**Outreach Style Guide**

**Purpose**

This guide applies to all outreach materials both printed and in electronic versions created by Mississippi Valley Iowa*WORKS* Centers. Outreach materials mean any product developed for Iowa*WORKS* activities that are funded by the Department of Labor (DOL) funding.

**Background**

The Iowa*WORKS* brand shall be the exclusive brand used to identify the integrated American Job Center Network. All signage, materials, etc. will encompass the Iowa*WORKS* brand exclusively for delivering services within the workforce system. Funding sources that pass through Iowa Workforce Development will not be used to subsidize marketing, collateral materials, websites, advertising, or other efforts that do not follow the brand requirements as laid out below.

**Approval Process**

All outreach materials must be reviewed to ensure proper use of the logo and other requirements for consistency. All materials must be sent to either the designated board staff, One Stop Operator, Operations Manager (or designee), or one other designated individual in each center for approval before distribution or use. It is preferred that all content be created in Canva, and access can be requested by contacting the board directly.

**Branding and Required Guidelines**

The following are brand requirements for all programs and services within the **exclusive** requirements of Iowa*WORKS*. The following checklist should be used to verify all information follows the MVWA branding guide.

* Iowa*WORKS* Mississippi Valley logo must be placed in the lower left corner. The exception to this is only when the Logo is required as a specific identification piece of the outreach material.
* Iowa*WORKS* Mississippi Valley logo is the only logo to be used on outreach materials developed and used to promote organizations associated with the integrated system.
* Program logos are acceptable, such as Accelerate Iowa for the youth program.
* No specific organizations referenced such as Equus, Title 1, Iowa Workforce Development, etc. In limited circumstances when providing the entities name is relevant and needed for the outreach such as a sponsorship or a policy change exceptions can be made.
* The logo is a green/black logo. All black or white logos are also acceptable. Any logos not complying with the color requirements must be removed or replaced. Logo files can be requested from an authorized individual.
* Iowa*WORKS* must be spelled correctly with “*WORKS*” capitalized and italicized.
* The current Equal Opportunity Statement must be utilized in small print and in the lower right-hand corner of all print and electronic media.
* The footer should contain the DOL funding acknowledgment statement.
* A direct contact phone number, email, or website must be included, or a trackable QR code used. Allowable websites include www.iowaworks.gov or www.mississippivalleyworkforce.org.
* Use of acronyms is not permitted.
* Plain language should be used to avoid workforce jargon.
* No use of words that can have a negative connotation.
* Staff have the ability to repost, and the above style guidelines are not relevant in these situations. Reposts should only occur when they directly relate to community partners’ programs and services, employment opportunities, or workforce-related programs. No political posts of any sort should be shared or reposted at any time.

**EEO Statement is:**

Equal employment opportunity and program. Auxiliary aids and services are available upon request to individuals with disabilities by emailing [assistant@mississippivalleyworkforce.org](mailto:assistant@mississippivalleyworkforce.org) For the deaf or hard of hearing, use Relay 711

**DOL Statement**:

Funding Acknowledgement. The following statement shall be included on all products developed in whole or in part with WIOA Funds:

"This project [is being] [was] supported, in whole or in part, by the federal award number [enter project FAIN] award to the State of Iowa by the U.S. Department of the Treasury."

When space is limited, the tagline may be shortened to

“Funded by DOL, WIOA Title I-B programs” (or applicable program title)

**Proofing and Printing Checklist**

Proofing is a crucial aspect of preparing any outreach material. Before the distribution of outreach materials that you have customized or found on Canva, you will want to review the following items:

* Dates will be formatted like this: Monday, April 18, 2023
* Times will be formatted like this: 12:00 p.m. – 2:00 p.m.
* Correct spelling
* Correct grammar
* Consistent spacing
* Consistency among headers
* Consistency among designs and images
* Consistent styles and formatting throughout the document
* Correct contact and specific location information (Davenport or Burlington with address)
* Links are working properly and directed to the correct location.
* Call to Action – what do you want the person seeing the flyer to do?
* Have a 2nd person proof the document before submitting it for approval.
* Be sure that all materials follow Mississippi Valley Iowa*WORKS* Branding guidelines.

**Social Media Posting**

The Mississippi Valley Iowa*WORKS* Centers use HootSuite to manage all social media accounts. There will be a social media posting schedule developed by the core partners and reviewed and updated regularly. Core Partners will also determine which staff in each center will have access to this platform and serve as point persons for postings and oversight of the social media accounts. The individuals who will have access to the HootSuite account will serve as the final approvals for postings and will be responsible for ensuring all elements of this style guide are adhered to. One board staff, the One Stop Operator, Operations Managers (or designee), and one additional individual from each center will have access to this platform. All authorized individuals will complete the IWD social media training, HootSuite onboarding, and local social media training before being granted HootSuite access.

* All partners are encouraged to send postings to the 6 authorized individuals to be placed on the schedule.
* Event posts should always have the “who, what, where, when, and why.”

**Exceptions**

We recognize that a number of partners within Iowa*WORKS* will remain within the integrated system, however, the majority of their funding does not flow through IWD, WIOA, or the board. While we encourage these partners to utilize the exclusive portion of the Iowa*WORKS* brand requirements, it is fully recognized that the use of Iowa*WORKS* cannot be a requirement. Because of this, we will work closely with these partners to incorporate Iowa*WORKS* where possible and to ensure that when it is used, the brand standards are followed.

We understand that Iowa*WORKS* may not always be the lead partner hosting an event. In these circumstances, at a minimum, the use of the logo and colors should be adhered to. Examples include but are not limited to:

* Community programs where the local Workforce System is partnering with non-IowaWORKS partners on local programs or initiatives.
* Job fairs where Iowa*WORKS* is a partner, not the primary sponsor.
* Local events where additional organizations’ logos are needed to promote the activity.

*Equal Opportunity Programs/Employer*

*Auxiliary aids and services are available upon request for individuals with disabilities.*