

WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY
LOCAL POLICY BULLETIN #2015-02: Policy on Use of the WDB Logo

Effective Date: July 1, 2015

SUBJECT: Policy on Use of the WDB Logo

PURPOSE:

This policy provides guidance on the use of the Workforce Development Board of Ventura County (WDB) logo. It is designed to achieve brand consistency in the content of various communications and outreach materials within and outside of our region.

REFERENCE:

On June 16, 2015, in accordance with the 2014 Workforce Innovation and Opportunity Act (WIOA) which became effective on July 1, 2015, the Ventura County Board of Supervisors approved a change of name from Workforce Investment Board of Ventura County (WIB) to Workforce Development Board of Ventura County (WDB).

POLICY:

The Workforce Development Board and all of its WIOA partners must transition to the new brand name and logo no later than July 1, 2015. Each entity should take the necessary steps to present the new identity to the public in print, digital communications, visual communications, and internal and external signage.

Major marketing and outreach communications by WIOA-funded partners are subject to review by the WDB Outreach Committee to ensure that such materials are created in accordance with standards.

The approved WDB logos are available in multiple formats, as shown in the Appendix. WDB staff will provide templates for use by WIOA-funded partners. Below are examples of where the WDB logo should be used:

STATIONERY AND ADMINISTRATION

- Letterhead
- Business Cards
- Voicemail
- Email Signatures

LEGAL

- Bylaws
- Official Reports

NOTIFICATIONS

- Employers
- Job Seekers
- Youth
- Partners/Stakeholders

COLLATERAL

- Presentation Slides
- Brochures
- Flyers

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PUBLIC AND MEDIA RELATIONS

- News Releases
- Videos
- E-Newsletters
- Annual Reports
- Pop-Up Banners/Displays
- Outreach Supplies/Information Items

WEBSITES

- Intranet
- Internet

SOCIAL MEDIA

- Twitter
- Facebook
- Partner Listings

INQUIRIES:

Information and templates are available on request from WDB staff. Call: 805-477-5306.