Telling our Story
Influencing our Targets

EWD Brand Guidelines
BACKGROUND

The California Community Colleges Economic and Workforce Development Program (EWD) serve businesses through highly specialized industry training, technical consulting and a multitude of services that invest in the skills of California’s workforce - now and in the future. In 2010, there was a strategic focus on how to communicate and market the EWD programs collectively, as well as define a brand architecture that demonstrates the linkage between the EWD as the “holding company” and its multitude of sub-brands. The brand architecture was reflected in the EWD website (www.CCCEWD.net) and a referral bar that has contributed to improving website traffic among the EWD stakeholder websites.

In 2012, the EWD embarked on the new Doing What MATTERS for Jobs and the Economy framework to help regionalize and improve outcomes in the workforce system, by engaging businesses through industry partnerships. As part of the framework adoption, the individual EWD programs are now referred to as sector initiatives. In 2013, a revamp and integration of the EWD website and its re-branded programs/sector initiatives was updated to include the Doing What MATTERS for Jobs and the Economy framework. The revamped and rebranded website paints a complete picture of EWD’s role with business and industry as a customer of services, and as a partner with the Doing What MATTERS for Jobs and the Economy framework.

This document provides brand guidelines, to alleviate inconsistent communication about EWD and its programs, and includes EWD’s:

POSITIONING STRATEGY AND TAGLINE OPTIONS

These positioning statements and taglines reflect the EWD’s collective unique selling proposition. These key points will be used to communicate with EWD’s specific target audiences, in particular Business & Industry.

Message One:
Investing in California’s Workforce
Responding to Business & Industry
Industry-Specific Workforce Services & Partnerships

Economic and Workforce Development (EWD) is an integral part of the California Community Colleges and its Doing What Matters for Jobs and the Economy framework, investing funding and resources in industry sectors that are key to California’s economic growth. EWD’s industry-specific workforce services are coordinated through a system of sector specialists that align community college and other workforce development resources with the needs of industry sectors and occupational clusters through a regional focus. The goal is to invest in the skills of California’s workforce – now and in the future – through partnerships with business and industry that result in highly specialized industry training, technical consulting and business development. The end result is to meet industry’s need for skilled workers.

Message Two:
Doing What Matters for Business & Industry
Our partnerships and systems working for you

Economic and Workforce Development (EWD) is an integral part of the California Community Colleges and its Doing What Matters for Jobs and the Economy framework, investing funding and resources in industry sectors that are key to California’s economic growth. We serve California business and industry in two ways.

1. Industry Specific Partnerships – Doing What Matters is a concerted effort among California Community Colleges to partner with California business and industry and work together to find solutions to regional workforce issues pertaining to California’s high growth sectors. If you are interested in advising our regional teams about how to leverage funding and design curriculum to meet the needs of your industry, contact one of our Sector Navigators.
2. Industry Specific Services – EWD’s industry-specific workforce services are coordinated by Deputy Sector Navigators who align community college and other workforce development resources with the regional needs of industry sectors that result in highly specialized industry training, technical consulting and business development. Contact one of our Deputy Sector Navigators that aligns with your industry.

Message Three: Economic & Workforce Development

Investing in California’s Workforce

A well-trained workforce, with the ability to respond to changing skill sets, is a critical economic development and job retention/creation issue for California. EWD is an integral part of the California Community Colleges investing funding and resources to develop and implement training and curriculum in key strategic industry sectors that create the jobs of the future and career pathways for students. Our partnerships with statewide stakeholders ensure that we leverage the community colleges’ investments and innovations in workforce development.

TAGLINE TRANSLATION:
ADDITIONAL TARGET AUDIENCES

Community Colleges (CC)

EWD’s investments in California’s workforce and in industry-driven programs add value to CC by 1) demonstrating the market responsiveness and relevancy of CC; 2) boosting contract education unit’s scope of services for business and industry; 3) enhancing CC credibility with business and industry; and 4) creating new curriculum (R&D) for CC.

Workforce Investment Boards (WIBs)

EWD’s investments in California’s workforce and in workforce training contribute to the mission of the WIBs by providing 1) relevant curriculum and training that is real-time and market driven; 2) a mechanism to build relationships with business as a customer, partner and funder; and 3) a synergy for collaborative partnerships to garner alternative funding streams and grants.

Economic Developers – The availability of skilled workforce talent is critically important to business and industry. EWD’s investments in California’s workforce provide solutions for attracting, retaining and growing California businesses.

Funders – EWD’s investments in California’s workforce make an impact in our business climate. See Investments That Count Website for specific messages at www.InvestmentsThatCount.org

Legislators – EWD makes smart investments in California’s workforce [see Investments That Count Website for specific messages at www.InvestmentsThatCount.org

Regional Consortia and Sector Navigators

The regionalized efforts to focus funding and programs towards regional collaboration at the local level between these EWD key field talent facilitators, college leadership, employers, and workforce partners.

EWD COLLECTIVE OFFERINGS & KEY VALUE PROPOSITIONS

Below are the EWD’s collective products and services and the value propositions:

Compete - Workforce Training and Education

104,000+ individuals trained in industry-specific workforce skills.

Innovate - Technology Deployment

Transferring the skills of tomorrow to the workforce of today.

Growth - Business Development

A comprehensive network of services, tools and resources.

Inform - California Targeted Industry Reports

Regional studies and data for informed decision-making.

Leverage - High Growth Industry Partnerships

Close to $50,000,000 in leveraged funding for business and industry.

Connect - Industry Events and Forums

Gaining industry knowledge through over 200+ annual events and forums.
MISSION STATEMENT

We invest in California’s economic growth and global competitiveness through industry-specific partnerships, education, training and services that contribute to a highly skilled and productive workforce.
KEY MESSAGE POINTS FOR INDIVIDUAL SECTOR INITIATIVE MARKETING MATERIALS

The following statement should be placed on individual EWD programs’ collateral materials such as fact sheets, brochures, news articles and press releases.

EWD General Structure & Services Version:

Responding to Business & Industry Industry-Specific Workforce Services & Partnerships

Economic and Workforce Development (EWD) is an integral part of the California Community Colleges and its Doing What Matters for Jobs and the Economy framework, investing funding and resources in industry sectors that are key to California’s economic growth. EWD’s industry-specific workforce services are coordinated through a system of sector specialists that align community college and other workforce development resources with the needs of industry sectors and occupational clusters through a regional focus. The goal is to invest in the skills of California’s workforce – now and in the future – through partnerships with business and industry that result in highly specialized industry training, technical consulting and business development. The end result is to meet industry’s need for skilled workers. Learn more by visiting www.cccewd.net.

Mandatory byline:
The California Community Colleges is the largest system of higher education in the nation. It is composed of 72 districts and 112 colleges serving 2.3 million students per year. Community colleges supply workforce training, basic skills courses in English and math, and prepare students for transfer to four-year colleges and universities. The Chancellor’s Office provides leadership, advocacy and support under the direction of the Board of Governors of the California Community Colleges. The Mission of the Economic and Workforce Development Division is to invest in California’s economic growth and global competitiveness through industry-specific education, training and services that contribute to a highly skilled and productive workforce.

EWD Sector or Initiative Version:

An initiative of the California Community College’s Economic and Workforce Development (CCCEWD) program, the [insert initiative name here, i.e., Centers for Applied Competitive Technologies (CACT)] are dedicated to serving California’s [insert sector name, i.e., Advanced Manufacturing] companies with innovative business solutions, and industry partnerships through its Doing What MATTERS for Business & Industry framework. Learn more by visiting www.cccewd.net.

Mandatory byline:
The California Community Colleges is the largest system of higher education in the nation. It is composed of 72 districts and 112 colleges serving 2.3 million students per year. Community colleges supply workforce training, basic skills courses in English and math, and prepare students for transfer to four-year colleges and universities. The Chancellor’s Office provides leadership, advocacy and support under the direction of the Board of Governors of the California Community Colleges. The Mission of the Economic and Workforce Development Division is to invest in California’s economic growth and global competitiveness through industry-specific education, training and services that contribute to a highly skilled and productive workforce.
**Primary Colors**

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<th>Values</th>
<th>HEX Code</th>
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<td>PMS 123</td>
<td>R:251, G:171, B:24</td>
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<td>Grey</td>
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The table below lists PMS color references for the Doing What Matters logo.

**EWD Brand Guidelines**

FOR BUSINESS & INDUSTRY
THE TABLE BELOW LISTS THE SPECIFIC FONTS FOR
THE DOING WHAT MATTERS LOGO

Primary Typeface:
Trade Gothic Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Primary Typeface:
Trade Gothic Bold No. 2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Typeface:
Helvetica Neue 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
EWD Brand Guidelines

THE TABLE BELOW LISTS PMS COLOR REFERENCES FOR THE EWD LOGO, AND THE SPECIFIC FONTS

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<td>through the CALIFORNIA COMMUNITY COLLEGES</td>
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SUGGESTED SECONDARY COLORS

- BLACK PMS 1505
- COOL GREY

PRIMARY FONT

Franklin Gothic Heavy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SECONDARY FONT (TO COMPLEMENT)

Bank Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
CHANCELLOR’S OFFICE LOGOS
CORRECT USAGE

Color
With Text

Color
No Text

Black and White
With Text

Black and White
No Text
Investing in California’s Workforce

Responding to Business & Industry
Industry-Specific Workforce Training & Education

The California Community Colleges Economic and Workforce Development (EWD) program invests in the skills of California’s workforce – now and in the future – through highly specialized industry training, technical consulting and business development.

**We Help California Businesses...**

The end result is the ability for businesses to better understand the trends and labor market pertaining to their industry, and make informed decisions about how to grow and compete.

**Compete:**
Workforce Training and Education
104,000+ individuals trained in industry-specific workforce skills.

**Innovate:**
Technology Deployment
Transferring the skills of tomorrow to the workforce of today.

**Grow:**
Business Development
A comprehensive network of services, tools and resources.

**Inform:**
California Targeted Industry Reports
Regional studies and data for informed decision-making.

**Leverage:**
High Growth Industry Partnerships
Close to $50,000,000 in leveraged funding for business and industry.

**Connect:**
Industry Events and Forums
Gaining industry knowledge through 200+ annual events and forums.

Advanced Transportation & Renewable Energy
Biotechnology
California Corporate College
California Industry Reports
Environmental Health & Safety
Health Care
International Trade
Manufacturing
Multimedia & Entertainment
Small Business
Workplace Skills & Education

Email us at:
info@CCCEWD.net

www.CCCEWD.net
INSERT YOUR ORGANIZATION LOGO HERE

PRESS RELEASE December XX, 2013

Contact:
Office:
Cell:
Office E-mail:

Primary Headline
Secondary Headline
LOCATION, California
CONTENT PAGE ONE HERE

CONTENT PAGE TWO HERE.

The Mission of the Economic and Workforce Development Division is to invest in California’s economic growth and global competitiveness through industry-specific education, training and services that contribute to a highly skilled and productive workforce.

The California Community Colleges is the largest system of higher education in the nation. It is composed of 72 districts and 112 colleges serving 2.3 million students per year. Community colleges supply workforce training, basic skills courses in English and math, and prepare students for transfer to four-year colleges and universities. The Chancellor’s Office provides leadership, advocacy and support under the direction of the Board of Governors of the California Community Colleges.
EWD INDIVIDUAL SECTOR INITIATIVE WEBSITES

Sector Navigators are asked to use the following verbiage on their individual initiative websites’ homepages or ‘About’ sections, whether that includes revisions to existing sites or as they develop and launch new initiative sites that align with the Doing What MATTERS for Jobs and the Economy framework.

An initiative of the California Community College’s Economic and Workforce Development (CCCEWD) program, the [insert initiative name here, i.e., Centers for Applied Competitive Technologies (CACT)] are dedicated to serving California’s [insert sector name, i.e., advanced technology] companies with innovative business solutions. We are an integral part of the California Community Colleges and its Doing What Matters for Business & Industry framework, investing funding and resources in industry sectors that are key to California’s economic growth. Our industry-specific workforce services are coordinated through a system of sector specialists that align community college and other workforce development resources with the needs of industry sectors and occupational clusters through a regional focus. Learn more by visiting www.cccewd.net.

Any listings of the Top 10 priority and emergent industry sectors should link to the matching sector page at http://www.cccewd.net/industry_programs.cfm

LOGO PLACEMENT