Brand Guidelines
## Primary Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>PMS Code</th>
<th>Values</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cyan Blue</strong></td>
<td>PMS 638</td>
<td>R:0 G:174 B:239</td>
<td>00AEF</td>
</tr>
<tr>
<td><strong>Dark Navy Blue</strong></td>
<td>PMS 294</td>
<td>R:29 G:55 B:103</td>
<td>1D3767</td>
</tr>
<tr>
<td><strong>Orange</strong></td>
<td>PMS 123</td>
<td>R:251 G:171 B:24</td>
<td>FBAB18</td>
</tr>
<tr>
<td><strong>Grey</strong></td>
<td>PMS 424</td>
<td>R:88 G:89 B:91</td>
<td>58595B</td>
</tr>
</tbody>
</table>

FOR JOBS AND THE ECONOMY
Correct Use of Logo

Horizontal Lockup

Vertical Lockup
Ordering of DWM Business Cards for:
**Sector Navigators**

**Instruction for Purchase**
*all orders and payments are responsibility of end-user/grantee

**Step one:**
Download DWM LOGO jpeg to your computer and then right click over the image and select Save: [http://doingwhatmatters.cccco.edu/portals/6/images/logos/DWM_Vertical_ENLARGED.jpg](http://doingwhatmatters.cccco.edu/portals/6/images/logos/DWM_Vertical_ENLARGED.jpg)

**Step two:**

- Click on box “Full Color Business Cards” under Business Essentials
- Click on “Build a Design” get started
- Image page: click in box “use your own image” get started
- Upload image (DWM jpeg saved to your computer). After image uploaded click next

**Text page:**
Company Name: (insert name of sector)
Message: (input 5 blank spaces)
Full Name: (put full name)
Job Title: Input “Director & Sector Navigator”
Address line 1/2/3: (input address)
Phone/Other: (input work phone)
Fax/Other: (input your choice for additional phone number)
Email/Other: (input email, possibly Twitter handle)
Web/other: Input “DoingWhatMatters.cccco.edu”
*check all spelling next*

- Fonts page: choose “Georgia/Humanis 521” option
- Layout page: on second page, select row one, column four

Sample design:

![Advanced Manufacturing Business Card Example](http://doingwhatmatters.cccco.edu/portals/6/images/logos/DWM_Vertical_ENLARGED.jpg)

Click Next

- Color page: click on page one, column three (gold). click next
- Back Side page: select “no printing” (row one, column one) unless you want something on the back side. ***verify all spelling, proof
- Click next
- Place order
Ordering of DWM Business Cards for: Deputy Sector Navigators

Instruction for Purchase
*all orders and payments are responsibility of end-user/grantee

Step one:
Download DWM LOGO jpeg to your computer and then right click over the image and select Save: http://doingwhatmatters.cccco.edu/portals/6/images/logos/DWM_Vertical_ENLARGED.jpg

Step two:

- Click on box “Full Color Business Cards” under Business Essentials
- Click on “Build a Design” get started
- Image page: click in box “use your own image” get started
- Upload image (DWM jpeg saved to your computer). After image uploaded click next

Text page:
Company Name: (insert name of sector)
Message: (input 5 blank spaces)
Full Name: (put full name)
Job Title: Input “Deputy Sector Navigator, <insert economic regions>”
Address line 1/2/3: (input address)
Phone/Other: (input work phone)
Fax/Other: (input your choice for additional phone number)
Email/Other: (input email, possibly Twitter handle)
Web/other: Input “doingwhatmatters.cccco.edu”
*check all spelling next

- Fonts page: choose “Georgia/Humanis 521” option
- Layout page: on second page, select row one, column four

Sample design:

Click Next

- Color page: click on page one, column three (gold). click next
- Back Side page: select “no printing” (row one, column one) unless you want something on the back side . ***verify all spelling, proof
- Click next
- Place order
Ordering of DWM Business Cards for:
**Regional Consortia Chairs/Vice Chairs**

**Instruction for Purchase**
*all orders and payments are responsibility of end-user/grantee*

**Step one:**
Download DWM LOGO jpeg to your computer and then right click over the image and select Save: http://doingwhatmatters.cccco.edu/portals/6/images/logos/DWM_Vertical_ENLARGED.jpg

**Step two:**
Go to Fed Ex Office by clicking on link:

- Click on box “Full Color Business Cards” under Business Essentials
- Click on “Build a Design” get started
- Image page: click in box “use your own image” get started
- Upload image (DWM jpeg saved to your computer). After image uploaded click next

**Text page:**
Company Name: (example: Regional Consortia)
Message: (input 5 blank spaces)
Full Name: (put full name)
Job Title: (Input “Chairs, <list economic regions>” or “Vice Chair, <list economic regions>” or “Coordinator, <list economic regions>”)
Address line 1/2/3: (input address)
Phone/Other: (input work phone)
Fax/Other: (input your choice for additional phone number)
Email/Other: (input email, possibly Twitter handle)
Web/other: DoingWhatMatters.cccco.edu
*check all spelling next*

- Fonts page: choose “Georgia/Humanis 521” option
- Layout page: on second page, select row one, column four

Sample design:

![Sample Design](http://doingwhatmatters.cccco.edu/portals/6/images/logos/DWM_Vertical_ENLARGED.jpg)

Click Next

- Color page: click on page one, column three (gold). click next
- Back Side page: select “no printing” (row one, column one) unless you want something on the back side. ***verify all spelling, proof
- Click next
- Place order
Ordering of DWM Business Cards for:
TA Providers: CoE for Labor Market Research

Instruction for Purchase
*all orders and payments are responsibility of end-user/grantee

Step one:
Download DWM LOGO jpeg to your computer and then right click over the image and select Save: http://doingwhatmatters.cccco.edu/portals/6/images/logos/DWM_Vertical_ENLARGED.jpg

Step two:
Go to Fed Ex Office by clicking on link:

• Click on box “Full Color Business Cards” under Business Essentials
• Click on “Build a Design” get started
• Image page: click in box “use your own image” get started
• Upload image (DWM jpeg saved to your computer). After image uploaded click next

Text page:
Company Name: (example: Labor Market Research)
Message: (input 5 blank spaces)
Full Name: (put full name)
Job Title: (Input “Center of Excellence Director & Technical Assistance Provider” or “Director & Technical Assistance Provider” or “Center of Excellence Director & TA Provider)
Address line 1/2/3: (input address)
Phone/Other: (input work phone)
Fax/Other: (input your choice for additional phone number)
Email/Other: (input email, possibly Twitter handle)
*check all spelling next

• Fonts page: choose “Georgia/Humanis 521” option
• Layout page: on second page, select row one, column four

Sample design:

Click Next

• Color page: click on page one, column three (gold). click next
• Back Side page: select “no printing” (row one, column one) unless you want something on the back side . ***verify all spelling, proof
• Click next
• Place order
Ordering of DWM Business Cards for:

**TA Providers (other than COEs)**

**Instruction for Purchase**
*all orders and payments are responsibility of end-user/grantee*

**Step one:**
Download DWM LOGO jpeg to your computer and then right click over the image and select Save: [http://doingwhatmatters.cccco.edu/portals/6/images/logos/DWM_Vertical_ENLARGED.jpg](http://doingwhatmatters.cccco.edu/portals/6/images/logos/DWM_Vertical_ENLARGED.jpg)

**Step two:**
Go to Fed Ex Office by clicking on link:

- Click on box “Full Color Business Cards” under Business Essentials
- Click on “Build a Design” get started
- Image page: click in box “use your own image” get started
- Upload image (DWM jpeg saved to your computer). After image uploaded click next

**Text page:**
Company Name: (example: input your Technical Assistance domain. Example “CACareerCafe.com” or “Contract Ed & Fee Structures” or “Curricular Approval Practices”, etc.)
Message: (input 5 blank spaces)
Full Name: (put full name)
Job Title: (Input “Director & Technical Assistance Provider”)
Address line 1/2/3: (input address)
Phone/Other: (input work phone)
Fax/Other: (input your choice for additional phone number)
Email/Other: (input email, possibly Twitter handle)
Web/other: DoingWhatMatters.cccco.edu
*check all spelling next*

- Fonts page: choose “Georgia/Humanis 521” option
- Layout page: on second page, select row one, column four

Sample design:

![Sample Design](http://example.com/sample.png)

Click Next

- Color page: click on page one, column three (gold). click next
- Back Side page: select “no printing” (row one, column one) unless you want something on the back side. ***verify all spelling, proof
- Click next
- Place order
EMAIL SIGNATURE AND BUSINESS CARD PROTOCOL

WEDD Grantee Onboarding
Email Signature Protocol

Following are suggested formats for your email signature. You have the option of including or not including the Doing What MATTERS for Jobs and the Economy logo which you can download here: http://www.doingwhatmatters.cccco.edu/Portals/6/images/Logos/DWM_Color_HiRes.jpg

Please do not use acronyms (other than in your street address) or the CCCGO logo. You can select your own font, font color and font size.

Signature example:

**Margo Turner**
Director & Technical Assistance Provider, Communications
Doing What MATTERS for Jobs and the Economy, California Community Colleges
858.945.8895, margo@FullCapacityMarketing.net, 3525 Del Mar Heights Rd. #296, San Diego, CA 92130
doingwhatmatters.cccco.edu

Sr. Marketing Consultant (optional)
Full Capacity Marketing, Inc. (optional)
www.FullCapacityMarketing.com (optional)

*Regional Consortia Chairs:*
Use Arial 12pt / Color Dark Grey

**Lee R. Smith**
Director & Regional Consortia Chair, Region Name
Doing What MATTERS for Jobs and the Economy, California Community Colleges
T: (555) 555-1212 // ewd@emailaddress // Twitter: doingwhatmatters.cccco.edu
cccewd.net

DWM for Jobs and the Economy logo (optional)
DWM for Business and Industry logo (optional)
Your RC website (optional)
Your other affiliations (optional)

*Sector Navigators:*
Use Arial 12pt / Color Dark Grey

**Lee R. Smith**
Director & Sector Navigator, Sector Name
Doing What MATTERS for Jobs and the Economy, California Community Colleges
T: (555) 555-1212 // ewd@emailaddress // Twitter: doingwhatmatters.cccco.edu
cccewd.net

DWM for Business and Industry logo (optional)
Your sector branded initiative if you have one that you’d like to take forth. Spell out HWI or CACT or CITD or ATTE or SBDC, etc. (optional)
Your sector branded initiative website (optional)
Your sector branded initiative logo (optional)
EMAIL SIGNATURE AND BUSINESS CARD PROTOCOL

WEDD Grantee Onboarding
Email Signature Protocol

Following are suggested formats for your email signature. You have the option of including or not including the Doing What MATTERS for Jobs and the Economy logo which you can download here: [http://www.doingwhatmatters.cccco.edu/Portals/6/images/Logos/DWM_Color_HiRes.jpg](http://www.doingwhatmatters.cccco.edu/Portals/6/images/Logos/DWM_Color_HiRes.jpg)

Please do not use acronyms (other than in your street address) or the CCCCO logo. You can select your own font, font color and font size.

Signature example:

**Margo Turner**
Director & Technical Assistance Provider, Communications
Doing What MATTERS for Jobs and the Economy, California Community Colleges
858.945.8895, margo@FullCapacityMarketing.net, 3525 Del Mar Heights Rd. #296, San Diego, CA 92130
doingwhatmatters.cccco.edu

**Sr. Marketing Consultant (optional)**
Full Capacity Marketing, Inc. (optional)
www.FullCapacityMarketing.com (optional)

Deputy Sector Navigators:
Use Arial 12pt / Color Dark Grey

**Lee R. Smith**
Deputy Sector NAVIGATOR
Sector Name, Region(s)
Doing What MATTERS for Jobs and the Economy, California Community Colleges
T: (555) 555-1212  //  ewd@emailaddress  //  Twitter:
doingwhatmatters.cccco.edu
cccewd.net

DWM for Jobs and the Economy logo (optional)
DWM for Business and Industry logo (optional)
Your RC website (optional)
Your other affiliations (optional)

Technical Assistance Providers:
Use Arial 12pt / Color Dark Grey

**Lee R. Smith**
Director & Technical Assistance Provider, Domain
Doing What MATTERS for Jobs and the Economy, California Community Colleges
T: (555) 555-1212  //  ewd@emailaddress  //  Twitter:
doingwhatmatters.cccco.edu
cccewd.net

DWM for Business and Industry logo (optional)
Other business entity affiliations if contracted provider (optional)
SHARE OUR RESOURCES
"FOR EMPLOYERS: WORKFORCE TRAINING RESOURCES" BANNER LINK

Add a link from your website to the Doing What MATTERS for Jobs and the Economy website to provide a directory of state and regional resources to support employer’s workforce training needs. Utilize the new Interactive Regional Map to quickly and easily navigate employers to robust workforce training resources targeted to your region and sectors.

Add a For Employers: Workforce Training Resources banner to your website or blog. Use the embed code or download the file. Get more details at: http://www.doingwhatmatters.cccco.edu/CommunicationToolKit.aspx#share