



GRAPHICS STYLE GUIDE FOR ILLINOIS WORKNET® OUTREACH MATERIALS

Outreach Materials

The Illinois workNet® outreach materials have been designed to provide a consistent style, message and tone, and still allow customization by local Illinois workNet® Centers. The goal of all produced materials should be to provide:

- a) a consistent image,
- b) key messages for your local area, and
- c) key contact information to encourage action.

Graphics Style Guide

This Graphics Style Guide has been developed to clarify how to use the Illinois workNet® materials for maximum effectiveness. This guide explains step by step how to customize the templates for your Local Workforce Center while maintaining the established image of Illinois workNet®.

The templates will consist of areas that remain “as is” along with areas that can be customized. For example, the Illinois workNet® logo, main content, and website information cannot be edited but a Local Center can add their customized Illinois workNet® logo and contact information and replace the suggested text for items such as print ads. If you create any of your own materials, you will need to incorporate general graphic style and elements to maintain the standards.

Appropriate usage of the Disclaimer

The following disclaimer is required to be incorporated on all Outreach Material use.

The Illinois workNet® Center System, an American Job Center, is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. All voice telephone numbers may be reached by persons using TTY/TDD equipment by calling TTY (800) 526-0844 or 711. This workforce product was funded by a grant awarded by the U.S. Department of Labor’s Employment and Training Administration. For more information please refer to the footer at the bottom of any webpage at illinoisworknet.com.

GRAPHICS STYLE GUIDE FOR ILLINOIS WORKNET® OUTREACH MATERIALS

Diagram of Use



The diagram shows a flyer layout with the following elements:

- Top Left:** ILLINOIS workNet CENTER americanjobcenter logo.
- Top Right:** Connecting | Training | Developing.
- Center:** A large orange banner with the text "Illinois workNet® works for you." overlaid on a photo of five business professionals in a meeting.
- Bottom Left:** Three icons (lightbulb, magnifying glass, person with question mark) next to the text "Training", "Jobs", and "Services".
- Bottom Right:** Contact information: "217-555-1234" and "123 Main Street | Anytown, IL 60000", along with a QR code.
- Bottom:** A dark blue footer with "illinoisworknet.com" and the tagline "Helping you reach your career, training, and employment goals."

Numbered callouts in the diagram indicate where to place specific content:

- 1:** Points to the top right area for the center's adapted workNet® logo.
- 2:** Points to the bottom left area for the center's name and disclaimer.
- 3:** Points to the bottom right area for the center's contact information.

1. Insert your individual center's adapted workNet® logo in the "Insert logo here" area.

2. Add your center's name to the disclaimer for increased legal protection.

3. Insert your center's contact information to provide an easy local reference.





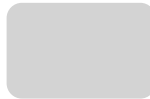
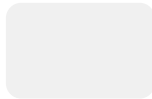
illinoisworknet.com

Helping you reach your career, training, and employment goals.






The Illinois workNet® Center System, an American Job Center, is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. All voice telephone numbers may be reached by persons using TTY/TDD equipment by calling TTY (800) 526-0844 or 711. This workforce product was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. For more information please refer to the footer at the bottom of any webpage at illinoisworknet.com.

GRAPHICS STYLE GUIDE FOR ILLINOIS WORKNET® OUTREACH MATERIALS

Primary Color Palette

	Primary 1	Primary 2	Normal Text & Icons	Large Text or Disabled	Accent / Container Stroke	Container Fill Background
						
C	21	80	0	0	0	0
M	82	69	0	0	0	0
Y	100	51	0	0	0	0
K	11	46	90	65	20	5
R	183	48	51	118	211	240
G	73	55	51	118	211	240
B	0	69	51	118	211	240
Hex	b74900	303745	333333	767676	d3d3d3	f0f0f0
PMS	167	7546	n/a	n/a	n/a	n/a

Secondary Color Palette






























	Partner Resources, Learning Center, & IL Pathway	Explore Careers WIOA works	Qualify for Jobs	Training & Credentials	Jobs	Resources & Disability Works	Business Hub	Network & Connect	Layoff Assistance
									
C	89	100	100	59	5	0	100	98	79
M	52	72	97	100	100	100	67	39	0
Y	0	0	0	0	0	79	47	63	100
K	0	18	30	32	40	20	37	25	75
R	0	0	30	96	150	196	0	0	0
G	115	73	33	16	0	18	62	97	71
B	207	144	113	106	93	47	82	91	18
Hex	0073cf	004990	1e2171	60106a	96005d	c4122f	003e52	00615b	004712
PMS	285	280	2755	2623	235	187	3035	7720	350

When applied to text all colors above must be used as the foreground text color over background color white (#fff) OR when used as the background color when white (#fffff) is applied as the foreground text color for text to meet a contrast ratio of at least 4.5:1. *Must be used as a background color with #333 as the text color.

These colors all meet the contrast ratio 5:1 (or higher) standard when used as the foreground color over background color white (#fffff) OR when used as the background color when white (#fffff) is applied as the foreground color. Success Criterion 1.4.3 of WCAG 2.0 requires the visual presentation of text and images of text has a contrast ratio of at least 4.5:1, except for the following: 1) Large Text: Large-scale text and images of large-scale text have a contrast ratio of at least 3:1; 2) Incidental: Text or images of text that are part of an inactive user interface component, that are pure decoration, that are not visible to anyone, 3) or that are part of a picture that contains significant other visual content, have no contrast requirement.

GRAPHICS STYLE GUIDE FOR ILLINOIS WORKNET® OUTREACH MATERIALS





Color Palette

	Agriculture, Food, & Natural Resources	Architecture & Construction	Arts, Audio/Visual Tech, & Communications	Business Management & Administration	Education & Training	Finance	Government & Public Administration	Health Science
								
C	32	14	100	5	89	16	100	1
M	9	75	80	96	34	100	72	68
Y	100	91	0	56	2	0	0	98
K	60	76	12	54	9	17	18	44
R	89	79	0	118	0	162	0	139
G	98	44	50	35	118	0	73	71
B	29	29	160	47	168	103	144	32
Hex	59621D	4F2C1D	0032A0	76232F	0076A8	A20067	004990	8B4720
PMS	378	4625	234	188	7690	234	280	1615
								
	Hospitality & Tourism	Human Services	Information Technology	Law, Public Safety, Corrections & Security	Manufacturing	Marketing	Science, Technology, Engineering & Mathematics (STEM)	Transportation, Distribution & Logistics
								
C	36	74	59	100	3	79	98	6
M	100	18	0	8	90	100	97	43
Y	0	81	100	11	65	0	0	100
K	23	62	43	74	28	0	49	58
R	131	44	74	0	164	88	34	116
G	0	82	119	61	52	44	21	83
B	101	52	41	76	58	131	81	28
Hex	830065	2C5234	4A7729	003D4C	A4343A	582C83	221551	74531C
PMS	2425	350	364	548	1807	268	274	140
								



STYLE GUIDE FOR APPRENTICESHIP ILLINOIS

Primary Color Palette

	Primary 1	Primary 2	Primary 3	Primary 4
				
C	100	49	0	0
M	85	0	100	0
Y	0	100	79	0
K	39	30	20	0
R	1	101	196	255
G	33	141	18	255
B	105	27	47	255
Hex	012169	658D1B	c4122f	FFFFFF
PMS	280	370	187	n/a

Logo



Logo

Font families include all face versions of the fonts. Example; Regular or Book, Medium, Semibold, Bold, Condensed, Italic, etc.

Primary Font

Futura (Medium Condensed)

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Secondary Fonts





Futura (Medium Condensed)

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ



STYLE GUIDE FOR ILLINOIS EMPLOYMENT BUSINESS SYSTEM

Primary Color Palette

	Primary 1	Primary 2	Primary 3	Primary 4
				
C	100	25	52	0
M	67	91	17	0
Y	47	77	10	0
K	37	17	2	0
R	0	164	123	255
G	62	53	167	255
B	82	59	188	255
Hex	003e52	a4353b	7BA7BC	FFFFFF
PMS	3035	1807	187	n/a

Logo



Logo

Font families include all face versions of the fonts. Example; Regular or Book, Medium, Semibold, Bold, Condensed, Italic, etc.

Primary Font

Walkway

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Secondary Fonts





Myriad Pro

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ



STYLE GUIDE FOR ILLINOIS WORKFORCE INTEGRATION SYSTEM

Primary Color Palette

	Primary 1	Primary 2	Primary 3	Primary 4
				
C	100	100	1	70
M	72	73	0	0
Y	0	0	78	93
K	18	61	0	5
R	0	0	247	71
G	73	37	234	162
B	144	84	72	63
Hex	004990	212f66	A6192E	24b34b
PMS	280	655	101	n/a

Logo



Logo

Font families include all face versions of the fonts. Example; Regular or Book, Medium, Semibold, Bold, Condensed, Italic, etc.

Primary Font

Futura (Heavy)

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Secondary Fonts

Futura (Bold Condensed)

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ



Illinois Performance Accountability & Transparency System

STYLE GUIDE FOR ILLINOIS PERFORMANCE ACCOUNTABILITY & TRANSPARENCY SYSTEM

Primary Color Palette

	Primary 1	Primary 2	Primary 3	Primary 4
C	99	82	0	0
M	78	52	0	0
Y	15	0	0	0
K	3	0	20	0
R	20	46	209	255
G	77	115	211	255
B	142	186	212	255
Hex	144d8e	2e73ba	d1d3d4	FFFFFF
PMS	7686	660	427	n/a

Logo



Illinois Performance Accountability & Transparency System



Illinois Performance Accountability & Transparency System

Typography

Font families include all face versions of the fonts. Example; Regular or Book, Medium, Semibold, Bold, Condensed, Italic, etc.

Primary Font

Universe (Bold)

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Secondary Fonts





Universe (Condensed)

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

youth career pathways

STYLE GUIDE FOR YOUTH CAREER PATHWAYS

Primary Color Palette

	Primary 1	Primary 2	Primary 3	Primary 4
				
C	96	32	0	0
M	16	9	0	0
Y	42	18	0	0
K	57	0	100	0
R	0	172	0	255
G	95	203	0	255
B	97	204	0	255
Hex	005F61	accbcc	000000	FFFFFF
PMS	323	323 at 30%	187	n/a

Logo



Typography

Font families include all face versions of the fonts. Example; Regular or Book, Medium, Semibold, Bold, Condensed, Italic, etc.

Primary Font

Futura (Book)
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Secondary Fonts

Futura (Heavy)
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ



**ILLINOIS
WORKFORCE
INNOVATION
BOARD**

STYLE GUIDE FOR ILLINOIS WORKFORCE INNOVATION BOARD

Primary Color Palette

	Blue	Green	Red	Orange	Gray	White
C	100	49	0	0	0	0
M	85	0	100	62	0	0
Y	0	100	74	97	0	0
K	39	30	26	0	65	0
R	1	101	166	232	118	255
G	33	141	25	119	118	255
B	105	27	46	34	118	255
Hex	012169	658D1B	A6192E	E87722	767676	FFFFFF
PMS	280	370	187	158	n/a	n/a

Logo



Typography

Font families include all face versions of the fonts. Example; Regular or Book, Medium, Semibold, Bold, Condensed, Italic, etc.

Primary Font

Futura

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Secondary Fonts




Myriad Pro

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ



STYLE GUIDE FOR WIOA WORKS EPOLICY

Primary Color Palette

	Primary 1	Primary 2	Primary 3
			
C	100	21	0
M	85	82	0
Y	5	100	0
K	22	11	0
R	1	183	255
G	33	73	255
B	105	0	255
Hex	012169	b74900	FFFFFF
PMS	280	167	n/a

Logo



Typography

Font families include all face versions of the fonts. Example; Regular or Book, Medium, Semibold, Bold, Condensed, Italic, etc.

Primary Font

Futura (Heavy)

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Secondary Fonts




Futura (Extra Bold)

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ



STYLE GUIDE FOR WIOA WORKS ILLINOIS

Primary Color Palette

	Primary 1	Primary 2	Primary 3
			
C	100	21	0
M	85	82	0
Y	5	100	0
K	22	11	0
R	1	183	255
G	33	73	255
B	105	0	255
Hex	012169	b74900	FFFFFF
PMS	280	167	n/a

Logo



Typography

Font families include all face versions of the fonts. Example; Regular or Book, Medium, Semibold, Bold, Condensed, Italic, etc.

Primary Font

Futura (Heavy)

abcdefghijklmnopqrstuvwxy
 z
 ABCDEFGHIJKLMNOPQRSTU
 VWXYZ

Secondary Fonts

Futura (Extra Bold)





abcdefghijklmnopqrstuvwxy
 z
 ABCDEFGHIJKLMNOPQRSTU
 VWXYZ



A proud partner of the AmericanJobCenter[®] network

STYLE GUIDE FOR BIZHUB

Primary Color Palette

	Primary 1	Primary 2	Primary 3	Primary 3
				
C	100	3	0	71
M	58	66	100	100
Y	21	99	79	28
K	4	0	20	16
R	0	238	196	97
G	96	118	18	33
B	156	35	47	102
Hex	00609c	ee7623	c4122f	612166
PMS	3015	158	187	2623

Logo



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A proud partner of the AmericanJobCenter[®] network

Typography

Font families include all face versions of the fonts. Example; Regular or Book, Medium, Semibold, Bold, Condensed, Italic, etc.

Primary Font

Bunya

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Secondary Fonts



Futura

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ



STYLE GUIDE FOR DISABILITYWORKS®

Primary Color Palette

	Primary 1	Primary 2
		
C	100	0
M	85	100
Y	5	79
K	22	20
R	1	196
G	33	18
B	105	47
Hex	012169	c4122f
PMS	280	187

Logo



Typography

Font families include all face versions of the fonts. Example; Regular or Book, Medium, Semibold, Bold, Condensed, Italic, etc.




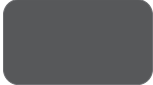
Primary Font

Futura

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

STYLE GUIDE FOR ILLINOIS WORKNET LEARNING CENTER

Primary Color Palette

	Primary 1	Primary 2	Primary 3	Primary 4
				
C	83	3	100	0
M	52	66	85	0
Y	0	99	5	0
K	0	0	22	80
R	46	238	1	66
G	115	118	33	65
B	186	35	105	66
Hex	2e73ba	ee7623	012169	424142
PMS	660	158	280	n/a

Logo



Typography

Font families include all face versions of the fonts. Example; Regular or Book, Medium, Semibold, Bold, Condensed, Italic, etc.

Primary Font

Gill Sans

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ

Secondary Fonts


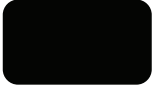
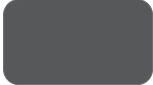
Gill Sans (Bold)

**abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ**

ILLINOIS Pathways

STYLE GUIDE FOR ILLINOIS PATHWAYS

Primary Color Palette

	Primary 1	Primary 2	Primary 3
			
C	83	0	0
M	52	0	0
Y	0	0	0
K	0	100	80
R	46	0	66
G	115	0	65
B	186	0	66
Hex	2e73ba	000000	424142
PMS	3015	158	n/a

Logo



Typography

Font families include all face versions of the fonts. Example; Regular or Book, Medium, Semibold, Bold, Condensed, Italic, etc.

Primary Font

Futura

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ

Secondary Fonts

Futura (Condensed)

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ

GRAPHICS STYLE GUIDE FOR ILLINOIS WORKNET[®] OUTREACH MATERIALS

Typography Usage

Open Sans, Futura, and Arial are approved font families for marketing material use. They should be used in both online and offline pieces. Font families include all face versions of the fonts. Example; Regular or Book, Medium, Semibold, Bold, Condensed, Italic, etc.

Primary Web Font Family

Open Sans

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Primary Print Font Families

Futura

abcdefghijklmnop
rstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Open Sans

abcdefghijklmnop
rstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Secondary Print Font Families

Arial

abcdefghijklmnop
rstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ

American Job Center Logo Font Family

Frutiger Roman

abcdefghijklmnop
rstuvwxyz

Frutiger Black

**abcdefghijklmnop
rstuvwxyz**

GRAPHICS STYLE GUIDE FOR ILLINOIS WORKNET® OUTREACH MATERIALS

Typography Usage

Web Typography Hierarchy

Aa Open Sans

1	HEADER/TITLE	Open Sans Condensed Bold, uppercase 110 px Open Sans Condensed Light, uppercase 110 px
2	Heading	Open Sans Regular, 58 px
3	Heading	Open Sans Condensed Bold, 55 px
4	<i>Subheader</i>	Italic 40 px
5	Title	Open Sans Condensed Bold, 37 px
6	Title	Semibold, 30 px
7	<i>Subtitle</i>	Italic, 24 px
8	Menu / link / Button	Regular/Semibold, 24 px
9	Body / Breadcrumb	Regular/Regular/Italic, 20 px
10	FOOTER TITLE	Bold, uppercase, 24 px
11	Footer menu	Regular, 16 px
12	Copyright/disclaimer/legal/breadcrumb	Regular, 14 px



GRAPHICS STYLE GUIDE FOR ILLINOIS WORKNET® OUTREACH MATERIALS

The Illinois workNet® Logo

Do not in any way alter or reformat the Illinois workNet® Center logo to include, but not limited to, shape, form, colors, fonts, or positioning of logo elements. A proof is required for approval before printing/producing requested materials.

The official logo, as represented above, should replace any form of the old identity. Size and position will be determined by available space and previous location, keeping within the minimum size parameters listed below.

For Terms of Use for the American Job Center logo from the U.S. Department of Labor, [visit this link](#).



Full Type 1 logo



Full Type 2 logo



Full Type 3 logo

GRAPHICS STYLE GUIDE FOR ILLINOIS WORKNET® OUTREACH MATERIALS

Logo - Minimum Size Requirements / File Type

Illinois workNet® Primary Color Palette

For Print Materials

- If and when the logo is scaled down for commercially printed items, the logo proportions minimum requirement is 2.5" wide x 1" tall. This insures readability for the "american job center"
- An .eps file should be sent to printer for best results and quality.



For Web Use




- When using logos for website usage, the minimum size requirement is 182 px wide x 75 px tall.
- A .png or .jpg file should be used.



For Premiums

- When applying the logo to a premium, like a pen, contact your vendor for the "live area" dimensions. You will then have to size your logo to fit that area, keeping the length and width of your original logo proportionate. These "live area" sizes will vary by vendor and premium. The minimum size to retain legibility is 1" wide x .5" tall. Please note: tagline and rule line may be removed if needed.
- An .eps file should be used for printer for best results and quality.



	Primary 1	Primary 2	Primary 3*
			
C	100	0	0
M	72	100	62
Y	0	79	97
K	18	20	0
R	0	196	232
G	73	18	119
B	144	47	34
Hex	004990	C4122F	E87722
PMS	280	187	158

When applied to text all colors above must be used as the foreground text color over background color white (#fff) OR when used as the background color when white (#ffffff) is applied as the foreground text color for text to meet a contrast ratio of at least 4.5:1.

*Should not be used as the text color. Must only be used as a background color with #333 as the text color.



GRAPHICS STYLE GUIDE FOR ILLINOIS WORKNET® OUTREACH MATERIALS

Logo Usage - Color versus Black and White

Color Usage

This is the most common use for the workNet logo. In-house and commercially printed items must use this full-color logo, such as: office materials, stationery, signage, advertisements and posters.

Black and White Usage

This is primarily to be used for newspaper ads, faxes, and certain premiums at the discretion of approved usage. Talk to your vendor about what version to use.



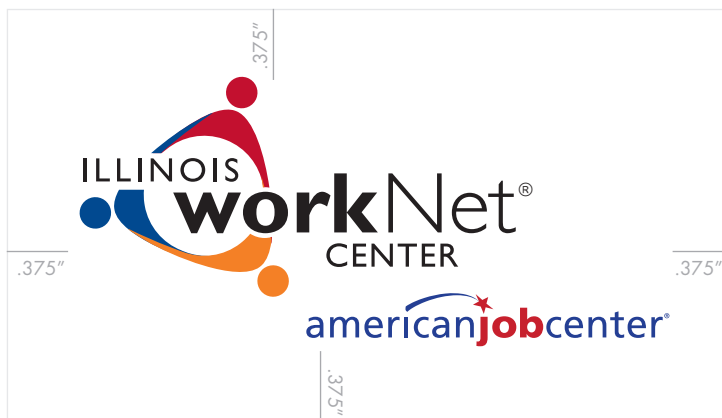
Full Color Logo



Black and White Logo

Logo Usage - Surrounding White Space

When using Illinois workNet® Center logos, there is a minimum white space required surrounding the entire logo proportionate to three-eighths of an inch (3/8" or .375"). This must be accounted for around all logos at any size.



Type 1 logo



Type 2 logo