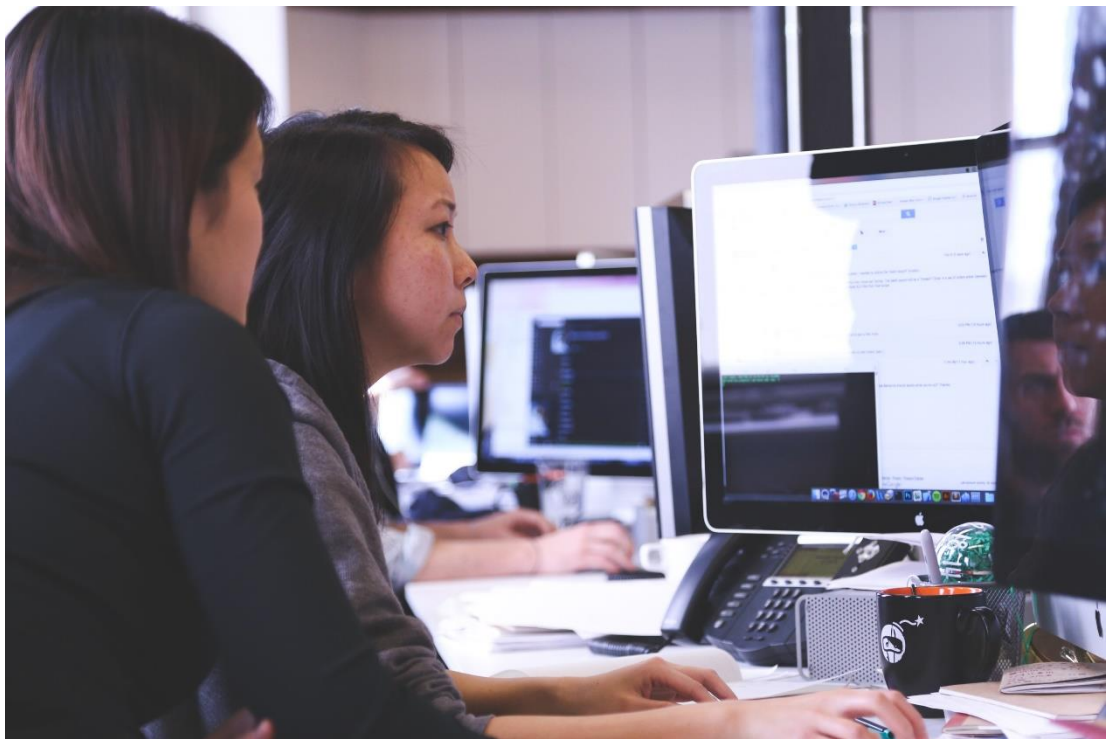


# CAREER CONNECT WASHINGTON PARTNER TOOL KIT



January 2020

Written, Visual, and Digital Tools for CCW  
Networks and Intermediaries

This toolkit is designed to help the public understand the integration of the Regional Networks and Intermediaries' local leadership and Career Connect Washington's statewide effort.

# Career Connect Washington Partner Tool Kit

WRITTEN, VISUAL, AND DIGITAL TOOLS FOR CCW NETWORKS  
AND INTERMEDIARIES

## INTRODUCTION

We are excited to partner with you on the work of Career Connect Washington!

This is a new approach to unite career connected learning efforts across Washington state, and we appreciate your help in introducing and reinforcing the Career Connect Washington brand. Regional Networks and intermediaries are essential for this work, and we want everyone to recognize our partnership.

This toolkit provides two major components: how we talk about ourselves, through talking points and standard descriptive language, and how we present ourselves visually, through logos, website banners, and buttons.

We encourage you to combine the Career Connect Washington brand with your own logos and style. This will help connect local efforts to the larger state effort, and increases understanding of, and confidence in, these programs.

We will continue to expand and refine this toolkit, and we welcome your feedback to accommodate the growing needs of partner organizations.

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## CAREER CONNECT WASHINGTON DESCRIPTIVE LANGUAGE

Here are some short descriptions and goals that you can use in total, or in part, when talking about Career Connect Washington.

### Who We Are (Short version)

We are industry, labor, education, and community leaders who are creating work-based and academic programs for young people to explore, learn, and earn money and college-level credit. We believe all students in Washington deserve a future of purpose and prosperity—and the support necessary to achieve it. That’s why we’re creating opportunities that launch every Washington student into college and career. By weaving together college and work, we can build a better workforce, better lives, and a better Washington.

### Who We Are (Expanded version)

We are industry, labor, education, and community leaders who are creating work-based and academic programs for young people to explore, learn, and earn money or college-level credit. We believe all students in Washington deserve a future of purpose and prosperity—and the support necessary to achieve it. That’s why we’re creating opportunities that launch every Washington student into college and career. By weaving together college and work, we can build a better workforce, better lives, and a better Washington.

The time is now. There is a groundswell of support for this change. Career Connect Washington will facilitate, connect, and motivate—bringing people together to make career connected learning navigable, coherent, accessible, and high-quality. Our commitment to success means success for every Washington student. Students can pursue their interests and achieve their dreams when they are connected to the incredible opportunities surrounding them.

### Why it Matters

We believe every student in Washington deserves meaningful work and a lifetime of opportunity. By 2021, our state will have 740,000 job openings. We have the opportunity to prepare Washington’s next generation to fill those jobs and build their own bright futures.

It's time for a new approach. Every day, we work with labor, industry, and educators to build a better college experience where students earn while they learn in Washington's high-demand career sectors. Together, we can lead the way to launch Washington's students into Washington-based careers.

## Brand Promise

Career Connect Washington makes it possible for every student to learn and earn—preparing for a career while earning money and college-level credit. By linking the many people, programs, and resources across Washington state as well as offering high-quality, unique pathways to learning, college, and career, we are filling a gap so students can begin to explore, prepare for, and launch into careers of purpose and impact.

We'll continue to do this by adapting as the economy changes and jobs are invented and reinvented in years to come. Because regardless of where students want to go in life, we want to give them a path to get there.

## MAIN MESSAGES

Central talking points for all stakeholders (e.g. Regional Networks, Intermediaries, state agencies, elected officials, families, students, businesses, and non-profit leaders):

Career Connect Washington is:

1. **Creating opportunity** with effective, accessible ways for students to launch into college and career;
2. **Dedicated to equity and access** for every Washington student, in every demographic;
3. **A nexus point** to connect existing and new career connected programs with students, so they can learn and earn while they prepare to go after their greatest ambitions;
4. **An economic force**, helping to keep our state on the leading edge of innovation and influence by launching Washington students into great careers.

## EXPANDED LANGUAGE WITH EXAMPLES

### **Opportunity**

We're expanding opportunity by creating a viable pathway toward a more effective, accessible, and navigable way for students to launch into college and career.

For example:

- We're responding to a changing economy by giving families and students opportunities to approach college-level learning that is better integrated with potential careers.
- We're driven to bring together industry, labor, and education organizations to expand career connected learning opportunities, helping young people explore career options and reach their aspirations.

### **Equity and Access**

We are dedicated to the success of every Washington student.

For example:

- Equity is central to quality and successful career connected learning. We're creating opportunities for all Washington students, including underserved young adults.
- Race, ethnicity, income, geography, gender, sexual orientation, and other demographic markers should not be a barrier to enrolling in or completing career connected learning programs.
- Nor should these markers be a barrier to attaining sustaining-wage careers in any of our state's industry sectors or high-demand occupations.

### **A Nexus Point**

We're linking together existing—and creating brand new— career connected programs in Washington state and building a new, high-quality way for students to learn and earn while they pursue their greatest ambitions.

For example:

- We're bringing together our state's stakeholders, programs, and resources to help students access high-quality career connected learning programs.
- We're a coalition of like-minded, aligned, and committed people in labor, industry, education, and government who have joined together to provide a new set of defined pathways for young people to launch into college and career.

## **An Economic Force**

We will launch Washington students into Washington careers, helping to keep our state on the leading edge of innovation and influence.

For example:

- We are preparing young Washingtonians to participate, thrive, and lead in a 21st century global economy by connecting them to Washington-based careers.
- We give Washington's business and labor community an opportunity to connect with and prepare our state's future workforce.

## **Audience-Specific Messages**

Based on extensive interviews and research, we know that there are specific issues that are more important to the individual audiences listed below.

### **Students**

#### **EARN WHILE YOU LEARN**

- Career connected learning is an approach designed to let you explore, prepare, and launch toward college and career.
- You'll learn real-world skills on the job while earning both money and college credit—all at the same time.

#### **OPPORTUNITY REALLY IS ENDLESS**

- You'll get the opportunity to explore and prepare for career options that satisfy your interests and aspirations, whatever they may be.
- Career Launch helps open the door to new and undiscovered opportunities that may interest or inspire you.

#### **GET A HEAD START WITH LOTS OF OPTIONS**



- Career Launch lets you earn college-level credit and explore career options that set you on a path that's right for you.
- Yet not at the expense of exploration. Career Launch allows you to “try things on” at your own pace.

## **Families**

### STUDENTS WILL EARN WHILE THEY LEARN

- This is a new and different approach designed to let students explore, prepare, and launch toward college and career.
- Students will learn real-world skills on the job and earn both money and college credit—all at the same time.
- No time is wasted. By earning college credit now, students make progress on their academic program in a work-based learning environment.

### EXPLORATION IS THE CORNERSTONE OF THIS PROCESS

- Students have the opportunity to explore a range of career possibilities and find what they're interested in before committing to a single pathway.

### WE'RE CLOSING A CRITICAL GAP

- There are jobs in Washington for most students.
- Yet currently, there's a gap we need to close by giving students the necessary skills to move into the great jobs that will become available.
- Career Launch bridges the gap between what students learn in the classroom and the theory and practice needed in careers.

### FOR ALL OF WASHINGTON

- Career Launch programs are available across the state, so every Washington student has access to career connected learning opportunities.
- A broad coalition across the state supports Career Launch and is invested in students' success in every corner of Washington.

### WASHINGTON INDUSTRY AND LABOR LEADERS SUPPORT CCW

- Washington industry and labor leaders welcome the opportunity to help get young people career-ready so they have the opportunity to stay in their communities, contribute to local economies, and build successful lives.
- Local businesses prosper when there's talent in their own backyards.

## ALL STUDENTS GET THE SUPPORT THEY NEED

- Educators, labor, and industry leaders are invested in the success of young people.
- Students have the opportunity to learn from peer career mentors, giving them real world hard and soft skills to help them thrive in their careers—experiences they can't have in an academic setting.
- Outcomes, success metrics, and access will be measured for every student, ensuring opportunity is available for Washington students across the state.

## **Educators**

### EXPLORATION IS THE CORNERSTONE OF THIS PROCESS

- Career Launch is driven by students and initiated through exploration. Students drive the process, but you can help by encouraging exploration and showing them how to access the various pathways Career Launch has available.
- Students have the opportunity to explore a range of career possibilities before committing to a single pathway.

### THIS IS ABOUT OPENING UP MORE PATHWAYS FOR STUDENTS

- Career connected learning programs allow students to explore new options and find the path that best suits them, while earning college credit and pay.
- The shifting workforce opens up new opportunities for young people to prepare for their careers.

### THE STATE STANDS BEHIND CCW

- Career Connect Washington brings together a broad coalition—including four-year colleges, K-12 educators, labor, community and technical colleges, and the legislature and governor—each committed to the success of every student.
- There are programs all over the state and in every discipline.
- There are pathways to support students every step of the way, even outside of school. You'll have the support from industry and labor leaders and intermediary organizations to put your students on a strong footing towards new opportunities.
- Washington is home to companies that lead in their fields. By connecting our educators to these innovative labor and industry leaders, we can better prepare young people with relevant skills, creating an educational system that can keep pace with a rapidly changing set of workforce needs.
- No time is wasted. By earning college credit along the way, students get a jump on their academic program.

## Industry and Labor

### WASHINGTON STUDENTS FOR WASHINGTON JOBS

- By 2021, Washington will have over 740,000 job openings. And we have the talent right here at home to fill them.
- This partnership helps move Washington students into these available career opportunities.
- The richer the pipeline of qualified talent, the stronger your workforce and the better your business.
- The health of your business is critical to the economic success of the community.
- Once we commit to someone, that commitment can be returned in terms of loyalty, contributions to the community, and ambassadorship.
- Career Launch connects high-demand jobs with a career-minded and invested workforce, giving you an opportunity to grow your own talent.

### CAREER CONNECTED LEARNING HELPS RETENTION AND BUILDS DIVERSITY IN THE WORKFORCE

- This partnership diversifies the workforce around race, ethnicity, income, geography, gender, sexual orientation, and other demographic markers, so our workforce will more closely resemble the diversity of our state's population.
- We'll also build opportunities for non-traditional talent—returning students, veterans, single mothers— to join the workforce.
- Diverse perspectives in traditionally homogeneous organizations are proven to build a stronger and smarter workforce.
- Building a stronger workforce means employees have more reasons to stay in their communities and careers.

### WE'RE FOR ALL OF WASHINGTON

- This is a statewide commitment. Career Connect Washington has programs across the state, so every Washington student has access to career connected learning opportunities.
- The state itself stands behind Career Connect Washington and is invested in students' success in every corner of Washington.
- Washington is home to companies that lead in their fields. By connecting our educators to these innovative industries, we can better prepare young people with relevant skills, creating an educational system that can keep pace with a rapidly changing set of workforce needs.
- Your involvement will lead to our students' success.

## SUCCESS STORIES

The stories of students as they explore, prepare, and launch their careers are the single most important communication tool we have. Through these stories, we illuminate how all students benefit from career connected learning, regardless of whether their post-high school next steps are college, training, work, or some blend of the three. We encourage you to gather these stories from your programs so you can use them in your social media, websites, newsletters, and at meetings with stakeholders. When you share them with CCW, we will also share them broadly—both to promote your programs and to promote the general understanding of career connected learning.

There are two general categories of stories: program-focused and student-focused. First, a few general reminders and considerations:

- Follow your organization’s guidelines on using student stories (e.g., written permission from parents of minor children, etc.)
- Consider creating a short version (100 words) and a longer version (300-400 words). Short versions are flexible for social posting and newsletters, and you can always post the longer version on the website and link to it.
- Consider a simple structure that describes a problem and how it’s being addressed: e.g., not enough engineering students of color; a student unsure about their post-high school path, etc.
- Use specifics like program names, teacher and student names, etc.
- Include an action the audience can take – learn more, call us, email us.

### **Program-focused**

These stories help students and families understand the experience and the value of a CCW program. They also help spread good program ideas and best practices to other Networks and Intermediaries and can come from the point of view of those organizations, as well as educators, employers, and labor leaders.

- Program description
  - Field/industry
  - Student age group
  - History (established or new program)
- Unique aspects (STEM, equity-focused outreach, graduation rates, etc.)
- Third-party validation (quotes from people outside program, including students, families, employers, community leaders)

Sample (lightly edited from a real submission):

Right now, only 6-8% of UW engineering graduates are students of color. Lake Quinault School middle school teacher Michael Kenney is seeking to disrupt that number by giving his students early experience in STEM (Science, Technology, Engineering, and Math). Lake Quinault School is known for

its ethnic diversity, and this school year is no exception with 40% White, 36% Hispanic, 21% Native American, and 3% of students identifying with two or more races.

As a middle school science and technology teacher, Kenney offer a Remotely Operated Vehicle (ROV) Program that attracts students of color. The ROV Program currently consists of 14 students: 7 Hispanic, 6 White, and 1 Native American. The science elective class designs, builds, tests, and evaluates the underwater robots which easily integrates the four components of STEM. Four teams of Lake Quinault students compete against other schools in the Olympic Peninsula region, and this year they will compete against schools statewide. They continue to earn multiple first and second place trophies in both the Navigator Class and the Scout Class.

The engineering and competitive successes are also evolving into a leadership experience: Kenney's students recently led a workshop for other students, showing them how to design and build the hydraulic arm and claw that helped his students win last school year's competition.

For more information, visit (website) or contact (person or org).

Shorter version: Lake Quinault School science and technology teacher Michael Kenney is working to bring more students of color into STEM fields with his middle-school robotics program. The science elective class designs, builds, tests, and evaluates the underwater robots. Four diverse teams of Lake Quinault students compete against other Olympic Peninsula schools, and this year the teams will compete statewide. The students have also used their technical knowledge to step into leadership roles: they recently led a workshop to demonstrate how to design and build the hydraulic arm and claw that helped them win last school year's competition. For more information, visit (website) or contact (person or org).

### **Student-Focused**

These stories help students and families understand the experience and the value of a CCW program. Elements can include:

- A student's journey (eg., as a result of their career-connected learning experience, they experience a change of mindset, plans, grades, etc.)
- Description of the student
- Description of the program
- Quote from student
- Quote from employer, manager, program lead, teacher, etc.

## Sample Student Story

*These stories are excerpted from Gov. Jay Inslee's 2020 State of the State address and show how all the key elements can be combined in a short, but powerful way.*

“One of these students is apprentice Robert Arce, who moved to Washington to make a better life for himself and his fiancée, leaving a gang environment behind. He was homeless for a time — at least six months — sleeping in his car. Robert received boots, tools, hands-on knowledge and experience that set him up for success. This experience, he said, has been everything to him and his family. Before the program, he had never used a drill or a hammer. Today, he's two years into a four-year apprenticeship in Tukwila and looks forward to a better future for himself and his growing family.”

“Another story comes out of Spokane. Olivia Perkins joined the Production and Manufacturing Academy to get exposure to hands-on welding. She wanted to create and sell her own metal artwork. Greater Spokane Incorporated paired with the academy to make this career-connected opportunity a reality. Olivia took an hour-and-a-half bus ride — each way — and then walked a mile and a half — each way — just to attend class. Because of her efforts, she received a full scholarship to Spokane Community College and will become a professional welder because of her academy experience.”

## SUGGESTED TEXT FOR EMAILS, NEWSLETTERS, AND SOCIAL MEDIA

We know you're as excited as we are about the future of career connected learning in Washington. Please help us spread the word by including your Career Connect Washington partnership language in your communications with your constituencies.

### For Email and Newsletters

#### For Regional Networks

[Org name] is proud to have been selected as a Career Connect Washington Regional Network. We believe all students in Washington deserve a future of purpose and prosperity, and the support necessary to achieve it.

Regional Networks like [us] are the hub for all the labor, business groups, employers, the K-12 system, the community and technical colleges, the universities and all other apprentice programs in our area. We connect the work of critical stakeholders, identify opportunities and gaps, and create regional strategies for developing more career connected programs. We support the development of all levels of programs, from exploration to preparation to Career Launch.

There are nine Regional Networks that cover the nine educational service districts across the state ([see the list here](#)). The state had a competitive grant process, and as a result of that, we have received the first year of funding, and work is underway. In our region, we are [supporting, creating, expanding...]

- *Name programs developed or expanded in your region*
- *Name partners developing/expanding programs*
- *Explain industry areas where your work is focused in this region*

#### For Intermediaries

[Org name] is proud to have been selected as a Career Connect Washington Intermediary. We believe all students in Washington deserve a future of purpose and prosperity, and the support necessary to achieve it.

Career Connect Intermediaries like us are focused on building and scaling specific programs for students at every level: Career Explore, Career Prep, and Career Launch. We work directly with business, labor and educators to [build / expand, build and expand] these opportunities, and make sure the programs meet the state standards.

The state had a competitive grant process, and as a result of that, we have received the first year of funding, and work is underway.

- *Name programs you are developing or expanding in your region*
- *Tell stories of student success*
- *Name partners in program development/expansion (e.g. employers, school districts)*
- *Invite employers to participate and learn more*

### **For other partners**

[Org name] is proud to be working with Career Connect Washington to expand opportunities for Washington state students to prepare for a career while earning money and college-level credit.

Career Connect Washington would not be possible without the strong and consistent involvement of labor, business and education leaders. All of these groups working together over the last several years have set the direction for CCW, and we continue to partner with them in order to: [Please describe your involvement, such as]:

- Helping to develop career connected learning programs in our region/ industry
- Advising on curriculum development, so classroom-based learning keeps up with industry demands
- Providing mentoring and other people-focused skill development for students.

### **For Social Media**

Below you will find guidance on the social media platforms we will use to spread the word about Career Connect Washington, as well as when to use the logo and sub-brands.

Facebook: [www.facebook.com/CareerConnectWashington](http://www.facebook.com/CareerConnectWashington)

Twitter: <https://twitter.com/careerconnectWA>

Tag us and the Legislature:

#CareerConnectWA #CareerConnectWashington

#WALeg

#CareerLaunch (please be careful to only use this for programs that have already been endorsed)



Here are a variety of posts we hope will help you tell the story of career connected learning. Please take whatever is useful, localize it, tag your labor, industry, and educational partners, and definitely tag us! If your social media strategy is more image-based, please feel free to use the digital tool kit to add logos and branded colors to your pictures of students, educators, industry, labor, and career-connected learning events!

- Thrilled to be a @CareerConnectWA Regional Network! We're supporting youth in our area by helping schools and employers develop programs that combine job experience with academic credit.
- Local students + classroom learning + on-the-job learning = Career Launch! We help young people build the skills they need to get the jobs they want.
- New jobs are emerging all the time, and with them, the need for employees with new skills. [We] are working to get high school students in [our area] ready for those jobs by bringing all different kinds of employers and professionals into the schools.
- Young people of every age can learn about jobs and fields. Elementary schools are actively encouraging younger students to dream big, and showing them how their schoolwork will help them achieve their goals.
- Career-connected learning opportunities are available to help students set their career direction, and not limit them to one path. Any on-the-job program can help a young person gain professional experience and personal insight.
- [Program name] is an endorsed Career Launch program, which gives students job experience, college credit and a paycheck—all at the same time. Check it out on ....

## OTHER STYLE GUIDELINES

A few other notes on key terms, style, and usage:

**Career Connect Washington:** Capitalized and with spaces, this refers to the organization. On second reference, CCW is acceptable.

The Career Connect Washington logo can only be used by organizations with a formal connection to CCW, and only in the context of the CCW work. Acceptable partners include Regional Networks, Intermediaries, committee members.

**career connected learning:** It is CCW's style to use the phrase without a hyphen, but feel free to defer to your in-house style.

**Intermediaries:** These are organizations selected by Career Connect Washington to build and scale specific programs for students at every level and make sure the programs meet the state standards. In the context of CCW-funded organizations, Intermediaries should be capitalized.

**Regional Networks:** These are organizations selected by Career Connect Washington to serve as hubs for all the labor, industry groups, employers, the K-12 system, the community and technical colleges, the universities and all other apprentice programs in their area. In the context of CCW-funded organizations, Regional Networks should be capitalized.

### Career Connect Washington Term Definitions

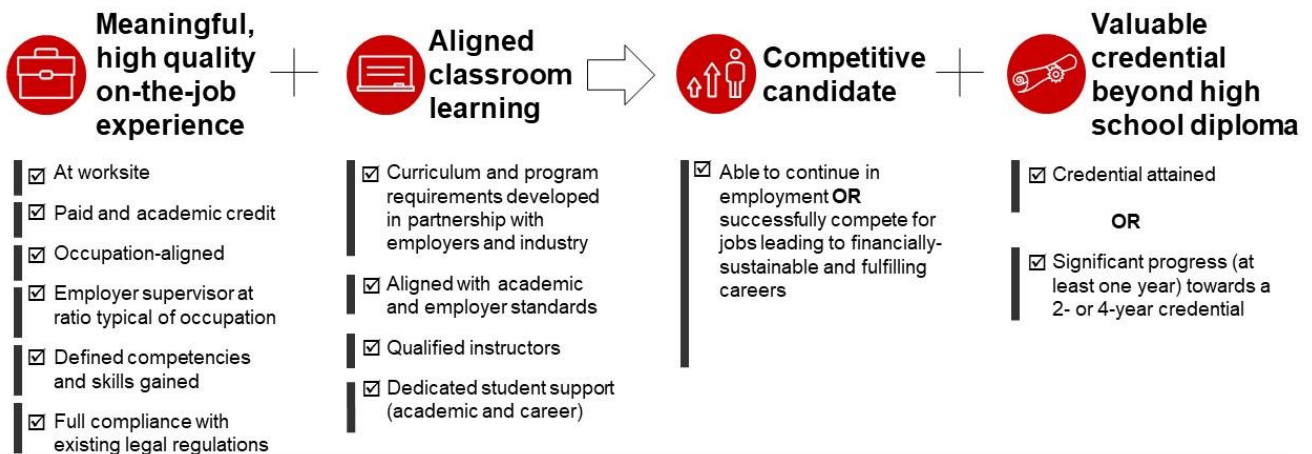
**Career Explore:** Programs designed to expose students to many career options and pathways, beginning as early as elementary or middle school. These programs allow students to learn about future jobs and industries through activities including career fairs, worksite tours, job shadowing, guest speaker presentations, and other similar activities.

**Career Prep:** Programs designed to deepen a student's understanding of a specific industry or career. These programs begin in high school and provide students with hands-on training and knowledge to help students prepare for future work and decide whether a given career path is a good fit. Career Prep programs are longer and more intensive than Career Explore programs and can include a series of CTE and / or skills center courses (e.g. CTE concentration), summer internships, and pre-apprenticeship programs.

**Career Launch:** Programs that combine meaningful, supervised, paid, on-the job experience with aligned academic instruction that result in a competitive candidate for a real job and an industry-recognized and / or postsecondary credential (or at least 45 credits towards a postsecondary credential). Career Launch can begin as early as high school. Career Launch programs can be state-approved registered apprenticeships, as well as CTE sequences or postsecondary credential programs that include robust, paid work-based training. All Career Launches must be approved by the Career Launch Endorsement Review team (run by SBCTC) or the Washington State Apprenticeship and Training Council (for state registered apprenticeships). Upon successful completion of a Career Launch, students can choose to continue academically, seek additional career training, or start their career. (See diagram below for more details on Career Launch.)

Career Launch definition

## Career Launch Programs: Positioning young adults for promising careers



## GRAPHIC RESOURCES

To help partners tell the story of their connection to Career Connect Washington, we have created some visual elements that you can use. A Dropbox link will be provided with these images, ads and the logos featured in the brand standard pages that follow.


The most commonly requested element is one that can be used to identify an endorsed program. Any of the logos below can be used once the program is formerly endorsed. There are multiple configurations you can use on your website or social media posts.



## GRAPHIC RESOURCES, CONTINUED

These ads are samples of how partner organizations can promote their programs and their connection to Career Connect Washington. The files will be made available for modification.

We're proud to partner with Washington's schools and colleges to prepare students to succeed in life.



We help Washington's students explore and prepare for careers starting *before* they graduate from high school.



Our official Career Launch program gives students the on-the-job experience and classroom knowledge they need to succeed.



We're proud to announce our program has been officially endorsed by Career Connect Washington.





Earn classroom credits  
—and a paycheck—  
through our Career  
Launch program.



Our hands-on programs  
take students from  
“why do I have to learn  
this stuff” to launching a  
successful career.



Go from  
**“why do I have to  
learn this stuff”**  
to launching a  
successful career.





## VISUAL IDENTITY

While the logo is the most recognizable element of the brand, CCW's visual brand is comprised of a suite of elements that are designed to establish and continually reinforce CCW's story and meaning.

In conjunction with the verbal identity, the visual identity brings the brand foundation to life. It supports and enhances the brand through colors, shapes, typography, and imagery. The visual language of the brand is used to encourage brand recognition even in the absence of the logo.

- 1 LOGO USAGE**
- 2 IMPROPER LOGO USAGE**
- 3 SUB-BRAND LOGO**
- 4 LOGO FILES STRUCTURE**
- 5 COLOR PALETTE**
- 6A TYPOGRAPHY: PRIMARY FONTS**
- 6B TYPOGRAPHY: SYSTEM FONTS**
- 7 PHOTOGRAPHY STYLE**

# SECTION 1

## LOGO USAGE

### COLOR

The logo is comprised of two colors, and should be used in full color whenever possible.



### ONE COLOR/ALL BLACK

Use the black logo in conditions where color is not available, or in less formal communications like invoices, faxes, etc.



### REVERSED OUT WHITE

Use the reversed one-color logo over solid colors when appropriate or when application dictates this use.





# SECTION 1

## LOGO USAGE

### CLEAR SPACE

Clear space is the area around the logo that should be free of any other logos, graphics, text, or borders. This ensures optimal presentation and recognition of the logo. Use the “C” from the logo as a baseline to measure the amount of free space around the logo when resizing it.



### MINIMUM SIZE

The minimum size helps protect the detail and legibility of the logo in all applications of use.

The logo should not be used smaller than the approved minimum size.

**PRINT MINIMUM SIZE:** 1 inch

**WEB MINIMUM SIZE:** 200 px width



## SECTION 2

*IMPROPER USAGE*



**DO NOT** change logo colors



**DO NOT** add text to the logo



**DO NOT** add effects to the logo



**DO NOT** stretch the logo



**DO NOT** change the logo fonts

## SECTION 2

*IMPROPER USAGE*



**DO NOT** rearrange or modify logo elements



**DO NOT** place the logo over a busy background



**DO NOT** place the color logo over solid fields of clashing color

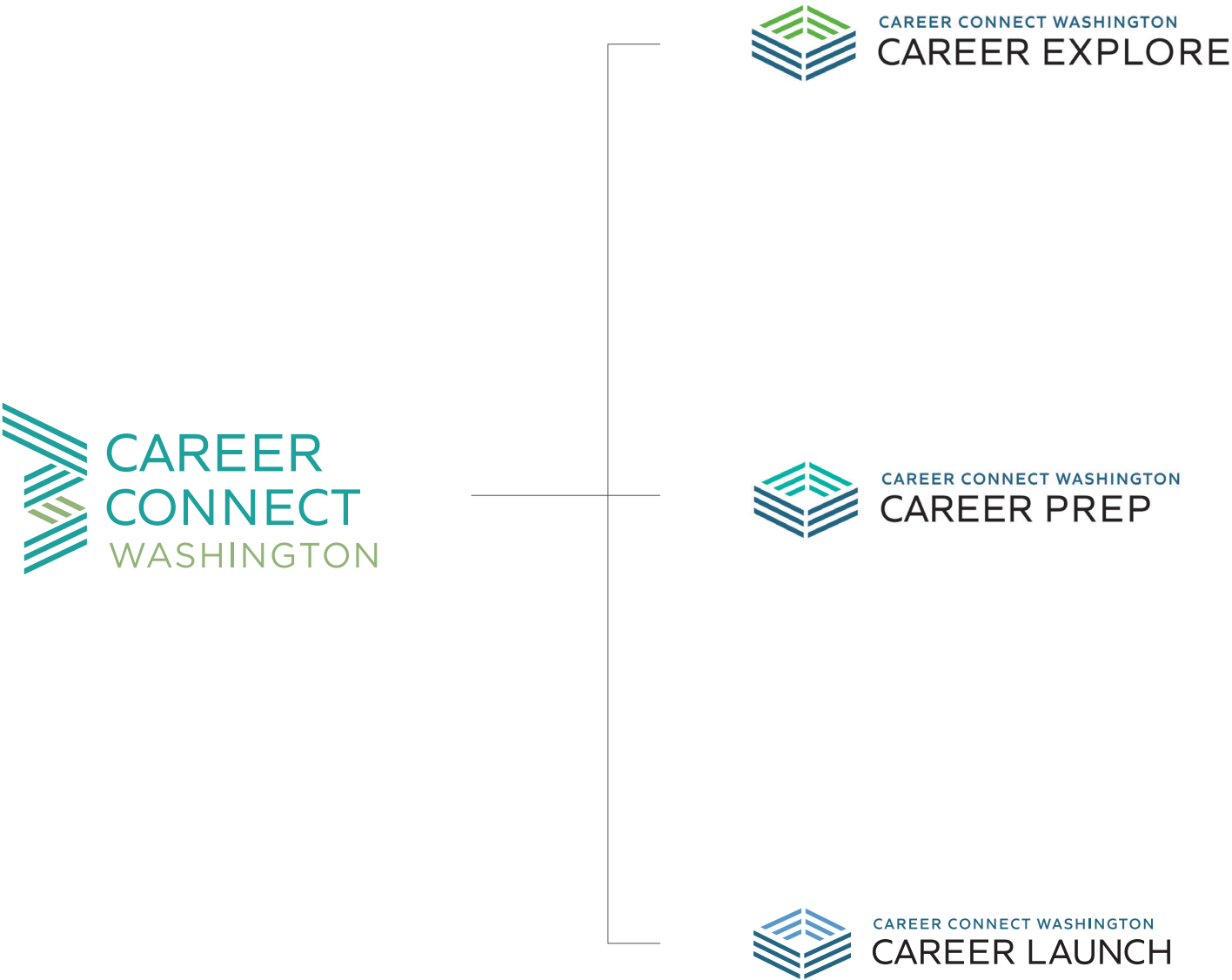


**DO NOT** rotate or skew the logo

# SECTION 3

## SUB-BRAND LOGOS

Sub-brand identities are designed to be unique, yet similar enough to make clear the relationship with the master brand. This allows the sub-brands to benefit from the association and endorsement from the parent brand, while allowed to maintain their own distinct brand identities. Each sub-brand should have a unique color palette designed to differentiate it within this endorsed brand architecture. A color-coding system is intended to serve as an organizational tool creating marketing communications targeting specific audiences.



# SECTION 4

## LOGO FILES STRUCTURE



## FILE NAMING KEY

<b>CCW</b>	Master brand
<b>Launch/Explore/Prep</b>	Sub-brand
<b>Color</b>	brand accurate color version
<b>Reverse White</b>	all white color version
<b>Black</b>	black color version
<b>CMYK</b>	4-color process ink (use for print)
<b>PMS</b>	spot color ink (use for offset print)
<b>RGB</b>	color system used for on-screen applications (use only for web/digital)
<b>.eps</b>	file suffix—indicates use for print
<b>.jpg</b>	file suffix—indicates on-screen use
<b>.png</b>	file suffix—indicates on-screen use and can hold transparent background

# SECTION 4

## LOGO FILES STRUCTURE



### EPS VECTOR/PROFESSIONAL PRINT

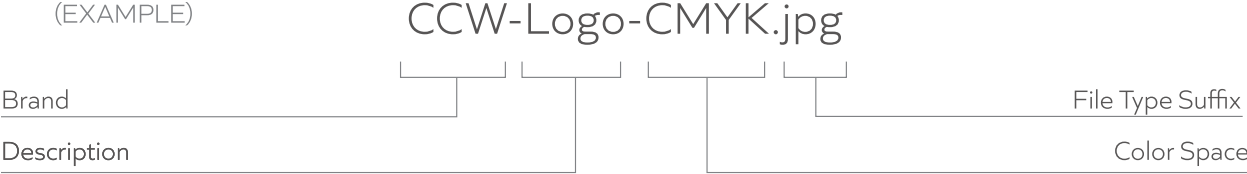
- CCW-Logo-Color-CMYK
- CCW-Logo-Color-RGB
- CCW-Logo-BLACK
- CCW-Logo-REVERSE-WHITE
- CCW-Logo-PMS

### EPS VECTOR/PROFESSIONAL PRINT

- Launch-Logo-Color-CMYK
- Launch-Logo-Color-RGB
- Launch-Logo-BLACK
- Launch-Logo-REVERSE-WHITE
- Launch-Logo-PMS

# SECTION 4

## LOGO FILES STRUCTURE



### JPG OFFICE USE/DIGITAL

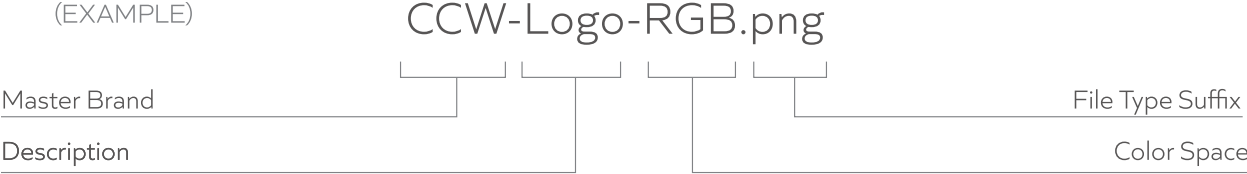
- CCW-Logo-Color-CMYK
- CCW-Logo-Color-RGB
- CCW-Logo-BLACK

### JPG OFFICE USE/DIGITAL

- Launch-Logo-Color-CMYK
- Launch-Logo-Color-RGB
- Launch-Logo-BLACK

# SECTION 4

## LOGO FILES STRUCTURE



- PNG WEB/DIGITAL**
  - CCW-Logo-Color-RGB
  - CCW-Logo-BLACK
  - CCW-Logo-REVERSE-WHITE



- PNG WEB/DIGITAL**
  - Launch-Logo-Color-RGB
  - Launch-Logo-BLACK
  - Launch-Logo-REVERSE-WHITE





# SECTION 5

## COLOR PALETTES

### PRIMARY PALETTE: CCW MASTER

	CMYK	PMS	HEX	RGB
	78 / 0 / 42 / 0	3272 U	#00A49A	0 / 164 / 154
	37 / 3 / 55 / 2	577 U	#93B479	147 / 180 / 121

### SECONDARY PALETTE

	CMYK	PMS	HEX	RGB
	99 / 10 / 14 / 39	308 U	#266682	38 / 103 / 130
	0 / 0 / 0 / 100	Process Black U	#000000	78 / 74 / 71

### TERTIARY PALETTE: EXPLORE

	CMYK	PMS	HEX	RGB
	52 / 0 / 86 / 0	368 U	#67B346	103 / 179 / 70

### TERTIARY PALETTE: PREP

	CMYK	PMS	HEX	RGB
	58 / 0 / 32 / 0	3265 U	#00COAA	0 / 192 / 170

### SECONDARY PALETTE: LAUNCH

	CMYK	PMS	HEX	RGB
	67 / 17 / 3 / 0	7688 U	#5E99CA	94 / 154 / 202

# SECTION 6A

## TYPOGRAPHY: PRIMARY FONTS

### PRIMARY FONTS

#### Quiet Sans

Headlines, Pull Quotes, Subheads, Body Copy & Callouts

When Quiet Sans is not available for use in programs such as Word and PowerPoint, Arial has been chosen as a font alternative.

**ABCDEFGHIJKLM**  
**NOPQRSTUVWXYZ**  
**abcdefghijklmn**  
**opqrstuvwxyz**  
**0123456789**

#### Bold

**ABCDEFGHIJKLM**  
**NOPQRSTUVWXYZ**  
**abcdefghijklmn opqrstuvwxyz**  
**0123456789**

#### SemiBold

**ABCDEFGHIJKLM**  
**NOPQRSTUVWXYZ**  
**abcdefghijklmn opqrstuvwxyz**  
**0123456789**

#### Regular

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmn opqrstuvwxyz  
0123456789

#### Light

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmn opqrstuvwxyz  
0123456789

# SECTION 6B

## TYPOGRAPHY: SYSTEM FONTS

### SYSTEM FONTS

#### Arial

Headlines, Pull Quotes, Subheads, Body Copy & Callouts

NOTE: System fonts are for use ONLY when primary brand fonts are not available.

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
0123456789

#### Bold

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
0123456789**

#### Regular

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
0123456789

# SECTION 7

## PHOTOGRAPHY

### PHOTOGRAPHY CONSIDERATIONS

CCW's photography should be inclusive—representing all Washingtonians, from the vast regions across our state. The tone should be warm, uplifting, and positive, highlighting the possibility and potential of our state. Our photography should capture the spirit of our state—through culture and people.

Professional photography should be commissioned whenever possible. When professional photography is not available, high resolution photographs should be selected and treated with the same standards used for professional photography.