

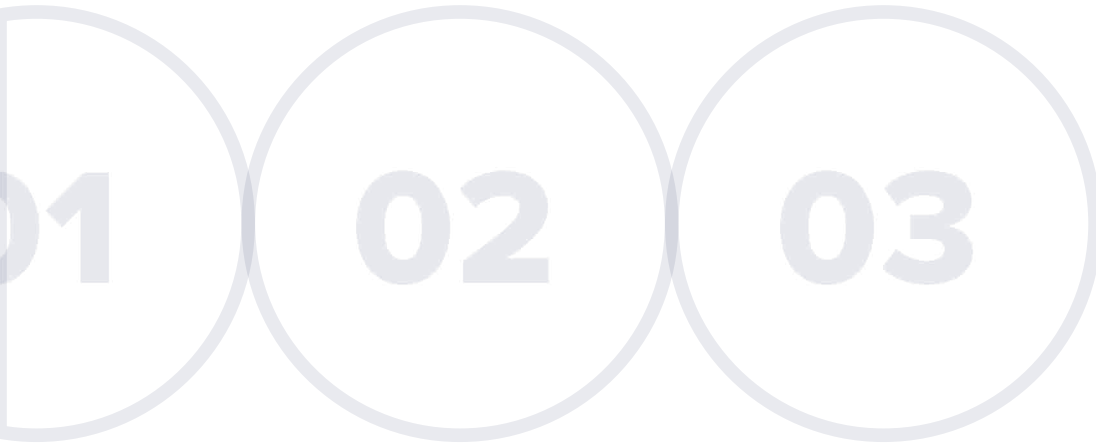
Brand Guidelines

Powered by



COLORADO
Department of
Labor and Employment

Welcome to Our Brand Guidelines



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02

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The Future Ready Apprenticeship Center, based in Colorado and powered by CareerWise — a national leader with 10 years of proven success — brings together the best research, the most effective policies, and the hard-won lessons from states, school districts and employers who've made apprenticeship opportunities for youth work at scale.

For any further questions about The Center's messaging or branding please contact the CareerWise Director of Marketing & Communications at futurereadycenter@careerwiseusa.org.

01

Primary Logo

[Click here to download](#)

The Future Ready Apprenticeship Center has a primary logo along with required elements which must be featured on all collateral, digital or print. The Required Elements do not always need to be located near or next to the Primary Logo, however, all 3 elements are required to be presented on any one piece of collateral. The positioning of each element is situation-based. The Future Ready Apprenticeship Center's Primary Logo should be featured most prominently on any piece of collateral.



Primary Logo Clear Space

Minimum distance between the logo and other graphic elements. Always allow for a clear space of 40% of the Primary Logo's height (X).



Guidelines

Do not stretch or squeeze the Primary Logo or orient it any other way than landscape. Do not outline the Primary Logo.

Size Minimum (Digital Logo)

For digital collateral, the Primary Logo should have a minimum height of 100px.



Size Minimum (Print Logo)

For print collateral, the Primary Logo should have a minimum height of 0.33".



01

Logo Required Elements

Click here to download

The Future Ready Apprenticeship Center has a primary logo along with required elements which must be featured on all collateral, digital or print. The Required Elements do not always need to be located near or next to the Primary Logo, however, BOTH elements are required to be presented on any one piece of collateral. The positioning of each element is situation-based.

Requirement No. 1: CareerWise & Colorado DLE Logo Marks

The Logo Marks for CareerWise (CW) and the Colorado Department of Labor & Education, accompanied by the copy line "Powered by" is required on any collateral where the Primary Logo is present. Both logos should be solid black or white, NOT in their respective brand colors. The Logo Marks do not need to be near or next to the Primary Logo, but must be legible with a minimum total height of 100px (or 0.33").



Requirement No. 2: Disclaimer Copy (two options)

Option 1: Public Communications (min 9pt)

(press releases, web pages, bid solicitations, documents describing the project)

"The Future Ready Apprenticeship Center (The Center) is supported by the U.S. Department of Labor. The project is 100% funded by \$12.5 million of federal funds. Of those funds, \$8.8 million is subawarded to CareerWise."

Option 2: Work Products (min 9 pt)

(flyers, one-pagers, marketing collateral, toolkits, videos)

"This workforce product was funded by a grant awarded by the U.S. Department of Labor (DOL)'s Employment and Training Administration. The product was created by the recipient and does not necessarily reflect the official position of DOL. DOL makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership. This product is copyrighted by the institution that created it."



Primary Typeface:
Headers, Titles

Secondary Typeface:
Body Copy

Proxima Nova (Extrabold/Semibold)

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 @ ! # \$ % ^ & ° , " + ' ^ ?

Futura (PT) (Book/Medium)

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 @ ! # \$ % ^ & () ~ + { } ?

03

Color Palette

RGB : R 32, G 43, B 93
Hex Code : #202b5d C
100, M 91, Y 33, K 24



RGB : R 53, G 138, B 163
Hex Code : #358aa3 C
76, M 29, Y 27, K 7



RGB : R 253, G 211, B 0
Hex Code : #dd300 C
2, M 16, Y 93, K 0



RGB : R 0, G 0, B 0 Hex
Code : #000000 C 00,
M 00, Y 00, K 100

RGB : R 255, G 255, B 225
Hex Code : #ffff C 00, M
00, Y 00, K 00
