Ohio MEANS Jobs®

Brand Guidelines

The OhioMeansJobs Brand

OhioMeansJobs Center Branding	2
Core Mark	3
Color Palette	8
Photography	10
Typography	12
Visual Language	13

OhioMeansJobs Center Branding

The state's OhioMeansJobs centers provide job training, skill upgrades and other employment services to Ohioans looking for work and to employers seeking workers. The centers are known as OhioMeansJobs Adams County, OhioMeansJobs Allen County, etc., with the county name always indicated second. In addition, the centers in Cleveland, Columbus and Cincinnati are known as OhioMeansJobs Cleveland-Cuyahoga County, OhioMeansJobs Columbus-Franklin County and OhioMeansJobs Cincinnati-Hamilton County.

Having a common name not only provides continuity across Ohio's workforce system, but also enables businesses and individuals to easily identify and connect with Ohio's workforce resources and professionals. Creating a single brand for the workforce system is one of the Governor's Office of Workforce Transformation's strategies to coordinate and align workforce policies, programs and resources across state government to improve effectiveness, efficiency and accountability. Previously, **OhioMeansJobs.com** was the premier gateway for connecting employers with job seekers. Now, OhioMeansJobs serves as the primary brand for Ohio's workforce system.

The passage of the federal Workforce Innovation and Opportunity Act (WIOA) brought with it another branding requirement, as well. WIOA section 121 (c)(4) and 20 CFR 678.900 mandate that all workforce systems across the nation indicate they are part of the "American Job Center network" or "A proud partner of the American Job Center network." The U.S. Department of Labor requires that this identifier be used alongside Ohio's existing branding. Ohio has chosen to use the tagline "A proud partner of the American Job Center network" as a supplement to its existing OhioMeansJobs branding.

To view the policy that established the OhioMeansJobs branding, see Workforce Innovation and Opportunity Act Policy Letter No. 16-07 at **jfs.ohio.gov/owd/WorkforceProf/Policy_info.stm**.

The OhioMeansJobs Brand Core Mark

Components of the Core Mark

The OhioMeansJobs core mark consists of two elements: the Ohio core mark and the MeansJobs typeset.

The position, size, color, spatial and proportional relationships of the elements of the mark have been carefully determined and may not be altered.

The OhioMeansJobs core mark is a registered trademark of the state of Ohio.

A. Ohio Core Mark

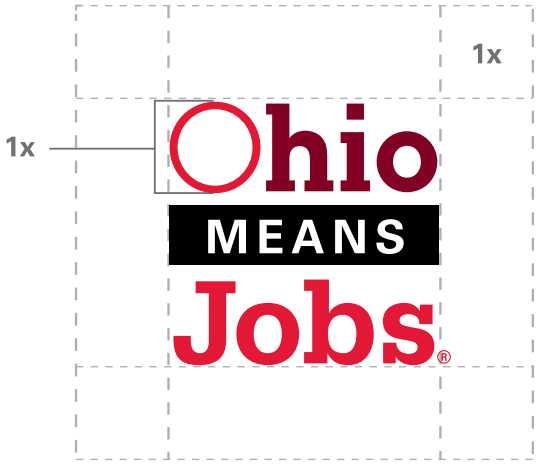
The Ohio core mark is a carefully typeset version of the name "Ohio." The Ohio core mark should never be altered.

B. OhioMeansJobs Typeset

The MeansJobs name has been carefully typeset and should not be altered.

C. **OhioMeansJobs Spacing**

OhioMeansJobs is always written without spaces and with a capital O, M and J. Use OhioMeansJobs.com only when specifically referring to the website.



A1. Clear Space Demonstrated for the Standard Mark

B1. Minimum Size for the Standard Mark

The OhioMeansJobs Brand Core Mark

Sizing and Clear Space

To make sure the OhioMeansJobs core mark is clearly visible and legible, the minimum sizing and clear space specifications should be followed.

A. Clear Space

Clear space is the area that surrounds the mark and maximizes the visual impact of the mark. The clear space may be white, the natural color of the background or a color from the Ohio palette. It should be free of any other element, including text, graphics, borders or other logos. The measurement "1x" represents the height of the uppercase "O" x-height and is used as the basis for the clear space requirements in the diagram above (A1).

B. Minimum Size of the Core Mark

The minimum size of the core mark (B1) is 0.5". The minimum size is determined by the width of the Ohio core mark.

A. Three-Color Mark

B. Two-Color Mark

C. One-Color Mark

The mark reversed out of a dominant color field

The three-color mark placed on a photograph

The mark reversed out of a photograph

The one-color PMS mark placed on a light-colored field

D. Placement of Mark on Color or Imagery

The OhioMeansJobs Brand Core Mark

Color and Imagery

The color of the OhioMeansJobs core mark can be treated in three ways, depending on its use. Color provides a quick and powerful means of recognition, and for this reason, the three-color mark is the preferred version. When the three-color mark cannot be used, such as in newspapers, the one-color mark may be applied. The Ohio mark may be used only in the color versions shown above.

A. Three-Color Mark

The three-color mark is used for corporate communications and signage. In most cases the three-color mark is reproduced in a four-color format simulating the three Pantone colors 186, 195 and Black.

B. Two-Color Mark

The two-color mark is used in limited color situations and is the standard format for all business papers. The Pantone colors are 186 and Black.

C. One-Color Mark

The one-color mark is used in limited color situations. The mark can be used in the approved one-color PMS, or in black on a white or light-colored background.

D. Placement of Mark on Color or Imagery

The mark may be placed on a color field or over an image. In all cases, there must be sufficient contrast for easy legibility. The mark may be used in three colors, one color or reversed to white when placed on a dominant color field. When the mark is placed over an image, ensure that the image is not busy or distracting.

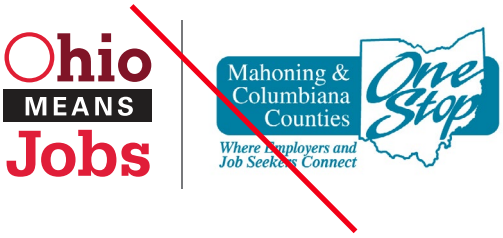
A

B

C

D

E



F

Do Nots OhioMeansJobs Brand Core Mark

OhioMeansJobs Core Mark: Unacceptable Usage

To preserve the integrity of the OhioMeansJobs core mark, never alter the approved configuration, substitute elements or deviate from the guidelines discussed in the preceding sections. The examples above demonstrate misuses of the OhioMeansJobs core mark.

A. Do not change the approved colors of the signature.

B. Do not artificially stretch or condense the mark.

C. Do not place the reversed-out mark on faces or other potentially awkward areas in photos.

D. Do not rotate the mark vertically.

E. Do not alter or retype the mark

F. Do not co-brand

A. Primary Brand

B. Shared

Any County

A proud partner of the
American Job Center network

The OhioMeansJobs Core Mark

Co-Branding

OhioMeansJobs is not an exclusive entity. It is an inclusive ally that builds cooperation, collaboration and integration into regional job growth among many counties and cities. Connecting other brands with OhioMeansJobs is essential to the goal of a united job market. Use the county or city name to connect the county or city to the OhioMeansJobs identity. Any deviation from the above logos must be authorized by the OhioMeansJobs brand manager.

A. Primary Brand

Applications:

- Regional Launch event/mktg
- TV spots
- www.ohiomeansjobs.com

B. Shared: 50/50 visual weight

Applications:

- County or city-specific marketing: print materials, environments
- Signage

Example:

Any County

The Ohio Brand Color Palette

Ensure Brand Equity

To ensure that the Ohio brand communicates consistency and true-to-brand equity, an extensive nine-color palette has been developed for use in all applications. The color guide is very flexible and accommodating to virtually all needs. You can be creative with the nine-color palette and use different color combinations to create a variety of looks.

	PANTONE	CMYK	RGB	WEB
1	Pantone 186	C: 000 M: 100 Y: 081 K: 004	R: 242 G: 000 B: 023	EF1217
2	Pantone 195	C: 000 M: 100 Y: 060 K: 055	R: 112 G: 000 B: 023	700017
3	Pantone Cool Gray 7	C: 00 M: 00 Y: 00 K: 37	R: 161 G: 161 B: 161	A1A1A1
4	Pantone Cool Gray 11	C: 00 M: 02 Y: 00 K: 68	R: 82 G: 80 B: 81	525051
Primary				
Secondary				
5	Pantone 284	C: 055 M: 019 Y: 000 K: 000	R: 115 G: 165 B: 204	73A5CC
6	Pantone 7408	C: 000 M: 025 Y: 095 K: 000	R: 255 G: 191 B: 015	FFBE0E
7	Pantone 382	C: 029 M: 000 Y: 100 K: 000	R: 181 G: 220 B: 016	B5DC10
8	Pantone Process Black	C: 00 M: 00 Y: 00 K: 100	R: 000 G: 000 B: 000	000000
9	White	C: 00 M: 00 Y: 00 K: 00	R: 255 G: 255 B: 255	FFFFFF

The Ohio Brand Color Palette

Print Specifications Chart

The core colors for the Ohio brand are Pantone 186 red and Pantone 195 red. These colors are warm, energetic and straightforward; they reinforce the distinctiveness of the brand. These core colors are strong tools to effectively communicate the brand in advertising and collateral materials. A range of other colors has been chosen to complement the core colors, adding personality and flexibility to the palette.

All colors in the palette are common and can be easily reproduced by both in-house and commercial printers. Each color has designated values (shown above) that can be applied in nearly all applications.

The Ohio Brand Photography

Photography: Portraiture

The preferred photographic style for Ohio materials is straightforward, honest and approachable, employing natural lighting, capturing real moments and featuring everyday people. The photos should show subjects engaged in real, everyday activities. The photographic style is friendly, unassuming, inclusive and forward-thinking. It should reflect and challenge our preconceptions of what our region is and should represent. Photos should inspire and motivate residents, businesses and visitors and should reflect positive diversity of today's current workforce.

The above photos are only examples and are not meant for use. However, they illustrate correct usage of proper photography. Care should be made to capture the best images representing the OhioMeansJobs regions.

The Ohio Brand Photography

Photography: Landscape and Environment

Landscape and environment photography should also be straightforward, honest and approachable. The photos should be friendly, inviting, inclusive and forward-thinking. Images of our flat plains, surrounding hills, valleys and rivers, as well as our architecture, should be shot with a dramatic look and tone. Drama can be created through cropping and juxtaposition.

Serifa 65 Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Serifa 55 Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Univers 65 Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Univers 55 Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Alternative Typefaces

Arial Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

The Ohio Brand Typography

Ensure Brand Equity

Typography is a strong extension of our brand's personality. Two typefaces are used for Ohio: Serifa (Bold and Roman) and Univers (Bold and Roman). Serifa is used primarily for display and headline copy, while Univers is used primarily as body copy. Only these typefaces may be used for Ohio materials.

Acquiring Fonts

Ohio brand fonts, Serifa (Bold and Roman) and Univers (Bold and Roman), can be purchased at www.adobe.com in the fonts section of the store.

If necessary, the more common Arial and Arial Black can be used as alternate typefaces for Univers (Arial) and Serifa (Arial Black).

A. OhioMeansJobs business card

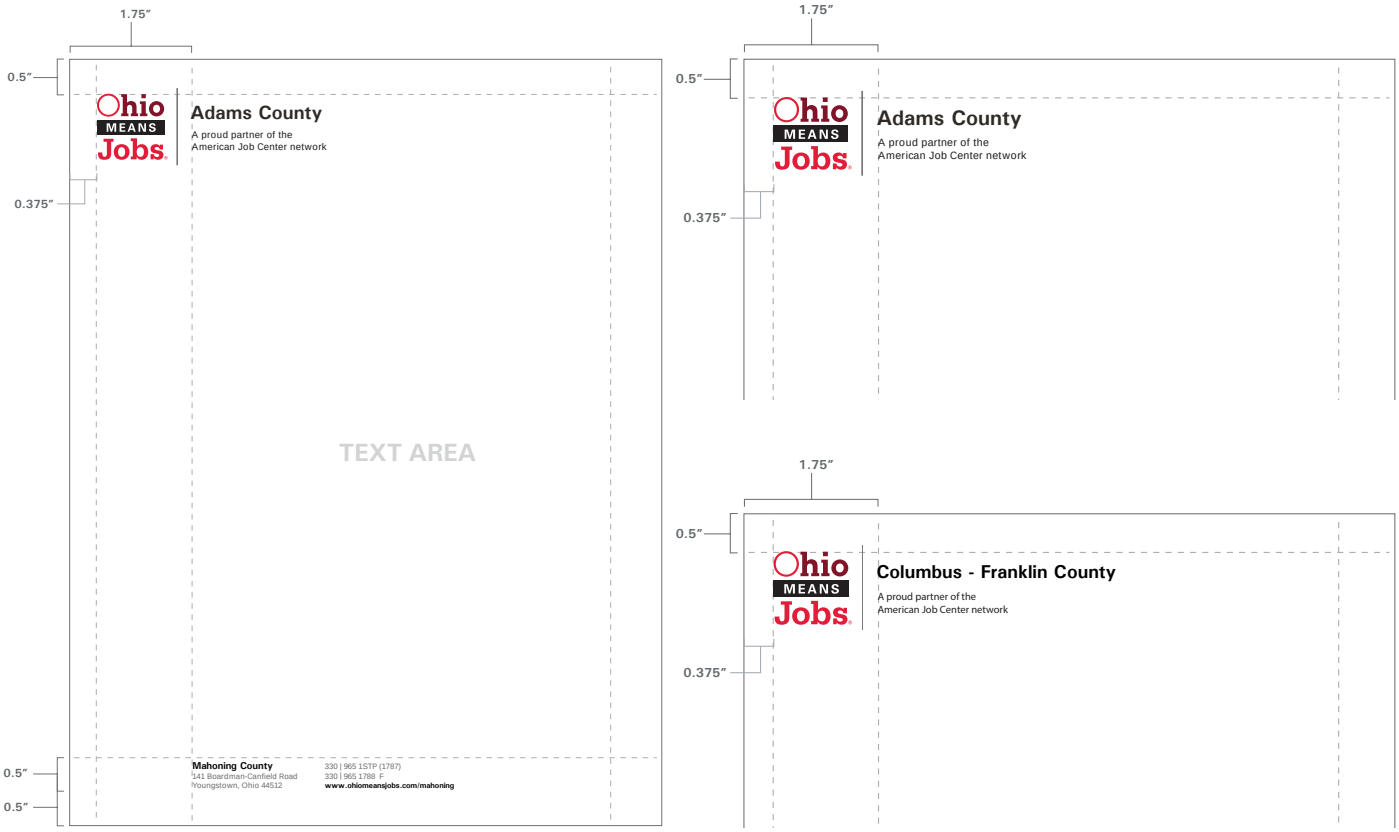
The OhioMeansJobs Brand Visual Language

Business Papers

The OhioMeansJobs business card utilizes the three-color logo with the county's or city's contact information arranged in a clear and concise format.

A. OhioMeansJobs business card

When preparing the OhioMeansJobs business card, the OhioMeansJobs core mark with the county's or city's name should be placed in the left side (1.5") of the business card with the contact information placed on the right side (2") of the business card.



A. OhioMeansJobs stationery

The OhioMeansJobs Brand Visual Language

Business Papers

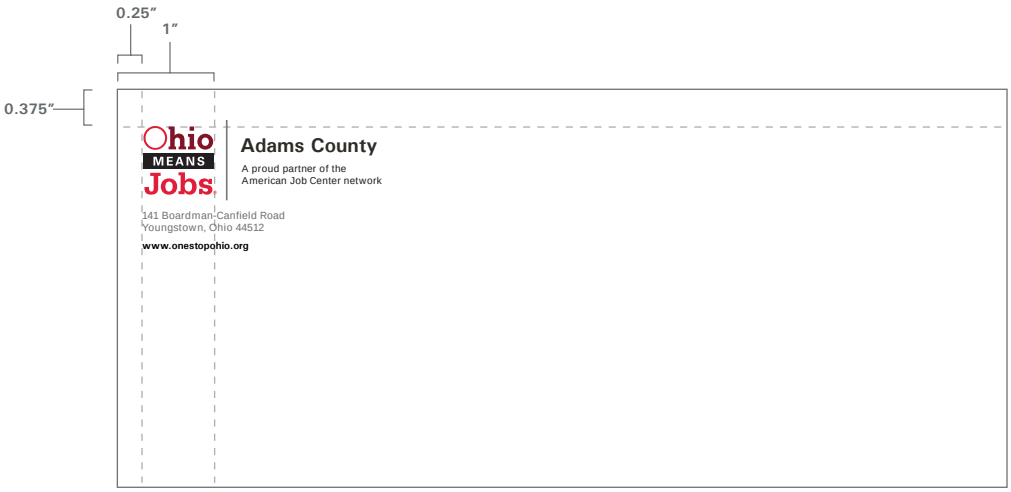
The OhioMeansJobs stationery utilizes the three-color logo with the county's or city's name located at the top of the page. The county's or city's contact information is arranged in a clear and concise format placed at the lower portion of the page.

A. OhioMeansJobs stationery

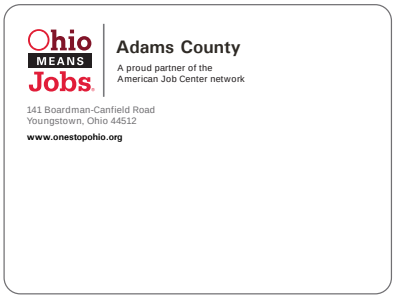
When preparing stationery, the OhioMeansJobs core mark should be place 0.5" from the top of the page and 0.375" in from the left side with the county's or city's co-branding.

The county's or city's contact information should be placed 1.75" in from the left side of the page and 1" from the bottom of the page as shown.

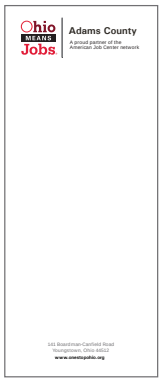
When typesetting a letter the margins for the text area are 1.75" top, 2" left, 0.75" right, and 1.25" bottom.



A1. OhioMeansJobs #10 envelope



A2. OhioMeansJobs mailing label



A3. OhioMeansJobs pocket card

The OhioMeansJobs Brand Visual Language

Business Papers

Consistency throughout all OhioMeansJobs county or city business papers creates brand equity and customer recognition. This may include but is not limited to envelopes, labels, pocket cards, thank you cards, forms, certificates, etc.

A1. OhioMeansJobs #10 envelope

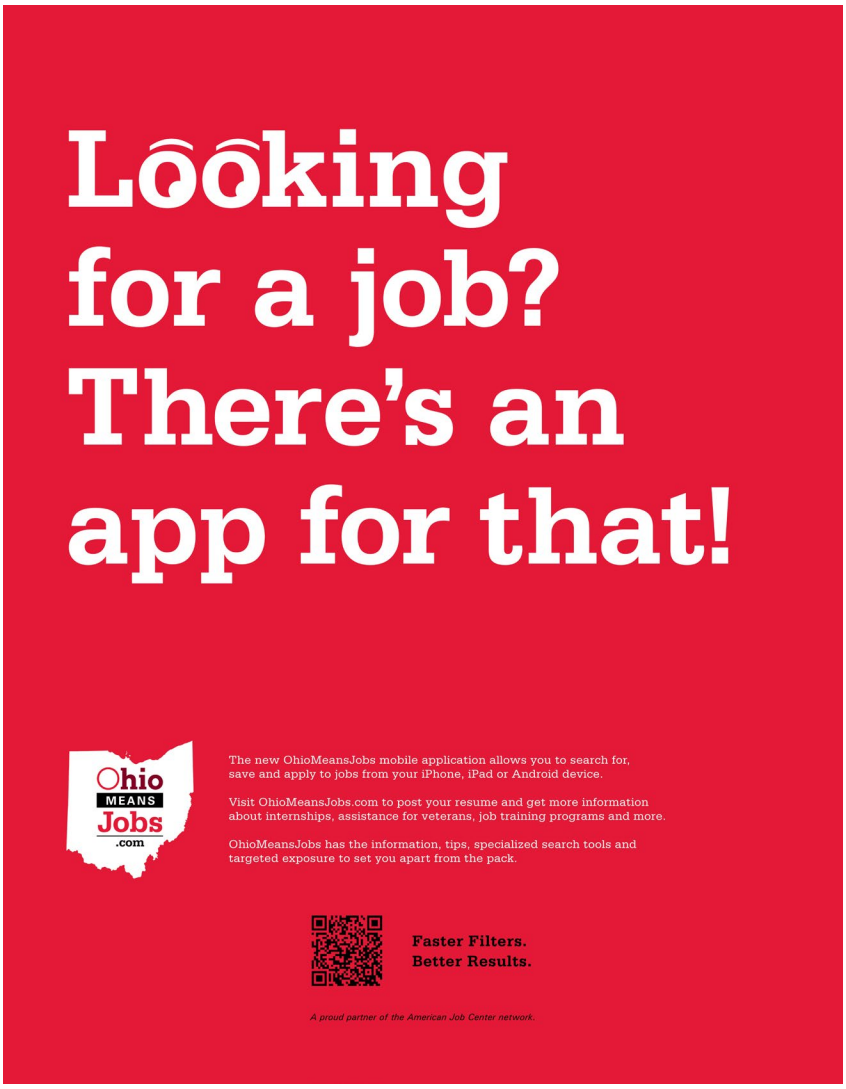
The OhioMeansJobs #10 envelope typeset is similar to the typeset of the OhioMeansJobs business card. The OhioMeansJobs core mark with the county's or city's name should be place 0.375" from the top of the envelope and 0.25" from the left side of the envelope.

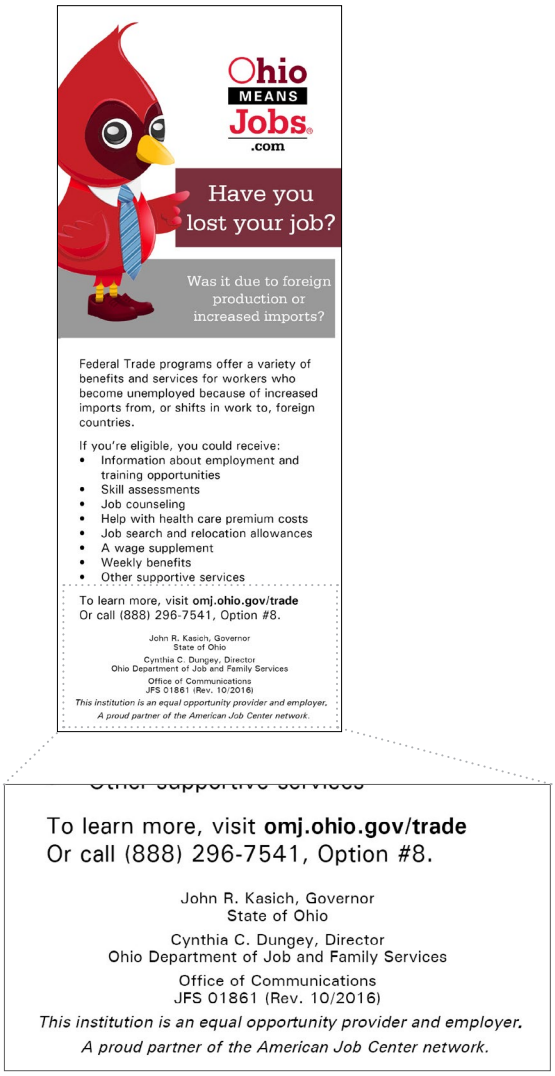
A2. OhioMeansJobs mailing label

The OhioMeansJobs mailing label for large packages utilizes the OhioMeansJobs #10 envelope typeset.

A3. OhioMeansJobs pocket card

Sample pocket card consistent with other OhioMeansJobs branding.





To learn more, visit **omj.ohio.gov/trade**
Or call (888) 296-7541, Option #8.

John R. Kasich, Governor
State of Ohio

Cynthia C. Dungey, Director
Ohio Department of Job and Family Services

Office of Communications
JFS 01861 (Rev. 10/2016)

This institution is an equal opportunity provider and employer.

A proud partner of the American Job Center network.

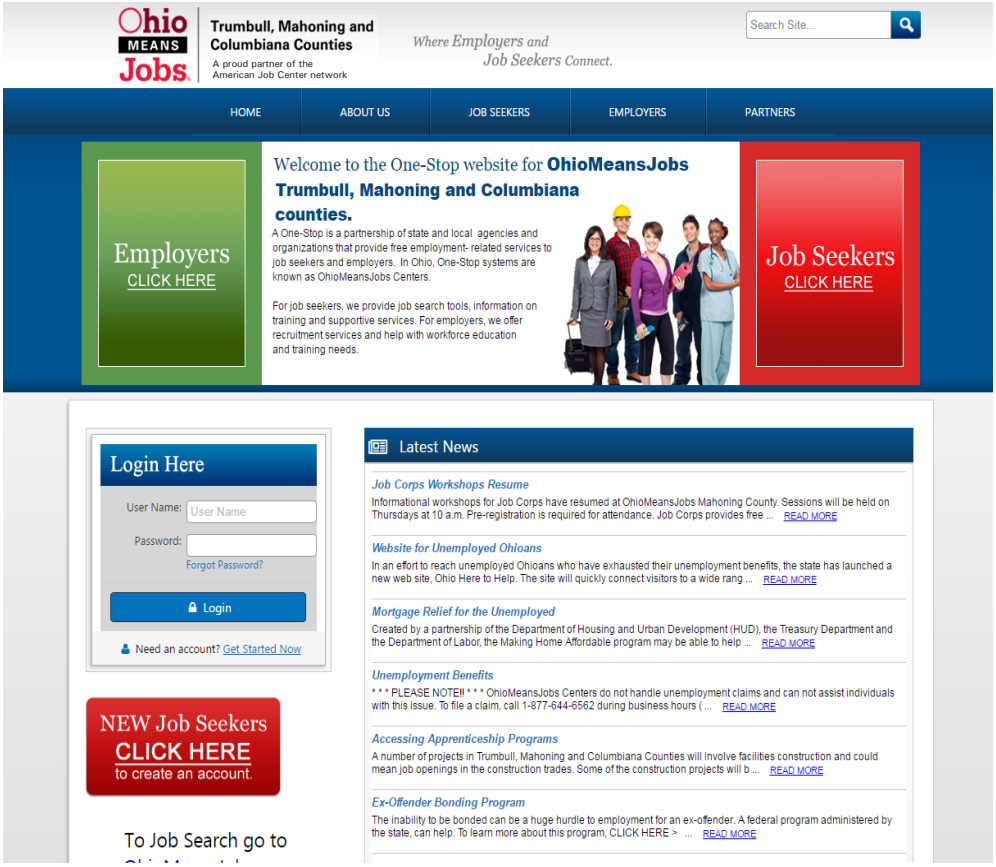
The OhioMeansJobs Brand Visual Language

Outreach / Marketing Materials

Consistency throughout all OhioMeansJobs county marketing materials creates brand equity and customer recognition. This may include, but is not limited to, sign, posters, brochures and flyers.

Some OhioMeansJobs centers are stand-alone centers. Others are part of larger office complexes. In either case, the sign for each center must reflect approved branding. If a center's primary sign is part of an office complex sign, the center should change its name on the sign.

In addition, any signs at the center's physical entrance also should be branded in accordance with the Brand Guidelines.



A. OhioMeansJobs communication

The OhioMeansJobs Communication

Communicating the OhioMeansJobs Brand

In addition to the traditional marketing tools, the OhioMeansJobs brand also must be communicated through social networks, websites and phone systems. All OhioMeansJobs center phone greetings and voicemail systems must identify the OhioMeansJobs brand. When marketing OhioMeansJobs center services on a social media site or website, the OhioMeansJobs brand must be prominent and follow the branding guidelines.

Questions concerning usage in these mediums should be routed for approval/discussion to the OhioMeansJobs brand manager prior to use.

A. OhioMeansJobs Communication

The OhioMeansJobs core mark should be placed in a visually prominent position on all website or social media platforms.

B. OhioMeansJobs Communication – Voice

The OhioMeansJobs communication technique should include answering phones or setting voicemails with the following message: "Good morning/afternoon, OhioMeansJobs Mahoning County, how may I help you?"

C. OhioMeansJobs Communication - Web

Each OhioMeansJobs center will have a branded web address (www.OhioMeansJobs.com/county). Each page on the center's website must reflect the branded name.

Usage rights disclaimer

The contents of the OhioMeansJobs Brand Guidelines have been prepared by the state of Ohio and may not be copied or altered in any way.

Elements of materials in any format prepared by the state of Ohio must not be used or applied in any way other than the original format created and supplied by the state. These elements include but are not limited to: still images, design components, artwork, video footage, audio components, language, print or electronic representation, or any other product protected by copyright, trademark, patent or other intellectual property rights, including that of third party suppliers. Reproduction, publication or distribution of the whole or a part of any element in any form is prohibited, and includes the distortion or manipulation of the whole or a part of the element (for example, by computer, electronically, digitally by an artist or by any other means), even though the resulting work may not appear to a reasonable person to be derived from the original element.

The OhioMeansJobs and American Job Center brands are copyrighted and trademarked to protect them from abuse. The wrongful use of any aspects of the OhioMeansJobs or American Job Center brand as specified in this policy and the OhioMeansJobs and American Job Center Brand Guidelines may constitute infringement of proprietary rights. Any inappropriate or incorrect usage or printings will be corrected at the expense of the local approving authority without the use of any WIOA or Wagner-Peyser funds.

Ohio
MEANS
Jobs®

5/2017