



BRAND GUIDEBOOK



INTRODUCTION

Welcome to JobTrain's Brand Guidebook.

In this book, you'll come to better understand the visuals, the voice, and the values that guide our organization and express who we are and how others experience us.

The word "brand" means different things to different people. Every organization, service, product, and business has a brand. A brand is the story that people tell about us and the emotional experience that story creates among our audiences. Whether that brand is good or bad depends on the choices made by people behind the brand.

Brands are a lot like people. Just like people, they communicate who they are by how they carry themselves and interact with others (their personality), how they dress (their visual identity), what they believe (their values), and what makes them unique (their promise and positioning). In short, a brand expresses the essence of who we are and how we move through the world and do our work.

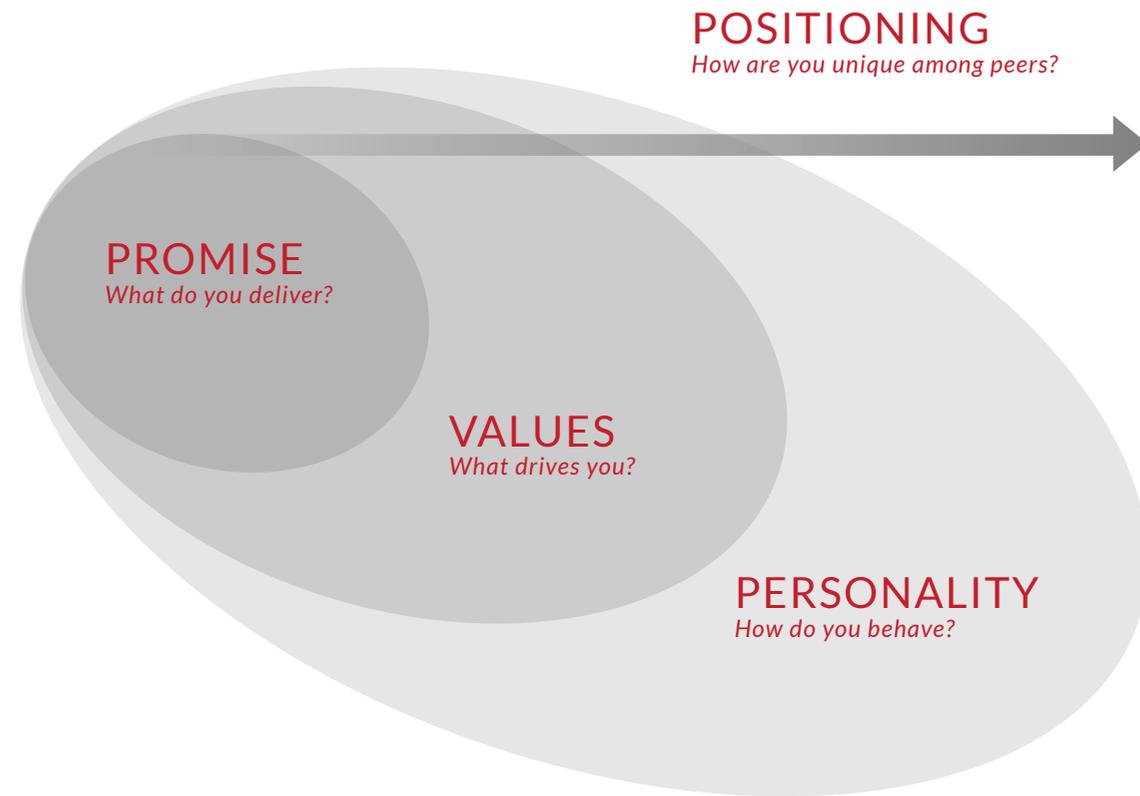
Yet just like people, brands are constantly evolving and being reshaped through time. It's important to know and fully understand our brand as it exists today so that our communications and interactions with the world around us have consistency and integrity and are easily recognizable to others.

This is what JobTrain's brand guidebook is meant to help with. It serves as a manual for our communications and interactions with our customers and potential customers and is meant to guide how we shape our messaging and our work. It's important to remember that every single interaction with our organization contributes to our brand, the value we add to spaces and the services we provide. By embodying some of these concepts in our daily work, we are helping to breathe life into our brand and ultimately make real the power and poignancy of our work.

BRAND FRAMEWORK

A brand framework is a tool for our reputation and how people experience us. As such, it is meant to serve as a guide for how we should express ourselves and what we should communicate. It is aspirational, defining who we are at our best. It is also authentic, reflecting what we know in our gut is true about us right now.

A brand framework has several components that include, but are not limited to the following:



BRAND PROMISE

Our brand promise is the distinctive value that we offer to customers and how they benefit from their engagement with us. It is the mission statement for why we exist.

our BRAND PROMISE

JobTrain connects our people with relationships, resources, and opportunities that embrace their unique circumstances and experiences, and are tailored to their potential.

BRAND VALUES

Our brand values are the essence of who we are. They are the code by which we live and underscore why we do what we do. These values nurture our work and shape our approach. They animate our organization and bring to life behaviors that align with our promise.

our BRAND VALUES

INCLUSION. When a person becomes connected with JobTrain, they become part of a family. We want our people to have a sense of place and belonging, to know they are surrounded by people who genuinely understand them and care about their well-being.

DIGNITY. We believe every person has value and is worthy of respect. Every person's unique experiences and insights matter and should be valued as important contributions to the greater community we seek to build.

POTENTIAL. The ability to learn and grow never ends. We each have the power to make continuous improvements in our lives, to become something more, to evolve. But we may not always have access to the opportunities to make that happen. At Jobtrain, we work to remove the barriers that keep people from accessing opportunities and reaching the fullness of who they truly are.

WHOLE PERSON. We value each person we encounter and work with them to understand the totality of their individual gifts, experiences, and ambitions. Our guidance and support seeks to help each person find greater economic and social well-being.



BRAND PERSONALITY

Our brand personality is a reflection of how others experience JobTrain. It captures our distinguishing qualities and characteristics. It's what people notice first about us. It's how we express our voice and presence in the midst of others. These are the traits for which we strive to be known.

our BRAND PERSONALITY

EMPATHETIC. We genuinely care about our people and the communities from which they come. We understand their dreams and challenges. We welcome them with sincerity and respect, and without judgment.

WARM. Our passion for the work we do cannot be contained. We approach each interaction we have with kindness and a friendly, welcoming, open attitude.

THOUGHTFUL. We are intentional about our work. Our staff is deeply dedicated in the services they provide and deliberate in their actions and relationships. We maintain a strong focus on the impact we're having and the outcomes of our efforts on our people and communities.

TRUSTED. We have strong relationships in the community with funders and businesses who have confidence in the work we do. Those who seek our services know that they can rely on us to support them as they grow their careers and livelihoods.

COLLABORATIVE. Our partnerships with people in the community and among our staff are our strength. We bring people together to create solutions that are stronger and more enduring because they come from the collective wisdom of many.

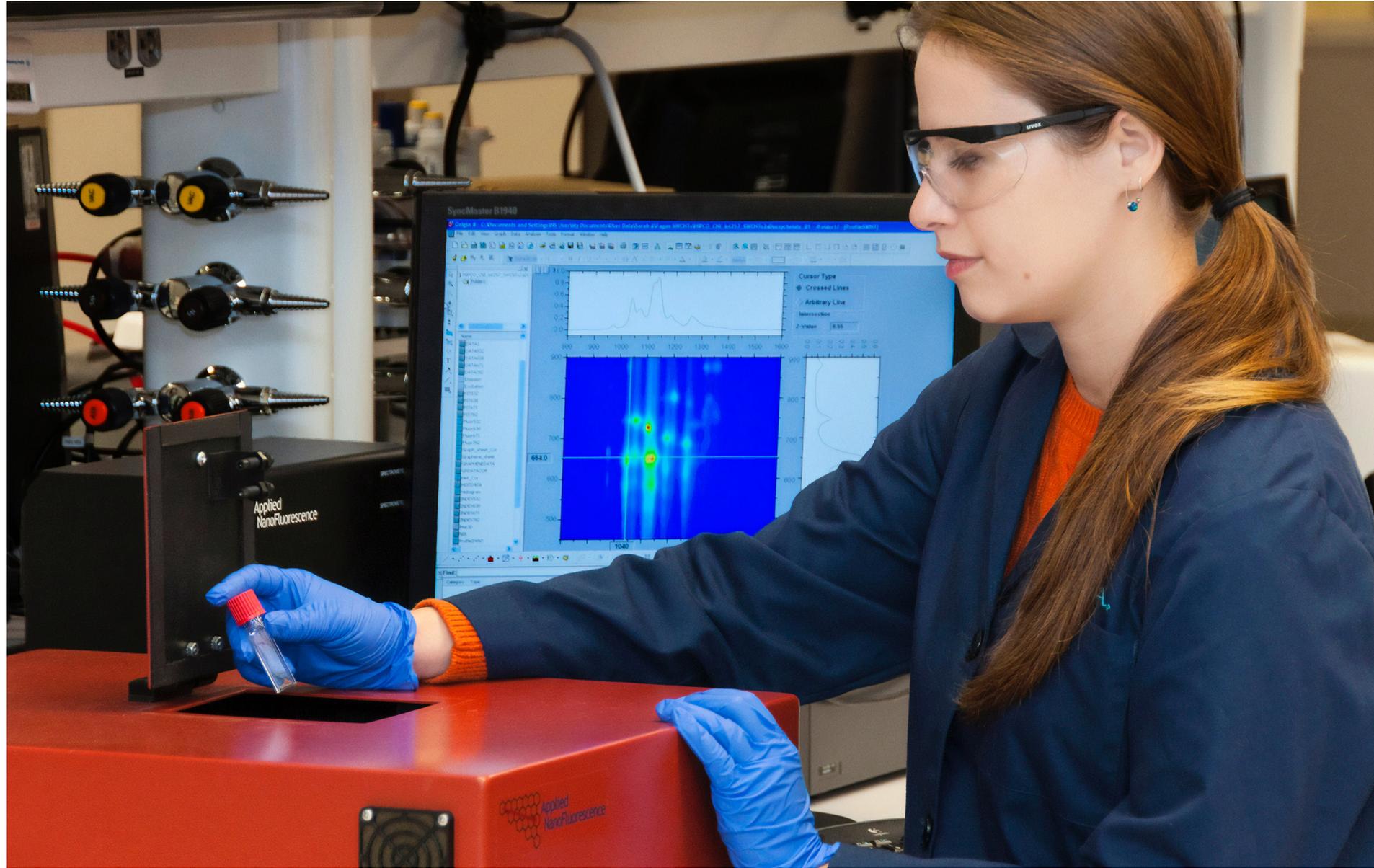
BRAND POSITIONING

Our brand positioning captures what is unique and special about JobTrain relative to others in our field. It is what sets us apart from others, yet it also forms a foundation for collaboration. Our brand positioning statement is intentionally bold and aspirational.

our BRAND POSITIONING

By opening pathways to quality careers, JobTrain ensures advancements toward economic mobility and prosperity, which in turn transforms lives, families, and communities.





BRAND VISUAL IDENTITY

A brand visual identity is a system of visible attributes that give expression to a brand. In the same way that individuals express themselves by the clothes they wear, how they wear their hair, whether they wear jewelry or have tattoos, so also are organizations able to express who they are through their logo, color palette, typography, and other graphic features. For some organizations, visual identity extends to such elements as building architecture, interior design, and even dress code.

The following pages detail some of the visual identity elements of logo, color, and typography that have been developed for JobTrain's brand system. As we consistently apply and use these elements, viewers will gain confidence in and an understanding of who we are and the work we do.

PRIMARY LOGO

The JobTrain logo is composed of a stylized version of the name of the organization in all caps with a shooting star overtop of the name. The words "JOB" and "TRAIN" are distinguished from each other by their different coloring.

The use of red color is a nod to the previous JobTrain logo that was all in red. It is a color of energy and appetite. The use of gray in this newer version of the logo evokes modernity, technology, and distinction. The shooting star is meant to suggest a sense of upward motion, a path toward achievement.

Taken as a whole, our logo conveys dedication, forward motion, and success.

the complete logo



the logo mark

the word mark

the complete logo



the logo mark

the word mark

the tagline

LOGO SPACING

To avoid clutter and give our logo prominence, always separate it from other text and graphic elements with a minimum clear space equivalent to the 2x-height of the wordmark as shown in the example below.



LOGO USAGE & MISUSE

To preserve the integrity of our logo, only the configurations and colors referenced in these guidelines are permitted. Do not create new configurations or use new colors. And be mindful of how the logo appears on colored or dark backgrounds to maximize contrast and allow the logo to stand out.



COLOR PALETTE

There are four colors that make up the JobTrain color palette. Red and gray are the core colors of the brand. The blue and green colors add additional dimension to the color palette. The colors are intentionally bold and bright, yet simple and inviting.



CMYK: 16 100 94 5
RGB: 197 29 43
HEX: #C51D2B
PANTONE: 186 C



CMYK: 80 28 17 0
RGB: 24 146 184
HEX: #1892B8
PANTONE: 632 C



CMYK: 52 43 43 7
RGB: 128 128 128
HEX: #808080
PANTONE: Cool Gray 9 C



CMYK: 45 6 100 0
RGB: 154 191 19
HEX: #9ABF13
PANTONE: 2301 C

TYPOGRAPHY

The main typeface that inspired JobTrain's logo is the Proxima Nova typeface. To complement the logo, we suggest using the following typefaces in your branded communications:

Sample Use Case #1:

THIS IS A LATO BOLD HEADING

This is a raleway light italic subheading

This is raleway regular body text. This is raleway regular body text.

Sample Use Case #2:

This is a Lato Regular Heading

THIS IS A LATO LIGHT SUBHEADING

This is raleway regular body text. This is raleway regular body text.

Sample Use Case #3:

THIS IS A RALEWAY REGULAR HEADING

This is a lato light subheading

This is raleway regular body text. This is raleway regular body text.

RALEWAY

Raleway is a popular sans serif font inspired available through Google fonts. It is best used for body text, but it works well for headings and subheadings too.

LATO

Lato is a sans serif Google font with multiple weights and styles that pairs well with the Raleway font. It is best used for headings and subheadings.



JOBTRAIN

This guidebook was designed and prepared by LightBox Collaborative
www.lightboxcollaborative.com