Economic & Workforce Development Department

STYLE GUIDE
This guide is designed to be used as a resource, for both internal EWDD staff, and external contractors/service providers. The City of Los Angeles Economic and Workforce Development Department (EWDD) Style Guide outlines the department’s graphics requirements for marketing materials (i.e. flyers, Eventbrite notices, etc.) that are created to advertise the City's WorkSource, YouthSource and BusinessSource services that will be distributed to the general public. The Style Guide also provides examples of success stories highlighting the services provided by EWDD and our partner agencies, to be utilized in EWDD social media, website postings, and for inclusion in the General Manager's Weekly Report to the Mayor's Office.

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DEPARTMENT LOGOS

All flyers created to advertise services, upcoming workshops or job fairs sponsored by EWDD and/or the City of Los Angeles Workforce Development Board (WDB) must include the following logos (not necessarily in this order):

(Left to Right): The City of Los Angeles, EWDD and WDB logos.

NEW LOGO
WDB’s current logo.

OLD LOGO
Do not use the old logo on any marketing materials.

Please note that Workforce Development Board (WDB) is no longer WIB. Make sure that you are using the correct and most recent logo of WDB. Also note that the WDB logo is not required for BusinessSource Center flyers.
The following are the logos for WorkSource, YouthSource and BusinessSource:

**WorkSource Logo**
- CMYK Code: C: 63%, M: 6%, Y: 100%, K: 0%
- #6eb43f

**YouthSource Logo**
- CMYK Code: C: 40%, M: 2%, Y: 100%, K: 0%
- #a6c939

**BusinessSource Logo**
- CMYK Code: C: 65%, M: 21%, Y: 100%, K: 4%
- #689940
Avoid stretching or distorting any of EWDD's logos.

Do not crop any of EWDD's logos.

Refrain from outlining the logo box on any of EWDD's logos.

Do not use an alternate background color on any of EWDD's logos. (Display logos with a solid white or transparent background)

Do not alter the color on any of EWDD's logos.
INCORRECT LOGO USAGE

Here is an example of a flyer that uses the department’s logos in an incorrect manner:

This flyer uses the wrong WDB logo, the BusinessSource logo color has been changed to a darker green, and the City of LA logo is not scaled correctly.

PROPER LOGO USAGE

Here is an example of a flyer that uses the department’s logos in an effective and correct manner:

The flyer makes correct usage of the logos by having all three required logos (EWDD, City of LA and WDB), placing them in such a way that it is easily readable and appealing.
FLYER REQUIREMENTS

1. All flyers advertising WorkSource, YouthSource and BusinessSource programs and events must be submitted by contractors in PDF, JPEG and PNG format to Terry.Jay@lacity.org for WDD & LaBusinessSourceadmin@lacity.org for EDD, and copy edited and proofed for accuracy by designated Workforce Development Division (WDD) and Economic Development Division (EDD) staff.

2. Once WDD and EDD staff have confirmed sign-off on flyers, please submit to EWDDGraphics@lacity.org. Flyers which need no further editing will receive a final review and confirmation OK to post to EWDD website and @LAEWDD social media channels as necessary/requested within 5 days.

3. Flyers needing edits will be emailed to the designated WDD/EDD staff to correct/discuss with contractors to correct. Once corrected please resubmit the final flyer to EWDDGraphics@lacity.org. Corrected flyers will then be posted on the EWDD website and @LAEWDD social media channels as necessary/requested within 5 days.

* Because of the required review process, it is recommended that flyers be submitted for review as early as possible to ensure timely posting.

Below are several checklists to help guide contractors on EWDD’s flyer requirements:

ALL flyers must contain correct and accurate information, including:

☐ Dates  ☐ Location  ☐ Links/ QR codes (trademark for matrix/two-dimensional barcode)

☐ Times  ☐ Contact Info

WorkSource and YouthSource flyers MUST include the following:

☐ LOGOS: EWDD, City of LA and Workforce Development Board (WDB) logos.

☐ Required WIOA language (EXACT WORDING):

“This WIOA Title I financially assisted program or activity is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.”

IF the flyer is for a specific event, also include the following:

“For more information, call [INSERT NUMBER] or TTY:711 for TRS.”

BusinessSource flyers MUST include the following:

☐ LOGOS: EWDD and City of LA.

☐ NOT REQUIRED – WDB logo.

☐ Required language:

“This brought to you in partnership with the City of Los Angeles Economic and Workforce Development Department (EWDD) and insert [BusinessSource Center name].”

☐ Required language:

“ Auxiliary Aids and Services are available upon request to individuals with disabilities.”

Last Updated: 2/7/20
All WorkSource and YouthSource media advertising programs funded by the U.S. Department of Labor’s Workforce Innovation and Opportunity Act (WIOA) must use the exact wording below for taglines on flyers, brochures, letterhead and websites:

“This WIOA Title I financially assisted program or activity is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.”

If the flyer is for a specific event, such as a job fair, additional information should be added to request a reasonable accommodation. When materials indicate that the recipient may be reached by telephone (i.e. a phone number is listed), the materials must also prominently provide the number for Telecommunications Relay Service (TRS) (TTY:711).

Ex. “For more information, call [INSERT NUMBER] or TTY:711 for TRS.”

BusinessSource flyers must use the following language:

“Brought to you in partnership with the City of Los Angeles Economic and Workforce Development Department and [insert BusinessSource Center name].”

Since BusinessSource Centers work in tandem with WorkSource and YouthSource Centers, all BusinessSource flyers must also contain the following language at the bottom of their flyers:

“Auxiliary Aids and services are available upon request to individuals with disabilities.”

All flyers for EWDD services or events that are prepared in Spanish or another language must be sent to EWDD Public Information Officer Jamie Francisco at Jamie.Francisco@lacity.org for review. EWDD will route all flyers prepared in languages other than English to EWDD staff identified for translation.
EWDD Branded Marketing Materials

Any EWDD branded marketing materials (e.g. pens, bags, etc.) considered to be purchased/ordered by EWDD staff must be reviewed by Jamie Francisco to ensure compliance with the use of the EWDD logo. Once the EWDD branded marketing materials are identified and “mocked-up”, forward to Jamie Francisco no less than 2 weeks prior to the date of ordering for logo usage review/approval.

MOTION PICTURE/PHOTOGRAPHY

WORKFORCE INNOVATION AND OPPORTUNITY ACT (WIOA) participants automatically sign release forms upon enrolling at EWDD’s YouthSource and WorkSource Centers granting permission for their likeness to be used in photos and/or/video that may be used across EWDD websites, printed material and/or/social media. The motion picture/photograph release forms below were created for BusinessSource Center participants and LA:RISE participants to fulfill the same purpose. As EWDD begins administering new programs, with the potential to be featured in the EWDD website, printed material and/or social media, please advise EWDD’s Communications Team so similar forms can be created.

Download BusinessSource Release Form
Download LA: RISE Consent Form
Photos submitted to EWDD for consideration to be used in the General Manager’s Weekly Report to the Mayor’s Office must be high-resolution images with at least 600 dpi. Please submit to Jamie Francisco at Jamie.Francisco@lacity.org as a separate file in JPEG or PNG format and do not imbed into a Word File or PDF. Photos should include people, be mindful of diversity, and clearly illustrate the event, service, etc.

Examples of high quality (HQ) acceptable photos:

Examples of photos that are not acceptable:

Try to avoid sending low-quality cell phone photos because they will not translate well in EWDD’s Weekly Report or online marketing materials.

In this photo, the resolution is too low.

In this photo, the subject is too dark.
EWDD’s WorkSource Centers are part of the America’s Job Center of California (AJCC) network. In the City of Los Angeles, AJCCs are referred to as WorkSource Centers.

The America’s Job Center of California (AJCC) name and logo are trademarks of the State of California. Each use of the marks must indicate its status as a mark by including the service mark (℠) symbol for services. If the mark(s) appear numerous times in a printed matter such as a brochure, the service mark notice should follow the mark at least once in each piece of the printed material, usually the first time the mark appears on the page.

For more information, please reference WDS Directive 14-04 Co-branding the WorkSource & YouthSource systems with the America’s Job Center of California Name WDS Directive 14-04

For more information specific to branding protocols for the City’s WorkSource and YouthSource Centers, please reference WDS Directive 15-07

WorkSource YouthSource Branding protocols WDS Directive 15-07

For more information, please reference:

America’s Job Centers of California Style Guide
AJCC Style Guide (State of CA Workforce Development Board)

For more information specific to branding protocols for the City’s BusinessSource Centers, please refer to Exhibit I, of the City of Los Angeles BusinessSource Contract, Contractor Operational Responsibilities.
DEPARTMENT BRANDING COLORS

Primarily use blue, green, yellow and orange color tones. These colors have been selected based on department’s logo colors and others such as those in our HIRE LA’s Youth program logo.

There is no specific CMYK for the color tones needed in the design of marketing material, as long as the colors stay within range of the four colors specified above.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry’s standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries.

The leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lit to make a type specimen book. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lit to make a type specimen book. Torem Ipsum is simply dummy text of the printing and typesetting industry. Lit to make a type specimen book.

EWDD uses standard full justification, as default, in all its marketing material.

Using full justification may not always be aesthetically pleasing in design, as there might be some large gaps in between wording, as shown in the example. If this is the case, design accordingly.

EWDD primarily uses News Gothic typography in the design of marketing material.

Last Updated: 2/7/20
WHAT MAKES A GOOD EWDD WEEKLY REPORT STORY?

EWDD WEEKLY REPORT - READ ME. CLICK HERE. SHARE THIS. TELL THE WORLD. GO VIRAL.

What is the EWDD Weekly Report?

EWDD's Weekly Report, aka EWDD Updates, is a report from the General Manager of EWDD to the City of Los Angeles Mayor's Office to summarize EWDD's weekly accomplishments. In addition to the Mayor's Office, EWDD Updates is distributed to hundreds of readers, including elected and government officials, local media, City of LA staff, partnering agencies and workforce experts.

Why are the Weekly Report success stories important?

EWDD is a unique City department because the services we provide directly contribute to the success of Angelenos. We help youth who are not in school get back into the education system or into job training for living wage jobs. We help job seekers find work, and help businesses launch and thrive.

Our success stories inspire clients to seek out our services and embolden employers to work with us to offer jobs. EWDD's success stories are distributed via our weekly report to the Mayor's Office, the EWDD website and social media, which drive clients to our services.
WHAT MAKES A GOOD EWDD WEEKLY REPORT STORY?

1. A great photo!


3. A Human Interest aspect - which presents people and situations and achievements that readers relate to or find motivating or inspiring.

4. Remember, EWDD success stories are shared across several mediums – print, web and social media.

5. What makes you want to click on a story to read it? Apply those ideas to your submissions.
A SUCCESS STORY WITH LEGS....In newspaper parlance, a good story that goes
the distance is a story “with legs.” Ivor Bok’s story is the EWDD equivalent of a
story with legs, featured in (3) success stories + (1) video.

EWDD has followed the career trajectory of Ivor Bok from when he was a student
at the Metro Bridge Academy at Los Angeles Valley College (LAVC) to his present
day role as a bus operator for Metro. He also now teaches at the Metro Bridge
Academy, a program funded by EWDD. While gathering information for stories
about Ivor and the Metro Bridge Academy, EWDD filmed footage for videos, which
premiered on Instagram, Facebook and Twitter in March 2019. The story and
video garnered 191 engagements and counting, a large number for @LAEWDD’s
growing social media following. EWDD also received support in the form of
retweets from partners @LAValleyCollege and @metrolosangeles, along with likes
from @MayorofLA and @laccd (LA Community College District.)

Thanks Ivor and family! Special thanks to @LAEWDD partner @LAValleyCollege!
EWDD premiered two inspirational social media videos this week featuring Ivor Bok, a graduate of the Metro Bridge Academy at Los Angeles Valley College who shares his trajectory from job seeker to bus operator at Metro.

“My family is my ‘why’ and I suggest that you find your ‘why,’” he said. “I know all of you have a reason, a ‘why’, mine was my family.”

Funded by EWDD, the Metro Bridge Academy is a 70-hour training program that prepares job seekers for an interview with Metro. Those with successful interviews are fast tracked into Operation Central Instruction to become Metro Bus Operators.

The first two-minute video includes testimonials from Ivor and his wife Tamara about the program and the positive impact it has had on their lives.

As the sole breadwinner for his family, Ivor was living on savings following the loss of his sales job after a 17-year career in administrative roles in the financial industry.

The brevity of the Metro Bridge Academy program allowed Ivor to make a dramatic career change in an accelerated time frame, Tamara said.

“I’m just really proud of my husband to see how far he’s come in such a short period of time,” she said. “And I think that says a lot about the program too, is that they allow you to do so much in a short period of time. They don’t drag it out for two years, or three years. People don’t have that much time when they need to take care of their family.”

Tamara added that Ivor recognizes the possibilities Metro offers and is availing himself of their training programs to move up the career ladder.

“He has grasped that opportunity and really, really ran with it,” she said. “And not just becoming the bus operator and kind of staying there, he is grasping at every opportunity that they are giving him and he is constantly looking for more.”

Since graduating from the Metro Bridge Academy in November 2017, Ivor has shared his success story with other graduates, telling them, “If I can do it, I guarantee you, you can all do it.”
Example of Social Media Engagement

**TLAEDD**

“If I Can Do It, I Guarantee You, You Can All Do It” says graduate from LA Valley College Metro Bridge Academy which prepares job seekers for interview @metrolosangeles. Successful interviewees fast tracked into instruction to be Bus Operators story & video ow.ly/qpI30dzSg

**LA Valley College**

Thanks @LAEDD for showcasing how LA Valley College Metro Bridge Academy is helping job seekers prepare to be @metrolosangeles bus operators! Watch the video at ow.ly/qpI30dzSg

“If I Can Do It, I Guarantee You, You Can All Do It” says graduate from LA Valley College Metro Bridge Academy which prepares job seekers for interview @metrolosangeles.

Successful interviewees fast tracked into instruction to be Bus...

11:37 AM - 29 Mar 2019

1 Retweet 2 Likes

**LA Metro**

If you or someone you know is interested in becoming a bus operator, here’s a good place to start!

“If I Can Do It, I Guarantee You, You Can All Do It” says graduate from LA Valley College Metro Bridge Academy which prepares job seekers for interview @metrolosangeles. Successful interviewees fast tracked into instruction to be Bus...

11:42 AM - 29 Mar 2019

12 Retweets 30 Likes

**TWITTER ANALYTICS**

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<th>Count</th>
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<td>Profile Clicks</td>
<td>7</td>
</tr>
<tr>
<td>Retweets</td>
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Impressions = 1,317
Total engagements = 191

Last Updated: 2/7/20
The inaugural “A Conservation With...” event featured actor Danny Trejo. It provided all the elements of an ideal YouthSource Success Story – a great photo, great quotes and unparalleled audience engagement for EWDD.
In a heartfelt, humorous, and candid conversation, Actor Danny Trejo shared his life story with a room full of 75 young Angelenos from EWDD’s YouthSource Centers, describing his transformation from a prison inmate with a drug addiction to a successful actor, entrepreneur and drug counselor who has dedicated his life to helping others.

“Everything good that has happened to me is a direct result of helping someone else,” he said. “I promise you, the more people you help in one day, the better your life is going to get. It’s just the way it works.”

Mr. Trejo was the inaugural guest in EWDD’s “A Conversation With...” series. EWDD Youth Operations Director Brenda Anderson launched the series to provide an opportunity for the City’s YouthSource participants to interact with influencers who faced similar challenges and overcame obstacles to build successful careers. Upcoming discussion topics include mental health, foster care and homelessness.

During the event, held at Goodwill Southern California on Tuesday July 24, 2018, Mr. Trejo fielded questions from youth about how to maintain sobriety, resist peer pressure and set a positive example. Many also asked Mr. Trejo to provide his definition of personal success.

Many youth expressed gratitude for the opportunity to meet Mr. Trejo and said the event was a valuable learning experience.

“The most memorable moment was when I saw him come in. It was my first time meeting someone with a similar background as mine, someone who I could identify and has inspired me to better myself. He has changed his life and is now sending a positive message to the community. Thank you for the experience,” said Ricky Leon, a youth from the Para Los Niños YouthSource Center.
Example of Social Media Engagement

A LOT OF HELP FROM INFLUENCER FRIENDS

- @officialDannyT has 352K followers, a fan base built from Danny’s wide range of roles from the grandfather in Spy Kids to Machete. He retweeted @LAEWDD’s tweet, which helped us receive 456 total engagements, one of the highest number of Twitter engagements we’ve ever received.

- We also received a retweet from @MayorofLA, who has more than 287K followers.

TWITTER ANALYTICS

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<th>Media Engagements</th>
<th>Link Clicks</th>
<th>Detail Expands</th>
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Impressions= 23,415
Total engagements= 456

Last Updated: 2/7/20
If you speak to San Pedro locals, Browerij West Brewery is a BIG DEAL with high name recognition. EWDD’s relationship with Browerij West began in 2015, when the department helped the business obtain a loan to purchase special Belgian-made brewing equipment that uses less water than traditional methods. Browerij West is also an example of a story “with legs.” The brewery has been featured twice in EWDD Updates along with the EWDD 2013-2018 Five Year Re-Cap Status Report. This success story is an example of how EWDD provides ongoing assistance to local businesses to help them thrive in the LA region.
BUSINESSSOURCE HELPS BROUWERIJ WEST EXPAND BREWERY, CREATE 10 NEW JOBS

The Harbor BusinessSource Center has provided long-term support to the Brouwerij West Brewery in San Pedro and recently helped secure a $593,000 expansion loan that will allow the business to purchase new equipment, refinance all existing debt and add working capital to support the company’s growth. The loan is predicted to help the business double annual sales and generate at least 10 new jobs. Located at 110 East 22nd Street in San Pedro, founders Dave Holop and Brian Mercer started Brouwerij West in summer of 2014 in an abandoned Port of Los Angeles vintage warehouse with a start-up loan from the Los Angeles City Loan Fund. In 2015, EWDD helped Brouwerij West obtain a $442,845 loan to purchase special Belgian-made brewing equipment that uses less water than traditional methods.

EWDD’s BusinessSource and WorkSource Centers offer a variety of Business Services, including several Financial and Development Incentive Programs and a Small Business Loan Program. Learn how EWDD can help your business grow and succeed.

UPDATE – EWDD 2013-2018 FIVE YEAR RECAP

The Harbor BusinessSource Center has provided long-term support to the Brouwerij West Brewery in San Pedro. In July 2015, EWDD helped the brewery secure a $442,845 loan to purchase Belgian-made brewing equipment. The company was then a start-up and able to hire 14 new employees. Brouwerij West was rapidly growing and needed additional equipment and working capital. In 2018, it secured a $1.5 million Small Business Administration loan from a private lender and was able to pay off its loan to the City. This outcome illustrates how EWDD can assist budding businesses to grow, become independent and bankable.
Example of Social Media Engagement

San Pedro craft brewery @BrouwerijWest secures $593,000 #SmallBusiness expansion loan w/ help of @LAEWDD Harbor BusinessSource Center to purchase new equipment/add 10+ new #jobs
Story at ow.ly/n5S330kDV6Z
How LAEWDD can help your #SmallBusiness: ow.ly/Hpt730kxi6W

TWITTER ANALYTICS
At press-time EWDD did not have access to social media analytics from when the story was originally posted.
**Your EWDD Weekly Report story CHECKLIST - Does your story include all these points?**

1. **Who?** Individual names and business names. (please check the spelling!)

2. **What?** What did EWDD/your organization do to help? What was EWDD’s/your organizations involvement? What services were provided? What skills were taught? What was the outcome? What was the result of EWDD’s/your organizations assistance?

3. **When?** Dates? When did EWDD/your organization provide the assistance?

4. **Where?** Location? Where did the client receive help? Where are they opening their business? If it’s a job seeker, where are they working now?

5. **Why?** What is the end result? Why was it important that the client receive the help? What did it allow them to accomplish?

6. **How?** “Similar to why, how did our actions and assistance impact the client? Here is a chance to add an inspirational quote. ‘[Your amazing center] helped me [find a job, feed my family, open my business.]’

   **Example:** From a story “FEEDING MORE FAMILIES: SOUTH LA BUSINESSSOURCE CENTER FINDS NEW LOCATION FOR WORLD HARVEST FOODBANK, TRIPLING SPACE FOR DONATIONS” The CEO of the company said “We’re going to be able to bring more food, products and resources to help families, it’s going to be so much better.”

**Great Photos**
Submit high resolution images at least 600 dpi. Take photos that tell a story. Need some guidance? Check out Mayor Eric Garcetti’s Instagram @mayorofla

**WOW Factor**
LA has star power. We’ve helped thousands of people, some with celebrity ties. If your story has a celebrity tie or notable connection, mention it.

**Shareability**
EWDD wants the world to know about the great work performed by our staff and partners every day. Help US help YOU by sharing inspiring stories about the work you do every day.

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Any questions?

If you have additional questions, please contact EWDD Public Information Officer Jamie Francisco at (213) 744-9048 or Jamie.Francisco@lacity.org.

Thanks!

Last Updated: 2/7/20