Communications Objective

All the partners engaged in this initiative have a similar communications objective: to establish Career Connections, both the “bricks” and “clicks” sites, as the trusted and preferred source for current career and employment information in New Jersey. The Career Connections brand will be a unifying visual identifier to signal a partner’s official participation in this initiative. This book details how to properly use branding elements to communicate your involvement in New Jersey Career Connections.
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About New Jersey Career Connections & the Path to Employment

New Jersey Career Connections was created to be a more effective way of helping people acquire rewarding work. It does this by laying out all the informational building blocks jobseekers need to attend to as they plan a career or conduct an earnest search for employment. Career changers, people who are unemployed, young people just entering the workforce, and displaced homemakers are among those who will benefit from a comprehensive yet user-friendly framework for finding employment.

The New Jersey Career Connections website naturally also includes an employer-focused area, which offers tools, services and information to help businesses hire and recruit employees, participate in partnerships, and avail themselves of employment resources.

The Career Connections “service model” comprises a extensive and easy-to-navigate website, backed by personal career guidance provided by trained staff at any partner organization. Online, a complete 3-part “Path to Employment” details the steps involved in planning for, preparing for, and succeeding in career goals. Since all partner agencies use the same online tool and receive the same training, clients who require personal assistance from any partner organization will receive the same information and quality of service.

Although our partner organizations have varying missions, we share a goal of offering practical support to our clients as they strive to better their lives. Economic stability, which for most of us requires steady, gainful employment, is key. By building a user-friendly online tool featuring current, easy-to-understand information, we’ve developed a unique resource that allows all partner agencies to deliver the same high-quality level of guidance to their New Jersey Career Connections clients.

Partners involved in the Career Connections network will include One-Stop Career Centers, community colleges, libraries, and community- and faith-based organizations. The insightful perspectives shared by all these partners shaped the development of New Jersey Career Connections, which is the unifying brand of all our partners when they provide career navigation guidance to their clients.
The Brand® in Brief

The Career Connections brand will be used by more than a dozen different libraries, colleges, and other organizations and stakeholders to service clients from all over New Jersey. A cohesive visual brand reassures clients that they can expect the same high quality of service from all partners. It is therefore of prime importance that the visual brand be neither compromised nor altered in any way. The specifications outlined in this book will help partners maintain the brand’s integrity.

Branding is more than a logo, color combination or font – but for the purposes of this book, here we will discuss only the visual identification aspects of branding.

Clients and customers of New Jersey Career Connections come to us when they are experiencing uncertainty. Our mode of engagement therefore centers around our being inviting, accessible, reliable, and encouraging to those seeking service.

Whether online or in person, we seek to serve and guide clients as they maneuver through the process of finding a job or restarting their career. A subtle navigation theme imbues the branding: maps, map point markers, compasses, topography, etc.

The visual elements of the Career Connections brand – colors, typefaces, and iconography – were chosen to convey freshness and dependability (both our information and approach to service delivery) and empowerment (motivating clients to use our information to pursue career growth).

A selective “flat design” approach informs the overall design. It’s clean, simple, and (other than the photographs) predominantly two dimensional. The graphic elements don’t use shadows, gradients or other effects, allowing the online pages to load quicker – especially important to users of mobile devices. The flat treatment consistently carries over to even non-online media.

In keeping with the design’s focus on simple functionality, the brand employs a spare color pallet and only two fonts, Lora and Cabin Condensed.

Career Connections materials of all types (print, presentations, promotional giveaways, etc.) should be branded with visual elements that clearly identify them as part of this initiative. Design professionals in the New Jersey Department of Labor and Workforce Development are available to help LWD staffers and all partners create branded materials of any kind. Email inquiries to CareerConnectionsBranding@dol.nj.gov.

* designed by North Highland
**New Jersey Career Connections - Our Name**

*New Jersey Career Connections* is the full name of this initiative, and is the preferred way to introduce it in writing and speech. The full name emphasizes the initiative’s focus on New Jersey jobseekers and businesses. After the initiative has been “formally” introduced using its full name, the shorter “Career Connections” is acceptable. Ideally, writers and speakers will periodically use the full name to remind their readers and audience that this program is designed specifically to help them — the people of New Jersey.
The logo is the graphic element that will most readily identify something as part of New Jersey Career Connections. It will mark all branded materials. Care must be taken to use it properly, as even seemingly minor alterations will compromise and undermine the brand.

The font used in the logo is Museo 700. The logo is the only element in the brand that uses this font. Museo should not be used for any other application. Since the font is embedded in the logo design, there is no need for any staff or partner to download this font.
New Jersey career connections

Typography

Museo 700

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Logo Color Palette

<table>
<thead>
<tr>
<th>PANTONE</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 2622</td>
<td>65 - 83 - 33 - 18</td>
<td>101 - 64 - 105</td>
<td>654069</td>
</tr>
<tr>
<td>PMS 2622 60%</td>
<td>65 - 83 - 33 - 18 60%</td>
<td>101 - 64 - 105 60%</td>
<td>654069 60%</td>
</tr>
<tr>
<td>PMS 7408</td>
<td>0 - 29 - 100 - 0</td>
<td>252 - 185 - 18</td>
<td>FCB912</td>
</tr>
</tbody>
</table>
Black + Reverse Logo

Budget, printing restrictions, or design may prevent using the logo in color. In such cases, use the black or reverse logos, whichever provides highest contrast with the background color.

Alt Logo - Black

Alt Logo - White
Variations

In most cases the preferred background color is white, to support the clean look of the brand and ensure best readability of content.

On materials where the content is focused solely on Career Connections, the background color should be one from the brand palette.

If the logo is used in a co-branding effort where a background color is needed or unavoidable, use a background color that contrasts sufficiently with the full-color logo so that the color logo is used whenever possible. If the background color compromises the visibility of the color logo, use the black or reverse (white) logo — whichever is more visible.
Alternate Logo With URL

The same general usage guidelines for the New Jersey Career Connections logo also apply to the logo with the URL. The logo and URL should always be in relationship as shown.

Alternate Logo

Alternate Logo - Black

Alternate Logo - White
Map Pin Mark

In special circumstances where the standard New Jersey Career Connections logo does not work because of size or format restrictions, the map pin mark may be used to represent New Jersey Career Connections. Do not place any other type or graphics on top of it.
Clear Space

Wherever it is used, the logo must be surrounded by a generous, invisible frame – the “clear space.” Always position the logo for maximum impact and give it plenty of room to breathe. The logo must never be too close to, or crowded by, other logos, copy, photographs, or other graphic elements or competing visuals.

The minimum clear space is equal to the width of the “c” in the word “career” in the Career Connections logo. The clear space is equal on all sides of the logo. As illustrated here, at least this amount of space must surround the logo on all sides. More space is always preferred.
Minimum Size

To maintain full clarity and legibility of the logo, there is a minimum size requirement for each logo. Measurements are given in inches and millimeters (mm) for print applications, and in pixels for web usage.

The primary logo must have a width of at least 1.5 inches (38.1 mm) or 175 pixels. **Take care not to distort the logo** — never stretch it out of proportion to fill space. The proportions of the logo (and its components) must be preserved.

The alternate logo with URL must have a width of at least 1.875 inches (47.625 mm) or 225 pixels.

To ensure legibility and visual prominence, the map pin mark should never be used at a size smaller than the minimum width of 5/8” (15.875 mm) or 50 pixels.

The width of the logos and mark are measured from the leftmost edge to the rightmost edge.
Logo Usage Don’ts

Please do not make design decisions that compromise the brand.

**DO NOT**
- Stretch, squash or distort the logo.
- Place the logo on a background that does not provide sufficient contrast for maximum visibility and legibility.
- Resize or change the position of the logo elements.
DO NOT use alternative fonts and colors for the logo.

DO NOT crop the logo in any way.

DO NOT add a drop shadow or filter effect.

DO NOT rotate, invert, angle or pivot the logo in any way.
DO NOT place the logo on a photo or a texture.

DO NOT apply a gradient.

DO NOT add a stroke or outline.

DO NOT fill in the state of New Jersey with a color.
The primary colors of the New Jersey Career Connections brand were chosen to convey energy, approachability, and reliability. Accurate and consistent use of the color palette will establish the brand’s identity and help clients of all Career Connections partners recognize the unified approach to service delivery that is a key value of the brand.
Brand Color Palette

Use the specifications provided here to reproduce the true colors of the New Jersey Career Connections brand. The two primary colors should be predominant in all materials; the secondary colors are used to a lesser extent only if needed. Black and white are acceptable as accent colors.

The color palette includes PMS | CMYK for print projects. Apply the RGB equivalents in word processing | presentations and the HEX equivalents for web applications.

Primary Colors

- Pantone 2622 C
  - C65 M83 Y33 K18
  - R101 G64 B105
  - HEX #654069

- Pantone 7408 C
  - C0 M29 Y100 K0
  - R252 G185 B18
  - HEX #fcb912

Secondary Colors

- Pantone 274 C
  - C100 M98 Y26 K28
  - R35 G34 B94
  - HEX #23225E

- Pantone 144 C
  - C0 M55 Y100 K0
  - R246 G139 B30
  - HEX #F68B1E

- Pantone Pastels + Neons 9224 C
  - C0 M3 Y10 K0
  - R255 G244 B226
  - HEX #FFF4E2

- Pantone Cool Gray 11 C
  - C44 M34 Y22 K77
  - R83 G86 B90
  - HEX #53565a

- White
  - C0 M0 Y0 K0
  - R255 G255 B255
  - HEX #FFFFFF
Aside from the Museo typeface used only for the logo, the brand employs two typefaces: Lora, a serif font, and Cabin Condensed, a sans serif font. The fonts are available free online for both PCs and Mac computers. Cabin Condensed Bold is to be used for headlines and titles. Lora is to be used in paragraphs and general body copy. Under no circumstances should other fonts be used.
Primary Typeface Headings | Subheadings

Cabin Condensed Regular
Cabin Condensed Medium
Cabin Condensed Semi-Bold
Cabin Condensed Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Cabin Condensed is free for public use and can be downloaded from Google Fonts: https://fonts.google.com/specimen/Cabin+Condensed
Secondary Typeface Body copy

Lora Regular
Lora Italic
Lora Bold
Lora Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Lora is free for public use and can be downloaded from Google Fonts: https://fonts.google.com/specimen/Lora
Choosing the right image is extremely important. Images on the following page are for style reference only. Do not reuse or duplicate any of the images. These images represent approach and guidance. Use only images that you have the legal rights to use.

Select photos that are:
- strong hero images
- natural - not posed or stylized
- high quality - 300dpi for print | 72 dpi for web
- diverse - all sizes, ethnicities, and faiths
- focused or cropped closely on the people and/or action.

**DO NOT** lift images from the Web!

**DO NOT** scan images from printed materials (banners, headers etc.) – use original digital files.