



nevada**works**

Brand Guidelines

Updated June 2025





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Brand Identity

What is a brand?

A brand is the collective perception of an organization or product. The Nevadaworks brand is what people (employers, job seekers and partners) think of Nevadaworks.

Who is Nevadaworks

Nevadaworks is Northern Nevada's one-stop workforce development serving the needs of the region's employers and job seekers.

Nevadaworks is:

- » **Collaborative**
- » **Invested**
- » **Solution-oriented**
- » **Innovative**
- » **Reliable**
- » **Approachable**
- » **Credible**
- » **Hard working**

Nevadaworks is not:

- » **Stuffy or aloof**
- » **Condescending**
- » **Unprofessional**
- » **Dishonest**
- » **Irresponsible**
- » **Impulsive**

Voice/Personality

Nevadaworks is a leader and problem solver, guiding others to help achieve goals. We roll up our sleeves and do the work that needs to be done, and we have the expertise, connections and government directive to get it done.

We build community and connection as an approachable, supportive and resource-rich organization.

Our Voice is: approachable, compassionate, informative, and straightforward.

Brand Position

In Northern Nevada, Nevadaworks is the go-to organization for workforce development, solving employment problems for employers so that they can focus on running and growing their business and guiding job seekers in developing rewarding careers. We are a partner-driven organization that seeks collaboration with public and private entities to meet workforce development goals.

Mission

To provide the best workforce solutions, fulfilling needs of employers and job seekers.

Vision

A strong and vibrant Nevada economy, where employers have the skilled workforce they need and workers are adequately prepared for the workplace

Differentiators

- » Federally-funded
- » Board-governed
- » Singularly focused on building a skilled, productive and sufficient workforce

Audience Personas

These are semi-fictional characters that embody the target audience. It's a concise snapshot from known audience information, packaged together to form a "person" you can focus your marketing efforts toward.



Employer

Hiring manager at a furniture manufacturer employing 600 workers

Problems they need solved: Finding more qualified employees with experience and training on sophisticated manufacturing equipment, and reducing employee turnover



Marginally Skilled Worker

Person in their early 30s with limited secondary school and 10 years warehousing experience at various companies

Problems they need solved: Obtaining a boost in pay and a better career path they enjoy with growth opportunities that offer a living wage



Government Official

Elected official of a government job training program operating in a rural community

Problems they need solved: Keeping their two largest regional employers — a hospital and a mine — satisfied with their workforce, growing and creating good paying jobs as they struggle to find resources to recruit and train employees, and retain residents in the area



Community Partner

Executive Director of a non-profit that provides computer and soft skills job training to Nevadans

Problems they need solved: Finding funding for their training program and getting the word out to potential users

Messaging

Example messaging that includes brand voice:

- » Nevadaworks is your one-stop workforce resource.
- » You have workforce challenges? Nevadaworks has workforce solutions.
- » Nevadaworks is Northern Nevada's hub for job seekers looking for training and employment opportunities, and employers looking to develop and hire skilled workers.
- » We're making a brighter future for Nevada's economy and Nevadans.
- » Nevadaworks — Northern Nevada's resource for workforce training — is working to build a strong workforce to support a vibrant and diverse Nevada economy.
- » Nevadaworks provides funding and resources to develop a strong, qualified and sustainable workforce.
- » Nevadaworks partners with government agencies and private businesses to address Nevada's workforce needs.

Naming

The “N” in Nevadaworks is always capitalized and it is always written as one word.



Logo

What is a logo?

A logo is a tangible, identifiable symbol that works alongside color, typography, graphics and photography to demonstrate Nevadaworks' brand identity.

Nevadaworks Logo

PRIMARY – Full Color Stacked

This is the primary logo and should be used whenever space and background permits.

PRIMARY – Color Variations

Use the white version of the logo with white type on dark or busy backgrounds when the green and blue from the logo would not be legible.

The one-color blue version of the logo should be used in rare instances when only one color will display. Example: Black and white print ad or screenprinted promotional items.



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SECONDARY – Horizontal

The horizontal version of the logo should be used in applications where height limitations require it. Example: Header of a website. The horizontal version of the logo is also available in one color and white.



SECONDARY – Icon

The icon without Nevadaworks wordmark should only be used in the most small-scale environments and where the word “Nevadaworks” appears nearby. Example: Social media profile picture or embroidered apparel. The icon is also available in one color and white.



Logo Sizing & Spacing

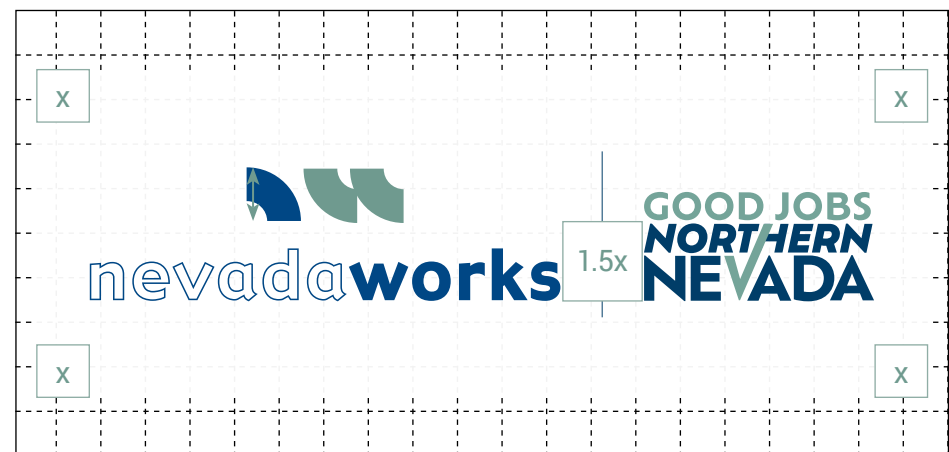
The Nevadaworks logo comprises two elements, the logo symbol and logo type. The spacing between the logo symbol and logo type should never be adjusted.

When using the logo, 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 by using the height of the “n” in the 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.

Please note: When displaying the Nevadaworks logo with a partner logo, the space between the logos should equal 1.5x the clear space (height of the “n” in the logo) and include the thin vertical stroke.



Logo Misuse

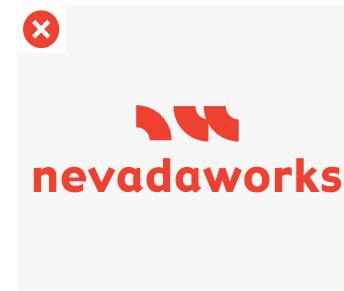
Consistency is key for achieving the goals of the Nevadaworks brand. Please keep this in mind when implementing the logo or providing to vendors.



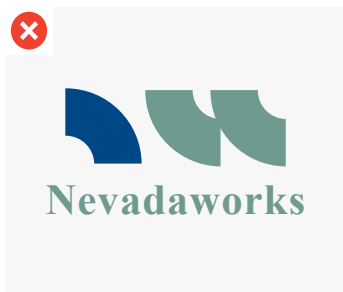
DO NOT rotate or move or resize any part of the logo



DO NOT distort or warp the logo in any way



DO NOT change any of the logo colors



DO NOT move the text or change the main typeface



DO NOT use the incorrect color version of the logo against a dark background



DO NOT add special effects, drop shadows or strokes



DO NOT put logo over image or graphic where it can be obscured



DO NOT allow logos to crowd together or allow partner logos more prominence



DO add overlays above photos for laying underneath correct color version of logo



DO include a stroke when pairing Nevadaworks with a partner logo and give both logos equal visual weight



Color

What are brand colors?

Brand colors ensure cohesive brand communication. Use these colors to enhance your materials, but with discretion. All colors are not required in a single piece and black type is often the best choice for legibility. Legibility should guide design. Ensure there is always adequate contrast between text and background.

Primary

Blue Success

Pantone: 2186 C

HEX: #004785

CMYK: 100, 65, 00, 30

Warm Green

Pantone: 624 C

HEX: #6FA397

CMYK: 56, 24, 46, 1

Secondary

Inspired Blue

HEX: #5C93E5

Spring Green

HEX: #44B278

Merry Mint

HEX: #BAE0CC

Collaborate Orange

HEX: #D8852B

Friendly Orange

HEX: #F2AC57

Barely Grey

HEX: #DDDDDD



Typography

Brand Typography

Uniform font use is very important for brand consistency. If unable to use Montserrat or Lato, please use Helvetica (or Arial if unavailable) and contact the Nevadaworks team for more assistance. Montserrat Extra Bold is used for headlines, subheaders, and special call outs. This is a very robust font and should be used sparingly and never for large amounts of copy. Lato is a very legible font and is to be used for all paragraphs and captions.

Montserrat

Montserrat is a Google font and can be downloaded onto any computer for free by clicking the link above. Once downloaded, this font can also be opened with Microsoft Word, Excel, Outlook, and more.

Montserrat Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Lato

Lato is a Google font and can be downloaded onto any computer for free by clicking the link above. Once downloaded, this font can also be opened with Microsoft Word, Excel, Outlook, and more.

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Marketing Example

nevadaworks | GOOD JOBS NORTHERN NEVADA

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

Annotations:

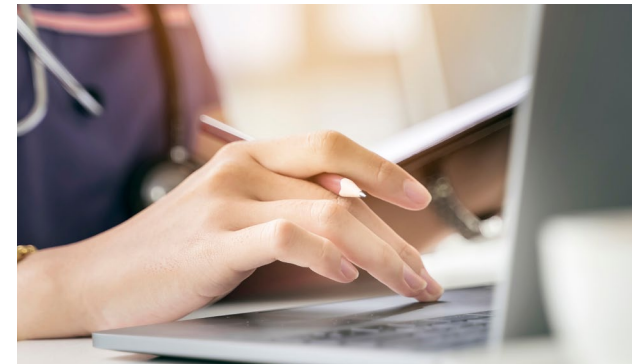
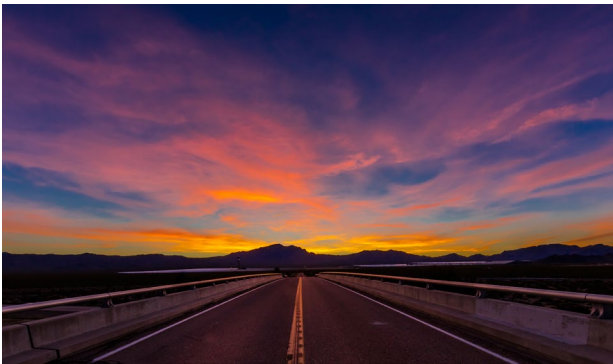
- Header – Montserrat Extra Bold
- Simple icons using secondary colors for visual interest
- Proper logo lockup
- White space for legibility
- Body copy – Lato
- Subhead/callouts – Montserrat Extra Bold in primary color



Imagery

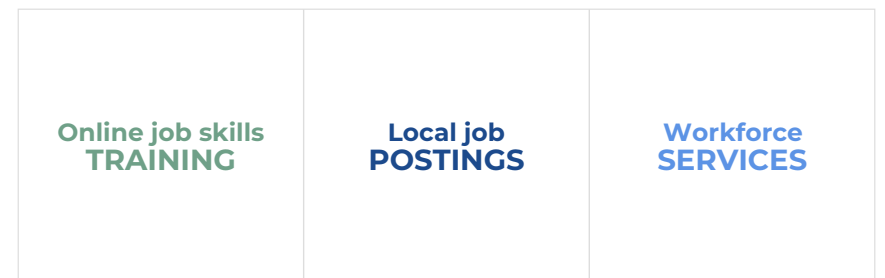
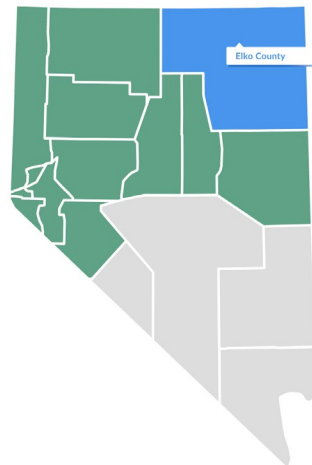
Photography

Nevadaworks uses bright, high-resolution images with little editing to convey a friendly, informational, and local feel. Photography should be a mix of images that reflect the diversity of the Nevada workforce sectors, population, and geography.



Graphic Treatment

Nevadaworks uses bright, minimal shapes from the primary and secondary palette to convey a friendly and informational tone, and to support legibility. Icons and graphic shapes should be used for breaking up large areas of text or when the area is too small for photography.





Brand Consistency

Consistent Branding

Being consistent with a brand logo in all communication pieces helps the viewer immediately identify who is sharing information.

It is incumbent upon Nevadaworks staff and stakeholders to enforce logo consistency.

- » All communications should carry the Nevadaworks logo, including: website, emails, media releases, letters, newsletters, social media posts (when necessary) and videos.
- » Adhere to rules on separating the Nevadaworks logo and partner logos for legibility.

Brand File Sharing

It is best practice to send the provided **zip folder** containing horizontal and stacked, full and one-color vector format versions to external parties such as print vendors.

If you need assistance with finding the proper file type, contact the Nevadaworks team.

