

The image features a teal background on the left side, which transitions into a white background on the right. In the bottom left corner, there is a graphic of a mountain range composed of multiple overlapping, thin orange lines forming triangular peaks of varying heights.

HIGH ROAD

Brand Guidelines

Version 6.19.2025

Logo

The High Road logo consists of a stylized logotype. High road models a sector approach that can address critical issues of equity, job quality, and environmental sustainability. The colors reflect the climate elements of the program and the stylized “A” acts as a visual representation of the “high road” approach. The tone and visual elements communicate a modern, forward-thinking program.

The logo features the words "HIGH ROAD" in a bold, sans-serif font. The letters "H", "I", "G", "H", "R", "O", and "D" are rendered in a dark teal color. The letter "A" is replaced by a stylized orange triangle pointing upwards, which serves as a visual representation of the "high road" approach.

HIGH ROAD

Logo Options



HIGH ROAD

FULL-COLOR



HIGH ROAD

REVERSED



HIGH ROAD

ONE-COLOR

Do Nots

Please become familiar with the correct usage of the High Road logo. Any modification can create confusion and reduce the impact of the logo.

- a. Do not stretch or condense the logo.
- b. Do not substitute another typeface.
- c. Do not skew the logo.
- d. Do not alter the color palette of the logo.
- e. Do not place the logo on a busy background.



Typography

Typography is a key component of communicating the High Road brand in a variety of applications. Arial is the primary typeface and should be used through all communications materials.

Colfax is the primary font within design applications.

For accessibility purposes, do not use light colored text on a white or light colored background, but instead, use dark colored text on white or light colored backgrounds as shown.

ARIAL LIGHT
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

ARIAL
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

ARIAL BLACK
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

ARIAL BOLD
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

~~abcdefghijklmnopqrstuvwxyz1234567890~~
~~ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890~~

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

~~abcdefghijklmnopqrstuvwxyz1234567890~~
~~ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890~~

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Using Type

Proper use of the High Road typeface is essential to keeping the look of our messaging consistent and on brand.

HEADLINE

**Lorem ipsum
dolor sit**

ARIAL BOLD
Size: 30 pt.
Leading: 34 pt.
Kerning: Optical
Tracking: 0

SUBHEAD

Ad est nisl dolore iracundia, ne tale ipsum nobis cum ludico euripidis

ARIAL
Size: 21 pt. Leading: 24 pt.
Kerning: Optical Tracking: -10

BODY COPY

At veniam ponderum occurreret ius, mea eu illud adipiscing disputando. Platonem conclusionemque in per, no mazim saepe abhorreant usu. Id has iudicabit referrentur, ei harum malorum mentitum cum. Falli dicunt vis ea

ARIAL
Size: 12 pt.
Leading: 16 pt.
Kerning: Optical
Tracking: 10

Rationibus quaerendum sea te. Erat debet iusto ea per, eripuit tincidunt his ad, ea mea malis indoctum. Autem altera volumus id quo, adipisci accusamus mel in, ut eum esse denique. Usu aperiam docendi an.

CALLOUT

SIT ELIT INTELLEGAT AD, EURIPIDIS SADIPSCING CONTENTIONES EX SED. ET NATUM IMPETUS VIX. VIS CU MALORUM DETRAXIT EFFICIENDI, CU PER PAULO RECUSABO. PRAESENT SENTENTIAE TE EOS, PORRO SENTENTIAE SCRIPSERIT EX IUS. ID PRI FACILIS TIBIQUE PERSEQUERIS.

ARIAL
Size: 8 pt. caps
Leading: 12 pt.
Kerning: Optical
Tracking: 50

Color Palette

Color #457C74 is the primary color used for the High Road branding and collateral. #C2532D is used within the logo and throughout design applications. Black may be specified for typography.

RGB colors should be used for use on screen and Hex values are specified for web use.



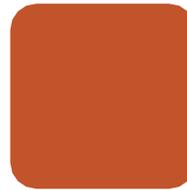
Teal

c75 m35 y54 k12
r69 g124 b116
#457C74



Light Teal

c42 m9 y29 k0
r150 g195 b185
#95C3B9



Rusty Orange

c18 m80 y95 k6
r194 g83 b45
#C2532D



Dark Gray

c64 m56 y52 k28
r88 g88 b91
#58585B



True Black

c0 m0 y0 k100
r35 g31 b32
#231F20



Light Gray

c30 m24 y15 k0
r180 g181 b194
#B4B5C2

Note: Color names are used descriptively and are provided for ease of use and differentiation purposes. They are approximations of colors and should not be specified in place of color codes.

Using Partner Logos

When using the High Road logo alongside the CWDB logo, always use a 1-color variant of the CWDB logo.



HIGH ROAD

You can also associate the logo with a tagline, such as “A program of the California Workforce Development Board” or with a particular High Road program such as “High Road Training Partnership” and “High Road Construction Careers.”

The tagline associated with the High Road logo must have the same font as the logo, which is Colfax. The tagline must be in the same Teal color as the logo.

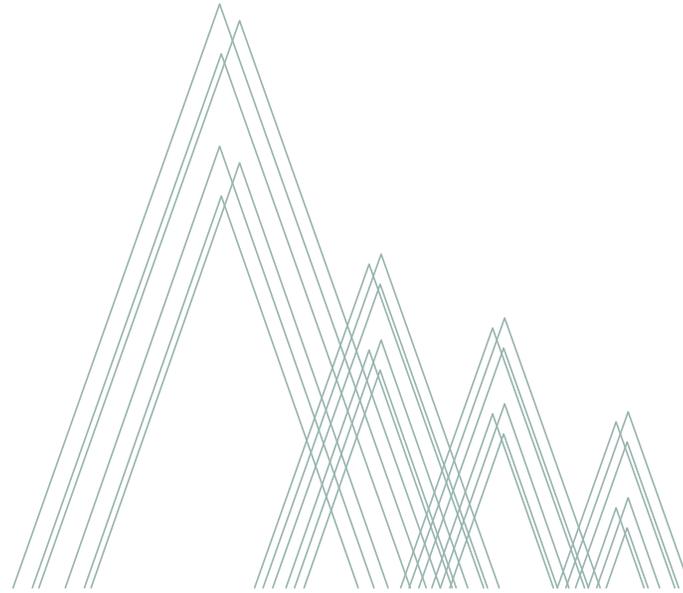
HIGH ROAD
TRAINING PARTNERSHIP

~~HIGH ROAD
TRAINING PARTNERSHIP~~

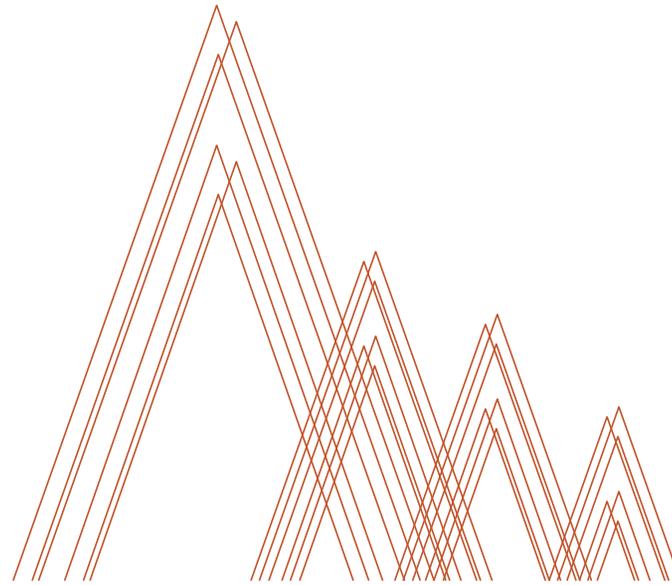
High Road Pattern

The High Road pattern can be used to add texture to a document and is an extension of the High Road logo. It can be used in any color on the color palette and should be cropped along the bottom of the page, slide, or graphic.

The pattern's transparency may also be scaled back to create a more subtle effect.



HIGH ROAD PATTERN - TEAL



HIGH ROAD PATTERN - RUSTY ORANGE

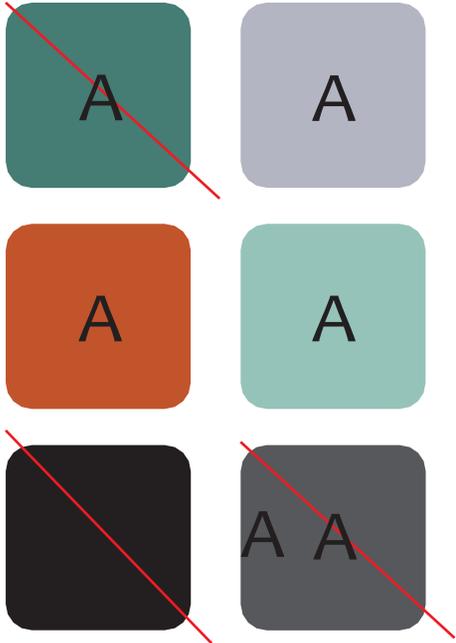
Accessibility

It is important to ensure our color palette is used in a way which provides adequate contrast between background and foreground colors

White, or (light colored text) is not accessible when used over light colored backgrounds



Black (or dark colored) text is not accessible when used over dark colored backgrounds.



Incorporating the California Jobs First Branding



CWDB programs are an integral part of California's Jobs First, a statewide initiative that streamlines the state's economic and workforce development programs to create a greener, more equitable economy.

As part of the California Jobs First initiative, CWDB programs will incorporate statewide branding guidelines into all public-facing materials. Staff will include approved California Jobs First branding in communications, such as, but not limited to:

- Press Releases
- Project one-pagers
- Reports
- Requests for Applications
- Social media posts

Note: California Jobs First brand assets and templates, including images, graphics, and fonts, are available upon request. Email branding/media requests to media@cwdb.ca.gov.

California Jobs First Logo

The California Jobs First logo is simple, timeless, and bold. It captures the State's commitment to innovate and amplify programs developed to create a brighter legacy for California. The logo reflects the qualities of our brand and represents our strategy and vision. The California Jobs First Logo is available in the following color options:

California Jobs First may be referenced in one of two ways:

- Include the California Jobs First logo.
- Reference California Jobs First in the text.



FULL COLOR



BLACK



WHITE



TWO-COLOR (BLUE, WHITE)

California Jobs First Logo

Please become familiar with the correct usage of the California Jobs First logo. Any modification can create confusion and reduce the impact of the logo.

VISUAL IDENTITY

Incorrect Usage

1. DO NOT apply a color to the logo; only use approved brand logo files
2. DO NOT substitute the California Jobs First typeface for another
3. DO NOT warp, stretch, or change proportions of the logo
4. DO NOT cut off the logo
5. DO NOT rotate or change the angle of the logo
6. DO NOT rearrange or move elements within the logo
7. DO NOT add a stroke or outline the logo
8. DO NOT add effects or treatments to the logo
9. DO NOT place the logo on a complicated background
10. DO NOT place the logo on a backdrop with low contrast
11. DO NOT change the font, color, position or size of the tagline in the secondary logo
12. DO NOT change the font, color, position or size of the tagline in the co-branded logo



Co-Branding with Grantees and Workforce Development

In Partnership with Logo

California Jobs First has a specific logo that partners can use to co-brand materials. The “In Partnership with” logo (shown at right) is suggested in communications shared on partners’ own communication channels (e.g., social media, email, website) where the partner’s brand/logo is already clearly visible.



Co-Branding with CWDB or Program Logos

When including the California Jobs First In Partnership Logo, the CWDB program logo should appear first, and be larger or equal to in size.



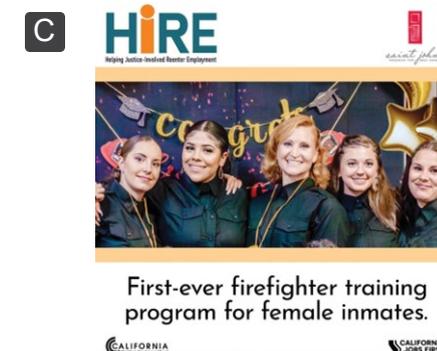
OR



Multiple Logo Options

Multiple logos are possible when co-branding with CWDB and California Jobs First, partners, other government agencies, local workforce boards, and grantees. When multiple logos cannot be incorporated into the graphic, California Jobs First may be referenced in the text.

- a. Example with two logos in the design
- b. Example with three logos in the design
- c. Example with four logos in the design



Messaging for California Jobs First

The brand should always be referred to as “California Jobs First.” There are no abbreviations for the California Jobs First brand.

California Jobs First's messaging helps ensure a unified and consistent brand tone. Use the key points below to ensure consistency in tone and messaging.

California Jobs First may be referenced in one of two ways:

- With this new model, California is bringing together varying elements of government to create an industrial strategy that will support the creation of and access to family-supporting jobs including prioritizing industry sectors for future growth.
- Through this portfolio of California Jobs First investments, we are continuing to build a community-led, climate-forward economy that works for all Californians, particularly those from disadvantaged communities.

Example Language and Messaging

Here are some suggested ways to refer to California Jobs First in messaging:

- The California Workforce Development Board (CWDB) and the California Labor and Workforce Development Agency (LWDA) are pleased to announce up to \$28,500,000 in available grant funding for the High Road Training Partnerships 2024-25 Healthcare Grant Program (H RTP HC), a **California Jobs First initiative**.
- The High Road to Oil Well Capping project is a CWDB High Road program **and is supported by California Jobs First**. It creates good-paying, family-supporting jobs and moves California closer to its goal of a climate-forward economy that runs on clean energy.

Referencing on Social Media Channels

Handles for California Jobs First should be included on social media posts referencing California Jobs First:

LinkedIn

@california-jobs-first



X: Formerly Twitter

@CAJobsFirst



YouTube

@CAGOBiz

