



OPPORTUNITY BEGINS HERE

**BRAND GUIDE
2024**

OPPORTUNITY BEGINS HERE | BRAND

Purpose

This campaign aims to inspire hope and action by offering pathways to stable, long-term employment in high-impact industries, tailored to meet the unique needs of diverse communities in Grays Harbor, Lewis, Mason, Pacific and Thurston counties.

PacMtn must engage with employers effectively, strengthen partnerships, enhance training programs, and uplift unemployed, underemployed, disengaged, and disadvantaged individuals.

Objectives

1. Increase awareness of career pathway opportunities
2. Reach new people and untapped talent
3. Connect people with comprehensive resources including direct financial support, skill training, access to job openings, and more
4. Equip partners with amplification support
5. Mobilize employers to amplify and champion the campaign to fill high-impact jobs

Brand Vision

The brand was born from the desire to instill hope and inspiration in Job Seekers, Employers, Workforce Systems Partners, and Community Partners. The sunrise represents new beginnings and possibilities as we embark on the journey forward. The peak and waves signal familiar terrain in these counties to reassure that these opportunities are already available **HERE**, right at home.

OPPORTUNITY BEGINS HERE | STYLE SHEET

VERTICAL (PRIMARY) LOGO



HORIZONTAL LOGO



LOGO MARK



COLORS

LIGHT



#F8F5EB
CMYK: 2 / 2 / 7 / 0
RGB: 248 / 245 / 235

PRIMARY



#A94425
CMYK: 24 / 84 / 99 / 16
RGB: 169 / 68 / 37

ACCENTS



#1B2216
CMYK: 72 / 59 / 75 / 77
RGB: 27 / 34 / 22



#788071 (TINT)



#4B5324
CMYK: 64 / 47 / 99 / 41
RGB: 75 / 83 / 36



#C6CC97 (TINT)



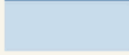
#DEA927
CMYK: 14 / 34 / 100 / 0
RGB: 222 / 169 / 39



#F7E6BF (TINT)



#5E88B0
CMYK: 67 / 39 / 16 / 0
RGB: 94 / 136 / 176



#C9DBE8 (TINT)

LOGO COLOR VARIATIONS / ALTERNATES



OPPORTUNITY
BEGINS HERE

VERTICAL 1-COLOR



OPPORTUNITY
BEGINS HERE

HORIZONTAL 1-COLOR



OPPORTUNITY
BEGINS HERE

VERTICAL INVERTED



OPPORTUNITY
BEGINS HERE

HORIZONTAL INVERTED

FONTS

BROTHER 1816

PRINTED, EXTRABOLD, CAPS
HEADLINES

MONTSERRAT EXTRABOLD
ALTERNATE HEADLINE FONT

Avenir

MEDIUM
BODY COPY

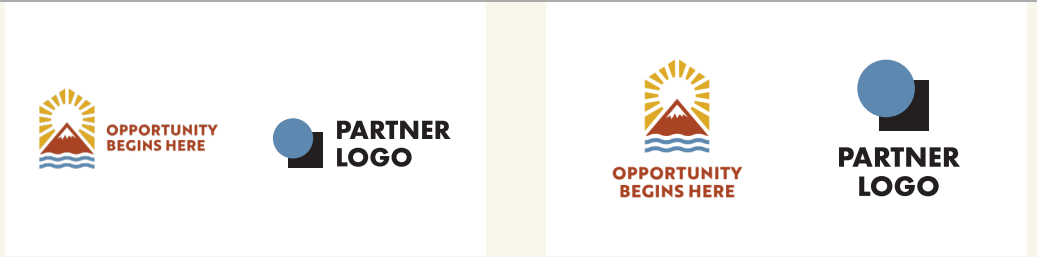
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

OPPORTUNITY BEGINS HERE - CO-BRANDING AND LOGO USAGE GUIDELINES

VERTICAL LOGO VS. HORIZONTAL LOGO USAGE

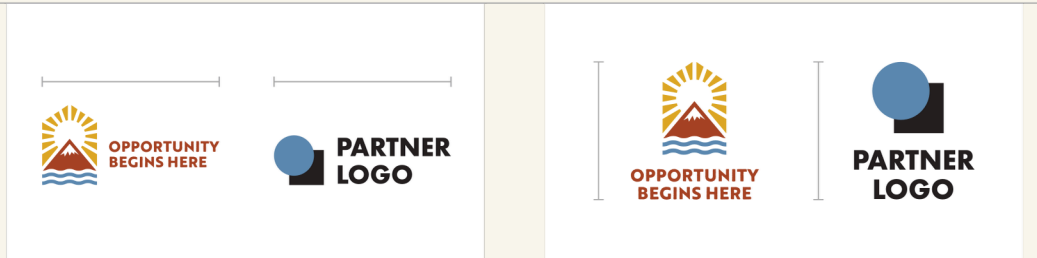
OBH logo should match the orientation of the partner logo being used.

Ex: For vertical partner logos, use vertical OBH logo.



OBH LOGO SIZE IN RELATION TO PARTNER LOGOS

OBH logo should be at minimum the same width (if horizontal) or the same height (if vertical) as the partner logo being used.



OBH LOGO CLEARANCE AND SPACING

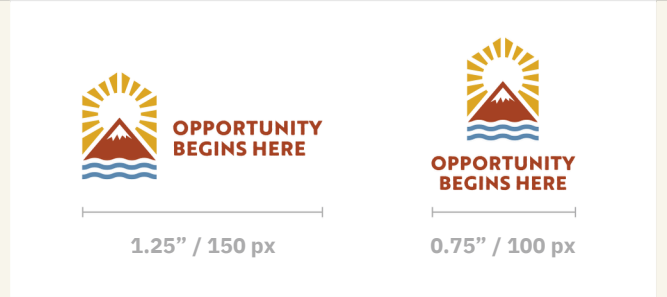
OBH logo should have no other graphics or logos placed closer than the width of the OBH logo mark.



MINIMUM LOGO SIZE

In **print** applications, logo should appear no smaller than 1.25 inches wide (horizontal) or 0.75 inches wide (vertical)

In **digital** applications, logo should appear no smaller than 150 pixels wide (horizontal) or 100 pixels wide (vertical)



COLOR AND CONTRAST

If placed over photography, ensure that the OBH logo is legible and maintains high contrast.

If placed on **white or cream backgrounds**, the 3-color, black, and rust logo variants are acceptable. If placed on **dark/color backgrounds** or **photography**, the cream or white variants are acceptable.

If contrast needs to be increased when the OBH logo is used on top of photography, a transparent color overlay is acceptable.



OPPORTUNITY BEGINS HERE - CO-BRANDING AND LOGO USAGE GUIDELINES

MAINTAINING PARTNER BRAND GUIDELINES

Refer to your organization's graphic standards or brand standards when determining sizing and spacing of logos.

Ex: The WorkSource graphic standards call for the WorkSource logo to be positioned first among any display or listing of co-advertised companies. It also leverages the letter "W" to identify the minimum required spacing between the logo and other items.

Partner organizations should maintain their own brand guidelines to ensure consistency and brand standards adherence.

