



# STYLE GUIDE

APRIL 2010

The IowaWORKS logo has been created to establish a consistent and uniform identity for Iowa's integrated workforce delivery system. This style guide is designed to assist regions with the general guidelines for using the IowaWORKS logo. It is not meant to be all-inclusive of every possible situation. Workforce centers have six months from their integration date to completely switch to this new brand identity. We recognize the importance of utilizing materials that are currently on hand.

The new IowaWORKS logo is a two-color logo of black and a dark green (PMS 357).



The logo can be scaled proportionally to a size that works for the project, however, the height should be not less than .75 inches.

Regional taglines are acceptable ones approved by the communications department at Iowa Workforce Development. Tagline usage shall follow the example below:



Additional variations are only acceptable with prior approval, and will exist for rare circumstances only.

## IMPROPER USE OF THE LOGO

To avoid improper use of the logo, always adhere to the basic guidelines set forth in this style guide.

An important rule to remember is that the logo should always be treated as a symbol, not as a word in a phrase, sentence or headline. The logo may be used in the masthead of a newsletter, but only if it's treated as a separate design element, not incorporated into the actual name of the newsletter.

Other useful guidelines to avoid improper use of the logo include:

1. Do not use different type fonts for the logo or inappropriate case.
2. Do not print the logo in unspecified colors.
3. Do not position the log too close to other symbols or logos.
4. Do not position the logo at an angle or vertically without approval.
5. Only resize the logo proportionally to avoid stretching.

## LETTERHEAD, ENVELOPES AND BUSINESS CARDS

To ensure consistency across the integrated system, regions should work with the communications bureau for the development of the above materials.