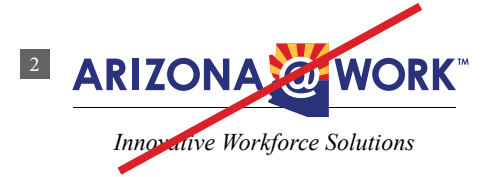
## Unacceptable Logo Usage

Inconsistent use of the logo weakens brand impact.

Always use approved artwork files to reproduce the logo.

Some common logo misuses are shown here:

1. Do not embellish the logo with shadows or glows.
2. Do not alter or substitute fonts within the logo.
3. Do not place patterns or images inside or on the logo.
4. Do not reproduce the one-color logo in any color except grayscale.
5. Do not skew or distort the logo.
6. Do not rearrange elements within the logo.
7. Do not separate the state from the logo.
8. No uppercase and lowercase fonts for “ARIZONA” and “WORK.”



# LANGUAGE & TERMS

To avoid client confusion, it is important that we use consistent language when writing or talking about our organization.

**ARIZONA@WORK** must be written as one word with all letters capitalized.

Examples of unacceptable ARIZONA@WORK verbiage:

~~arizona@work~~

~~az@work~~

~~AZ@WORK~~

~~ARIZONA@WORKs~~

**ARIZONA@WORK** Office types:

**ARIZONA@WORK** One-Stop Job Center:

Access to **ARIZONA@WORK** services for employers and job seekers. Some specialized services may be available for limited hours.

**ARIZONA@WORK** Affiliate Sites:

One or more **ARIZONA@WORK** services provided in a community or social service office.

**ARIZONA@WORK** Specialized Center:

Programs available to address specific needs and demographics which may include vocational rehabilitation, reentry, educational, youth services, and more.

# COLOR PALETTE

## Color Breakdowns

Color is one of the cornerstones of our visual vocabulary. Only colors from the ARIZONA@WORK palette may be used for communication materials, including flyers, posters, and digital content. Please note that the colors in the ARIZONA@WORK logos may not be altered.

Below is the palette to be used for all communications.

The Pantone Matching System color breakdowns are for both coated and uncoated paper. CMYK, RGB, Web and grayscale are presented below each Pantone swatch.

## Print Specifications\*

Slight color variances may occur when colors are printed through different processes or reproduced on different media, such as coated vs. uncoated paper.

## Screen Specifications\*

Web-safe colors represent values that are available to the standard minimum Web/monitor color palette (it is much more limited than the print palette). Also note that all monitors display color very differently regardless of manufacturer or platform.

\* Do not use colors from electronic files that have been converted automatically between RGB/CMYK. Some programs do not make color conversions equal to the values specified in this palette.

## Primary



Pantone Coated  
660C

Pantone Uncoated  
660U

CMYK  
75-47-0-0

RGB  
42-110-187

Web  
2A6EBB



Pantone Coated  
1795C

Pantone Uncoated  
1797U

CMYK  
10-100-100-0

RGB  
205-32-44

Web  
CD202C



Metal  
Image

Masterfile\_821-  
05397945a\_CMYK



Dark Blue

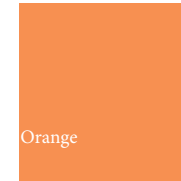
#19456d

CMYK  
97-76-33-19

RGB  
25-69-109

Web  
19456d

**For digital and  
print use only.**



Orange

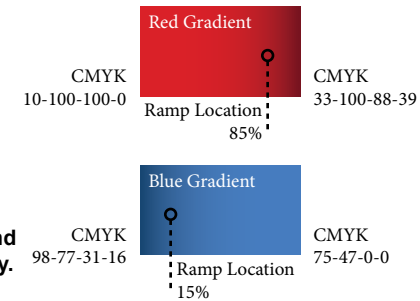
#ff914d

CMYK  
0-53-75-0

RGB  
255-145-77

Web  
ff914d

**For digital and  
print use only.**



## Secondary



Pantone Coated  
431C

Pantone Uncoated  
430U

CMYK  
0-0-0-75

RGB  
100-101-103

Web  
646567



Pantone Coated  
1235C

Pantone Uncoated  
122U

CMYK  
0-25-85-0

RGB  
255-182-18

Web  
FFB612



Pantone Coated  
7490C

Pantone Uncoated  
377U

CMYK  
66-25-100-8

RGB  
99-142-43

Web  
638e2b



Pantone Coated  
2746C

Pantone Uncoated  
Reflex Blue U

CMYK  
100-95-15-10

RGB  
33-36-146

Web  
212492



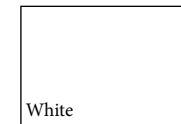
Pantone Coated  
Black 6C

Pantone Uncoated  
Black 6U

CMYK  
0-0-0-100

RGB  
35-31-32

Web  
231F20



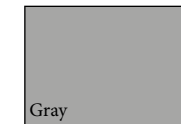
White

Pantone Uncoated  
N/A

CMYK  
0-0-0-0

RGB  
255-255-255

Web  
FFFFFF



Gray

Pantone Uncoated  
N/A

CMYK  
37-30-31-0

RGB  
166-166-166

Web  
a6a6a6

**For digital and  
print use only.**

# FONT USAGE

Approved fonts for public-facing materials including web content, flyers, external email blasts, etc. Please note that the fonts in the logos may not be altered.

DIN Next LT Pro – Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890&!?

*DIN Next LT Pro – Light Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890&!?*

DIN Next LT Pro – Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890&!?

*DIN Next LT Pro – Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890&!?*

DIN Next LT Pro – Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890&!?**

*DIN Next LT Pro – Medium Italic*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890&!?***

DIN Next LT Pro – Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890&!?**

*DIN Next LT Pro – Bold Italic*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890&!?***

Arial – Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890&!?

**Arial – Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890&!?**

## Formatting Guidelines

- Use flush left/ragged right alignment.
- Use italic and boldface type sparingly, reserved only for special emphasis.
- All lowercase or all uppercase letters may be used as a special treatment.
- Avoid extreme letter spacing and/or line spacing.
- Ensure strong contrasts when using color type or type on a colored background.
- Do not angle or rotate text. Exception: Angled text may be necessary in some charts and tables.
- Avoid underlining text.

# VISUAL STYLES

## Photography

When creating or selecting photography, it is important to keep certain elements in mind to portray the ARIZONA@WORK message authentically. Our spirit should be conveyed through photos that are simple, clear and direct; original and thought-provoking; and straightforward rather than overly manipulated or contrived.

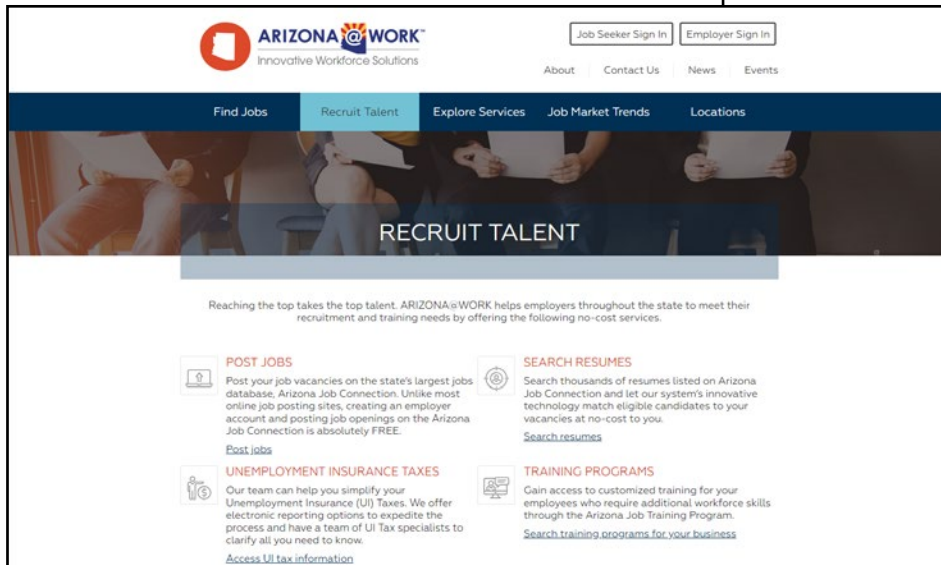
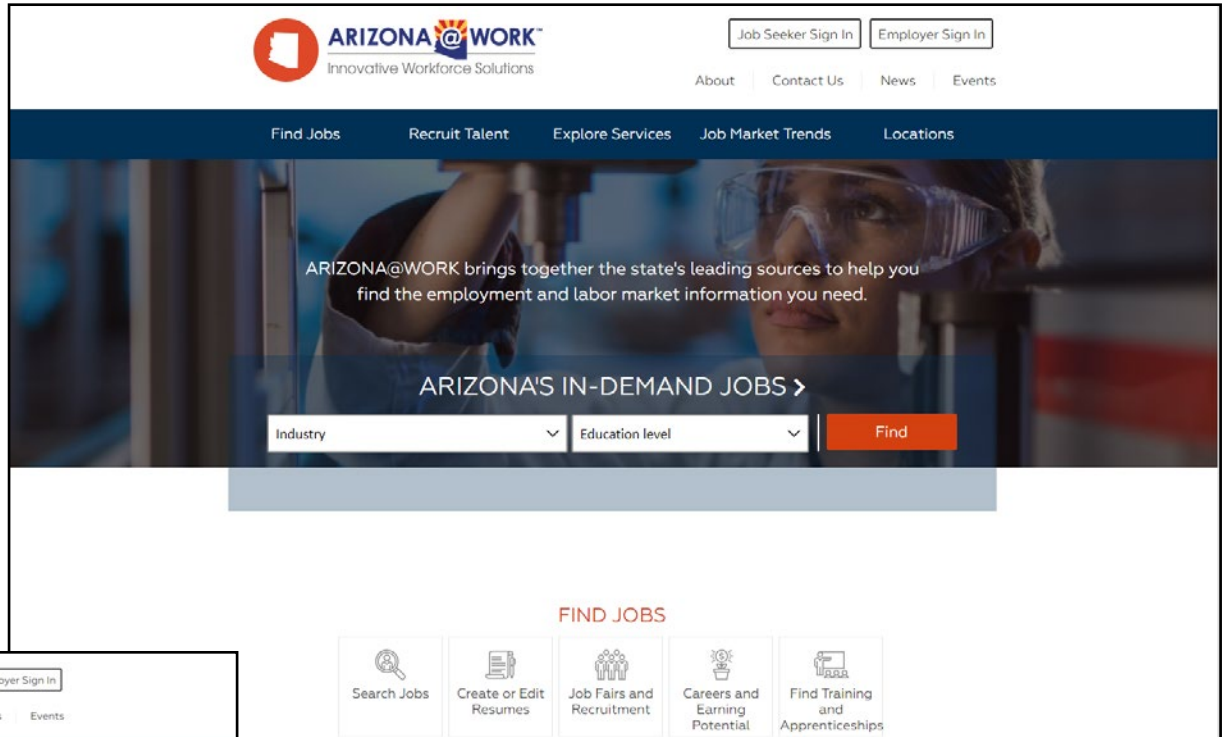
- 1 Lighting: Bright, natural lighting without the use of special effects.
- 2 Color: Color photography is always preferred.
- 3 Subjects: Real people in very natural poses. Multi-ethnic, optimistic, personable, aspirational and engaged.
- 4 Setting: Workplace, preparing for meetings, mentoring/coaching. For outdoor shots, photos should have Arizona backgrounds, paying specific attention to foliage and architectural styles.
- 5 In order to share a client's story, quote and photo publicly, the client must sign a consent form indicating they approve. The consent form can be found on the ARIZONA@WORK Staff Internal Tools & Resources <https://bit.ly/AZatWORKStaffResources>.



# MARCOM EXAMPLES

## Website

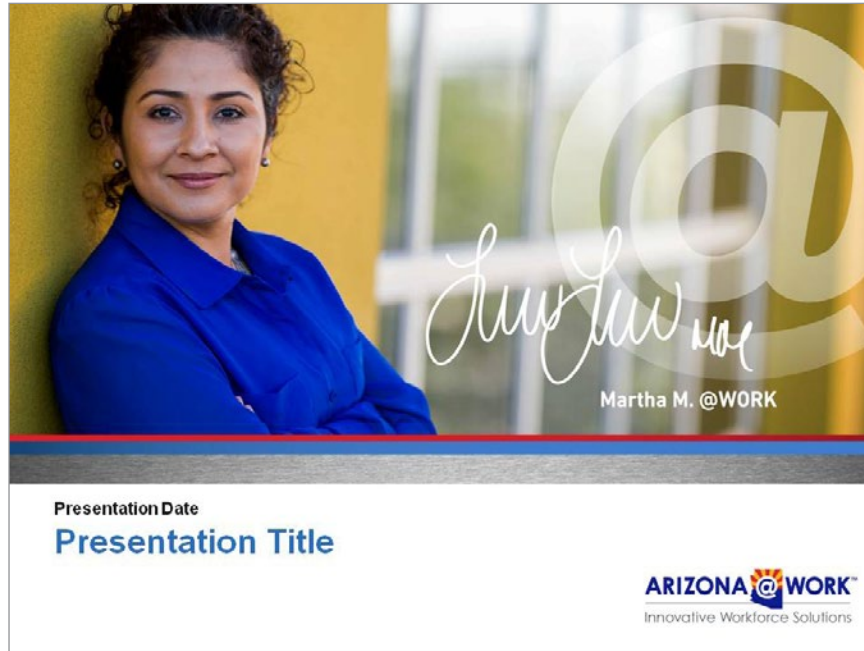
Websites are one of the most powerful avenues for expressing a unified brand. Consistent application of the brand components (logo, color palette, fonts and photography) ensures that ARIZONA@WORK makes a lasting impression across all online touchpoints.



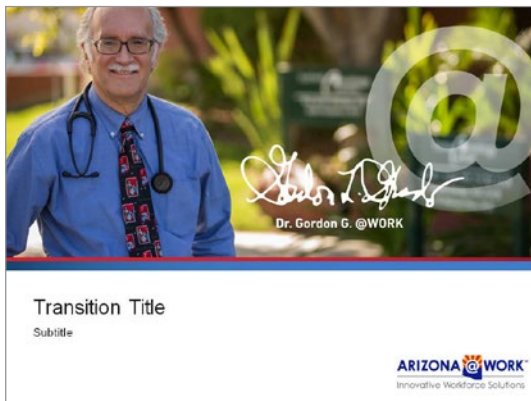
# MARCOM EXAMPLES

## Slideshow Template

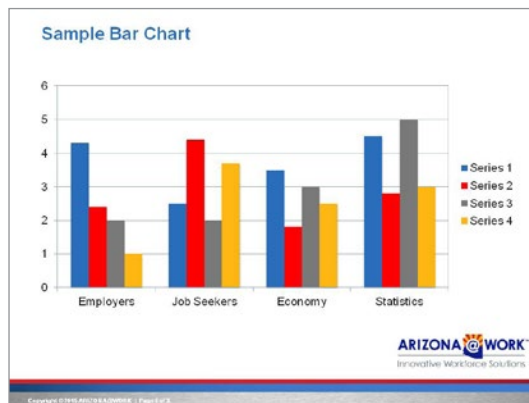
Slideshow presentation templates are specially designed to create internal and external presentations in a way that reflects our brand. The templates follow the ARIZONA@WORK brand system and include preformatted pages, including graphs and charts.



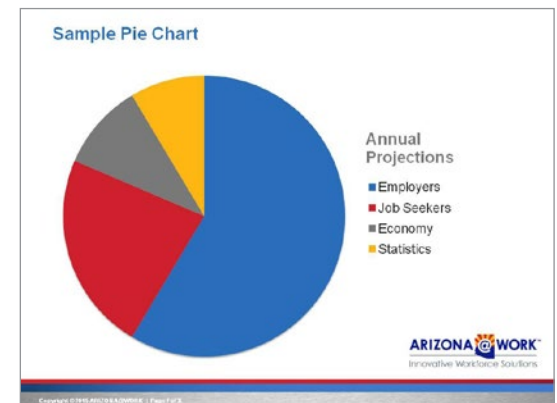
Title Page



Transition Page



Bar Chart



Pie Chart

# MARCOM EXAMPLES

All ARIZONA@WORK flyers and handouts (including hiring event and job fair flyers) must include the following ADA statement:

## English:

Equal Opportunity Employer / Program • Auxiliary aids and services are available upon request to individuals with disabilities • To request this document in alternative format or for further information about this policy, contact your local office; TTY/TDD Services: 7-1-1 • Disponible en español en línea o en la oficina local. (Add last sentence ONLY if there is a Spanish version)

## Spanish:

Programa y Empleador con Igualdad de Oportunidades • Servicios y ayudantes auxiliares para personas con discapacidades están disponibles a petición • Para obtener este documento en otro formato u obtener información adicional sobre esta política, comuníquese con la oficina local; Servicios de TTY/TDD: 7-1-1 • Available in English online or at the local office.



**ARIZONA@WORK**  
Innovative Workforce Solutions  
A proud partner of the ameriGanJobcenter network

## Connecting People and Jobs

**Our #1 Job Is Helping You Find a Job**  
ARIZONA@WORK is here to help job seekers like you. We have the services and programs you need to find, prepare for and retain employment. Every day, we help people of all backgrounds pursue employment opportunities in a variety of industries statewide. So... Let's get to work!

**How We Can Help**  
From career counseling to training and skill development, there are many ways we can help you find and prepare for the right job.

**What You Can Do**  
View thousands of job postings and upload your resume on the state's largest workforce database, AZJobConnection.gov. At ARIZONA@WORK.com, you can see the companies we've worked with, read success stories from other job seekers, and more.

**What Jobs You'll Find**  
You can explore a full range of job opportunities, from entry-level to highly skilled positions in diverse industries such as high-tech, manufacturing, health care and many others.

**How We Serve Veterans**  
In partnership with the Disabled Veterans Outreach Program (DVOP), we ensure veterans receive priority in all employment services. With local veterans employment representatives, we encourage businesses to hire veterans.

**Where You Can Go**  
Start your own success story by finding the career center nearest you, and contact your local ARIZONA@WORK representative at [www.ARIZONAatWORK.com](http://www.ARIZONAatWORK.com).



*Martin D.*  
Martin D. @WORK

**Services for Job Seekers**

**Put Our Services and Programs to Work for You By:**

- Posting your resume on the statewide job database
- Providing career guidance and assessment
- Matching you with job opportunities that are the "right fit"
- Preparing you with customized training, education and skills development
- Hosting hiring events where you can connect with employers
- Assisting with specialized services for veterans, job seekers with disabilities and others.

**Social Services**

To help with your job search and better position you for ongoing employment, we can direct you to additional services as needed.

Equal Opportunity Employer / Program • Auxiliary aids and services are available upon request to individuals with disabilities • To request this document in alternative format or for further information about this policy, contact your local office; TTY/TDD Services: 7-1-1

WIO-1086A-FLYENG (7-19)



**ARIZONA@WORK**  
Innovative Workforce Solutions  
A proud partner of the ameriGanJobcenter network

## Connecting Business with Job Seekers

*Services for Employers*



*Dr. Gordon G.*  
Dr. Gordon G. @WORK

Learn more about how ARIZONA@WORK can help your business by visiting:  
[www.ARIZONAatWORK.com](http://www.ARIZONAatWORK.com)

**LET'S WORK TOGETHER**  
ARIZONA@WORK partners with employers throughout the state to find, train and keep the right people. Visit us for business support, employee attainment and training, and much more.

**RECRUITMENT AND HIRING TOOLS**

- Post jobs on [www.AZJobConnection.gov](http://www.AZJobConnection.gov), the state's largest workforce database
- Match with job seekers that meet your hiring criteria
- Connect with skilled applicants through regular-occurring ARIZONA@WORK job fairs
- Assess prospective employees' reading, writing and computer proficiencies
- Utilize ARIZONA@WORK space to host hiring events and interview candidates

**EMPLOYEE DEVELOPMENT**

- ARIZONA@WORK will tailor-fit training for your employees
- On-the-job-training for qualified employees, with their salary partially subsidized
- Create your own Registered Apprenticeship Program to develop skilled and committed employees
- Design a customized curriculum to meet your workforce needs and supplement short-term training costs through the Arizona Job Training Program

**BUSINESS SUPPORT RESOURCES**  
ARIZONA@WORK can help make sense of the changing labor landscape with data that brings the economic and occupational picture of your market area into focus, including:

- Local and national labor market, employment and economic information
- Population and demographic statistics
- Industry trends and occupational outlook surveys
- Labor law compliance updates
- Unemployment insurance information
- Work Opportunity Tax Credits for hiring employees from specific demographics
- Rapid Response Services to provide companies that are downsizing or restructuring with resources and support

Equal Opportunity Employer / Program • Auxiliary aids and services are available upon request to individuals with disabilities • To request this document in alternative format or for further information about this policy, contact your local office; TTY/TDD Services: 7-1-1

WIO-1121A FLYENG (7-20)

# MARCOM EXAMPLES

## DES logo (Front) with ARIZONA@WORK logo (Back) Template:

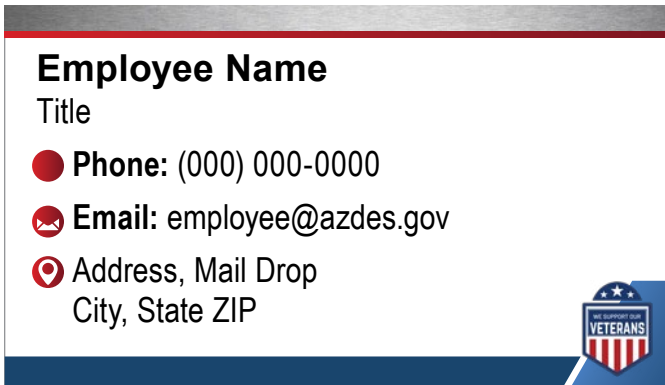


Business Card (Front)



Business Card (Back)

## Large Print Template:



Business Card (Front)



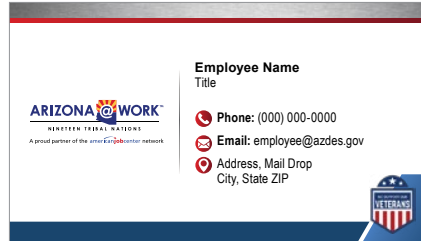
Business Card (Back)

# MARCOM EXAMPLES

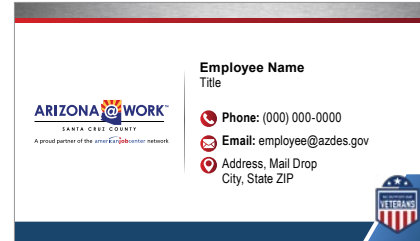
## Local Area Templates:



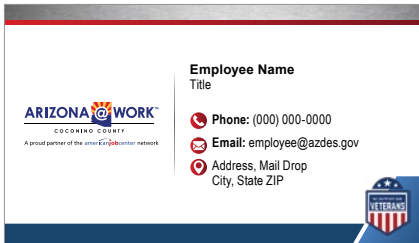
Business Card (Front)



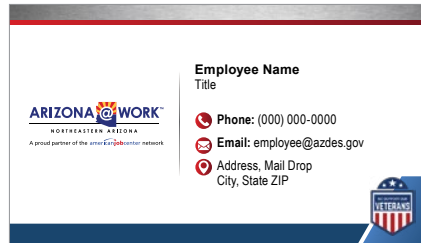
Business Card (Front)



Business Card (Front)



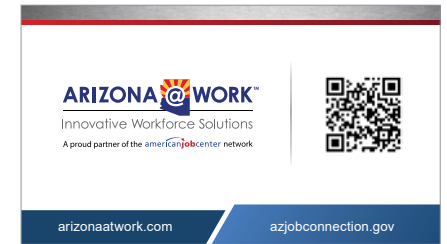
Business Card (Front)



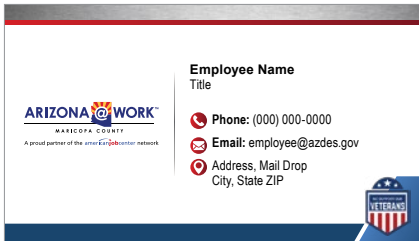
Business Card (Front)



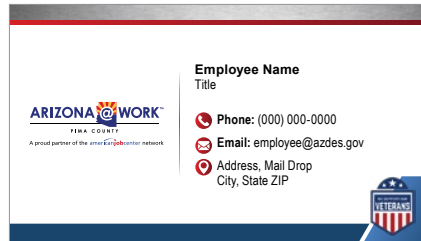
Business Card (Front)



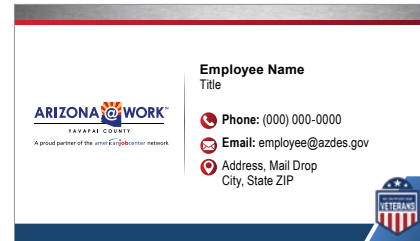
Business Card (Back)



Business Card (Front)



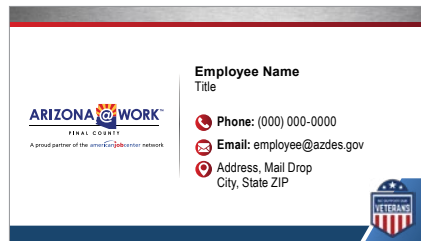
Business Card (Front)



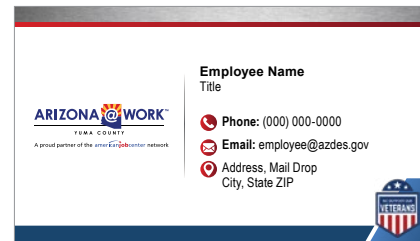
Business Card (Front)



Business Card (Front)



Business Card (Front)



Business Card (Front)

# MARCOM EXAMPLES



December 11, 2015

First name Last name  
Company Name  
12234 Street Address  
City, State Zip Code

Dear First name,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

- Demonstraverunt lectores legere me ius
- Gothica, quam nunc putamus claram
- Blandit praesent luptatum zzril delenit augue

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim qui sequitur mutationem consuetudium lectorum.

Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes in futurum. Eros mazim placerat et accumsan et iusto odio dignissim qui blandit.

Regards,  
  
First name Last name

1701 North 4th Street | Flagstaff, AZ 86004 | (928) 779-4557 | ARIZONA@WORK.com/coconino  
A proud partner of the 

Printed Letterhead



December 11, 2015

First name Last name  
Company Name  
12234 Street Address  
City, State Zip Code

Dear First name,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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Regards,  
  
First name Last name

1701 North 4th Street | Flagstaff, AZ 86004 | (928) 779-4557 | ARIZONA@WORK.com/coconino  
A proud partner of the 

Digital Letterhead: Microsoft Word

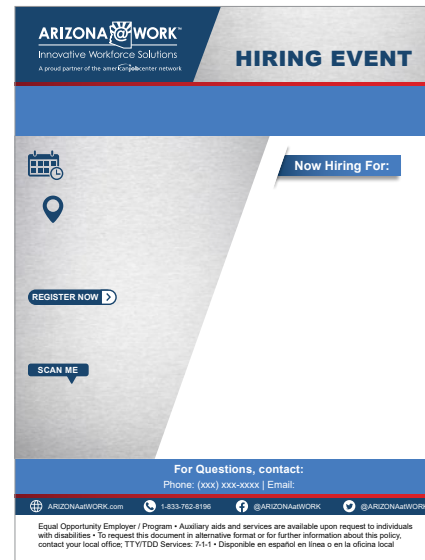
# MARCOM EXAMPLES

## How to use the ARIZONA@WORK flyer templates for your upcoming events

The flyer templates can be accessed through the [ARIZONA@WORK Staff Tools & Resources \(Internal Resources\) web page](#).

- Use easy-to-read fonts such as Arial, Helvetica, Georgia, and PT Sans at least 11pt size.
- Keep information as simple and brief as possible to get main points across and not overwhelm the reader
- Choose from one of the two ARIZONA@WORK hiring event/job fair templates and add the following information for your event:
  - ARIZONA@WORK logo for your local area or the statewide logo
  - The title of your event (as simple as possible)
  - Under “Now Hiring For” list 3-4 companies that will be at the event OR include their logos if you have them
  - Add brief notes, if needed
  - Direct job seekers where to go within the “contact” section (phone and/or email or point person)
  - Add event date and time
  - Add the address for the event (not the employer’s address)
  - Add the website, phone numbers and social media handle for either the statewide ARIZONA@WORK entity (i.e., ARIZONAatWORK.com, 1-833-762-8196 @ARIZONAatWORK) or your local area.

## Event Flyers - Template Style 1

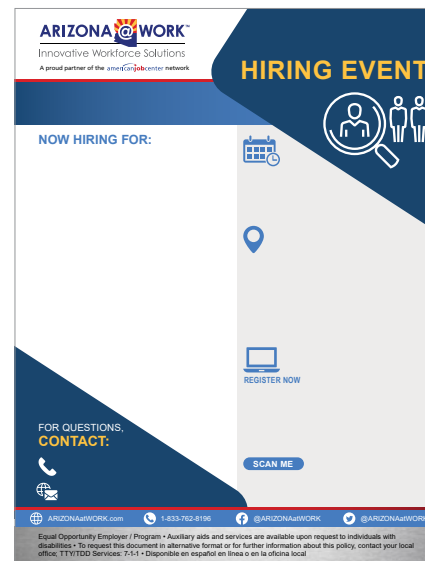


Vertical (English)



Vertical (Spanish)

## Event Flyers - Template Style 2



Vertical (English)



Vertical (Spanish)

# MARCOM EXAMPLES

## Email Signatures

Consistent email signatures are specially designed to create internal and external consistency of our brand.

Logo must include the “A Proud Partner of American Job Center Network” tagline with your local area’s name (refer to logos page).

The preformatted templates follow ARIZONA@WORK’s brand system.

**First name Last name**

Job Title

**Office:** (602) 256-3147

**Mobile:** (602) 256-3147



**First name Last name**

Job Title

**Office:** (602) 256-3147  
first.last@phoenix.gov

**Mobile:** (602) 256-3147  
ARIZONAatWORK.com

**Business and Workforce Development Center**  
302 N. First Avenue, 6th Floor | Phoenix, AZ 85003



All communications created  
for ARIZONA@WORK must conform  
to these brand guidelines.

For specific questions contact the ARIZONA@WORK public information officer at [PIO@azdes.gov](mailto:PIO@azdes.gov).

