



**workforce**  
WindsorEssex

**Brand Guidelines**  
WORKFORCE WINDSOR ESSEX



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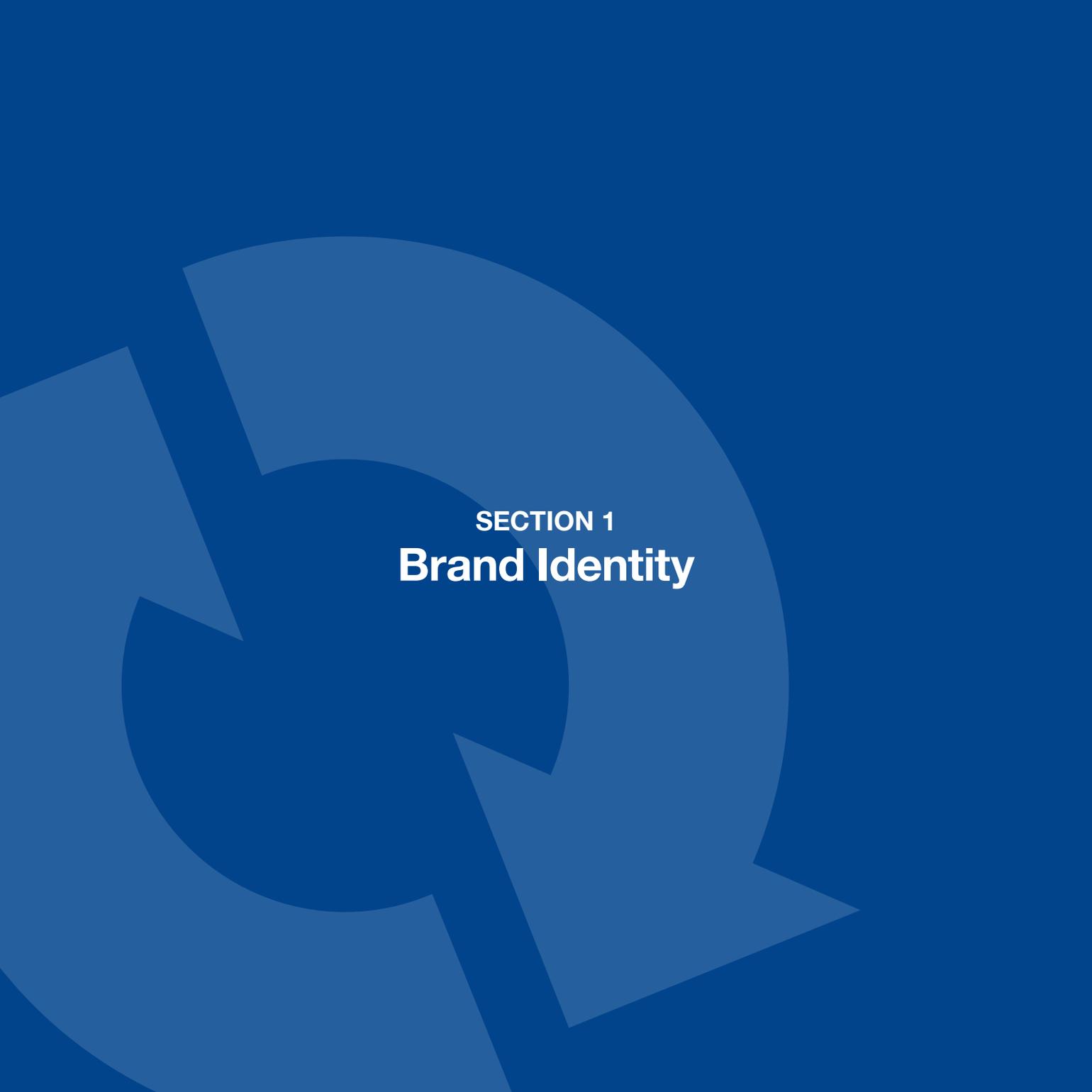
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SECTION 1  
**Brand Identity**

# Workforce WindsorEssex

## Mission

Workforce WindsorEssex supports the development of a strong, sustainable local economy by:

Fostering understanding of current and future workforce needs.

Facilitating partners to make strategic investment in education, training and employment opportunities; and Creating opportunities to influence and advocate for change in the community with respect to workforce development.

## Values

*Collaboration*

*Results Mindset*

*Innovation*

*Versatility*

*Transparency*

*Respect*

## INTRODUCTION

Workforce WindsorEssex (legally Workforce Development Board Windsor Essex) was created as an independent, community-based board in October 2008 as a result of significant foundation work by the City of Windsor, County of Essex, WindsorEssex Economic Development Commission and Province of Ontario.

Our mandate is to plan, facilitate and advocate for regional workforce development, defined as the development, retention, and recruitment of a wide range of skilled workers to meet the current and future economic and social development needs of Windsor-Essex.

Workforce WindsorEssex is a trusted source for labour market information and intelligence in our region and is considered a key partner within our region in the areas of Economic Development, Employment Services, Education and Training, and Community Services.



SECTION 2A  
**Brand Elements & Logos**

## Primary Logo

The logo was designed with movement in mind. The type chosen is lowercase, which makes it more inviting for people of all backgrounds.

The idea behind using the arrows in the “o” was to rejuvenate the idea behind the old logo and to reinforce the idea of a cycle.

We wanted to update the old logo while still leaving it recognizable with people. It is simple so it can work well across a variety of media, including web and print.



# Logo Variations

## PROJECT LOGOS



## SERVICE LOGOS



## Logo Scale Guidelines

The recommended scale difference between logos should be as described below. See example on right. In the case where only 1 or 2 service logos are used, they should not exceed 50% of the size of the project logo.

**workforce**  
**WindsorEssex**

100%

**WENav** **WEJobs** **WEsearch**

33%

33%

33%

PROJECT LOGO  
SCALE: 100%

SERVICE LOGO  
SCALE: 33%

# SUPPORTING LOCAL MEANS SUPPORTING LOCALS.

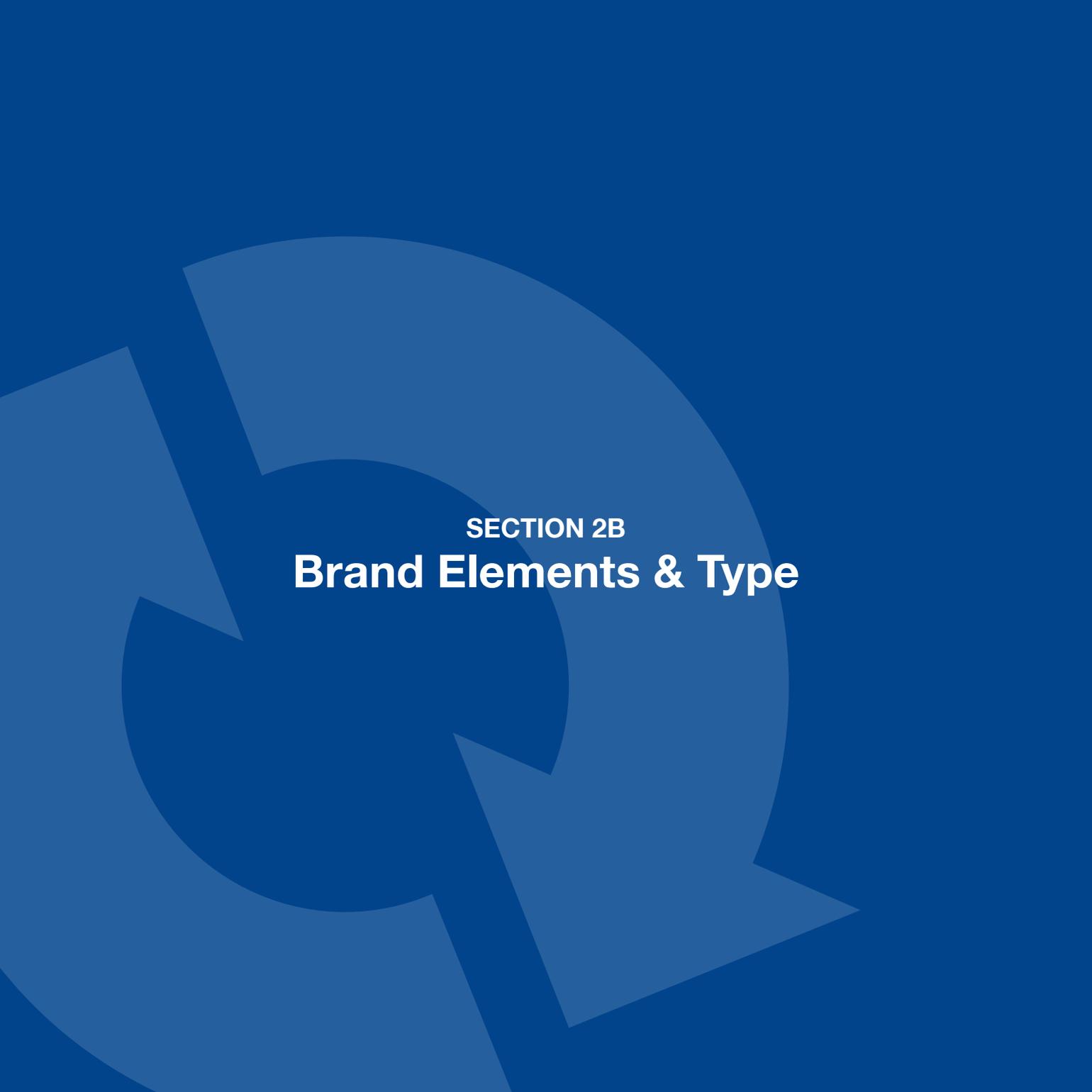
We have the tools to help local people like you succeed.  
Check out our website for more information:

▶ [workforcewindsorsex.com](http://workforcewindsorsex.com)



**workforce**  
WindsorEssex  
wenaV WEjobs wEsearch

LOGO USE EXAMPLE:  
PROJECT LOGO  
FOLLOWED BY  
SERVICE LOGO(S)



SECTION 2B  
**Brand Elements & Type**

# Print Typography Guideline Overview

For printed documents, type size should not be any lower than 8pt. One exception may include fine print or a business card. This will greatly enhance readability on printed materials.

## RECOMMENDED MINIMUM SIZE FOR PRINT: 8PT

ITC Avant Garde Gothic Std | Bold  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' " ' "

HelveticaNeue LT 55 Roman | Regular  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' " ' "

Aa  
16pt 8pt

24PT BOLD AVANT GARDE

11PT REGULAR HELVETICA

## PRINT HEADLINE EXAMPLE

This is a content example: it is written in 11pt font, but between 8pt and 12pt sizes can also be used when necessary. To draw attention to a certain word in a sentence, the font can be **bold** and dark blue.

### SECONDARY TITLE

The main content font colour should always be black for optimal readability, except for cases when the type is on a dark background (such as the Workforce WindsorEssex dark blue); in that case, white text should be used for both the headline and the main content font.

11PT BOLD HELVETICA

This is an example of the smallest font size that should be used (8pt). It can be used for fine-print or business card text.

8PT REGULAR HELVETICA

## HEADLINE

### HOW TO USE:

This typeface should always be used at the **bold** weight, in ALL-CAPS, and dark blue in order to maintain consistency.

### WHEN TO USE:

*book titles, project headlines, advertising headlines, etc.*

## PRIMARY

### ITC AVANT GARDE GOTHIC STD

FONT WEIGHT: **BOLD**

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890!?\$%&

## ALTERNATE

### CENTURY GOTHIC

FONT WEIGHT: **BOLD**

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890!?\$%&

## CONTENT

### HOW TO USE:

This typeface should always be used for content at the regular weight. For content titles, it should be in **bold** and ALL-CAPS in order to maintain consistency.

### WHEN TO USE:

*content, content titles, business cards, brochures, pamphlets, memos, letters, etc.*

### HelveticaNeue LT

FONT WEIGHT: Regular, **Bold**

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopqrs  
tuvwxyz  
1234567890!?\$%&

### Arial

FONT WEIGHT: Regular, **Bold**

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopqrst  
uvwxyz  
1234567890!?\$%&



## SUPPORTING LOCAL MEANS SUPPORTING LOCALS

### THE LABOUR MARKET

We have the tools to help people like you succeed. Ask your employment counsellor for information on this.

Visit [www.workforcewindsorsex.com](http://www.workforcewindsorsex.com) for more information.

### CREDENTIALS

You may find that your credentials are not recognized in Canada. Focus on the skills you gained through employment in your home country and how they relate to the job you are applying for.

### CULTURAL DIFFERENCES

See if you can go with someone to work for a day or volunteer to learn about the Canadian workforce.

### HOPE AND CONFIDENCE

You may find your job search process to be frustrating. Don't lose hope during this time. Know that finding a job can be a difficult and time consuming task. To stay focused try:

Setting realistic and attainable goals.

Remind yourself of your strengths and the successes you have had.

Place yourself in a positive and encouraging environment.

In the midst of your job search make sure you take the time to do the activities you enjoy doing: playing on a sports team, spending time in nature, doing activities with family and friends.



### WINDSOR WOMEN WORKING WITH IMMIGRANT WOMEN

“WWWIW is an amazing organization that assisted me in finding employment. They provided genuine care and support in order for me to navigate and understand the labour market that lead to different employment opportunities. The program has given me opportunities to improve on my existing skills and learn new skills that I need to be ready in the future.” - Cheryl Reyes

CONTENT:  
HELVETICA NEUE  
REGULAR  
8PT FONT

CONTENT TITLE:  
HELVETICA NEUE  
ALL-CAPS

HEADLINE:  
ITC AVANT GARDE  
ALL-CAPS

## HEADLINE

### HOW TO USE:

This typeface should always be used at the **bold** weight, in ALL-CAPS, and dark blue in order to maintain consistency.

### WHEN TO USE:

*webpage titles, project headlines, advertising headline, etc.*

## PRIMARY

### POPPINS

FONT WEIGHT: **BOLD**

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890!@%&

## ALTERNATE

### ARIAL

FONT WEIGHT: **BOLD**

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890!@%&

## CONTENT

### HOW TO USE:

This typeface should always be used for content at the regular weight. For content titles, it should be in **bold** and ALL-CAPS in order to maintain consistency.

### WHEN TO USE:

*website text, web-ad content, email content, evites, etc*

### Helvetica

FONT WEIGHT: Regular, **Bold**

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopqrs  
tuvwxyz  
1234567890!@%&

### Arial

FONT WEIGHT: Regular, **Bold**

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopqrst  
uvwxyz  
1234567890!@%&



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CONTENT:  
<P> TAG  
HELVETICA  
REGULAR  
8PT FONT

CONTENT TITLE:  
<H2> TAG  
HELVETICA  
ALL-CAPS

HEADLINE:  
<H1> TAG  
POPPINS  
ALL-CAPS

# Web Typography Guideline Overview

On the web, Helvetica/Arial and Poppins should not be any smaller than 11px. This will greatly enhance web readability.

Use primarily h1, h2, and p tags to keep styles consistent throughout all web material. The other h tags can be used if necessary, but use sparingly.

## RECOMMENDED MINIMUM SIZE FOR WEB: 11PX

Poppins | Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!?.;,'”

Helvetica | Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!?.;,'”

Arial | Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?.;,'”

Aa Aa Aa Aa Aa Aa Aa Aa Aa Aa

19px

11px

## HEADING H1

### HEADING H2 EXAMPLE

Heading h3 example

Heading h4 example

Heading h5 example

*Heading h6 example*

this is a paragraph example

### <H1>

Poppins; 45px; style: normal; variant: normal; uppercase; weight: 600; line-height: 18px; color: #00448B

### <H2>

Helvetica; 20px; style: normal; variant: normal; uppercase; weight: 600; line-height: 18px; color:#00AC9F

### <H3>

Helvetica; 18px; style: normal; variant: normal; weight: 600; line-height: 14px; color: #00448B;

### <H4>

Helvetica; 16px; style: normal; variant: normal; weight: 600; line-height: 14px;

### <H5>

Helvetica; 14px; style: normal; variant: normal; weight: 600; line-height: 14px;

### <H6>

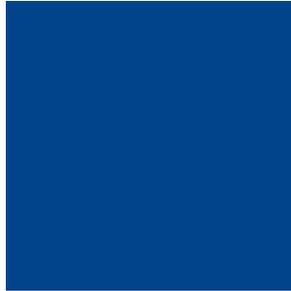
Helvetica; 14px; style: italic; variant: normal; weight: 300; line-height: 14px;

### <P>

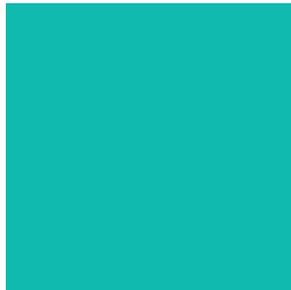
Helvetica; 15px; style: normal; variant: normal; weight: 400; line-height: 14px;



SECTION 2C  
**Brand Colours & Icon**



**C-100 M-75 Y-0 K-20**  
**PANTONE 293**  
**R-0 G-68 B-139**  
**HEX: #00448B**



**C-94 M-0 Y-48 K-0**  
**PANTONE 3272**  
**R-0 G-172 B-159**  
**HEX: #00AC9F**

## Brand Colours

In order to enhance brand recognition, the logo should always use these colours.

The darker blue should be used as the dominant colour in most designs, with the lighter teal colour being used as a secondary colour.

The two different shades of blue compliment one another. By using both colours in the logo, a better balance was achieved.

The colours can also be used as a solid background with the white version of the Workforce WindsorEssex logo overlaid.



## Icons

The graphic in the logo can be used as an icon or on promotional pieces.

The joined arrows are significant because they represent unity, helpfulness, and the cycle of finding a job, all of which relate directly to Workforce WindsorEssex. Circles are a strong shape that signify length of unity and have always been a popular symbol to represent life and cycles.



