



BRAND STANDARDS MANUAL

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Our Brand Journey

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

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 career 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 network to maintain a cohesive, consistent visual brand identity and strengthen the power of our unified brand by growing its value, 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 aspects of the CareerSource Florida network 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 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 the first person. It's the feeling we want people to have when they think of the CareerSource Florida network.

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

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This Brand Standards Manual is for internal use only.

Images included in this manual are for inspirational and informational purposes only. CareerSource Florida network partners may use any images that appear in the Online Brand Portal photo archive, for which the appropriate publishing rights have been secured, to support communications and outreach efforts.

MASTER BRANDMARK

CareerSource Florida has one master brandmark and 24 sub-brandmarks with regional signatures. The master brand, CareerSource Florida, refers to the statewide workforce system as a whole. CareerSource Florida is the brand name for the state workforce investment board as well as for the entire network.



REGIONAL SUB-BRANDS

There are 24 regional sub-brands that refer to the regional workforce boards and their respective career centers. Each board has adopted a regional brand that pairs “CareerSource” with a regional designation or identifier describing its geographic area to create its unique, aligned regional signature.



BRANDMARK GUIDELINES

The following brandmark guidelines should be followed.

FULL COLOR

The full color logo should be used whenever possible and **only** on a white background.



BLACK / GRAYSCALE

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



REVERSED

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.



CLEAR SPACE

For maximum impact and clarity, the logo should be reproduced at a minimum height of 3/4 inch. In all applications, the clear space around the brandmark should equal the height of the top arrow segment as detailed below (x). Any background inside this clear space should be even and free from typography or any other graphic elements. The minimum clear space must be maintained on all sides.









INCORRECT USAGE

Proper brandmark usage is vital to maintaining the strength and integrity of the CareerSource Florida brand. When designing materials, limit combining the brandmark with other graphic elements. Improper use dilutes the brand integrity.

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. 

AFFILIATED SUB-BRANDS

A CareerSource Florida board may choose to develop a sub-brand for an affiliated product, program, service or entity. In this case, the state or regional board would create a separate name and logo for the product, program, service or entity under the following guidelines:

- This new, separate name and/or logo cannot include “CareerSource” or “Career Source,” to maintain the strength of the master brand and regional sub-brands.
- Boards may use **one color from the primary colors** in the CareerSource Florida brand color palette and **any combination of secondary colors** (see page 14) in the new name and/or logo.
- The exact combination of the blue, green and orange primary colors that are used in the original 25 brandmarks as well as the tri-arrows graphic should not be used when creating an affiliated brand product, program, service or entity.

Boards also may create separate and distinct brand identities for their products, services or related entities that do not use any of the network’s brand colors. This too is an acceptable option. It is recommended but not required that the colors chosen be complementary of the CareerSource Florida brand color palette.

CORRECT

- 01. Affiliated logo using one primary and one secondary color
- 02. Distinct brand, different colors (complementary colors recommended)

01. <div></div>	02. <div></div>
03. <div></div>	04. <div></div>

INCORRECT

- 03. Affiliated logo using tri-arrows brandmark
- 04. Affiliated logo using “CareerSource” in the name

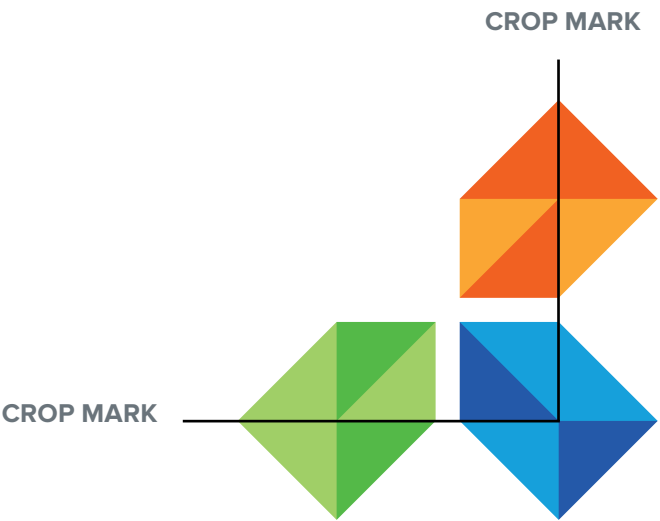
TRI-ARROWS

The CareerSource Florida brandmark tri-arrows symbol is designed to symbolize a multi-faceted entity or place where talent, employers and resources connect. The tri-arrows symbol can be used singularly, in its entirety or cropped per the specifications on the next page as an iconic design element, but never as a replacement for the full brandmark.



CROPPING & USAGE

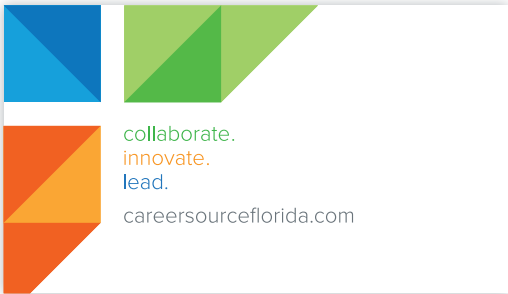
The tri-arrows symbol should always be in full color and cropped to a corner of a layout using the facets as a guideline. When used on the right side of a layout, it should be used as is. When used on the left side of a layout, it should always be rotated 90 degrees. When the tri-arrows icon is used on a corner, a full bleed is recommended but not required.



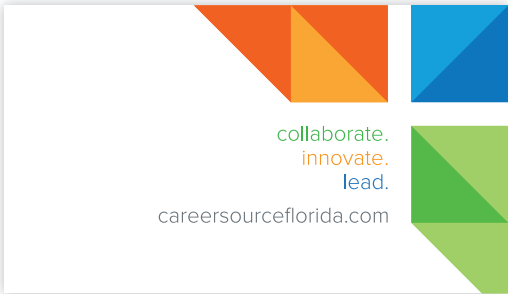
ROTATION GUIDELINES

The cropped tri-arrows symbol should be rotated only as follows.

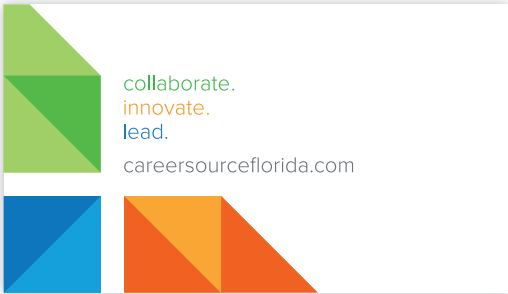
TOP LEFT



TOP RIGHT



BOTTOM LEFT



BOTTOM RIGHT



COLOR USAGE

Using colors in a consistent manner reinforces brand integrity. The CareerSource Florida brand has primary and secondary color palettes. It is strongly encouraged that these color palettes be used by the entire network. When developing branded materials within these color palettes, please only use the color values listed below.

Note: The color values identified in this manual were generated in InDesign CC with PMS colors in CMYK color space. These values should be used, although they may slightly vary depending upon the program in which the document is opened. All new designs should begin with these values.

PRIMARY COLOR VALUES

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 COLOR VALUES

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

NAME TREATMENT

Naming conventions for the CareerSource Florida network are as follows:

- State and regional names should be formally spelled out in their entirety in all first references.
- “CareerSource” should always contain a capital “C” and capital “S.”
- “Florida” should always contain a capital “F.”
- The regional or state identifier should always accompany CareerSource; CareerSource should not be used by itself to refer to a board’s name or career center.
- Brand names may be depicted in ALL CAPS in document headers or other instances deemed appropriate by the author.
- No hyphens should be used in multi-county geolocators: CareerSource Okaloosa Walton; CareerSource Citrus Levy Marion; CareerSource Flagler Volusia; CareerSource Pasco Hernando

Website URLs and email addresses should use all lowercase letters and .com extensions only. For example:

careersourceflorida.com
careersourceescarosa.com

jane.smith@careersourceflorida.com
jane.smith@careersourceescarosa.com

Career centers should no longer be referred to as “one-stop career centers” in public information materials. They should be referred to as “career centers” or “centers.”

All career centers should use the regional brand name (e.g. CareerSource Polk). If a modifier is required for further distinction between the organization and its local offices, “career center” or “center” may be added in lowercase. If a local board has more than one career center, the city or county name or a directional modifier such as “career center north” may be used.

CORRECT	INCORRECT
<ul style="list-style-type: none">• CareerSource Polk center• CareerSource Polk career center• CareerSource South Florida:<ul style="list-style-type: none">o North Miami Beach centero Carol City center• career center / center (all lowercase)	<ul style="list-style-type: none">• CareerSource Polk Center• CareerSource Polk Career Center• CareerSource Polk one-stop career center• CareerSource Carol City• one-stop career center / one-stop center

ACRONYMS

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

Full Name	Abbr
CareerSource Florida	CSF
CareerSource Escarosa	CSE
CareerSource Okaloosa Walton	CSOW
CareerSource Chipola	CSC
CareerSource Gulf Coast	CSGC
CareerSource Capital Region	CSCR
CareerSource North Florida	CSNF
CareerSource Florida Crown	CSFC
CareerSource Northeast Florida	CSNEFL
CareerSource North Central Florida	CareerSource NCFL, CSNCFL
CareerSource Citrus Levy Marion	CSCLM
CareerSource Central Florida	CSCF
CareerSource Flagler Volusia	CareerSourceFV
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	CSBD
CareerSource South Florida	CSSF
CareerSource Southwest Florida	CSSWF

TAGLINES

BRAND TAGLINE	<p>The use of the CareerSource Florida brand tagline is optional. However, boards opting to use a brand tagline must use this one:</p> <p>Solutions that work for you (no period at the end)</p>	
EQUAL EMPLOYMENT OPPORTUNITY TAGLINE	<p>All programs and activities funded by the Workforce Innovation & Opportunity ACT (WIOA) are required to use the Equal Employment Opportunity tagline below, typically at the end of a public information item, in print or electronic form. Brochures, fliers, forms, publications, websites, media messages such as news releases and advertisements or other materials distributed to the public as information on any program or activity that is funded by WIOA should state the following:</p> <p>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/TDD equipment via the Florida Relay Service at 711.</p> <p><i>(The TTY/TDD language should appear when a telephone number is included in the material. More information is available in the Code of Federal Regulations, 29 CFR § 37.34.)</i></p>	
PROGRAM/CAMPAIGN TAGLINE	<p>Boards have the discretion to use customized program and campaign taglines to focus on specific priorities. For example, if your region is launching a youth employment program, the following would apply:</p> <p>CORRECT</p> <p>Opting to use a youth-centered tagline on brochures or other materials purchased specifically for use in conjunction with the program</p>	<p>INCORRECT</p> <p>Opting to replace the primary tagline with a youth-centered tagline on your region’s website</p>

PRIMARY FONT

Aa

PROXIMA NOVA

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.

REGULAR (HEADLINES OR BODY COPY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

REGULAR ITALICS

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

BOLD (HEADLINES)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

SECONDARY
FONTS

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

REGULAR ITALICS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD (HEADLINES)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

HELVETICA

REGULAR (HEADLINES OR BODY COPY)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

REGULAR ITALICS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD (HEADLINES)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PRINT

Following are examples of correctly branded print materials.

BUSINESS CARDS

The following business card options are recommended. The CareerSource Florida network brand tagline (see page 17 for reference) can be used on the backs of the cards. The back of cards also may be used for an appointment notice or left blank.



Standard front with three
back-of-card designs
(double-sided)

Front with incorporated
Web address
(single-sided, blank back)

LETTERHEAD

These letterhead options are pre-approved and preferred.



Name Here
Title

Name Here
Title

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. 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. 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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Name Here

1234 Street Name • City, FL 12345
p: 123.123.1234 f: 123.123.1235
careersourceflorida.com





Lorem ipsum,

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careersourcebroward.com

info@careersourcebroward.com
1234 Street Name | City, FL 12345
p: 123.123.1234 | f: 123.123.1234

BROCHURES

The following brochure options are recommended.

EMPLOYER SERVICES





Connecting employers with qualified, skilled talent and Floridians with employment and career development opportunities.

TRAINING





Connecting employers with qualified, skilled talent and Floridians with employment and career development opportunities.

JOB SEEKER SERVICES





Connecting employers with qualified, skilled talent and Floridians with employment and career development opportunities.

ONLINE

The following guidelines identify elements including logos, fonts and color palettes that should be consistently incorporated across all CareerSource Florida network websites and online assets. These standards, as outlined below, are intended to ensure a unified look, feel and experience for businesses, job seekers, workers and workforce partners, aiding customers' ease of recognition and access to employment and training resources.

WEBSITES

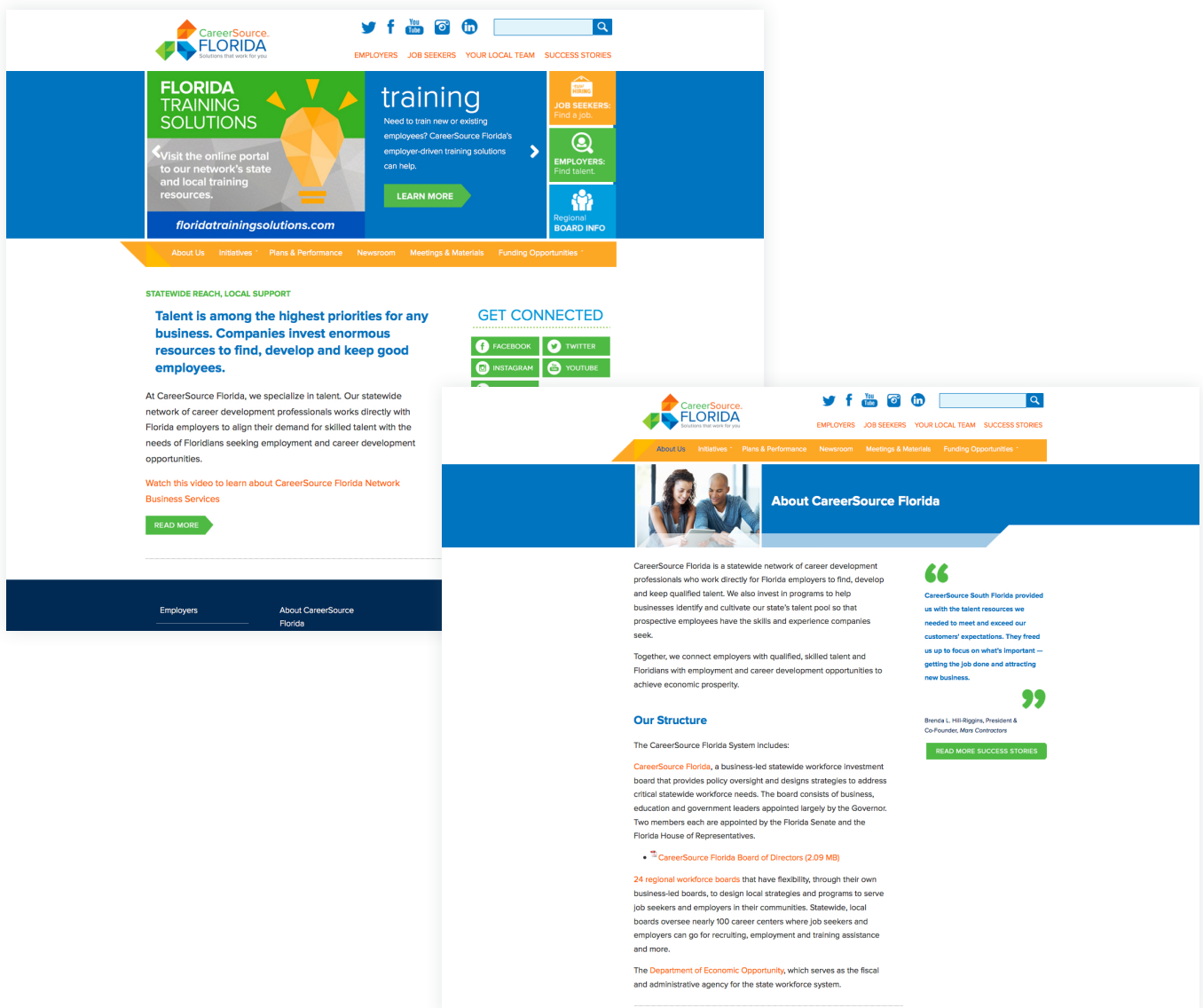
CareerSource Florida network websites should include:

- Easy navigation
- Either the statewide CareerSource Florida logo or regional logos at the top left of the header on every page
- Horizontally oriented main menus
- Core content in as few clicks as possible
- Primary URLs and email addresses with .com extensions. It is recommended that other common extensions such as .net and .org be purchased and pointed to the primary .com address. *URLs and email addresses must always appear in lowercase.*
- The CareerSource Florida logo should appear in the footer of the home page for regional sites and be hyperlinked to careersourceflorida.com.
- The employflorida.com logo may be used at each board's discretion to guide job seekers and employers to Florida's online job-matching tool; however, all other "Employ Florida member" and other Employ Florida-related logos and language should NOT be used.
- The "a proud partner of the American Job Center network" logo should appear in the footer of the home page and may also be included on interior page footers.
- All sites should have distinct sections for employers and job seekers that are accessible on all pages.
- Websites should be responsively programmed for maximum accessibility, functionality and aesthetic quality across device and operating system platforms including mobile devices.
- Websites should prominently feature primary brand colors and adhere to the brandmark, symbol, color palette, typography and photography specifications outlined in this manual.

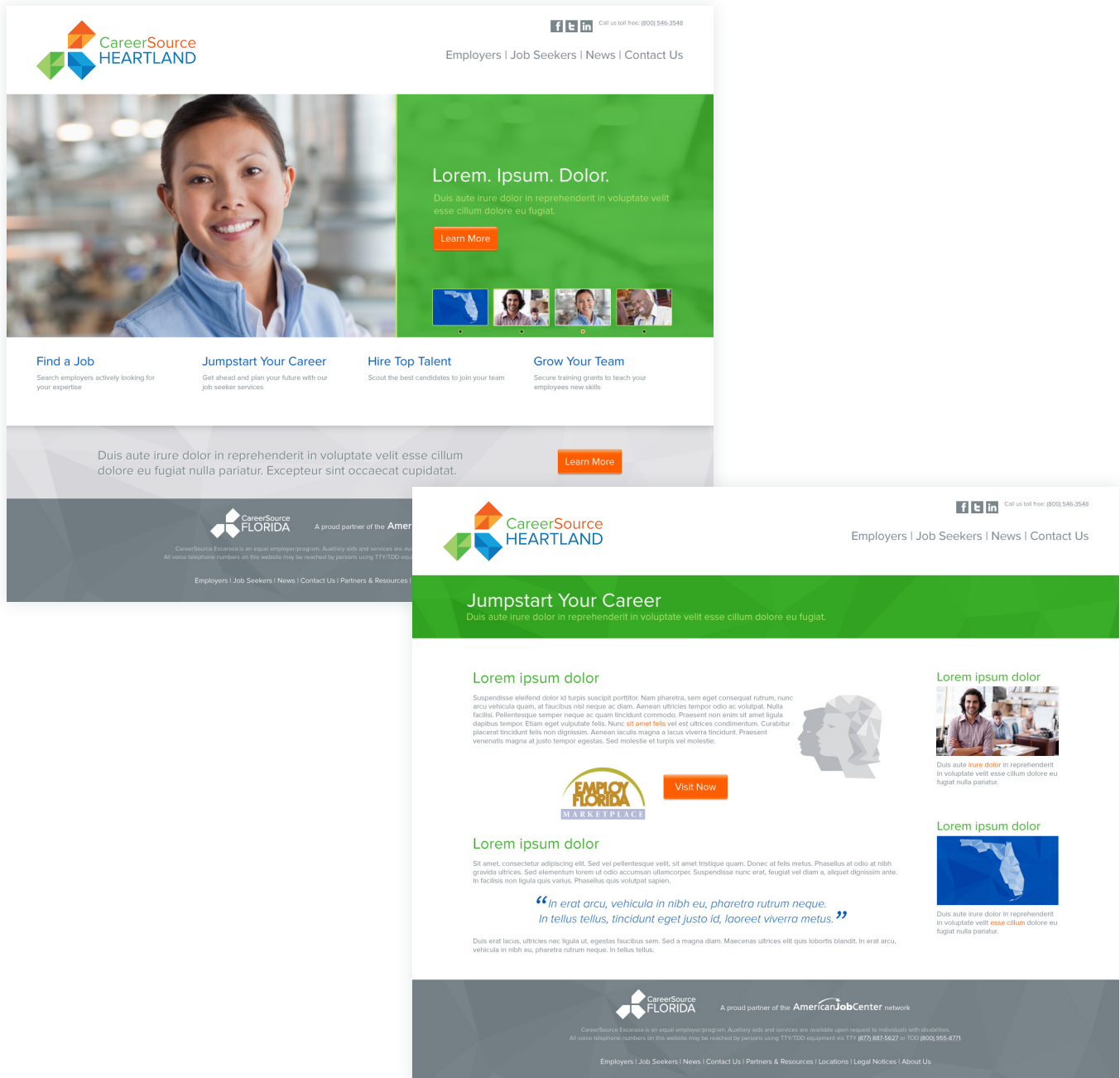
- Website content should incorporate brand values, pillars and other elements outlined in the Unified Brand Charter to ensure consistency of voice and tone. Copy should be focused and brief.
- Social media icons and other opportunities for customers to connect to news and services should be prominently featured on the website.
- All websites should comply with Americans with Disabilities Act requirements.

Note: All former board logos — state and local — should be discontinued and should not appear on any sites.

State website example



Regional website example 1





Regional website example 3



SOCIAL MEDIA

Each board's social media profile should reflect its entire CareerSource Florida brand name in the proper case and style (e.g., "CareerSource Brevard" or "CareerSource Okaloosa Walton"). Handles or usernames separate from the actual account name (e.g., Twitter handles) must include "CareerSource" spelled out whenever possible, with geolocators abbreviated as necessary. When there are character count limitations on handles or usernames and the abbreviated geocator is not deemed to be easily recognized by the public, boards may opt to abbreviate "CareerSource" and spell out the geocator.

For example:

- Since "FL" is widely recognized as an abbreviation for "Florida," CareerSource Florida's Twitter handle should be "CareerSourceFL."
- However, since "ES" is not a widely recognized abbreviation for "Escarosa," CareerSource Escarosa may opt to use "CSEscarosa" as its Twitter handle.

Social media profile photos should reflect only the tri-arrows. Background designs and cover photos should align with brand standards, but are left to each board's discretion.



POWERPOINT TEMPLATES

The following PowerPoint templates, available on the CareerSource Florida Brand Portal, are recommended to help ensure a unified look, feel and experience across the CareerSource Florida network.



SIGNAGE

For exterior signage a color logo should be used whenever possible. In this case, it is not necessary to position the color logo against a white background as building facades are not always under board control.

For all other signage (like the one in the second image below), the standards on pages 7-11 of this manual should be followed.

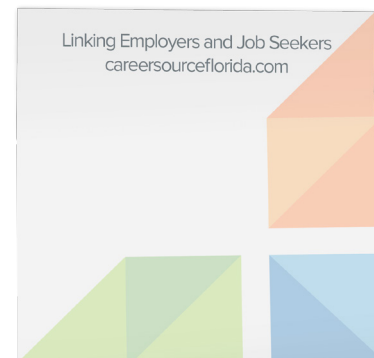


PROMOTIONAL ITEMS

Items for public outreach such as pens, flash drives and pads must include a description communicating access to, availability and/or benefit of services. At a minimum, a short phrase or tagline related to programs and services is acceptable such as: “Need Help Finding Qualified Workers?” or “Employment and Training Services.” More specific details about informational and outreach item requirements is available from the Florida Department of Economic Opportunity.

A clear or transparent landmark can be used when stamped into a product, such as a pad folio case, vase or award.

Note: An exception to the logo and clear space requirements may be made for select materials with limited surface space. Boards should use discretion to ensure brand-appropriate designs.



APPAREL

If you're ordering branded apparel, the colors, fonts and size guidelines in this manual must be followed. While an all-white background should be used with the full-color logo in print and digital materials, there is flexibility for apparel. A full-color logo may be embroidered (preferred) or screen-printed on white, gray, black, khaki or blue denim apparel, including polo shirts, button-down shirts and hats. A reversed (all white) logo may be used on solid color apparel.

CORRECT USAGE



Denim

INCORRECT USAGE



VENDOR OPTIONS

While boards may work with any vendor they choose, Lands' End is an apparel vendor that CareerSource Florida has worked with to determine the brand compliant thread colors for the CareerSource Florida landmarks. If you choose to order from Lands' End, the following thread color values should be used:

1. Light Apple Green (1248)
2. Dark Apple Green (1249)
3. Medium Blue (1029)
4. Tile Blue (1177)
5. Honey Dew (1951)
6. Burnt Orange (1021)



Regional boards may contact the CareerSource Florida communications team for additional help in selecting thread colors from **any apparel vendor**.

PHOTOGRAPHY

The appropriate and approved photography style for the CareerSource Florida brand is 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 of 72 dpi resolution; all photos used in print must be a minimum of 300 dpi resolution.



INNAPPROPRIATE 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.

