

DISCOVER APPRENTICESHIP BRAND GUIDELINES

2020

Sponsored by the U.S. Department of Labor. The U.S. Department of Labor, Employment and Training Administration promotes Registered Apprenticeship under the National Apprenticeship Act.



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BRAND GUIDELINES AND AUTHORIZED USE

Discover Apprenticeship is an energetic, powerful brand, designed to help our audiences see Registered Apprenticeship as an opportunity to fulfill their greatest career and professional dreams.

This document provides style guidelines and a visual baseline for all photography, graphics, and logo formats aligned with the new Discover Apprenticeship brand strategy. It is intended for use by U.S. Department of Labor staff, Registered Apprenticeship Sponsors, contractors, grantees, State Apprenticeship Agencies, and partners (as appropriate) of the Department as it develops content and creative materials for use in communications related to the promotion and expansion of Registered Apprenticeship.

Your commitment to upholding these guidelines will ensure that our audiences see a professional and consistent brand across all communications related to Discover Apprenticeship.

The Discover Apprenticeship logo and brand is approved for use relating to Registered Apprenticeship only and must not be used for the promotion of or in conjunction with messaging or information related to Industry-Recognized Apprenticeship Programs (IRAPs.). The U.S. Department of Labor reserves the right to request immediate removal of its logo for improper use.

DOs AND DON'Ts FOR APPROPRIATE USAGE

DO use the logo for informational purposes and/or marketing promotion of Registered Apprenticeship only.

DON'T use the logo for informational purposes and/or marketing promotion of unregistered apprenticeship programs or Industry-Recognized Apprenticeship Programs.

DO use the logo for informational materials related to Registered Apprenticeship only such as fact sheets, webinars or presentations.

DON'T use the logo for informational materials like fact sheets, webinars or presentations that make any reference to Industry-Recognized Apprenticeship Programs.

DO use the logo on informational and educational resources.

DON'T use the logo on promotional items and giveaways such as, but not limited to, pens, hats, bags, etc.

DO contact the U.S. Department of Labor, Office of Apprenticeship, if you have questions related to proper use of its logo.

DON'T use the logo if you are unsure about proper usage. The U.S. Department of Labor reserves the right to request immediate removal of its logo for improper use.

AUDIENCES

The target audiences are visionaries: diverse career seekers and business leaders who see themselves as savvy, ambitious achievers on a path to success. These visionary individuals are driven to succeed. While they face real-world constraints and major challenges they need to solve – like ensuring a pipeline of talent in the tightest labor market in recent history, or preparing for a strong career without being crushed by debt – they are open to creative solutions and new alternatives to help them get there. They identify powerful opportunities that others might not see and do not require mainstream validation to feel that a choice might be right for them or their business.

BRAND PROMISE

For our visionaries, Registered Apprenticeship is the catalyst that allows them to break through barriers, accelerating progress towards fulfilling their vision of a diverse and impactful workplace or a powerful, debt-free career. With Registered Apprenticeship, our audiences can achieve the future they have dreamed of faster, through hands-on experience and effort.

VOICE AND TONE

DIRECT

We get straight to the point.

PASSIONATE

We ignite the fire in others and ourselves.

PERSONABLE

We are approachable and enthusiastic.

FORWARD-THINKING

We are always looking ahead.

CONVERSATIONAL

When we speak, they pay attention.

THE NAME

Discover Apprenticeship is an invitation to our audiences to get to know a path to career preparation and workforce training that they may not have considered for themselves or their workplace. Through this invitation to discover, we aim to help educate career seekers and business leaders on the benefits Registered Apprenticeship offers, and the opportunity to fulfill their unique goals through them.

THE LOGO

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ABOUT THE LOGO

The Discover Apprenticeship logo represents the dynamism and stability that Registered Apprenticeship offers to both apprentices and business leaders. The bold lines at the base of the mark indicate the strong foundation that apprenticeship provides, while the abstract openings within the mark invoke the sense of possibility embodied within Registered Apprenticeship. The clean, elegant font of the type grounds the mark and affirms with its simplicity the clear value that is inherent in Registered Apprenticeship.

DISCOVER APPRENTICESHIP LOGO MARK



LOGO CLEAR SPACE

As the primary visual representation of our brand, our logo must stand out among other visual elements. A minimum clear space must be maintained around the logo wherever it appears. This is true for all versions of the logo. The gray area to the right illustrates the minimum required clear space. The minimum clear space on all four sides of the logo is 1X, where X is 1/2 the height of the "A" icon. Wherever possible, the amount of clear space should be increased.



LOGO MINIMUM SIZE

In circumstances where the logo needs to be presented at a smaller scale, the minimum size to maintain legibility is 2" wide for print applications and 140 pixels wide for web usage.



LOGO COLOR VARIATIONS

While full-color is the preferred presentation, there are two alternate color variations that may be used.

full-color



black



white
(for dark backgrounds)



LOGO INCORRECT USAGE

Maintaining the integrity of our brand can be successfully achieved by promoting correct use of the logo across all applications. Never attempt to re-create or alter the logo. Use only the files provided by the Office of Apprenticeship.



Do not distort or redraw any of the logo elements.



Do not change the colors of the logo.



Do not re-create the logo using a different typeface.



Do not add effects, such as a drop shadow, to the logo.



Do not alter the position of the logo elements. A stacked format highlighted on page 13.



Do not rotate the logo.



Do not place the logo on a photograph or color that does not provide sufficient contrast.



Do not alter, remove or relocate the trademark (TM) symbol.



DISCOVER APPRENTICESHIP STACKED LOGO MARK

A stacked version of the logo may be used in instances where horizontal real-estate is limited and legibility may be compromised if the horizontal version of the logo is used. Every effort should be made to use the horizontal logo but if using the stacked version of the logo is necessary, all guidelines established on the previous pages for the horizontal version of the logo apply here.



COLOR PALETTE

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DISCOVER APPRENTICESHIP LOGO COLOR PALETTE









The Discover Apprenticeship color palette is bold, striking a balance between modern approachability and sophistication that will resonate with both seekers and leaders. The success of our logo relies on the proper use of color to create an indelible, lasting impression. Every effort should be made to use the primary palette as we establish our new brand.

The neutral and secondary color palettes, which are also 508 compliant, can be used across all print and digital materials.

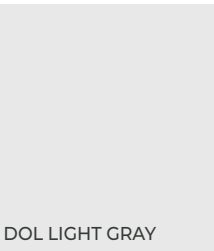
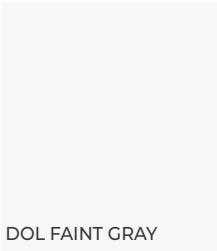
The palettes may be used to enhance communications in the form of highlights, graphic elements or color fields but should be used sparingly as not to overpower the primary palette of our logo.

COLOR PALETTES

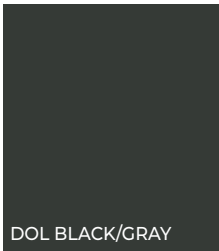

PRIMARY PALETTE

| | | | | | | | |
|---|---|--|---|---|---|---|---|
|  |  |  |  |  |  |  |  |
| DOL SLATE | DOL TRUE BLUE | DOL CYAN | DOL MAGENTA/RED | DOL PURPLE | DOL TEAL | DOL LIME | DOL GOLD |
| #415364 PMS 7545 R65 G83 B100 C78 M60 Y44 K25 | #444EB6 PMS 2726 R68 G78 B172 C83 M77 Y0 K0 | #39BAD6 PMS 637 R57 G186 B214 C66 M4 Y13 K0 | #E41D64 PMS 7425 R228 G29 B100 C4 M99 Y41 K0 | #991FB0 PMS 2592 R153 G31 B176 C52 M91 Y0 K0 | #399587 PMS 7473 R40 G149 B135 C79 M21 Y53 K2 | #CADE38 PMS 381 R203 G222 B45 C25 M0 Y97 K0 | #F5C331 PMS 123 R250 G195 B34 C2 M24 Y96 K0 |

NEUTRAL COLOR PALETTE

| | |
|---|---|
|  |  |
| DOL LIGHT GRAY | DOL FAINT GRAY |
| #E8E8E8 PMS: NA R232 G232 B232 C8 M6 Y6 K0 | #F6F7F8 PMS: NA R246 G247 B248 C2 M1 Y1 K0 |

These colors are to be used as subtle background shading for elements such as callouts, text boxes, and menu highlights.

| | |
|---|---|
|  |  |
| DOL BLACK/GRAY | DOL MEDIUM GRAY |
| #3B3B3B PMS 447 R59 G59 B59 C68 M62 Y61 K51 | #484A4C PMS 445 R72 G74 B76 C68 M59 Y56 K38 |

These colors are to be used for basic body copy and headings.



UNDERSTANDING 508 COMPLIANCE

Section 508 of the U.S. Code is the law that requires federal agencies and their contractors to adhere to a minimal level of accessibility for all **electronic communications** and information technology developed, procured, maintained, or used by the federal government to be accessible to people with disabilities. 508 compliance is mainly concerned with **sufficient contrast and text size to maintain legibility for those with disabilities**. Our neutral and secondary palettes host an array of colors that will create passable contrast when paired correctly. The thresholds for 508 compliance change somewhat frequently. To ensure colors pass before finalizing your communications, use only the hex color codes provided on page 17 and check them against the **required WCAG AA standard** for color contrast ratio at <https://webaim.org/resources/contrastchecker/>.

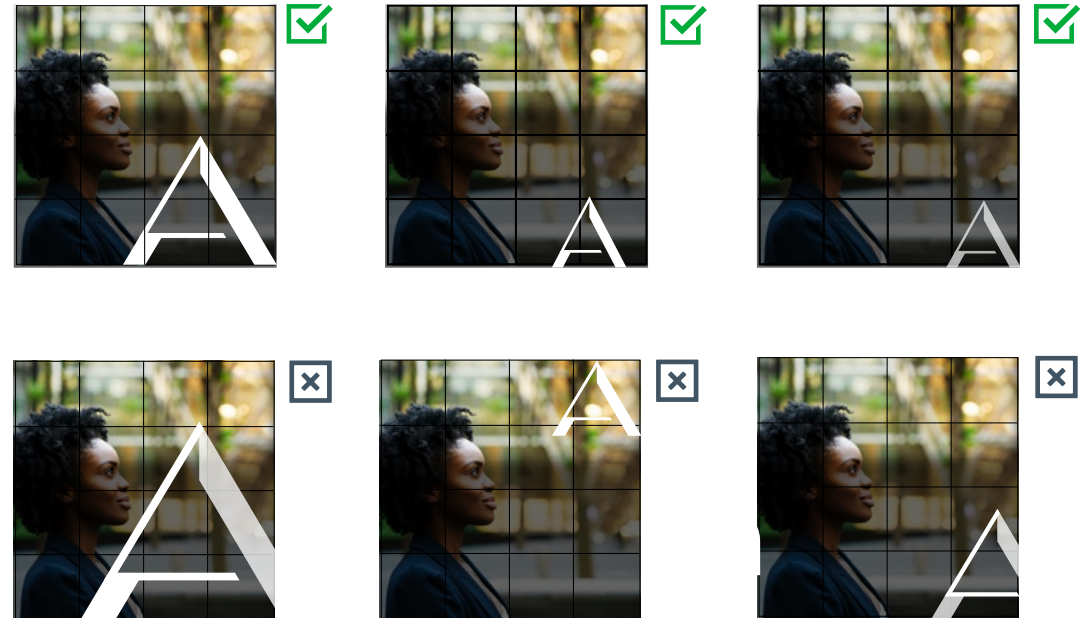


GRAPHIC ELEMENT

GRAPHIC ELEMENT AND PHOTOGRAPHY

To enhance communications, the "A" icon may be used as a watermark on solid colors or photography. While there is no specific screen percentage the watermark color must be, it is essential to maintain legibility and integrity of both the graphic and photo. The graphic must never be placed over the photo in a way that interferes with subject matter or typographic content.

The "A" icon must always be presented at a scale equal to or greater than 1/8th of the image and presented in its entirety. The "A" icon must always appear flush with the bottom of the composition, preferably toward either the right or left corner of the composition. Shown here are examples of acceptable and unacceptable treatment positions.



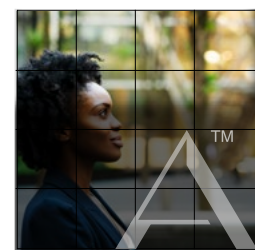
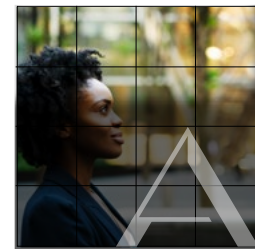
GRAPHIC ELEMENT AND COLOR

The "A" icon may be used as a decorative element to enhance graphic communications. It may be used on solid color fields at a 20% white transparency or at 30% color on white. Similar to use in photography, the entire "A" icon must be present and not interfere with imagery or typography.



GRAPHIC ELEMENT AND TRADEMARK (TM)

The Discover Apprenticeship logo must always appear with the trademark symbol (TM) as shown on page 9. The "A" icon must never solely appear with the trademark symbol (TM). The "A" icon is to be used as a decorative element to enhance graphic communications, not formally represent the Discover Apprenticeship brand.



TYPOGRAPHY

TYPOGRAPHY: MONTSERRAT

Montserrat is a contemporary and sophisticated typeface that conveys strength and a modern approachability in both capital and lowercase presentation. The typeface houses four variations which will accommodate a variety of design applications. While the Montserrat family of typefaces can be used interchangeably across materials, alterations to the logo text type must never be made.

Montserrat Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+{}:"'/?

Montserrat Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+{}:"'/?

Montserrat Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+{}:"'/?

Montserrat Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+{}:"'/?



TYPOGRAPHY: ARIAL

For PC and computer text applications, Arial shall be used as a substitute for Montserrat. Arial is a universal font and will maintain consistency across platforms where Montserrat may be unavailable, such as Power Point and Microsoft platforms where text needs to be editable.

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+{}:"'/?/

Arial Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+{}:"'/?/**

Arial Black

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+{}:"'/?/**



PHOTOGRAPHY

PHOTOGRAPHY'S ROLE

Photography will play a large role in helping to debunk current misconceptions around Registered Apprenticeship and redefining Registered Apprenticeship as an inclusive opportunity that allows Americans to Forge their Future State. Photos should help us achieve the following perception shifts:

FROM

Old

Outdated

Only for a limited number
of industries

A “second best” option

TO

Modern and future-focused

Thriving in a diverse spectrum of fields

A high-quality program for
ambitious people



PHOTOGRAPHIC STYLE

Our audiences are savvy and wary of false promises; they are likely to be skeptical of images that feel too polished or staged. This underscores the value of featuring authentic faces captured in a photojournalist style.

The photography that is used should be bright, with good contrast, and composition that takes us into the scene in a genuine and natural manner. Gone are the gritty scenes of industry, flat shots, and forced smiles. We look at our imagery through five categories: portraits, partnerships, hands in action, visionaries in action, and objects. We are speaking to an audience and their future so our imagery needs to have all the reverb of a calling.

PORTRAITS

Photos of individuals, posed, looking at camera

PARTNERSHIPS

Masters and apprentices in action

HANDS IN ACTION

Close-ups of hands working or interacting with an object

VISIONARIES IN ACTION

Individuals at work

OBJECTS

The tools of the trade or the end product of the work



CAREER SEEKERS

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CAREER SEEKERS

While they may face barriers to opportunity, for our visionaries, there is no hurdle they will not jump to get to their future. For this reason, our imagery must mirror their passion, drive, as well as the path ahead. Images must speak to their dynamic nature, pulling them into the scene so that as they look upon the image they see the possibilities in discovering Registered Apprenticeship. Our images are not passive moments in time but dreams waiting to be realized.

Capturing visionaries and their outputs and products are all part of depicting a moment – a goal of our imagery. To do this, we need to ensure that our library includes a balance of what is being created as well as who created it. After all, these programs are contributors to our economy and imagery can be a powerful tool in helping to convey that message.



BUSINESS LEADERS



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BUSINESS LEADERS

As important as it is to showcase masters and apprentices in the field, we must not lose sight of the leaders who are driving these programs forward. The images should not feel forced or overly polished and the subjects should appear in their element.





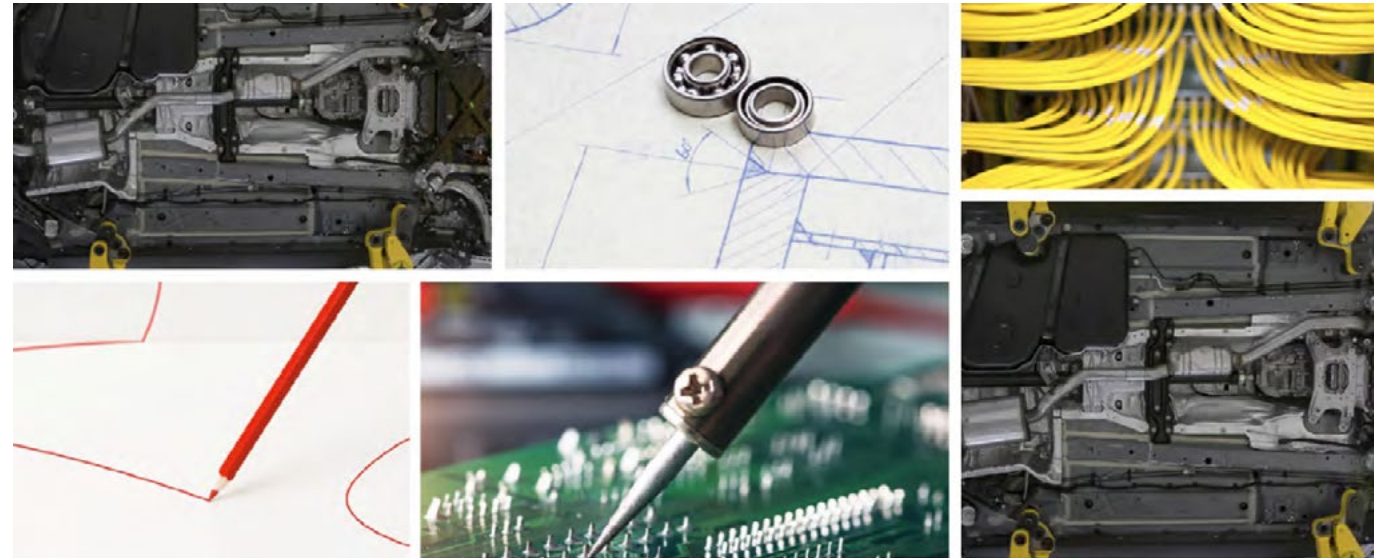
OBJECTS



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OBJECTS

Objects can be a powerful tool in grabbing the attention of our audiences in a manner that beckons them to explore the possibilities of Registered Apprenticeship. Objects act as a visual lure, drawing an audience to the appeal of a passion or interest. Color swatches speak to people with a passion for design, a motherboard to engineering and so on. As our audiences begin their journey to discover Registered Apprenticeship, seeing the tools and output of their hard work will help to make the process feel more tangible.



QUESTIONS

For questions, contact Kimberly Hauge, National Office Marketing Lead for the U.S. Office of Apprenticeship at Hauge.Kimberly@dol.gov.