




LOGOS

PRIMARY LOGO	USAGE
	Use the primary logo for 3rd party media partnerships, ads, or sponsorships. Preferred for most digital, and print design.

ALTERNATIVE LOGOS	USAGE
	Use for letterheads, and other horizontal designs such as long banners, etc. May be used as an alternative to header typography for external or 3rd party media.

LOGO ICONS	USAGE
	Icons are to be used for internal designs, or as additional design elements which include the primary or alternative logos. Icons are not to be used by 3rd party media, in ads, or for partnerships.

ADDRESSES

Towards Employment Headquarters

3301 Saint Clair Avenue
Cleveland, OH 44114

Towards Employment Industry Partnerships (MAGNET)

1800 E 63rd Street
Cleveland, OH 44103

TE at Greater Cleveland Food Bank Community Resource Center

15500 S Waterloo Rd.
Cleveland, OH 44110

Towards Employment P.O. Box

P.O. Box 6687
Cleveland, OH 44101

COLOR GUIDE

PRIMARY BRAND COLORS



Main TE Blue

Hex: 1e5aa9
RGB: 30, 90, 169
CMYK: 93, 71, 0, 0



Main TE Orange

Hex: f37a21
RGB: 243, 122, 33
CMYK: 0, 65, 100, 0

SECONDARY BRAND COLORS



Accent TE Blue

Hex: 00b0d8
RGB: 0, 176, 216
CMYK: 73, 9, 8, 0



Accent TE Orange

Hex: f99f4d
RGB: 249, 159, 77
CMYK: 0, 44, 78, 0

ADDITIONAL DESIGN COLORS



Dark TE Blue

Hex: 1c3664
RGB: 28, 54, 100
CMYK: 100, 87, 33, 23



White

Hex: ffffff
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

TYPOGRAPHY

HEADER

DM Sans Weight: Black

abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$\$%^&*()-_+=

SUB-HEADER

DM Sans Weight: Medium

abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$\$%^&*()-_+=

BODY

Open Sans Weight: Light

abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$\$%^&*()-_+=

SOCIAL MEDIA & RESOURCES

LINKS & USERNAMES

Website: towardsemployment.org



Twitter.com/towardsemploy
@towardsemploy



Instagram.com/towardsemployment
@towardsemployment



Facebook.com/towardsemployment
@Towards Employment



LinkedIn.com/towardsemployment
@Towards Employment



Youtube.com/channel/UC5o_robso7YymonqDR_N9sw
@TowardsEmployment575

MAIN OFFICE CONTACT INFO

Phone: (216) 696-5750
Email: info@towardsemployment.org

MEDIA KIT & RESOURCES

Coming Soon

MAIN LOGO COLOR



Towards **Employment**



Towards **Employment**



DARK BACKGROUND



Towards **Employment**



Towards **Employment**



BLACK & WHITE



Towards **Employment**



Towards **Employment**



DESIGN ELEMENTS

The primary brand colors are used for main design elements, with primary brand blue being the most prominent, and primary brand orange being used as an accent. Do not use orange as the major design color.

Slight curves and circles are preferred design motifs.

Header and sub-header text may be used over dark colors such as the primary brand blue, and occasionally the primary brand orange.

Body text should be black on a white background.

Emphasized text, or sub-headers may be primary brand blue or orange.

DESIGN EXAMPLE



 **Towards Employment**

About Our Mission

MISSION
Towards Employment champions the potential of every person to succeed in a rewarding career while working to create an equitable and inclusive workforce for tomorrow.

VISION
A dynamic world of work where all people - regardless of race, justice system involvement, or where they live - have an opportunity to thrive.

We have over 40 years of experience successfully helping people gain the tools they need to find a job, navigate life's obstacles, and secure a path towards a long-term career.

We partner with over 300 local businesses who have confidence in our proven training programs and personal coaching to prepare new and current employees for career success.

We are a leading community-based workforce organization in Northeast Ohio, working to influence the wider system, regional economy, and local community through extensive expertise and trusted partnerships.

Learn more at:
TowardsEmployment.org | (216) 696-5750



LANGUAGE

Individuals served by TE are **participants**.
Graduates from a TE program are **alumni**.

Towards Employment may be abbreviated to "**TE**" for internal designs. The abbreviation may be used in external designs only in context with the full name.

COMMON WORDS & PROPER SPELLING

reentry	long-term	low-wage	low-income
health care	resume	nonprofit	ex-offenders

PHOTO USAGE

All photos featuring an individual, participant, alumni, or other person require a corresponding media release to be used in any shared design either print or digital.

DIGITAL MEDIA RELEASE

Tinyurl.com/TEmedia

PRINTABLE MEDIA RELEASE

Tinyurl.com/TEmediaPrint

DESIGN APPROVAL

All design, print, photography, or other media may only be approved by the TE marketing department. All designed media must be approved before publishing digitally or printing either internally or externally.

All questions about design, media, or publishing should be directed to **marketing@towardsemployment.org**