# Guidelines for Usage of WVAdultEd Logo & WIOA American Job Center Logo

LOGO

The West Virginia Adult Education (WVAdultEd) logo is the strongest visual link to all target audiences. The identity is strengthened when the colors and logo's placement are used consistently. Therefore, the complete logo must be used in its entirety and on all print materials and electronic communications.
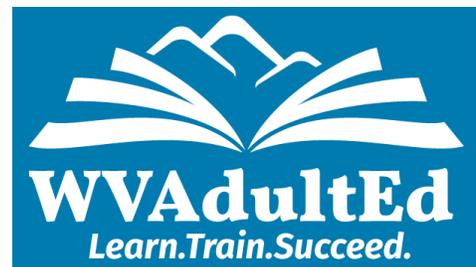
Color Version (Preferred)

When possible, use the color version of the logo (as shown below).
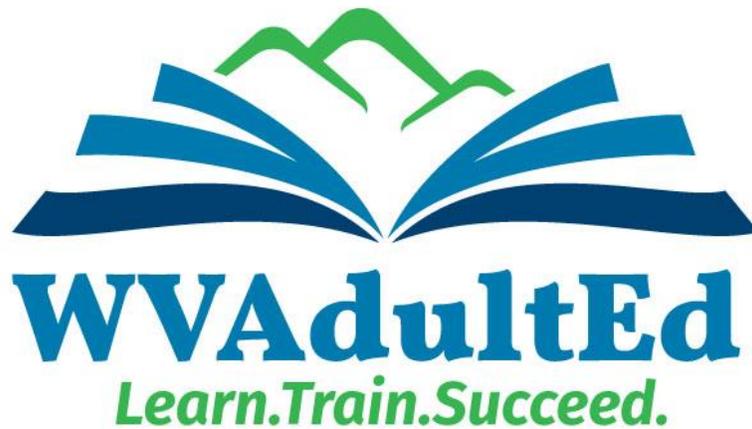

Single Color Version

When placing the logo on light or dark backgrounds, the single-color versions may be used.

No attempt should be made to restructure or redraw any portion of these logos. They should always be manipulated as a unit to maintain the balance of all components.

Inappropriate Logo Usage

Do not tilt, alter, or skew the WVAdultEd logo in any manner. Please maintain the size proportions.
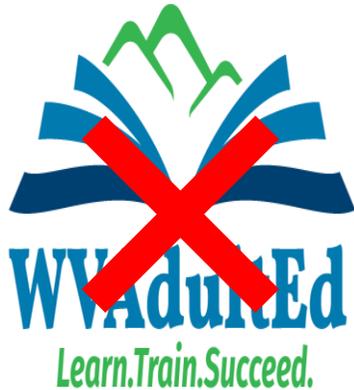
Typography

The typefaces used in the logo design are Vollkorn and Fira Sans. These typefaces are the WVDE typefaces, so when the WVAdultEd logo is co-located with WVDE logos and materials they provide a cohesive identity. In addition, these typefaces also meet ADA guidelines. Programs are encouraged to use these typefaces when preparing marketing materials.

Vollkorn is used in the WVAdultEd section. The typeface can be downloaded free at Google Open Source: https://fonts.google.com/specimen/Vollkorn

Fira Sans is used in the tagline. The typeface can be downloaded free at Google Open Sources: https://fonts.google.com/specimen/Fira+Sans
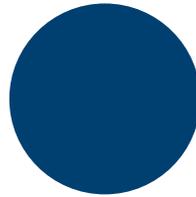
The WVAdultEd logo is not to be altered or changed in any way; including colors, tagline, or typefaces.
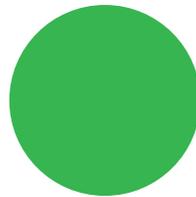
Color Palette

The following are the CMYK, RGB, and hex color codes of the logo design.
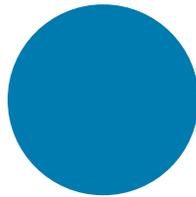
C=90	R=0	
M=20	G=123	#007baf
Y=0	B=175	
K=25		

C=100	R=0	
M=50	G=64	#004071
Y=0	B=113	
K=50		

C=75	R=55	
M=0	G=181	#37b550
Y=95	B=80	
K=0		
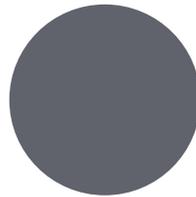
C=9	R=96	
M=5	G=99	#60636b
Y=0	B=107	
K=71		

Workforce Innovation and Opportunity Act American Job Center Logo

The Workforce Innovation and Opportunity Act provided for groundwork for a unified name and brand that identifies workforce development services as part of a single network. WVAdultEd is a partner in this network under Title II of the act. As such, we need to include the American Job Center tagline in our materials. Specific graphics guidelines (and graphics files) can be located online at: https://www.dol.gov/ajc/. The "tagline" graphic is the most appropriate to use.

The American Job Center tagline should be used _in addition_ to the WVAdultEd logo. Appropriate placement of the "horizontal" tagline is the lower corner of your flyer or document. The "stacked" version is more appropriate on the left or right side of a layout. A plain text option is acceptable as well.

Plain Text
A proud partner of the American Job Center network

Capitalized "AJC"

A proud partner of the **AmericanJob**Center®network

A proud partner of the
AmericanJobCenter®
network

This logo requires one "o" shape of clear space on all sides.

Recommended minimum size is 2 inches for print material

Lower Case "ajc"

A proud partner of the **american**jobcenter®network

A proud partner of the
americanjobcenter®
network

This logo requires one "o" shape of clear space on all sides.

Recommended minimum size is 2 inches for print material