HiRE

Helping Justice-Involved Reenter Employment

Brand Guidelines

Logo

The HIRE logo consists of a stylized logotype. HIRE follows a Spoke and Hub model that connects Community Based Organizations with justice-involved individuals. The colors, tone and visual elements communicate a modern, forward-thinking initiative.

Logo Lockups

FULL-COLOR LOCKUP

REVERSED LOCKUP

ONE-COLOR LOCKUP

Do Nots

Please become familliar with the correct usage of the HIRE 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 HIRE 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 colord background, but instead, use dark colored text on white or light colored backgrounds as shown.

ARIAL NARROW
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

ARIAL
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

ARIAL BLACK
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

ARIAL BOLD
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Using Type

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

HEADLINE

Lorem ipsum dolor sit

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

SUBHEAD

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

COLFAX LIGHT SIZE:
21 pt. Leading: 24 pt.
Kerning: Optical
Tracking: -10

BODY COPY

At veniam ponderum ocurreret 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

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.

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

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.

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

Color Palette

Color #1A6A7C is the primary color used for the HIRE branding and collateral. #F58320 is used within the logo and throughout design applications. Black may be specified for typogaphy.

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

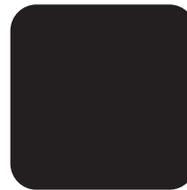**Turquoise**
c88 m47 y40 k13
r26 g106 b124
#1A6A7C

Mint
c17 m0 y7 k0
r208 g242 b239
#D0F2EF

Orange
c24 m1 y100 k0
r245 g131 b32
#F58320

Light Orange
c0 m19 y46 k0
r255 g209 b148
#FFD194

True Black
c0 m0 y0 k100
r35 g31 b32
#231F20

Light Gray
c53 m44 y42 k7
r125 g127 b130
#7D7F82

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

HIRE is an initiative of the California Workforce Development Board. When using the HIRE logo alongside the CWDB logo, always use a 1-color variant of the CWDB logo.
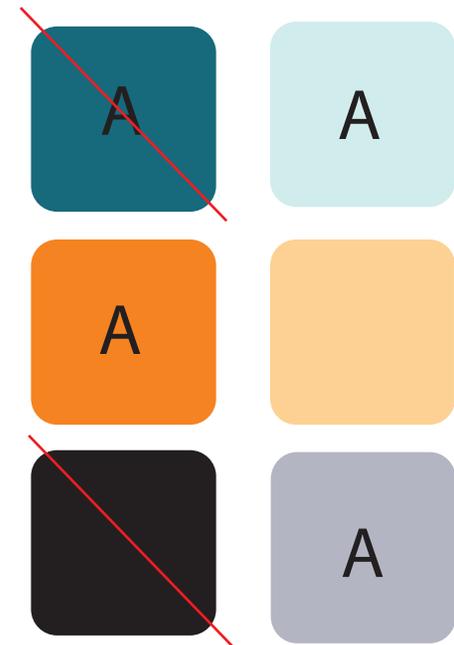
Accessibility

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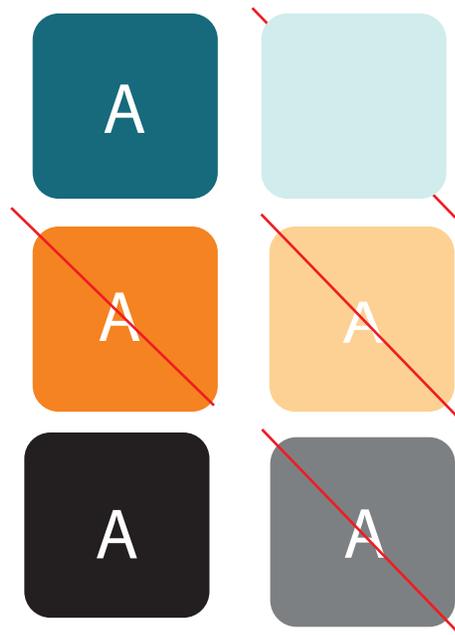
Black (or dark colored) text is not accessible when used over dark colored backgrounds.

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.

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

01 CALIFORNIA JOBS FIRST
02 California Jobs First
03 CALIFORNIA JOBS FIRST
04 CALIFORNIA JOBS FIRST
05 CALIFORNIA JOBS FIRST
06 CALIFORNIA JOBS FIRST
07 CALIFORNIA JOBS FIRST
08 CALIFORNIA JOBS FIRST
09 CALIFORNIA JOBS FIRST
10 CALIFORNIA JOBS FIRST
11 CALIFORNIA JOBS FIRST
Building a Community-Led, Climate-Forward Economy
12 In Partnership with
CALIFORNIA JOBS FIRST

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.

HIGH ROAD

In Partnership with
CALIFORNIA
JOBS FIRST

OR

HIGH ROAD

In Partnership with
CALIFORNIA
JOBS FIRST

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 (HRTP 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