NC works

A proud partner of the
American**Job**Center® network

BRAND
GUIDELINES

NOVEMBER 2019

USING
THE BRAND

NCWorks helps North Carolinians better prepare for employment through the extensive career services it provides, most offered free of charge. NCWorks also helps businesses find workers.

For more information, visit ncworks.gov.

This document provides an overview of the NCWorks brand as well as guidelines on how to use the design assets and creative materials provided.

TABLE OF
CONTENTS

CONVENTIONS

Initiative Name

When referring to the campaign in a written document (print or online), the format should adhere to the following example: **NCWorks**. The first three letters are capitalized, with the remainder of the text in lowercase.

The name should only be used in all caps in headlines.

Website

Our URL appears as ncworks.gov when used alone or in sentences. No words in the URL should be capitalized, and www is not used at the beginning of the URL.

Phone number

Please use decimals in place of dashes when listing phone numbers.

For example, use 123.456.7890 instead of 123-456-7890.

LOGO

LOGO

The NCWorks logo is the primary visual representation of the group. It should accompany all communications.

The horizon curve of the logo is dynamic and future-oriented, alluding to the idea of moving the NC of today into the NC of tomorrow.

Various triangles merge to form cohesive letterforms, representative of business leaders, job seekers and NCWorks coming together to help move North Carolina forward.

The logo must be reproduced from a digital master reference and is available in the following formats:

- .EPS: Professional use
- .JPG: Desktop publishing
- .PNG: Digital use

Color builds can be found on page 5. Use the CMYK version when only CMYK printing is available, and the RGB version for on-screen or digital applications.

Never recreate, alter, or distort this logo in any way.

LOGO:
PRIMARY VERSION

The NCWorks logo uses a mixture of green and blues from the color palette to emulate a horizon line where land meets sky. The coloration of the triangles within the logo should not be altered.

With the exception of materials for social media, or where the lockup would be too small to be legible, the logo should always be accompanied by the American Job Center Network logo.

The stacked lockup is preferred, but an alternate horizontal lockup is provided for use where vertical space is limited.

Preferred stacked lockup
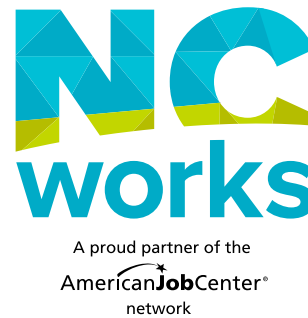
Alternate horizontal lockup

LOGO:
ALTERNATE VERSIONS

The logo below is acceptable for use in social media, digital applications, and promotional materials where size would prevent legibility of the American Job Center Network logo.

Full-color logo

When a URL needs to be appended to the logo, the following version should be used.

Logo with URL

The 1-color black logo is only to be used for promotional materials or internal materials (such as fax sheets) when printing 4-color process is cost prohibitive. It should not be used for any other collateral.

1-color black logo

At times, a reversed logo may be needed. The 1-color white logo below should be sparingly used for promotional materials or when use of a full-color logo is not possible. It should not be the logo format that is primarily used.
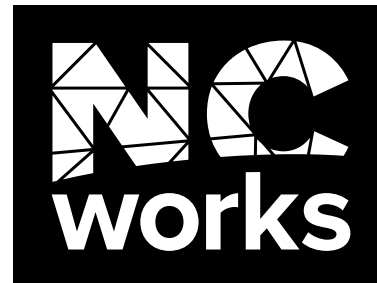
1-color white logo

LOGO:
CLEAR SPACE

To ensure integrity and visibility, the NCWorks logo must be kept clear of competing text, images or graphics.

Whenever the logo is used, it should be surrounded on all sides by an adequate clear space (equal to the counter height of the "o" in "works").

X = counter height in "o"
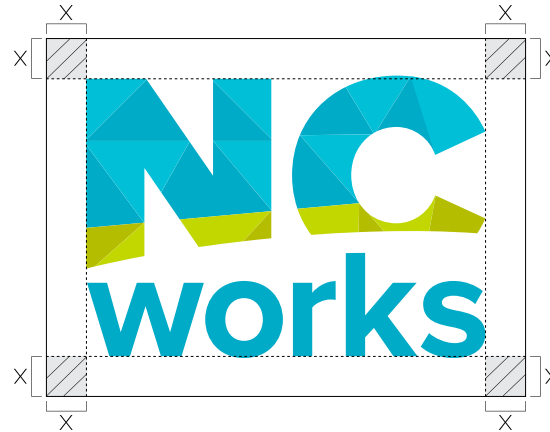
Logo clear space
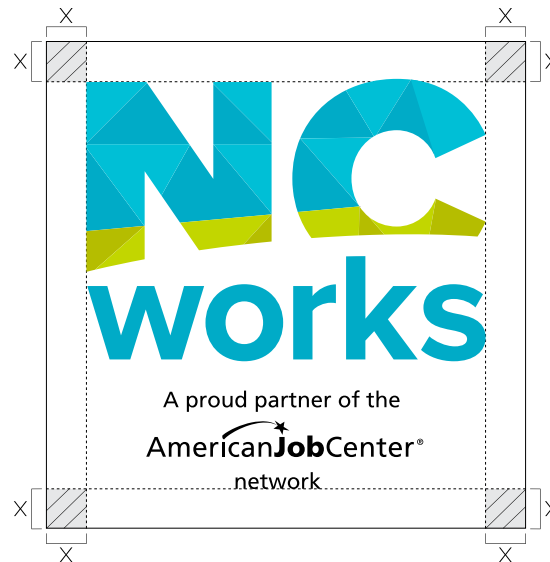
Logo clear space with American Job Center Network partner lockup

LOGO: **DO NOT**
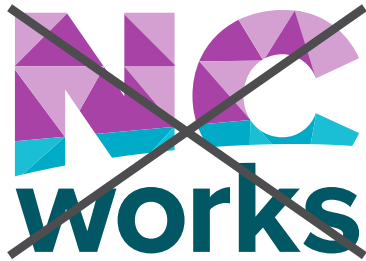
DO NOT change any of the logo colors beyond the approved 1-color black and white versions

DO NOT use the mark in conjunction with text other than NCWorks

DO NOT knock out logo against a busy photo, or on a color that does not provide sufficient contrast

LOGO:
MINIMUM SIZE

Minimum size is the smallest allowable logo size. Logos do not have a maximum reproduction size.

In order to maintain legibility, the following dimensions should be used:

- NCWorks logo alone: minimum 0.75" (31.75 mm) wide.
- NCWorks & American Job Center Network stacked lockup: minimum 1.0" wide.
- NCWorks & American Job Center Network horizontal lockup: minimum 1.0" wide.

The minimum size requirements on this page apply to all versions of the NCWorks logo on most print material (e.g., brochures, fliers).

These lock-ups may be enlarged as needed for large format pieces, such as exhibit displays or out-of-home collateral. There is no maximum size.

Always maintain the logo's aspect ratio when scaling—resize proportionally.

Logo alone

0.75"(19mm) wide

Stacked lockup

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network

1.0"(19mm) wide

Horizontal lockup

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American**Job**Center®
network

1.5"(38mm) wide

Note that minimum size may sometimes be adjusted for select digital applications where space is limited.

LOGO:
PARTNERS

Partners are important to NCWorks, and as such, there will be times when a partner logo will need to be paired with the NCWorks lockup.

When pairing a partner logo, observe the clear space around the NCWorks logo as indicated on **page 9**. More space between elements is acceptable. A thin gray dividing line should be used between the two logos. The partner logo should be equal in height to the NCWorks part of the lockup to give emphasis to NCWorks. The partner logo should not be the full height of the NCWorks and AJC lockup.

Partners also have the ability to pair their logo with the NCWorks logo. The same guidelines listed above apply, with the partner logo appearing first and larger.

When using a partner lockup in email signatures, care should be taken that both the NCWorks and partner logos are clear and easily readable. See **page 41** for an guide on email signatures.

NCWorks Led Lockup

NC works
A proud partner of the
American**Job**Center®
network

Partner Logo

Partner Led Lockup

Partner Logo

NC works
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American**Job**Center®
network

COLOR **PALETTE**

CMYK

RGB

Tints

COLOR PALETTE

The NCWorks palette is comprised of modern, vivid colors that connote diversity, collaboration, innovation and community.

The hierarchy below shows the breakdown of how the colors should be used. The larger sections represent tones that will be used more often, such as text headlines and background colors, and the smaller sections should be reserved for use in graphics and callouts.

COLOR: **CMYK**

CMYK colors are used in professional printing, and should not be used for materials that will be displayed on-screen.

*Note: text in designed layouts should be 90% black.

CMYK 75 | 11 | 17 | 0

CMYK 69 | 0 | 16 | 0

CMYK 35 | 13 | 100 | 0

CMYK 29 | 2 | 100 | 0

CMYK 93 | 53 | 48 | 26

CMYK 38 | 87 | 0 | 0

COLOR: **RGB**

RGB colors are used for on-screen display, and should not be used for materials that will be printed.

*Note: text in designed layouts should be 90% black.

RGB 0 | 171 | 200

RGB 8 | 190 | 213

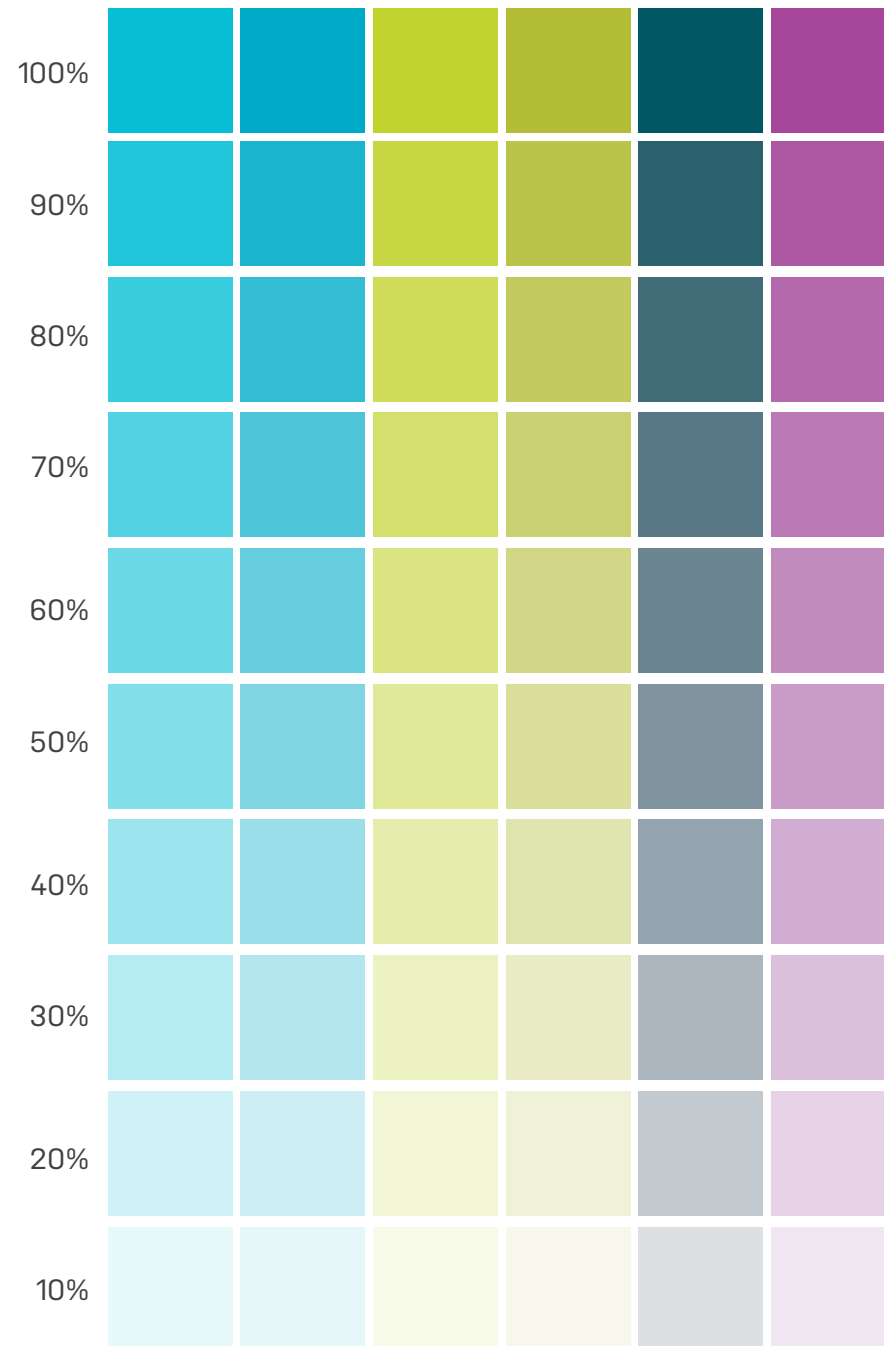RGB 179 | 189 | 53

RGB 193 | 211 | 47

RGB 0 | 87 | 99

RGB 169 | 66 | 166

COLOR: **TINTS**

For greater flexibility in color, especially of icons, charts and graphs, tints of each tone are allowed. Tints should be used in increments of ten.

100%

90%

80%

70%

60%

50%

40%

30%

20%

10%

TYPOGRAPHY

Primary: Nudista

Secondary: Arial

TYPOGRAPHY:
PRIMARY

Nudista is the primary NCWorks font.

This sans-serif font is used for headlines, subheads, body copy, and captions.

The Nudista weights shown below may be used when materials are professionally designed to allow for multiple levels of typographic hierarchy.

If you are a vendor who needs to use the full Nudista family, licenses may be purchased here: www.myfonts.com/fonts/suitcase/nudista/

Nudista Light

Nudista Light Italic

Nudista Medium

Nudista Medium Italic

Nudista Semibold

Nudista Semibold Italic

Nudista Bold

Nudista Bold Italic

TYPOGRAPHY:
NUDISTA

Nudista Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Nudista Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Nudista Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Nudista Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Nudista Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Nudista Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Nudista Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Nudista Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPOGRAPHY:
SECONDARY

Arial is the secondary NCWorks font.

Due to its widespread availability on most systems, Arial should be used for consistent, time-efficient, and economical in-house production of templated material (e.g., PPT presentations, Word documents, internal communication).

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

TYPOGRAPHY:
ARIAL

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GRAPHIC **ELEMENTS**

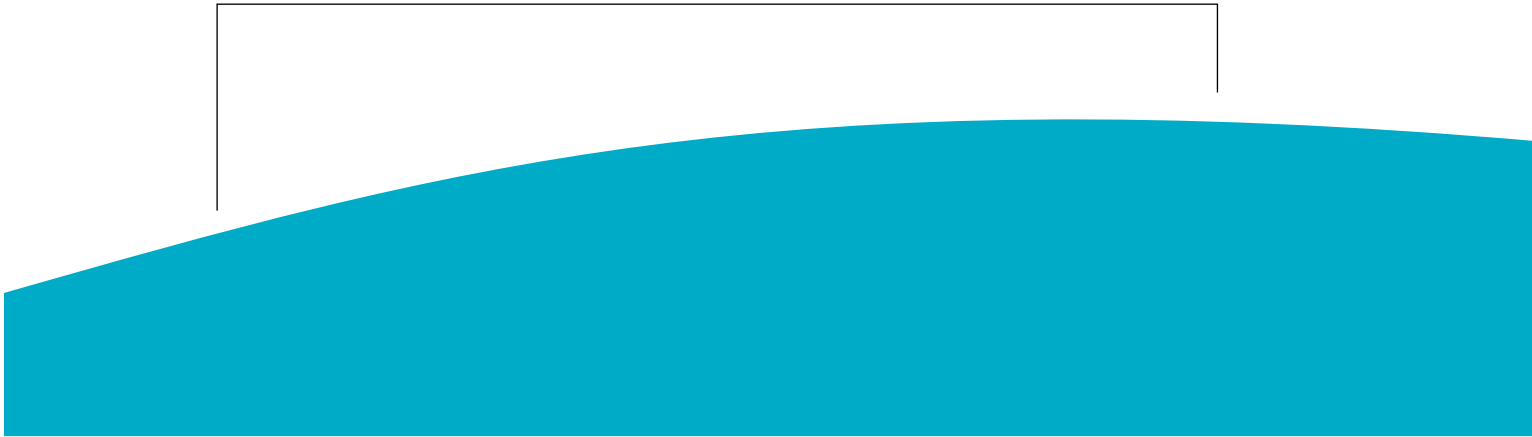Horizon Curve
Triangles
Iconography
Photography
Illustration

HORIZON
CURVE

The horizon curve is an important part of the NCWorks visual brand. Taken from the curve underneath the "NC" of the logo, the horizon evokes a sense of movement towards the future, and acts as a softer visual element when paired with the brand triangles.

Primary area for cropping

The diagram above illustrates the main portion of the curve that should be used when cropped, where the slope upwards is greatest. However, the curve can be cropped in multiple ways to allow for maximum flexibility in design. There are no restrictions on curve color; it should be recolored as needed based on design layout.

It is acceptable to use the full curve in designs when a longer length is needed. Note, for both cropped and full curves, the design should bleed off both sides and the bottom. Do not have the curve floating unanchored in space.

Branded collateral in the next section displays examples of how to properly use the curve in layouts. The Do Nots below should be adhered to for consistency in designs and brand compliance.

DO NOT:

- Rotate the curve vertically. The curve should always run horizontally.

- Adjust the angle of the horizon curve in any way.

- Float the curve unanchored; it should always bleed off both sides and the bottom.

TRIANGLES

Various sized triangles compose the "NC" of the logo, an important part of the NCWorks visual brand. The triangles add movement and a sense of pieces fitting together to make a whole.

Isosceles triangle: Two sides are equal

Scalene triangle: No sides are equal

The triangles used in design should be isosceles or scalene. Do not use equilateral triangles.

There are no restrictions on the angle of the triangles in designs, but care should be taken to ensure they work cohesively with other design elements.
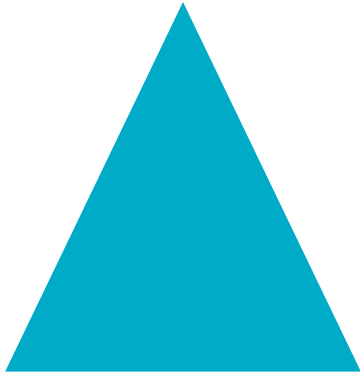
Branded collateral in the next section displays examples of how the triangles can be used in layouts.

The Do Nots below should be adhered to for consistency in designs and brand compliance.

DO NOT:

- Use equilateral triangles.
- Round the corners of the triangles.
- Float the triangles unanchored; they should always bleed off an edge.

ICONOGRAPHY

Iconography allows NCWorks to represent ideas and convey information in a clear manner and adds visual interest to the brand when paired with the other graphic elements.

The icon style is flat, lightly detailed and uses solid colors. Tints are allowed for use in iconography.

The examples below are not comprehensive, but should be used as a guide when creating new icons. There is no minimum size for icons, but they should be sized appropriately so that details are legible.

PHOTOGRAPHY

Photography is an important part of the NCWorks brand.

To convey who NCWorks is visually, complement the messaging, and reaffirm the positioning, the images selected should express our traits: diversity, collaboration, engagement, future-focused, innovation and community.

Take into consideration the audience, age, demographics and the medium in which the image will be used when selecting photos. With those factors in mind, choose photos of subjects who are real people, representing a variety of ages and ethnicities. Through depth of field and use of action shots, the viewer will feel present and engaged in the subjects' activities.

A broad range of ages and ethnicities should be represented in photo choices.

The following images are examples of the types of photos that should be used.

ILLUSTRATION

Working in conjunction with photography, illustration allows for depiction of custom or complex concepts.

Illustration adds information and provides context to the design. It also helps viewers more deeply understand the messaging. Illustration is most effective in delivering a single message when paired with other NCWorks design elements.

The illustrative style is flat and lightly detailed, with a bold use of color. Facial features are minimal, and a variety of body types should be depicted. Illustration should be consistent in style across all materials.

The following examples are not comprehensive, but should be used as a guide when creating new illustrations.

PHOTOGRAPHY VS ILLUSTRATION

Photography is the preferred visual for NCWorks collateral. Photography allows for an emotional connection to the subject matter, as potential NCWorks users can see themselves in the various situations depicted.

Illustration should be used as a complement to photography in materials development. However, it is acceptable to use illustration more heavily to depict subjects for which stock photography isn't readily available or budgetary issues prevent photo purchases.

Iconography should be used to add visual interest to layouts, but should not be increased in size to be the main visual in a layout. Please see the one pager layout on page 35 for proper use of iconography in designs.

BRANDED **COLLATERAL**

Brochure	Email Signature
Business Cards	Table Tent
Email Signature	Standing Banner
One Pager	Exterior Signage
Powerpoint	Video
Word Template	

BROCHURE

WORK ON WHAT'S NEXT
Business Services

MANAGING YOUR TALENT
IS CRITICAL TO SUCCESS

As a business, you face many challenges on a daily basis. No matter your organization's size, age, location, or industry sector, there is one thing you have in common with every other North Carolina employer: the success of your organization depends on the skill and productivity of your workforce.

The NCWorks Business Services Team is here to work with you to help your business perform at the highest levels. We specialize in providing talent management strategies, connecting talent to training programs, and strengthening your talent pipeline. NCWorks finds solutions that are tailored to your goals – and we do it at no cost to you.

We know North Carolina. We are proud to serve as your local partner – as an organization that knows the regional business community and has experience managing talent in all industries and areas of the state. We want to make sure your business succeeds right here in North Carolina.

NCWorks Online

NCWorks Online (ncworks.gov) is North Carolina's official job search website and gives employers the ability to:

- Search for candidates based on their skills, work experience, and resumes.
- Post job listings which allow you to review potential candidates that have expressed interest in a specific job posting.
- Find and review resumes of candidates that have the qualifications you need.
- Access labor market trends, statistics, and economic and demographic data specific to your area and your industry.

STRATEGIC PARTNERS
NCWorks Business Services and You

NCWorks partners – within government agencies, economic developers, education, the private sector and elsewhere – will work together to integrate and deliver workforce solutions that help at each stage of your business's lifecycle. From talent recruitment to tax credits and more, we will help you find and manage the workforce your business needs – as well as ways to offset the cost of hiring them.

Recruitment
We recruit, screen, and provide you with qualified applicants so that you can quickly fill critical openings with the right people.

Accessing untapped talent pools
We can use our expertise to connect you with talent you might have overlooked – including youth, veterans, people with disabilities, older workers and job-seekers with criminal records.

Training
We can provide training resources and funding for your new or existing employees by offering on-the-job instruction as well as off-site classes at local colleges and other training venues.

Apprenticeships
Grow the talent you need. We can provide technical assistance and resources supporting apprenticeships, which combine on-the-job training with classroom learning to contribute to your long-term growth.

Helping you see around the corner
We can provide the latest labor market information and economic forecasts, along with local wage and salary data, helping you look ahead and remain competitive.

Creative strategic partnerships
We can engage with you on workforce program planning to support business growth and economic development by sharing information and collaborating on efforts to identify and address workforce challenges.

Business start-up services
We can guide you through processes and resources that help you build your new business and workforce to be successful as you get off the ground.

Tax credits and incentives
We can help you discover if you are eligible for these benefits to help your bottom line.

Transition and outplacement needs
We offer a myriad of transition and outplacement services to help you with challenges caused by plant closures, natural disasters or layoffs of your workers, while also aiming to avert job losses through collaborative strategies.

WHAT'S NEXT:
How do you get started?

Contact your local business consultant today so that we can begin a partnership to ensure your business continues to thrive. Your workforce is your biggest asset, and the array of services we provide ensure that at every step – from recruiting and screening, assessment and training to planning and growing – you are operating with the highest level of information, strategy, and resources available.

The NCWorks Business Services Team is here to help you continue to succeed.

Go to ncworks.gov and contact your local business consultant today.

The state of North Carolina also offers Business Link North Carolina (BLNC), a free service providing one-on-one help to businesses over the phone - on workforce as well as on other topics.

Get in touch with a BLNC business counselor toll-free at (800) 228-8443.

What is NCWorks?

NCWorks is the state of North Carolina's workforce development system, helping jobseekers and businesses find each other and work on what's next for everyone's future success. NCWorks services are delivered by a group of collaborating partners, such as the N.C. Department of Commerce, the N.C. Community College System, the N.C. Department of Public Instruction, the N.C. Department of Health & Human Services and local workforce development boards.

Through NCWorks, these organizations and other workforce system stakeholders have built a stronger alignment of services and resources to meet the workforce needs of businesses, to connect North Carolinians to technical training and quality careers, and to use data to monitor and assess program outcomes. NCWorks is the one name to know when you need the strength of an integrated workforce system standing behind you, responsive to the needs of employers, and one that better prepares workers for today's economy in North Carolina.

BUSINESS CARDS

NC works | **Jane Doe**
manager, *career center*

janedoe@careercenter.com
t: 111-111-1111
m: 111-111-1111

Career Center
123 Job Road
Raleigh, NC 27601

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NC works
NCWORKS.GOV

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ONE PAGER

NCWORKS FOR BUSINESS
North Carolina helps your business succeed.

NCWorks can help you find, develop, and retain talented employees for entry-level to experienced positions. Whether you are starting a small business or leading a well-established organization, we have free and low-cost solutions to meet your workforce needs and can connect you to resources for entrepreneurs and economic development.

Recruitment and Screening
Our workforce solutions connect your company to qualified, work-ready employees.

- Use ncworks.gov to post jobs, track applicants, and get alerts about great candidates at no cost to your business
- Pre-screen candidates for the skills, experiences, and abilities that you need
- Attend free hiring events to meet qualified candidates from every industry
- Access labor market information and local wage data
- Maximize financial incentives and tax credits for hiring qualified candidates

Training and Education
Upskill new hires and existing employees through classroom, online, and on-the-job training.

- Get help identifying tools, devices, and resources that optimize productivity to create an inclusive workplace for all employees
- Connect with training resources that help you keep high-value employees on the job
- Access customized training to meet the needs of your growing business
- Develop apprenticeships that combine on-the-job learning with relevant classroom instruction
- Discover courses to upgrade job-related skills and credentials of your employees

Pipeline Development
Upskill new hires and existing employees through classroom, online, and on-the-job training.

- Collaborate with workforce partners to establish NCWorks Certified Career Pathways that prepare job seekers for a career in your industry
- Connect with your future workforce through opportunities, including internships, pre-apprenticeships,co-ops, job shadows, mentorships, and worksite tours
- Access state and federal funding that supports paid work experiences for eligible candidates
- Promote workforce opportunities in your industry through our network of educators, career coaches, and job placement specialists

Transition Services
Our on-site outplacement services help companies impacted by downsizing.

- Rely on expert assistance with outplacement transition plans for companies and re-employment assistance for employees
- Access comprehensive re-employment services for workers negatively impacted by foreign trade

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NCWORKS FOR BUSINESS
Business Services Partners

NCWorks helps businesses find and develop a strong workforce, by better aligning state and local services. NCWorks provides business services through the following supportive partners:

NC COMMUNITY COLLEGE SYSTEM
North Carolina Community Colleges serve business, industry and the citizens of our state by providing workforce development opportunities through many educational programs. From high school diplomas to associate degrees to customized training for new, expanding and existing businesses, our 58 community colleges comprise the state's largest, most effective and most affordable workforce network.

NC WORKFORCE DEVELOPMENT BOARDS
North Carolina's regional Workforce Development Boards meet the needs of career seekers and employers by connecting talent to jobs. The Boards provide oversight of the local NCWorks Career Centers to accomplish this task. The Boards are business led and business driven by local employers from a range of industries that focus on key workforce and talent issues for their local labor market. Boards guide the efforts of public, private, and community resources to strengthen North Carolina's workforce capabilities.

VOCATIONAL REHABILITATION
Vocational Rehabilitation (VR) develops talent, customized for your business. We assess your workforce needs and provide ongoing support for candidates to ensure that their skills and abilities meet the demands of your business. Comprehensive follow-up for candidates gives you acccss to training resources to meet changing workforce needs and retention services to keep high-value employees. VR's assistance helps you optimize productivity, increase morale and foster an inclusive workplace for all employees.

NC DIVISION OF WORKFORCE SOLUTIONS
The Workforce Solutions Division administers a statewide system of workforce programs in order to connect employers with the talented workers they need to thrive. Business services provided by the division include help with recruiting and screening candidates, training workers, developing talent pipelines, providing financial incentives to hire qualified individuals who face barriers to employment, finding solutions to save jobs and assisting with outplacement transition plans.

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POWERPOINT

NCWorks Powerpoint Presentation

JUNE 17, 2019

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Section Header

A proud partner of the American**Job**Center network

Header

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus sed dolor efficitur nisi laoreet dignissim quis non lorem. Etiam vitae eros tempor, tincidunt purus quis, varius lacus. Nunc vestibulum diam tortor. Praesent a ornare quam. Aliquam consequat augue justo, id fringilla leo pretium et. Duis accumsan tempor arcu, a ultrices nunc efficitur a. Proin vitae mattis odio. Vivamus vel quam sed est euismod blandit.

Nulla egestas dignissim diam, a laoreet odio semper laoreet. Vestibulum accumsan molestie orci, eget tristique tortor imperdiet eu. Ut a ante dapibus tortor commodo maximus. Nam eget ipsum purus. Mauris nec massa leo.

Sed feugiat, ante nec tempor luctus, enim ante facilisis nulla, id ultrices lorem eros nec eros. Vestibulum sit amet sapien lorem. Vestibulum scelerisque diam in nibh sagittis viverra. Vestibulum lobortis bibendum dolor, non tincidunt libero posuere sollicitudin. Ut a lectus libero. Quisque ullamcorper tincidunt orci, ut cursus ligula pellentesque nec. Aenean in urna ante.

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NCWORKS CREATIVE MATERIALS MOCKUP   7

WORD TEMPLATE

NCWorks Title Goes Here

Subhead

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus sed dolor efficitur nisi laoreet dignissim quis non lorem. Etiam vitae eros tempor, tincidunt purus quis, varius lacus. Nunc vestibulum diam tortor. Praesent a ornare quam. Aliquam consequat augue justo, id fringilla leo pretium et. Duis accumsan tempor arcu, a ultrices nunc efficitur a. Proin vitae mattis odio. Vivamus vel quam sed est euismod blandit.

Nulla egestas dignissim diam, a laoreet odio semper laoreet. Vestibulum accumsan molestie orci, eget tristique tortor imperdiet eu. Ut a ante dapibus tortor commodo maximus. Nam eget ipsum purus. Mauris nec massa leo. Sed feugiat, ante nec tempor luctus, enim ante facilisis nulla, id ultrices lorem eros nec eros. Vestibulum sit amet sapien lorem. Vestibulum scelerisque diam in nibh sagittis viverra. Vestibulum lobortis bibendum dolor, non tincidunt libero posuere sollicitudin. Ut a lectus libero. Quisque ullamcorper tincidunt orci, ut cursus ligula pellentesque nec. Aenean in urna ante.

Aenean rutrum mi quis iaculis porta. Cras consequat orci nec turpis facilisis ornare.

SOURCE NAME HERE

Aenean rutrum mi quis iaculis porta. Cras consequat orci nec turpis facilisis ornare. Vivamus tempus maximus lobortis. Suspendisse potenti. Sed condimentum nec nisl non dignissim. Integer vitae tortor eget nulla rutrum porta. Donec eu massa sapien. Aliquam nec tincidunt diam. Vivamus neque felis, porta nec tempor sodales, dignissim fermentum nisi. Sed nulla risus, hendrerit ac velit ac, tincidunt vestibulum turpis. Morbi turpis ipsum, pharetra non mauris luctus, sollicitudin laoreet lacus. Etiam cursus, libero id ultrices auctor, libero nisl aliquet nunc, a finibus sem tellus sit amet urna.

Subhead

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NCWORKS.GOV
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NCWORKS WORD DOC TITLE GOES HERE **1**

EMAIL SIGNATURE

Users are encouraged to add the NCWorks logo to their email signature. Please adhere to the minimum size requirements when adding the logo to an email signature.

The alternate horizontal logo in full color is the preferred version for email signatures. The example to the right shows placement and sizing relative to other elements for an email signature.

Please do not pair unusual fonts with the logo lockup; Arial, set at 10pt is preferred.

TABLE TENT
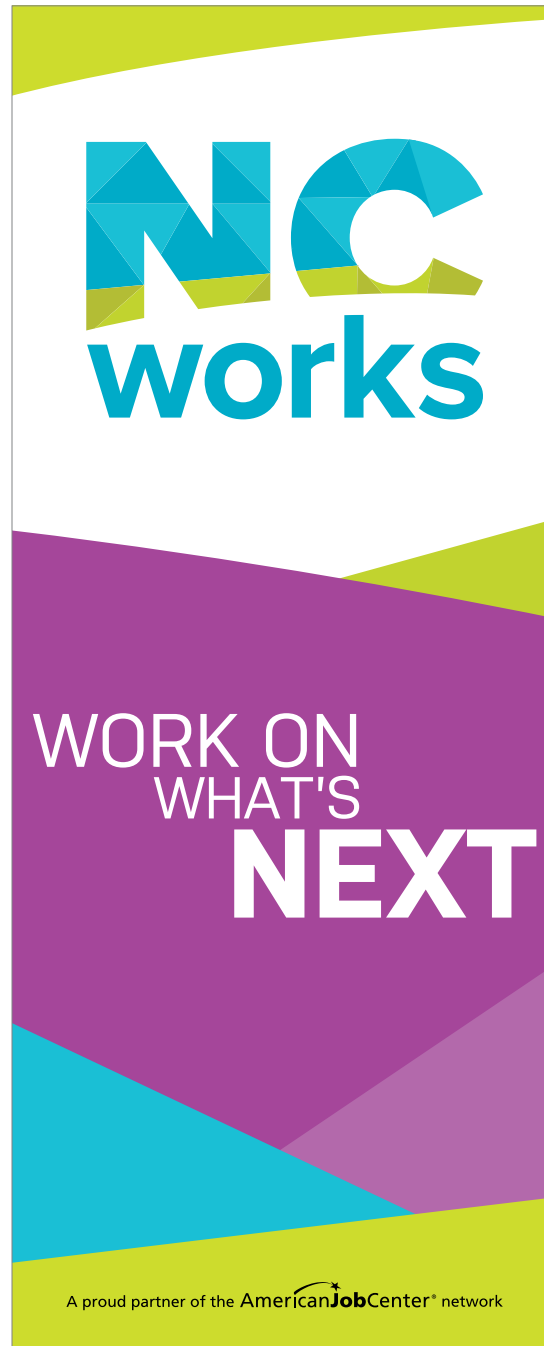
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STANDING BANNER

EXTERIOR SIGNAGE

VIDEO: BRAND ROLLOUT PRESENTATION AT 2019 NCWORKS PARTNER'S CONFERENCE

Please **click here** to view the video in your web browser.

SOCIAL **MEDIA**

Logo Use
Cover Photo
Social Posts

LOGO USE

For social media, it is acceptable to use the NCWorks logo without the AJC logo underneath. Do not crop the logo; it should be clearly within the bounds of the profile image circle and centered both horizontally and vertically in the space.

White is the preferred background color for the profile image so these is sufficient contrast between the mark and the background.

COVER PHOTO

The cover photo for Twitter is comprised of four photos depicting relevant scenes of business leaders and job seekers. This image should not be used for anything other than the header image; the individual photos are available for use as needed.

Do not stretch, recolor or alter the header image in any way.

One of our goals is to prepare workers to succeed in the North Carolina economy by increasing skills and education attainment.

TRACY FORD
NCWorks Commission

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NC works

WORK ON WHAT'S **NEXT**

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SOCIAL POSTS

The sample social posts depict two graphic options: a quote graphic, and a full color photo utilizing the campaign theme of "Work on What's Next."

The posts are available in several colors to make use of the full NCWorks palette.

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