



PIEDMONT REGION

Title:	Marketing and Branding Policy	Policy #:	30
Effective Date:	March 17, 2016	Revision Date:	March 16, 2022

Purpose

In 2014, the Virginia Career Works - Piedmont Region (VCW-P) implemented a marketing and branding initiative to redefine the mission and purpose of VCW-P as well as to create a brand that could be recognizable to stakeholders in Local Workforce Development Area 6. VCW-P must ensure that the brand is further strengthened in the region, and that all marketing collateral meets federal, state and local requirements in terms of content and format.

Policy

The following guidelines must be adhered to when promoting services provided by the VCW-P and/or Workforce Innovation and Opportunity Act (WIOA) funds.

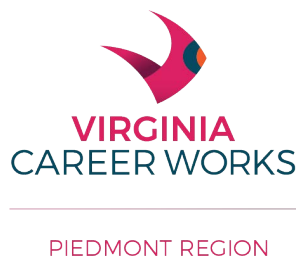
Equal Opportunity and Funding Notification Statement

The programs and services provided by VCW-P and the WIOA Program and One-Stop Operators are mostly federal funded, and subsequently must adhere to EEO and notification guidelines. The following statement must be included on all promotional materials and electronic publications. This includes, but is not limited to, brochures, pamphlets, flyers, newsletters, schedules/calendars of service offerings, social media sites, and website publications.

Marketing Collateral

All marketing collateral, including but not limited to, brochures, press releases, pamphlets, newsletters, flyers, and other printed material must include the following logos:

Virginia Career Works - Piedmont Region
(must include the VCW-P logo in at least one of the formats below)



Proud Partner

(must include the logo in at least one of the formats below)



All marketing collateral must also use the official VCW-P color scheme and graphics. The RGB colors are as defined below:

Beak Orange	Ruby Red	Burgundy Red	Mask Navy
r: 241 c: 0 Hex#: g: 90 m: 80 f15a29 b: 41 y: 95 PMS: k: 0 7579c	r: 220 c: 8 Hex#: g: 34 m: 98 dc2261 b: 97 y: 45 PMS: k: 0 214c	r: 112 c: 42 Hex#: g: 23 m: 98 702741 b: 65 y: 50 PMS: k: 37 222c	r: 7 c: 95 Hex#: g: 73 m: 64 07495f b: 95 y: 44 PMS: k: 29 3165c

Virginia Career Works gradient applied at 120° angle.

Beak Orange Ruby Red Burgundy Red

PMS Black 6c CMYK c: 83 m: 67 y: 63 k: 79 RGB r: 2 g: 20 b: 25 HEX #021419

PMS Cool Grey 4c CMYK c: 27 m: 20 y: 20 k: 0 RGB r: 187 g: 189 b: 191 HEX #bbbdbf

All marketing collateral must be approved by VCW-P Staff before publication or distribution.

Websites and Social Media

All information posted on websites and social media regarding services provided by VCW-P or WIOA Program or One Stop Operators must include the VCW-P logo and American Job Center logo as shown above. Website and social media content is subject to review by VCW-P staff at any time during the Program Year to monitor for compliance to federal, state and local policy.

The Virginia Career Works - Piedmont Region is an Equal Opportunity Employer/Program. Auxiliary aids and services are available upon request to individuals with disabilities. TDD-VA Relay: 711. Interpreters are available upon request. EO Officer | info@vcwpiedmont.com | 434.979.5610

Email Signatures & Business Cards

All WIOA Program Staff that are funded solely by WIOA or other VCW-P funds (including in-kind match) will adhere to the following email signature guidelines.

- Name of Staff Member
- Job Title
- Name of Workforce Center
- Street Address of Workforce Center
- City, State, Zip
- Phone Number
- Email Address

Virginia Career Works - Piedmont Region