

# Capital Area MICHIGAN WORKS!<sup>®</sup>

A proud partner of the American Job Center network.

## **BRAND STANDARDS MANUAL**

Prepared for Capital Area Michigan Works!  
Piper & Gold Public Relations • Lansing, Michigan  
[piperandgold.com](http://piperandgold.com)

## TABLE OF CONTENTS

Our mission .....	3
Our visual identity .....	4
What is this manual for? .....	5
Contract language and requirements .....	6
<b>Logo usage and branded materials .....</b>	<b>7</b>
Logo usage .....	8
Logo file type guide .....	10
Proper vs. improper logo usage .....	11
Font usage .....	17
Secondary colors .....	18
CAMW! in writing .....	19
Pronoun use and inclusivity .....	20
Examples and templates for employee identification .....	21
<b>Discussing CAMW! in the community .....</b>	<b>23</b>
Strategic workforce language .....	24
Incorporating inclusive language at CAMW! .....	25
Subrecipient and partner outreach .....	27
Mandatory AJC language, EEO language and compliance .....	28
Social media and web consistency guidelines .....	29
Photography standards .....	30
Introducing yourself in an understandable manner .....	31
Interaction with media .....	35
Media requests .....	36
Contact .....	37

## OUR MISSION

CONNECTING WITH **BUSINESS.**  
STRENGTHENING OUR **WORKFORCE.**



# OUR VISUAL IDENTITY

Capital Area Michigan Works!' visual identity plays a large role in shaping the image of the entire organization and is a reflection upon us, our partners and our subrecipients. It is imperative we uphold the highest standards in our marketing and outreach efforts, whether they be those of central Administration or an individual subrecipient agency. The more consistent our visual identity, the stronger the identity of Capital Area Michigan Works! becomes in the eyes of the community and local businesses.

**The most important principles in generating identity or name recognition are consistency, frequency and repetition over time. Therefore, despite various preferences among our users, it is critical Capital Area Michigan Works!, its partners and its subrecipients be consistent in our visual identity.**

Every brochure, letter or business card Capital Area Michigan Works! staff, partners or subrecipients distribute is an opportunity to build added recognition for the organization. When our marketing materials are integrated and consistent, it strengthens our visual identity and can contribute positively to the strength of Capital Area Michigan Works! as a whole.

# WHAT IS THIS MANUAL FOR?

This Brand Standards manual provides policies and procedures for the use of the Capital Area Michigan Works! logo, name and marketing materials. It also outlines appropriate policies and procedures for serving as an ambassador of the Capital Area Michigan Works! system in the community and interacting with media, including:

- Providing contract language and requirements.
- Describing Capital Area Michigan Works!' visual identity including the logotype and corporate colors.
- Illustrating common mistakes in using the logo.
- Describing proper punctuation and use of "Capital Area Michigan Works!" in writing.
- Describing proper procedures for individual subrecipient or partner outreach.
- Providing mandatory EEO language.
- Outlining standards for creating inclusive communications reflective of CAMW!'s commitment to diversity, equity and inclusion.
- Describing proper use of existing marketing materials.
- Describing introductions, name badges and community interaction procedures.
- Outlining proper policies for interacting with media.
- Describing related brands and their standards.

# CONTRACT LANGUAGE AND REQUIREMENTS

All subrecipient agencies receiving dollars from Capital Area Michigan Works! must abide by contract language pertaining to marketing activities. Failure to do so may result in the suspension or termination of contract. This language is as follows:

All marketing activities including, but not limited to: use of "Capital Area Michigan Works!" name, use of logo, newsletters, advertisements, direct mailers, brochures, business cards, letterhead, signs and outreach materials must be in accordance with the policies and procedures outlined in Capital Area Michigan Works! Brand Standards manual.

In addition, the Subrecipient should initiate no contact with the media, i.e. outreach events, press conferences, interviews, etc. without the approval of the marketing department or contracted agency, the Chief Operating Officer or the Chief Executive Officer and should follow the policies and procedures outlined in the Brand Standards manual should the Subrecipient be contacted by a member of the media.

Furthermore, any staff member whose position is funded 50% or more by CAMW! must wear a CAMW! name badge at all times during work hours unless a waiver is requested and approved, in writing, by the CAMW! Chief Executive Officer or their designee. Failure to wear a name badge may result in Subrecipient's inability to receive additional funding that becomes available during the program year and will also be reflected during the next RFP cycle.

# » LOGO USAGE AND BRANDED MATERIALS



# LOGO USAGE

The CAMW! logo is one graphic element that universally identifies our organization. Whenever the logo appears in print or electronic communications, it should be reproduced in its complete form as shown in this manual.

Proper use of the logo gives CAMW! a clearly recognizable visual identity and strengthens our public image. **For this reason, the logo should never be altered, modified or obstructed in any way or reproduced in any way other than its complete form.**

The primary logo is the main identifier for CAMW!. This, and all forms of the logo, should be surrounded by at least one half inch of white space in order to allow for a sufficiently prominent display of the mark.

All logos are included in four different file types: PDF, EPS, JPG and PNG.

Each logo is included in four different color formats: CMYK, RGB, Black and Reversed.

Logo may be used in full-color, black and white, and reversed-out format. The black and white and reversed-out marks should only be used when it is not feasible to use the full-color mark. For example, when color printing isn't available, use the black logo; when printing on a dark color, use the reversed-out logo.



## PRIMARY COLORS



**PMS 200C**  
**R: 195 G: 0 B: 47**  
**C: 16 M: 100 Y: 87 K: 6**



**BLACK**  
**R: 0 G: 0 B: 0**  
**C: 0 M: 0 Y: 0 K: 100**

# ABOUT OUR LOGO

The Capital Area Michigan Works! logo follows the statewide brand standards set out by the Michigan Works! Association, with modifications to localize the logo and ensure it meets CAMW!’s visual branding needs. The logo includes modern fonts to convey the organization’s relevance in today’s workforce. It also subtly incorporates a forward arrow, an element which is also used in other visual graphics, to signify forward momentum and movement.



## LOGO FILE TYPE GUIDE

**EPS:** Also referred to as vector-based files or graphics. Use when files need to be read but not edited by the recipient. For example, use when sending the file to a professional printer for a T-shirt, pen, etc.

**PDF:** Use when the file needs to be edited by the recipient with professional, vector-based software. PDFs can also be used instead of an EPS file when files need to be read but not edited.

**PNG:** Use only in digital environments (not for professionally printed materials). For example, on a website or a social media graphic. A PNG is a pixel-based file format with the ability to store transparency, making it ideal for use when vector-based files will not work. This file type is not scaled to large sizes due to graininess. This file is suitable for use on the web, in RGB color space.

**JPG:** Use only in digital environments (not for professionally printed materials). A JPG is a pixel-based file format, which uses a different compression method that results in loss of quality. This file format is only suitable for use where no other formats are accepted, and should only be used as such. JPG images do not support transparent backgrounds, causing the logo files to appear with a white box surrounding it.

## LOGO COLOR SPACE GUIDE

**CMYK:** Files in CMYK color space should be used when working with most printers – for full color printing, internal or professional. Although there may be small color shifts that happen in printing, it provides the greatest amount of accuracy when printing designs that contain color photography. CMYK should be the color space of choice for any design that is more than four colors.

**RGB:** Files in RGB color space are for use exclusively in digital environments (not for printed materials). RGB color is used in computer screens, televisions and mobile devices. RGB is the color space of choice for any design used in digital environments.

**Black:** Use files in black or grayscale color space when color printing is not available.

**Reversed:** Use files in Reversed color space when printing or displaying the logo on a dark color. This color space only includes EPS, PDF and PNG file types, as a transparency channel is required to see a white file on a dark background.

## PROPER VS. IMPROPER LOGO USAGE

To help maintain a consistent visual brand for CAMW!, do not rotate the logo, use any colors other than black and red, embellish the logo in any way, attempt to recreate the logo, stretch the logo or use any version of the logo other than what is shown as "correct" below.

### CORRECT



### INCORRECT



## WHEN TO USE THE AMERICAN JOB CENTER NETWORK LOGO

CAMW! has two approved, acceptable versions of its logo, one without the AJC tagline and one with. This, and all forms of the logo, should be surrounded by at least one half inch of white space in order to allow for a sufficiently prominent display of the mark. **CAMW! must indicate on any printed publication or document, within reason, that it is a proud partner of the American Job Center network.**

- It IS acceptable for the AJC language to be included in CAMW!'s AJC statement instead of using the AJC version of the logo.
- If a printed piece, such as a flyer, is not developed and created by a CAMW! subrecipient but includes a CAMW! logo, it is NOT required the AJC version of the logo be used.
- If you have a question about which version to use, contact CAMW!'s Chief Operating Officer or CAMW! marketing department or contracted agency.

### AJC AND EEO STATEMENT

Capital Area Michigan Works! is a proud partner of the American Job Center network. In accordance with the Americans with Disabilities Act, and in alignment with our commitment to inclusivity, this piece will be made available in an alternative format upon request to Capital Area Michigan Works! Relay Center. Call 711 or 844-578-6563 (Voice and TDD). Funding for Capital Area Michigan Works! is received in part from the U.S. Department of Labor, the State of Michigan Department of Health and Human Services and the Michigan Department of Labor and Economic Opportunity. An Equal Opportunity Employer/Center.



# PROPER VS. IMPROPER AJC LOGO USAGE

When CAMW!'s AJC statement is included in writing, the AJC logo is not required.



**GOAL ONE:** Serve as a primary source of seamless and customer-oriented jobs and recruiting help for our community.

**STRATEGY ONE:** Empower system staff and partners to educate the community about Capital Area Michigan Works! services for job search and business recruiting at all education and skill levels.

- Develop and provide program and service cross-training for all system staff, including key questions or phrases to help identify an individual or organization's potential needs.
- Provide opportunities for system staff to shadow and work in other centers and programs to cross-train and share information.
- Update media relations and social media policies and provide updated training for all system staff to encourage confident, secure public interaction.
- Develop plan and support materials to identify and connect with additional relevant partners to house within American Job Centers.

**STRATEGY TWO:** Focus communications efforts around helping job seekers to understand how to access services and resources.

- Develop a 2018 communications campaign to better highlight job search resources across multiple communications platforms including camw.org, social media, news media, American Job Center signage and handouts, and the newsletter.
- Engage additional system staff for social media and website content and outreach to diversify content and connect it more directly to programs and services.
- Host Twitter chat and Q&A sessions to provide off-site job seekers an opportunity to connect with services and information.

**STRATEGY THREE:** Streamline services and access to Capital Area Michigan Works! job search and recruiting programs focusing on an enhanced customer experience.

- Conduct an audit of the customer experience with PATH, WIOA and the American Job Centers to identify areas to improve services and access.
- Conduct a procedure and process audit to identify areas for streamlining and elimination of duplication.
- Provide CAMW! Connections (program orientation), workshops and classes digitally so all job seekers can access at the time and location of their preference.
- Identify child care resources and partners to share with job seekers and to assist job seekers in exploring their childcare options for hiring events and more.
- Explore and enhance mental health and emotional support partners, services and systems available to job seekers.

## PROPER VS. IMPROPER AJC LOGO USAGE

When used by a partner or on another organization's materials, the AJC logo is not required if the AJC statement is included in writing.

PECKHAM  
QUALITY • DIVERSITY • PERFORMANCE

# YOUTH SUMMER HIRING EXPO

(TARGETING YOUTH 16-24)

PECKHAM CONFERENCE CENTER  
3510 CAPITAL CITY BLVD., LANSING

APRIL 4, 2018 3pm-5pm

Vendor set-up 1:30pm-2:30pm

Hundreds of youth will visit this year's Youth Summer Hiring Expo. Business's need dedicated workers and students need to work! It is a perfect match at a premier event.

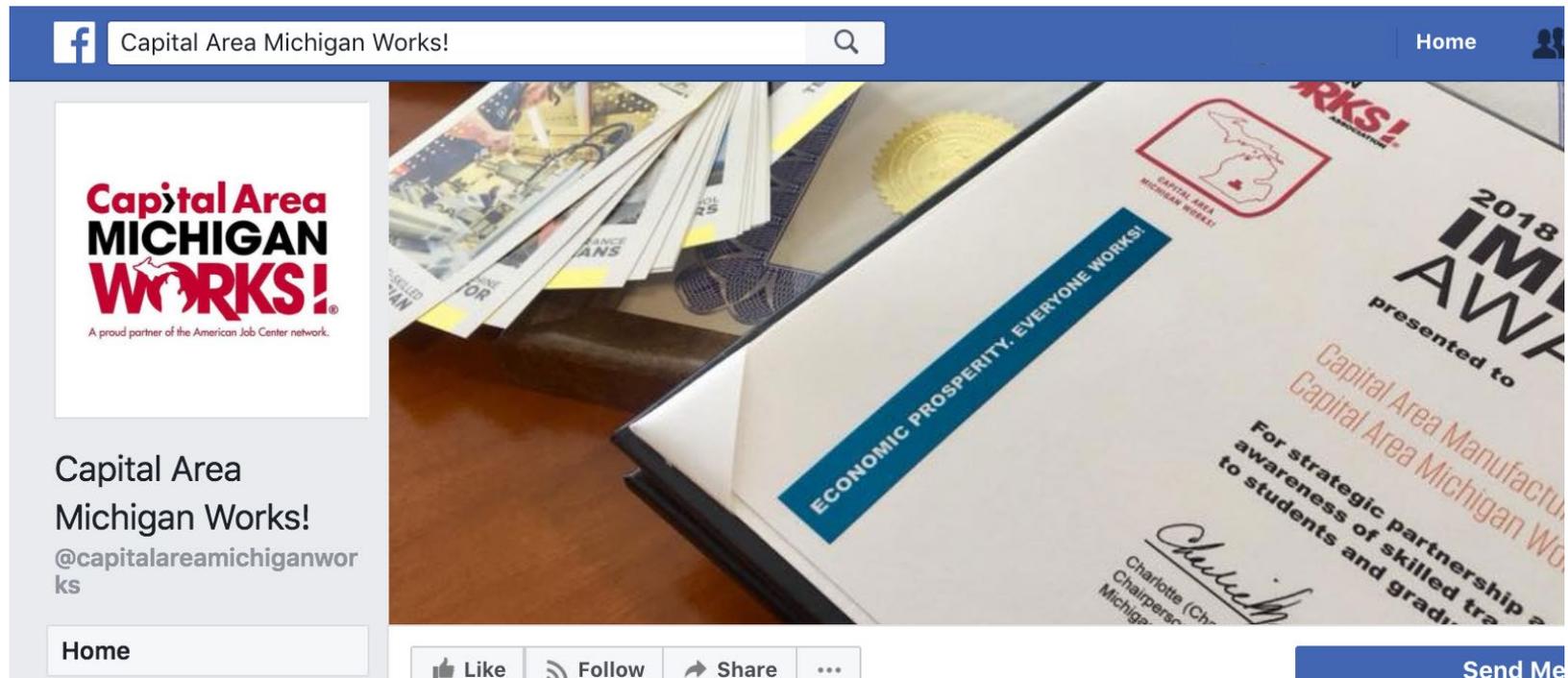
**Capital Area MICHIGAN WORKS!** JOBS for MICHIGAN'S GRADUATES RT2.0 RAMP

Capital Area Michigan Works! is a proud partner of The American Job Center network.  
In accordance with the Americans with Disabilities Act, this flyer will be made available in alternative format upon special request received by Capital Area Michigan Works! Relay Center call 7-1-1 or 844-578-6563 (Voice and TDD) An Equal Opportunity Employer/Center. Capital Area Michigan Works! and its programs operate through funding by the Department of Talent and Economic Development. WIDA funding is federal Dept. of Labor funding received through the Workforce Development Agency, State of Michigan.

FOR MORE INFO EMAIL SARAH BRITTON SBRITTON@PECKHAM.ORG

## PROPER VS. IMPROPER AJC LOGO USAGE

When CAMW!'s AJC statement is not included in writing, the use of the AJC logo is required.



## LOGO FILES



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### COLOR CMYK:

CAMW!.Logo.Color.CMYK.eps  
CAMW!.Logo.Color.CMYK.jpg  
CAMW!.Logo.Color.CMYK.pdf  
CAMW!.Logo.Color.CMYK.png

### COLOR RGB:

CAMW!.Logo.Color.RGB.eps  
CAMW!.Logo.Color.RGB.jpg  
CAMW!.Logo.Color.RGB.pdf  
CAMW!.Logo.Color.RGB.png

CAMW!.AJCLogo.Color.CMYK.eps  
CAMW!.AJCLogo.Color.CMYK.jpg  
CAMW!.AJCLogo.Color.CMYK.pdf  
CAMW!.AJCLogo.Color.CMYK.png

CAMW!.AJCLogo.Color.RGB.eps  
CAMW!.AJCLogo.Color.RGB.jpg  
CAMW!.AJCLogo.Color.RGB.pdf  
CAMW!.AJCLogo.Color.RGB.png



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### BLACK:

CAMW!.Logo.Black.eps  
CAMW!.Logo.Black.jpg  
CAMW!.Logo.Black.pdf  
CAMW!.Logo.Black.png

CAMW!.AJCLogo.Black.eps  
CAMW!.AJCLogo.Black.jpg  
CAMW!.AJCLogo.Black.pdf  
CAMW!.AJCLogo.Black.png



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### REVERSED-OUT:

CAMW!.Logo.ReversedOut.eps  
CAMW!.Logo.ReversedOut.png  
CAMW!.Logo.ReversedOut.pdf

CAMW!.AJCLogo.ReversedOut.eps  
CAMW!.AJCLogo.ReversedOut.png  
CAMW!.AJCLogo.ReversedOut.pdf

# FONT USAGE

## FONT

The brand for Capital Area Michigan Works! is comprised of one font.

Futura LT

Futura LT is used as the primary font.

Book:     A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
            a b c d e f g h i j k l m n o p q r s t u v w x y z

**Book:     A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**

**FUTURA LT BOLD, ALL-CAPITALS CASE, IS USED IN MAIN HEADINGS.**

**Futura LT Bold, title case, is used in subheadings.**

Futura LT Book is used for body copy.

*The brand font may not always be available for use in Microsoft Office applications.  
In this case, the Arial font suite is an appropriate substitute.*



# SECONDARY COLORS

Secondary colors are provided to complement the primary brand colors and provide versatility in communication materials designs. These should be used in small amounts as accent colors to the primary brand design. The secondary colors selected bring vibrancy to CAMW!'s materials and reflect the contemporary and modern update of our brand to lead us into the future.



**PMS 367C**  
**R: 164 G: 207 B: 85**  
**C: 40 M: 0 Y: 86 K: 0**



**PMS 320C**  
**R: 0 G: 153 B: 170**  
**C: 87 M: 0 Y: 24 K: 18**



**BLACK 30%**  
**R: 188 G: 190 B: 192**  
**C: 0 M: 0 Y: 0 K: 30**

# CAPITAL AREA MICHIGAN WORKS! IN WRITING

Capital Area Michigan Works!' name may cause confusion in writing. In general, Capital Area Michigan Works! adheres to the AP Stylebook. To be consistent in our public image, however, the following rules should be followed:

- Always include the exclamation point after "Capital Area Michigan Works!." Recognize, however, some other sources, including the Lansing State Journal, do not adhere to this same standard.
- Only abbreviate to CAMW! if you have already used the full name. AP style dictates it is NOT necessary to include the abbreviation in parentheses following the name, such as Capital Area Michigan Works! (CAMW!), though you may do so if you prefer.
- If abbreviating CAMW!, it is appropriate to use the acronym with the exclamation point.
- When ending a sentence with Capital Area Michigan Works!, it is recommended to use a period after the exclamation point, such as Capital Area Michigan Works!.
- When making Capital Area Michigan Works! possessive, use the apostrophe after the exclamation point, such as Capital Area Michigan Works!' staff and partners.

# PRONOUN USE AND INCLUSIVITY

Gender pronouns (such as “he/him/his,” “she/her/hers” and “they/them/theirs”) refer to people you are talking about. The Human Rights Campaign notes because gender identity is internal — an internal sense of one’s own gender — we don’t necessarily know a person’s correct gender pronoun by looking at them. Additionally, a person may identify as genderfluid or genderqueer and may not identify along the binary of either male or female (e.g. “him” or “her”), preferring to use other pronouns.

Using someone’s correct personal pronouns is a way to respect them and create an inclusive environment, just as using a person’s name can be a way to respect them. To learn more about pronouns, visit <https://www.mypronouns.org/>

In an effort to foster and promote an inclusive environment for staff, partners and clients, CAMW! encourages employees of all identities to share their pronouns when and where they feel safe doing so.

## Examples of pronoun use:

- She/her
- He/him
- They/them
- She/they
- He/they
- They/she
- They/he/she
- Ze/xe/zim/zem



# EXAMPLES AND TEMPLATES FOR EMPLOYEE IDENTIFICATION

Use these templates to format your business card, email signature, Zoom ID and name badge, following the fonts, weights and point sizes as indicated. If you are comfortable sharing, include your pronouns in the space and manner indicated; otherwise, you may skip that portion of your ID.

According to the [Human Rights Campaign](#), “Nothing may be more personal than the way in which people refer to us through our name and pronouns. Using a person’s chosen name and pronouns is a form of mutual respect and basic courtesy.”

## BUSINESS CARDS



## CAMW! LETTERHEAD



2110 S. Cedar Street, Lansing, Michigan 48910  
Office: (517) 492-5504  
Fax: (517) 487-0013  
[camw.org](http://camw.org)

**Board of Directors**

**Jane Doty**  
Chair  
Workforce Development Board

**Robert Showers**  
Chair  
Administrative Board

**Edythe Hatter-Williams**  
Chief Executive Officer

**A proud partner of the American Job Center network.**

Equal opportunity employer/program. \*Auxiliary aids and services are available upon request to individuals with disabilities. \* Michigan Relay Center call 711 or (844) 578-6563.

## EMAIL SIGNATURE

**Full Name**  
PRONOUNS: [INSERT HERE]  
JOB TITLE



[Address here]  
**Direct Line:** (XXX) XXX-XXXX  
**Fax:** (XXX) XXX-XXXX

## ZOOM ID

First and last name [pronouns]

## NAME BADGE



**Full Name**  
PRONOUNS  
JOB TITLE

**> DISCUSSING CAPITAL  
AREA MICHIGAN WORKS!  
IN THE COMMUNITY**



# STRATEGIC WORKFORCE LANGUAGE

In 2017 and 2018, CAMW! undertook a major community-wide effort to develop a new Strategic Plan. Through this process, we learned some very important things surrounding the words we use and key concepts we want to emphasize in our community.

They are:

- **We want to serve as a primary source of seamless and customer-oriented jobs and recruiting help.** We understand it's unrealistic to think we'll be the only source, but strive to be a single place people can come to receive a wealth of information and support.
- **We help people.** One of the words most commonly associated with CAMW! in our community is help. And it's OK to say that. We help our community. We help job seekers. We help businesses.
- **The word jobs resonates with people.** Whether staff, community members or business representatives, another key word people associate with CAMW! is jobs. In the past, we've worked to use the phrase career seekers instead of job seekers. Based on what we've learned, we're shifting to job seekers, recognizing that people use the words jobs and careers interchangeably.

# INCORPORATING INCLUSIVE LANGUAGE AT CAMW!

CAMW! hires, partners and works with people of all backgrounds. According to the Linguistic Society of America, inclusive language acknowledges diversity, conveys respect to all people, is sensitive to differences and promotes equal opportunities. To clearly communicate CAMW!'s values, the language of our organization and those representing it should reflect welcoming and inclusive language regarding:

- Race.
- Color.
- Religion.
- Sex (including pregnancy, childbirth and related medical conditions, sex stereotyping, sexual orientation, transgender status and gender identity).
- National origin (including limited English proficiency).
- Age.
- Disability.
- Political affiliation or belief.
- Gender expression.
- Family structure.
- Body size.



# INCLUSIVE LANGUAGE RECOMMENDATIONS AND STANDARDS

While forms and requirements mandated by outside/federal organizations may not be as flexible and inclusive as CAMW!’s values strive to be, the preferred best practice is to use broadly inclusive language whenever possible. Identity is personal, and we all wish to feel welcome and seen. Recognizing terminology is constantly evolving, some examples of inclusive language include:

- **Pronoun usage.** When writing in generalities or referring to a theoretical person, alternate use of “he/she/they” where appropriate. In many cases, “they/them,” “xe/xem” or “ze/zim” also works as a broadly inclusive term and does not define a binary gender.
- **Gendered terms.** Phrases such as “men and women,” “ladies and gentlemen,” “manpower” or “mankind” can exclude people who don’t identify with the gender binary. “Folks,” “esteemed guests,” “workers” and “humankind” remove gender from such terms and become more welcoming and inclusive of everyone
- **Abilities.** In referring to groups characterized by a disability, be sensitive to community and/or personal preferences for terms such as deaf vs. hearing impaired, disabled vs. person with disabilities, is autistic vs. has autism vs. has been diagnosed with autism, and other such expressions. When in doubt, respectfully ask someone how they identify themselves.
- **Racial diversity.** The term BIPOC stands for Black, Indigenous and People of Color and is spoken as “bi-pock.” While it’s used by many people and organizations as a broad term, it’s not always the best descriptor. Using clear, unambiguous language is preferred. If you know the identity/identities of the people you’re speaking about, name them – Black people, the Latinx community, Indigenous families, etc.
- **Family structure.** Not everyone has two parents. Not everyone has parents. While the term “family” is generally inclusive, broader terminology such as “parent or guardian” or even “household” casts a wider net. Similarly, “spouse or partner” is more inclusive than “husband or wife.”
- **Of note:** One person is not “diverse.” The term “diverse” refers to two or more people who are different from one another. Latinx is used as a gender-neutral term for Latino/Latina, in addition to encompassing those who identify outside of the gender binary who are of Latin American origin or descent.

# SUBRECIPIENT AND PARTNER OUTREACH

At times, it may be beneficial for individual subrecipients or partner agencies to engage in their own outreach efforts for the purposes of participant recruiting, employer engagement or other. In these instances, **individual subrecipients and partners should never reach out to the media on behalf of Capital Area Michigan Works! unless they have received the consent of Capital Area Michigan Works! Chief Executive Officer, Chief Operating Officer or CAMW!'s marketing department or contracted agency.**

In their outreach efforts, subrecipients and partners may need to create their own outreach materials such as simple brochures, flyers and online content. **These materials must adhere to the standards outlined in this Brand Standards manual.**



# MANDATORY AJC LANGUAGE, EEO LANGUAGE AND COMPLIANCE

Capital Area Michigan Works! is a proud partner of the American Job Center network and an Equal Opportunity Employer/Center. In accordance with AJC and EEO standards, **CAMW! must include on any public publication or document AJC and EEO language.**

**APPROVED AJC/EEO LANGUAGE:**

Capital Area Michigan Works! is a proud partner of the American Job Center network. In accordance with the Americans with Disabilities Act, and in alignment with our commitment to inclusivity, this piece will be made available in an alternative format upon request to Capital Area Michigan Works! Relay Center. Call 711 or 844-578-6563 (Voice and TDD). Funding for Capital Area Michigan Works! is received in part from the U.S. Department of Labor, the State of Michigan Department of Health and Human Services and the Department of Labor and Economic Opportunity. An Equal Opportunity Employer/Center.

# SOCIAL MEDIA AND WEB CONSISTENCY GUIDELINES

When updating information on the online calendar, request for proposals or other sections of camw.org, capitalize the first letter of every word of the event or proposal name. Do not bold, italicize or change the font in any way. Not everyone will be familiar with our services so please spell out abbreviations and acronyms and provide appropriate explanation/description for every event. Each event must have a start/end time, date and location with a description. Think of the event calendar as an online ad for each workshop.

Only those who need to update events to the Facebook fan page will be allowed administrator rights. Please contact the CAMW! marketing department or contracted agency to request admin rights.

Social media posts must be accessible to all users. When photos are included in posts, embed alt text into the image so screen readers will speak an image description for the user. Hashtags should be formatted as CamelCase, meaning the first letter of each word in a hashtag is capitalized so screen readers will speak the hashtag's words individually. #MakeItAccessible

Images used will be intentional following the standards set for all visual representation of CAMW!.

If you would like information, images or videos added to Facebook or other social media sites, please make this request by contacting the CAMW! marketing department or contracted agency.



# PHOTOGRAPHY STANDARDS

Original and stock photography can help illustrate the diverse populations CAMW! serves. Using images that represent a visually diverse range of people including different races, ages, gender presentations, disability status, religions and body types will help connect with everyone we serve and convey they are welcome and accepted. When choosing photography, keep the following perspectives in mind:

- Aim for racial and gender diversity representation in all settings, including a variety of skin tones across racial groups.
- Gender representation can explore people who don't visually fit into the binary.
- Gender representation can also explore people who don't visually fit into stereotypical societal "beauty" standards.
- Highlight people of all ages and focus on images of more than just young people.
- Showcasing disability can be explored in an intersectional approach, with people of color with disabilities along with anyone having a disability.

- Showcasing disability may be limited to imagery that includes visible disabilities rather than hidden ones for obvious reasons but should strive to showcase a range of people with disabilities.
- Still include images of white people within concepts. Diversity can include them without them being the focus.

## **Resources for diverse stock photography:**

The CAMW! marketing department or its contracted agency can provide additional guidance and substantial resources for finding images should you need them.

# INTRODUCING YOURSELF IN AN UNDERSTANDABLE MANNER

Capital Area Michigan Works! system and network of partners often causes confusion for individuals when trying to grasp our structure and the complexity of our programs.

For this reason, staff and partners of the Capital Area Michigan Works! system should use a unified means of introducing themselves to reduce confusion and misunderstanding.

**PREFERRED**

"I'm [Name] from Capital Area Michigan Works! and my pronouns are [pronouns]."

**ALTERNATIVE**

"I'm [Name] from Capital Area Michigan Works!"

**WHY?**

- Simple.
- Easy to understand.
- Good name recognition.
- Pronouns help communicate a welcoming and inclusive environment for all.

**WHO?**

- Everyone.
- A note: Pronoun use is encouraged, not required; please share yours when you feel comfortable and safe doing so. We understand not everyone may feel comfortable or safe sharing their pronouns and we respect those needs.

**SECOND CHOICE**

"I'm [Name] from [Organization] at Capital Area Michigan Works!"

"I'm [Name] from [Organization] at Capital Area Michigan Works! and my pronouns are [pronouns]."

"I'm [Name] from [Organization] with Capital Area Michigan Works!" (subrecipients not at American Job Center)

"I'm [Name] from [Organization] with Capital Area Michigan Works! and my pronouns are [pronouns]."  
*(subrecipients not at American Job Center)*

"I'm [Name] from [Organization] with Capital Area Michigan Works! in [Lansing, St. Johns or Charlotte]."

"I'm [Name] from [Organization] with Capital Area Michigan Works! in [Lansing, St. Johns or Charlotte].  
My pronouns are [pronouns]."

**WHY?**

- Simple.
- Easy to understand.
- Good name recognition.
- Pronouns help communicate a welcoming and inclusive environment for all.

**WHO?**

- Everyone.
- A note: Pronoun use is encouraged, not required; please share yours when you feel comfortable and safe doing so. We understand not everyone may feel comfortable or safe sharing their pronouns and we respect those needs.

# INTRODUCING YOURSELF IN AN UNDERSTANDABLE MANNER CONT.

## **ELIMINATE**

- Mention of program names.
- Mention of special populations with whom you work.
- Acronyms.

## **WHY?**

- Focus on strength of our partnerships.
- Enhance understanding of our system.
- Simplify and eliminate confusion.
- Eliminate stereotypes of businesses and job seekers served.

# INTRODUCING YOURSELF IN AN UNDERSTANDABLE MANNER CONT.

## NAME BADGES

According to contract language, "Any staff member whose position is funded 50% or more by CAMW! must wear a name badge at all times during work hours unless a waiver is requested and approved, in writing, by the CAMW!'s Chief Executive Officer or their designee." Name badges may be available for subrecipients, system partners, interns, board members and others.

Capital Area Michigan Works!' name badges strongly reinforce our deep presence within the local community and are an important part of strengthening our brand identity. If you are comfortable sharing your pronouns, we encourage you to have them added to your name badge. Capital Area Michigan Works!' executive assistant is responsible for ordering name badges and should be contacted to order new or replacement badges.

## NAME BADGE FORMATTING

- Name badges should have first and last name of each individual.
- Those who work frequently with large groups of the public or give frequent public presentations may also request a name badge with just a first name for privacy purposes.
- When comfortable, pronouns are encouraged on name badges, listed under people's names.



# INTERACTION WITH MEDIA

Capital Area Michigan Works! has worked diligently to establish itself as an expert among local media. This is a very delicate, yet critical, position, and our media relationships are highly valued. For this reason, we strive to only interact with media in the most helpful manner, with a customer service focus.

As contract language states, “the Subrecipient should initiate no contact with the media, i.e. marketing events, press conferences, interviews, etc., without the approval of the CAMW! marketing department or contracted agency.” This contract mandate is strictly enforced and deviance from this standard can result in suspension or termination of contract.

Additionally, if any partner organization wishes to utilize Capital Area Michigan Works!’ American Job Centers or other sites for media relations purposes, approval must be received from CAMW! marketing department or contracted agency, the Chief Operating Officer or the Chief Executive Officer. Should a subrecipient have a newsworthy event or story, staff should contact CAMW! marketing department or contracted agency to work with Administration in reaching out to local media.

**If a subrecipient is left a message or email by a reporter or media representative, the staff person should:**

- Immediately notify their supervisor.
- Forward any message or email to CAMW!’s Chief Operating Officer, Chief Executive Officer, CAMW!’s marketing department or contracted agency.
- If none are available, forward any message or email to another member of the Administrative Team.

**If a subrecipient is contacted on the phone by a reporter or media representative, the staff person should:**

- Politely explain he or she is not the appropriate person to handle media inquiries for Capital Area Michigan Works!
- Give the reporter or media representative CAMW!’ marketing department or contracted agency’s telephone number and ask the reporter to contact the agency.
- Immediately notify their superior and the CAMW!’ COO and CEO.

**If a subrecipient site is visited by a reporter or media representative, the staff person should:**

- Contact CAMW!’s Chief Operating Officer, Chief Executive Officer, CAMW!’s marketing department or contracted agency.
- Immediately notify their superior.
- Politely explain to the reporter or media representative that he or she is not the appropriate person to handle media inquiries for Capital Area Michigan Works! When available, have the CAMW!’ COO or CEO speak to the reporter onsite.
- If a CAMW!’ representative is unavailable, give the reporter or media representative CAMW!’ marketing department or contracted agency’s telephone number and ask the reporter to contact the agency.



# MEDIA REQUESTS

Additionally, reporters frequently contact CAMW!’ marketing department or contracted agency to identify individuals to interview. In these instances, an email is distributed with the subject line “MEDIA REQUEST.” All staff whose positions

are 50 percent or more funded by CAMW!’ are required to review their clients to determine if they have an appropriate individual. Partner agencies are also encouraged to identify appropriate individuals to meet reporters’ needs.



# CONTACTS

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