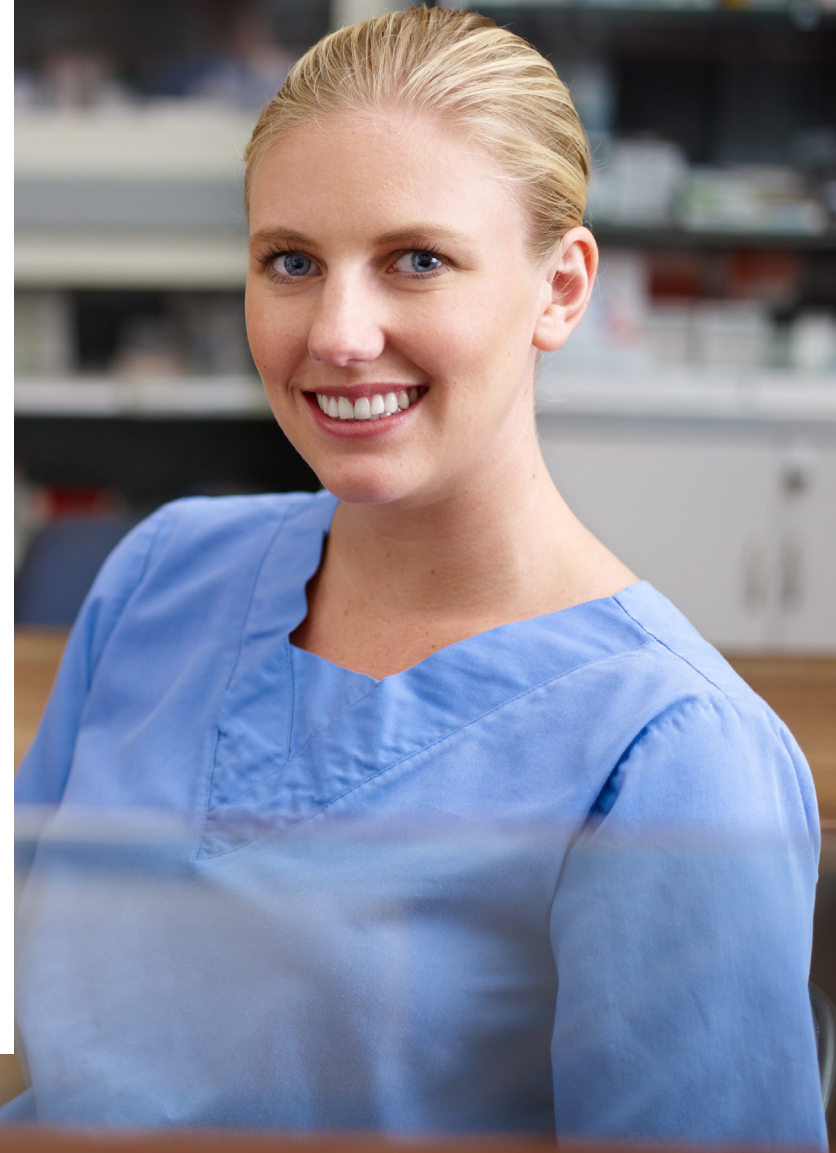




Good Jobs Northern Nevada Guidelines

Updated September 2023



Identify Nevadaworks & Good Jobs Northern Nevada

Every communication piece – email, flyer, poster, webpage, etc. – must feature the Nevadaworks/Good Jobs Northern Nevada logo lock-up.

Mandatory Language

When referencing a program funded through Good Jobs Northern Nevada, refer to it this way in all printed, digital, audio and video communications:

This program is funded through Good Jobs Northern Nevada – a program of Nevadaworks.

In the first instance Good Jobs Northern Nevada appears, copy must read:

Good Jobs Northern Nevada – a program of Nevadaworks.

After the first instance, it can be referred to simply as: Good Jobs Northern Nevada or GJNN.

Messaging

- » Good Jobs Northern Nevada is contributing to a skilled, diverse, continually evolving workforce that supports four key Nevada industries – manufacturing, healthcare services, technology and transportation/logistics.
- » Through our Good Jobs Northern Nevada program, we can help you find and retain qualified, productive employees today.
- » Good Jobs Northern Nevada is developing next-generation regional sector partnerships with industry employers that will address current and future workforce needs, economic development, and long-term economic resiliency.

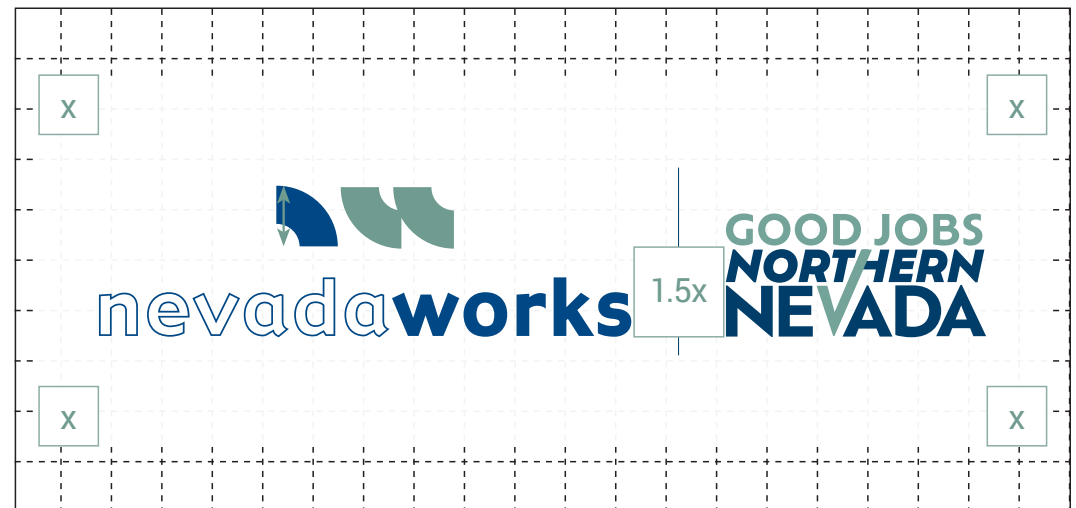
Logo Lockup Sizing & Spacing

The Nevadaworks + Good Jobs Northern Nevada logo lockup comprises of the two logos with a 1pt stroke between them. The elements of each logo and the spacing between the two logos should never be altered.

When using the logo lockup, providing clear space helps the audience see it quickly and reinforces the brand.

You can determine how much clear space should be provided around the logo lockup by using the height of the “n” in the Nevadaworks logo symbol.

In printed materials, the logo should be at least 0.25 inches in height with at least 0.25 inches in clear space.



Marketing Examples




Your business is ever-changing.

Help Northern Nevada's workforce evolve with it.

Nevadaworks is laser focused on creating a skilled, diverse, continually evolving workforce. Through our **Good Jobs Northern Nevada program**, we can help you find and retain qualified, productive employees today. And you can help ensure our programs continue to deliver the workforce your business needs well into the future by joining our quarterly roundtables. The mission of Nevadaworks' Good Jobs Northern Nevada program is to develop collaborative, employer-driven skills training programs in four key industries: manufacturing, healthcare services, technology and transportation/logistics.

Our program participants receive:

- Subsidized training
- Training and education from partners including adult schools, community colleges, nonprofit organizations and private companies
- Training and coaching in success skills like communication and teamwork
- Assistance in overcoming barriers like childcare and transportation

Join our upcoming roundtable discussions to:

- Assist in developing sought-after training curricula focused on industry credentials and certifications
- Provide input on credit vs non-credit needs
- Offer feedback on final versions of training content
- Participate in work-based learning activities
- Participate in pre-apprenticeship and apprenticeships
- Identify high-demand or hard-to-fill positions
- Examine recruitment strategies to increase employment equity
- Provide input on the implementation of our three-year training program

Join forces with Nevadaworks. Contact your sector lead for upcoming roundtable dates.

<p>Healthcare Sector Nevada Hospital Association Sharyn Juarez Sharyn@nvha.net 775-657-5866</p>	<p>Manufacturing Sector Manufacture Nevada Rhea Gustafson rgustafson@ManufactureNevada.com 775-682-6440</p>
<p>IT/Technology Sector Economic Development Authority of Western Nevada Scott Turek Turek@dawn.org 775-829-3719</p>	<p>Logistics Sector Truckee Meadows Community College Neil Oscarson noscarson@tmcc.edu 775- 232-2192</p>

GoodJobsNorthernNevada.org






Goodbye, job. Hello, career!

REMOVE BARRIERS



GET TRAINING



GET CAREER COACHING



FIND CAREER PATH



Nevadaworks is Northern Nevada's hub for job seekers looking for career-focused training and employment opportunities. Through our **Good Jobs Northern Nevada program**, we're building a stronger workforce, a more diverse economy and an even brighter future for Nevadans like you.

Let us help you achieve your career goals. We can:

- Help identify careers best suited for you
- Provide FREE rapid skills training for in-demand careers
- Connect you with a personal career coach
- Help with common barriers like childcare, transportation, tutoring, GED assistance, financial hardships and language barriers
- Change your life

Training begins fall of 2023.



If you are interested in more information about how Good Jobs Northern Nevada can help change your life and put you on a career path, please scan the QR code, email us at goodjobs@nevadaworks.com or call/text us at **775-391-6162**.

GoodJobsNorthernNevada.org

