DATE: November 6, 2019

TO: All BusinessSource Center Subrecipients

FROM: Daysi Hernandez, Chief Grants Administrator Economic Development Division

SUBJECT: DIRECTIVE NO. 20-03 – Revision #1 EWDD STYLE GUIDE

EFFECTIVE DATE
This bulletin is effective immediately.

PURPOSE
The purpose of this is to introduce the Economic and Workforce Development Department (EWDD) Style Guide, which provides style, formatting, photo and story guidelines and requirements for all EWDD public-facing marketing materials.


BACKGROUND
EWDD is committed to providing clear, well written and professionally formatted information to appear in flyers or other public-facing marketing materials promoting all programs and services funded by EWDD. The EWDD Style Guide is intended to provide guidance to subrecipients and contractors to help EWDD maintain a professional image while promoting EWDD's programs and services to Angelenos. The EWDD Style Guide also provides guidance for best practices when submitting success stories intended for EWDD Updates, the weekly report from Interim General Manager John L. Reamer, Jr. to the Office of Mayor Garcetti.

The style guide includes specific requirements including (but not limited to):
• Logos
• WIOA and BusinessSource language
• Flyers
• Translation Services
• Release/Consent Forms
• Photos - Requirements and dimensions, including for social media platforms

REQUIRED ACTION
All EWDD subrecipients must refer to and follow the EWDD Style Guide when preparing success stories, flyers or other public-facing marketing materials promoting all programs and services funded by EWDD.

For any questions or assistance with the EWDD Style Guide, please contact Jamie Francisco at 213-744-9048 or Jamie.Francisco@lacity.org.