



**Branding and Communication Guidelines for
HRTP-HRCC: Department of Education**

Introduction

The primary role of the California Workforce Development Board (CWDB) is to convene the state's workforce development partners to ensure a common vision, shared goals, and objectives under the [Workforce Innovation and Opportunity Act \(WIOA\)](#), and an aligned approach to program implementation accomplished through [California's Unified Strategic Workforce Development Plan](#) (State Plan).

The CWDB is committed to a [high road vision](#) for the state's workforce development system that embodies the principles of job quality, worker voice, equity, and environmental sustainability. Implementing this vision through policy, programs, and other practices will benefit workers, job-seekers, and industry as well as the state's workforce development system.

Funding Guidelines have been established for the use of Department of Education funds.

This Branding and Communication Guidelines document provides guidance regarding the implementation of the requirements in the funding guidelines, and serves as a reference for grantees and contractors implementing Department of Education funded projects and programs around the state to ensure brand and messaging consistency.

Visit the [CWDB website](#) for more information regarding [High Road Construction Careers](#) and [High Road Training Partnerships](#).

Media Releases and Events

Grantees are encouraged to distribute news releases and organize press events at key milestones in coordination with the CWDB. Grantees may determine additional milestones to those listed below.

Key milestones include:

- Grant award announcement
- Program launch to consumers
- High interest events (examples: graduations, conference presentations, etc.)
- Operational milestones or technology delivery

Please send media releases, professional videos, and projects or event photos related to milestones to: HRCC@cwdb.ca.gov or HRTP@cwdb.ca.gov for further distribution and promotional use.

For participant video and photos, provide a signed photo release used by the organization, or the [CWDB standard photo release](#).

Funding Boilerplate & Logo

Include the CWDB/HRTP/HRCC Department of Education funding boilerplate and logos on all outreach and public-facing materials including, but not limited to, press releases, media advisories, printed collateral, event invitations and project/program websites.

Boilerplate

[Program/Project Name] is part of the California Workforce Development Board's High Road Training Partnerships and High Road Construction Careers, which is funded through the Department of Education.

Reference the HRTP, HRCC, and Department of Education on Social Media

- Use the hashtags #CAWorkforce, #HRTP, #HRCC, and #HighRoad to connect with other projects and programs.
- Where possible, link CWDB logos to the CWDB website, www.cwdb.ca.gov, or the [HRTP](#) page.

Key Messages for Media and Public Events

When giving media interviews or presenting in public, make it a top priority to mention the CWDB, with Department of Education as the funding source, any benefits to disadvantaged communities, and the way in which the high road approach benefits populations with barriers to employment.

Projects must also place an emphasis on the following:

- When issuing statements, press releases, requests for proposals, bid solicitations and other documents describing projects or programs funded in whole or in part with Federal money,
- The percentage of the total costs of the program or project which will be financed with Federal money
- The dollar amount of Federal funds for the project or program
- The percentage and dollar amount of the total costs of the project or program that will be financed by non-governmental sources
- Recipients must comply with these conditions under Division B, Title V, Section 505 of Public Law 115-245, Consolidated Appropriations Act, 2019

Example: [Pre-Apprenticeship Training Agency] works with low-income jobseekers to assist with resumes, mock-interviewing and job/skill training, and then connects these clients to high road, construction jobs with good wages and benefits.

Additional talking points and background to consider:

[PROGRAM/PROJECT NAME] is a partnership among [NAME PARTNERS] to [DESCRIBE WHAT THE PROJECT WILL DO].

- The California Workforce Development Board’s High Road Training Partnerships are industry-based, worker-focused training partnerships that build skills for California’s high road employers – firms that compete based on quality of product and public entities that strive to provide a high level of service through innovation and investment in human capital, thus generating family-supporting jobs where workers have agency and voice.
- High Road Training Partnerships create opportunities for populations with barriers to employment through innovation and investment in human capital, to generate family-supporting jobs where workers have agency and voice.

Acknowledgement of Federal Funding

As required by [Public Law 101-166, Section 511](#) (Stevens Amendment), all award recipients must acknowledge federal funding in documents that communicate funding, such as press releases, requests for proposals, bid invitations, and other documents describing projects or programs funded in whole or part with federal funds. This includes funding from the Department of Labor and the Department of Education.

Documents that communicate funding may include:

- Award Announcements
- Bid Solicitations
- Marketing materials (PowerPoints announcing funding)
- Press Releases (communicating funding, announcing a new activity or program with funding)
- Social media content
- Website content

Recipients are required to state (1) the percentage and dollar amounts of the total program or projects costs financed with federal funds, and (2) the percentage and dollar amount of the total costs financed by nongovernmental sources.

General structure:

This [project/publication/program/website, etc.] [is/was] supported by the [federal sub-agency] of the [federal agency] as part of an award totaling \$XX [Insert total NFA amount here] with XX percentage financed from nongovernmental sources.

Example:

This Wagner-Peyser Program bid solicitation is supported by the Employment and Training Administration of the U.S. Department of Labor as part of an award totaling \$361,633 with 0% financed from non-governmental sources.

Refer to [Stevens Amendment FAQs](#) for more information.

Sending Photos to the CWDB

We are open to receiving photos in order to further spotlight the work we are partnering to do.

Please provide:

- Images of candid moments or action shots.
- High resolution images of at least 300 dpi.
- Images saved in JPG or PNG formats.
- A pdf copy of all written consent forms from individuals in the images.

Contacts

Please direct all inquiries to the email addresses listed below.

Press Inquiries and Support

- CWDB: HRCC@cwdb.ca.gov or H RTP@cwdb.ca.gov

General Public Inquiries

- CWDB: HRCC@cwdb.ca.gov or H RTP@cwdb.ca.gov

California Workforce Development Board Logos

Grantees may use the CWDB and High Road logos in their printed material and on their website. Please do not download our logos from the website. Please request a logo by contacting us directly.

California Workforce Development Board Logos

When using the CWDB logo alongside the HRCC logo, always use a black and white version of the CWDB logo. Additionally, you must not alter the CWDB logo in any way. If you use the CWDB logo, you must keep the CWDB brand colors, as displayed below.



High Road Training Partnership Logos

When using the CWDB logo alongside the HRTP logo, always use a black and white version of the CWDB logo. Additionally, you must not alter the High Road logo in any way. If using the color High Road logo, you must keep the High Road brand colors, as displayed below.



High Road Construction Career Logos

When using the CWDB logo alongside the HRCC logo, always use a black and white version of the CWDB logo. Additionally, you must not alter the High Road logo in any way. If using the color High Road logo, you must keep the High Road brand colors, as displayed below.

