



Brand Standards for Media & Partners

Welcome to Michigan Works! Southeast

The purpose of the Brand Standards and Strategies Manual is to provide you with all of the key components that make up our brand and to provide clarity around why we design products and execute process in a specific manner.

More formally, the Brand Standards and Strategies Manual provides policies and procedures for the use of the Michigan Works! Southeast Logo, name and marketing materials. It also outlines the appropriate policies and procedures for serving as an ambassador of our brand in the community and interacting with media, including:

- Providing contract language and requirements
- Describing MWSE! visual identity including the logotype & corporate colors
- Illustrating common mistakes in using the logo
- Describing proper punctuation and use of Michigan Works! Southeast in writing
- Describing proper procedures for individual sub-contractors or partner outreach
- Providing mandatory EEO Language
- Describing proper use of existing outreach materials & process to request new materials
- Describing introductions, name badges and community interaction procedures
- Outlining proper policies for media inquiries
- Describing related brands and their standards





Brand Standards for Media & Partners

Common Identity Michigan Works! Southeast **seeks to understand and advocate** for the needs of the southeast region. **Connecting** individuals and organizations with **helpful resources**. Creating hope for a better future by **providing examples of what is possible**.

Purpose creating connections to a better future!

To identify one common, consistent and concise image of our organization, please use our purpose statement when asked "What is Michigan Works! Southeast" or any form of that question.

Our Mission is to develop today's workforce and tomorrow's economy by engaging employers, job seekers and partners.

Implementation Our goal is to help learn 'what's needed to prepare for a better future' by engaging with our customers through active listening and customized referrals to our services through the patented "Experience Ecosystem" (below).



We use our purpose and the Experience Ecosystem to guide our decisions while identifying which 'lens' the outcomes of the decisions would affect. We refrain from using jargon when externally communicating our services both verbally and in writing. We use 'weekend language' simply put, if you wouldn't use such references when speaking with your friends, please do not communicate our services that way. For example, please refrain from using acronyms & referencing funding sources while explaining our services (example: *We have a WIOA program where you can complete an OJT and gain employment earning a sustainable wage*).

Brand Positioning Statement Talent is at the heart of economic growth in Hillsdale, Jackson, Lenawee, Livingston and Washtenaw counties. Michigan Works! Southeast is the region's talent development hub, with highly invested staff dedicated to helping employers attract and develop talent. Additionally, Michigan Works! Southeast provides helpful resources for individual jobseekers pursuing new career opportunities. Offering services to both employers and jobseekers means Michigan Works! Southeast truly has its finger on the pulse of the region's talent needs - and uses that expertise to help everyone succeed.

One Name, One Brand Philosophy Michigan Works! Southeast operates under a "one name, one brand" philosophy for marketing and outreach. This method strengthens consistent messaging while providing clarity to our customers that through connecting with us, we will connect them to a better future.



Brand Standards for Media & Partners

Brand Values

Customer service: We do everything with our customers in mind and enjoy the personal interaction we have with them. We empathize with their challenges and celebrate their successes.

Personalization: We personalize our services based on our customers' needs. Each employer has a different set of needs, as does each individual jobseeker. Our diverse communities also have distinctive needs, and we account for those as we present solutions to our customers.

Accessibility: Most of our services are accessible to all customers in our area. Unless we are required by an outside agency to adhere to income eligibility standards, we offer programs and services that can potentially benefit everyone.

Relevance: We develop and promote services that are relevant to our target audiences. We stay current on state and local economic issues to ensure our programs and services proactively offer solutions for growth and development.

Collaboration: Service center staff members collaborate to serve the needs of their customers. Leadership collaborates on high-level initiatives. Everyone collaborates with outside partners and other agencies. This collaboration keeps us focused on achieving our mission.

Brand Personality

Friendly: We are friendly in every interaction, whether internal or external.

Helpful: We are helpful and focused on finding solutions for our customers and each other.

Respectful: We respect the inherent value of all people and treat them with dignity, regardless of their situation.

Proactive: We look beyond our customers' immediate needs and help position them for long-term success.

Passionate: We wholeheartedly believe in our mission, striving for excellence every day.

Visual Identity Our visual identity helps us mold our image of the entire organization and is a reflection upon us, our partners and our contractors. We will hold to the highest standards in our marketing and community outreach efforts regardless if they are of those of leadership, contractors and any team members. The purpose for this is to share a consistent visual experience that will help us strengthen the identity of Michigan Works! Southeast to become the local thought leaders in workforce development.



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Contract Language & Requirements

Marketing/outreach materials. The CONTRACTOR shall provide a marketing/outreach plan to MWSE staff if marketing/outreach materials are to be created and distributed by the CONTRACTOR. MWSE staff should be provided the opportunity to review and approve all materials for marketing/outreach to ensure that Talent Investment Agency, State of Michigan rules and regulations are followed.

The Michigan Works! Southeast Logo

Our logo is one graphic element that universally identifies our organization and the partners we work with. Since 2016, we have worked diligently to raise awareness around our organization within our communities, building a positive brand and name recognition. Whenever the logo appears in print or electronic communications, it should be reproduced in its complete form as shown exactly in this manual.

Correct



"SOUTHEAST" in Logo
Avant Garde Mono (Bold)

Connecting Hillsdale, Jackson, Lenawee,
Livingston and Washtenaw Counties

Tagline
Avant Garde Gothic (Book)

Proper use of the logo gives us a clearly recognizable visual identity and strengthens our public image. For this reason, the logo should never be altered, modified or obstructed in any way or reproduced in any way other than its original form. Do not rotate the logo, use other colors than black, red and grey in the logo, embellish the logo in any way, or attempt to recreate the logo, stretch or use any other version of the logo than what is shown as "correct" in this document.



Brand Standards for Media & Partners

Typeface for Marketing and Advertising

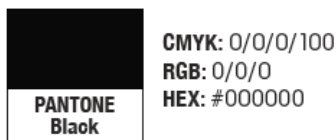
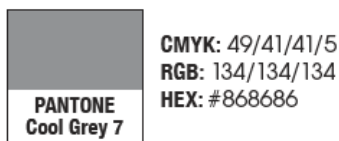
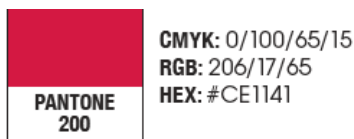
The word SOUTHEAST in the MW! Southeast logo is typeset in all caps with Avant Garde Mono Bold. This typeface closely identifies with the existing Michigan Works! brand. The size, placement and tracked-out letter spacing clearly identifies the Southeast agency while not taking precedence over the primary MW! brand. Engaging calls to action, headlines, subheads and body copy in marketing and advertising materials should use the Avant Garde font family following a logical typographic hierarchy.

Avant Garde Mono Bold does not come standard on most computers which is why we only use this typeface in our logo. For all other communications, the standard typeface is Century Gothic, size 11.

Logo Colors and Usage

Primary Logo Colors

Primary Logo Colors



These are the fundamental colors that make up the MW! Southeast brand, and should be used for essential materials such as business cards, letterhead and promotional items, as well as mastheads in presentations and corporate communications.

Color Models

Due to variation in how color is translated among print, digital and other types of branding applications, appropriate color models (Pantone, CMYK, RGB) should be used accordingly.

PANTONE (1-, 2- or 3-color spot applications) For imprinting or embroidery on promotional products and some large format print jobs where matching the brand colors are critical and/or Pantone colors are required for production. This may include packaging, pens, mugs, notebooks, screen-printed banners, T-shirts/apparel, vehicle graphics, window clings, etc.

Pantone numbers also help vendors to accurately match brand colors for CMYK (full-color) printing and unique branding applications like matching fabric, vinyl and other materials.

CMYK (4-color print process applications) For full-color print applications such as brochures, flyers, billboards, posters, advertisements and everyday desktop publishing. If using brand colors in other areas of printed materials (such as a solid background or accent colors in a brochure), it is recommended to use the CMYK color values listed below the brand color swatches.

RGB (digital applications) For digital applications such as websites, presentations, videos, infographics and social media profiles should use the RGB version of the logo. If using brand colors in other areas of digitally presented materials (such as a solid background or accent colors on a website or presentation), it is recommended to use the RGB or Hexadecimal (HEX) color specifications

Secondary Colors**



NAVY	MED. BLUE	LT. BLUE
Print:	Print:	Print:
C 100	C 80	C 55
M 68	M 35	M 3
Y 7	Y 16	Y 3
K 50	K 10	K 5
Electronic:	Electronic:	Electronic:
R 26	R 37	R 94
G 52	G 126	G 187
B 95	B 165	B 222
Hex #1a345f	Hex #247ea4	Hex #5dbbdd



MED. GREEN	LT. GREEN
Print:	Print:
C 49	C 23
M 0	M 0
Y 100	Y 100
K 39	K 17
Electronic:	Electronic:
R 91	R 174
G 135	G 188
B 60	B 55
Hex #5b873c	Hex #aebc37



GOLD	ORANGE	LT. ORANGE
Print:	Print:	Print:
C 5	C 0	C 0
M 40	M 51	M 35
Y 100	Y 100	Y 85
K 10	K 1	K 0
Electronic:	Electronic:	Electronic:
R 216	R 243	R 251
G 148	G 144	G 176
B 29	B 29	B 64
Hex #d7941c	Hex #f38f1d	Hex #fbaf3f

Secondary Brand Colors

These vibrant complimentary tones may be used as background fills or accents to bring more life throughout marketing materials and web application.

Minimum Size, Clear Space and Proportional Scaling

To maintain legibility, the minimum size of the logo for printed materials is based on the overall height being no less than .75" high.

The minimum size of the logo for use on the web and specialty items (pens, apparel, etc.) should be determined on a case-by-case basis.

A minimum clear space equal to the height of the letter "O" in the word "WORKS!" should be maintained around all sides of the logo. Other information such as copy, images or graphic elements should not impede the logo's clear space. This helps ensure that a comfortable spatial relationship exists between the logo and other elements.

When scaling the logo up or down, it should be done in equal proportions. For instance, the logo should never be stretched 200% horizontally and 150% vertically. Using percentages (in equal proportions) as your unit of measure will help avoid error.



Co-branded visual hierarchy (example)



Co-Branding Applications

In situations where strategic business partners/organizations are to live together with the MW! Southeast brand, attention to size and proximity of other logos is important.

Unless one organization should have visual prominence over the other(s) in any given instance, the logo(s) should be sized to appear equal in size/weight. Be sure to leave ample clear space between logos and align them for visual balance.

Equally weighted co-branding (example)





Brand Standards for Media & Partners

Backgrounds, Contrast and Legibility

Full-color	Normal	Reversed
2-color		
1-color		

On light-colored backgrounds, the normal color logo versions should be used for optimal contrast and legibility.

If applying the logo to a dark-colored background or material, such as black, the lettering for 'MICHIGAN' and 'SOUTHEAST' should be reversed-out while 'WORKS!' remains red. In contrast, if applying the logo over a red background, you should change the 'WORKS!' lettering to white or black.

It is not recommended to reverse the logo out of a light-colored background. It may, however, be desired to utilize a tone-on-tone embroidery to achieve a subtle yet elegant branding effect.

Provide this Style Guide and Logo Package to your print/ promotional vendors to achieve the desired branding effect. Most vendors will be able to manipulate the vector-based .AI or .EPS artwork files accordingly.



Michigan Works! Southeast in Writing

The following items below should be adhered to when using the Michigan Works! Southeast brand/name in writing:

- Always include the exclamation point after the word "Works!". Please note that not all media outlets and partners adhere to the same standard, therefore, it is a responsibility that we all share in making sure our brand is accurately represented.
- Only abbreviate to MWSE if you have already used the full name, displaying the acronym in parenthesis immediately following the initial reference with the organization name spelled out. Example: Michigan Works! Southeast (MWSE!)
- If abbreviating MWSE it is appropriate to use the acronym without the exclamation point as "MW!SE" doesn't maintain a professional image. Always spell out the full name first, then include the abbreviation in parenthesis.

Subcontractor and Partner Outreach

- At times, it may be beneficial for individual sub-contractors or partner agencies to engage in their own outreach efforts for the purposes of participant recruiting, employer engagement or other. In these instances, **individual sub-contractors and partners should never reach out to the media on behalf of MWSE unless they have received the consent of the MWSE Communications Manager or Director.**
- In their outreach efforts, sub-contractors and partners may need to create their own outreach materials such as simple brochures, flyers and online content. **These materials must be approved by the MWSE Communications Manager or Director prior to distribution and must adhere to the standards outlined in this Brand Standards Manual.**

EEO Language and Compliance

Michigan Works! Southeast is an Equal Opportunity Employer/Center. **In accordance with EEO standards, all printed materials must include the following language:**

Michigan Works! Southeast is an Equal Opportunity Employer/Program | Auxiliary aids and other accommodations are available upon request to individuals with disabilities | Supported by the State of Michigan | Paid for with State / Federal Funds | Proud Partner of the American Job Center Network | Toll-free telephone number 1-800-285-WORK (9675) | TTY: 7-1-1