



## Branding Guidelines

[jobtrainworks.org](http://jobtrainworks.org)

## Using These Guidelines

Our brand mark is the cornerstone of our image—the face we present to the community. As such, we must treat it with the same attention to detail we invest in all other aspects of the mission of JobTrain. It's up to all of us to ensure that every impression is consistent, positive, and in keeping with the commitment to quality that is so much a part of our values.

Our brand mark is based on several graphic elements that work together to distinguish and support our brand. The parameters in this guide are our brand roadmap—helping us to present a common face to the world while giving us the flexibility required to meet many different needs.

If you have any questions about this guide or have a question about usage that is not covered within these pages, please contact Director of Marketing and Development at (650) 330-6521 or [prally@jobtrainworks.org](mailto:prally@jobtrainworks.org)

A handwritten signature in black ink, appearing to read 'Patty Rally', with a long horizontal stroke extending to the right.

**Patty Rally**

*Director of Marketing and Development*

# Logo Lockups

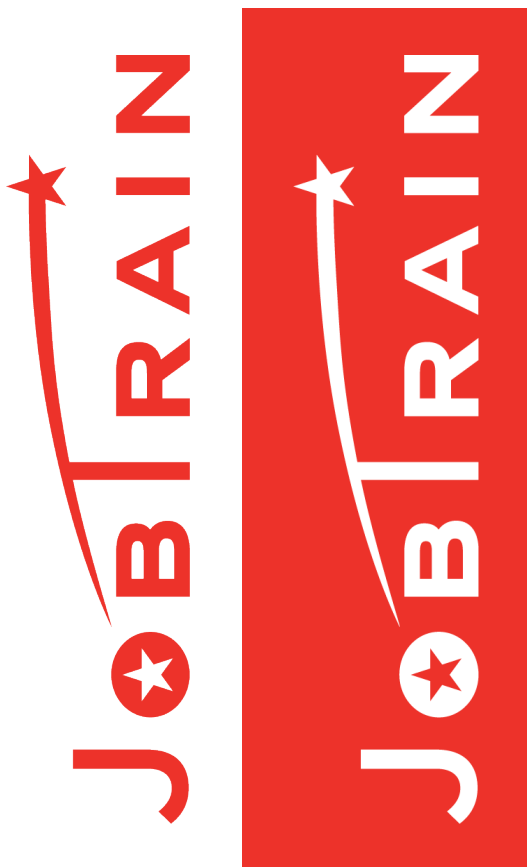
Horizontal lockup: on white background



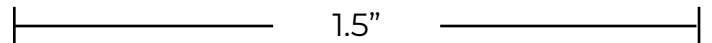
Horizontal lockup: on colored background



Vertical lockups LIMITED USE ONLY\*



Minimum Size: Print



Minimum Size: Web



\*A vertical lockup is available for limited print usage only: for small scale cobranding needs, schwag, or for any vertical print reproduction required below the standard horizontal lockup's minimum size.

# Color palette

## Core colors

<b>JobTrain Red*</b> Pantone: Warm Red C CMYK: 0%, 95%, 91%, 0% RGB: 237, 50, 46 HEX#: ED322E	<b>Medium Grey</b> Pantone: 425 C CMYK: 61%, 53%, 52%, 24% RGB: 96, 96, 96 HEX#: 606060	<b>White</b> CMYK: 0%, 0%, 0%, 0% RGB: 255, 255, 255 HEX#: FFFFFFFF	<b>Dark Grey</b> Pantone: Black C CMYK: 70%, 64%, 63%, 63% RGB: 46, 46, 46 HEX#: 2e2e2e
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\*JobTrain Red should be used with discretion so it does not become tired or overused.

## Accent colors\*

<b>Bright Blue</b> Pantone: 2915 C CMYK: 59%, 17%, 0%, 0% RGB: 91, 174, 228 HEX#: 5BAEE4	<b>Cherry Red</b> Pantone: 177 C CMYK: 0%, 55%, 33%, 0% RGB: 245, 142, 142 HEX#: F58E8E	<b>Lime Green</b> Pantone: 374 C CMYK: 33%, 0%, 100%, 0% RGB: 91, 174, 228 HEX#: B2FF40
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\*These represent energy and momentum. Little is enough to make a strong statement.

# Typography

## Print & Web: Montserrat

Montserrat Regular 400  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Montserrat Medium 500  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Montserrat Semi Bold 600  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Montserrat Bold 700  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

## Substitute: Arial

Arial Narrow  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Arial Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Arial Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

## Incorrect Usage

JobTrain's brand elements should always be reproduced from approved artwork.

These examples illustrate unacceptable uses of our brand elements. Our logo elements and lockups are not the places to exercise creativity, but rather the places to exhibit design control. Our brand identity must not be compromised or manipulated in any way.



**Do not** alter the logo in any way. Do not stretch or compress. Always scale with aspect ratio locked.



**Do not** place the identity on a competitive background that will impede legibility.



**Do not** reproduce the logo at sizes smaller than those specified.



**Do not** reproduce brand elements in any other colors.



**Do not** reposition or resize branding elements to create new lockups.



**Do not** add any modifiers of any kind to the logo.



**Do not** add any typographic effects (dropshadows, filters, outlines, etc.)



**Do not** alter the symbol in any way—via color, configuration or added elements..