



# BRAND STANDARDS MANUAL

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UPDATED: 2025

Working to help Floridians find their path to self-sufficiency is more than a moral imperative; it is a strategic investment in Florida's future.

Everyone's journey to self-sufficiency and stability is unique and requires varying support.

The CareerSource Florida network acts as a vital catalyst, ensuring that job seekers and employers are connected with the necessary resources and support to drive Florida's economy forward.

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## Introduction

Our Brand Guidelines define the CareerSource Florida network identity and guide all communications. These guidelines are not just about aesthetics; they telegraph who we are and enforce our value proposition. By adhering to these guidelines, we ensure consistency across all forms of communications, which helps build brand recognition and trust among our audience. Consistency safeguards the integrity and style of our brand, ensuring every piece of communication, from marketing materials to internal documents, reflects our core values and mission accurately.

In a world where first impressions are often lasting, our Brand Guidelines serve as the cornerstone of our brand's visual and verbal identity. They provide a cohesive framework that enables us to communicate our commitment to excellence and dedication to supporting Floridians effectively. By maintaining a unified and professional appearance, we reinforce our position as a reliable and forward-thinking organization dedicated to the economic prosperity of Florida.

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## Introduction | Positioning Statement

Our positioning statement is an internal declaration that defines the unique value proposition our brand offers. It cohesively aligns our attributes, benefits, and competitive edge, serving as a guiding framework. This statement ensures consistency in messaging and clearly conveys our purpose, promise, and positioning in the marketplace. Essentially, it answers the question: “Why should our consumers care?”

**Note:** Importantly, the positioning statement must be concise and capture the essence of our brand’s sentiment.

We are the  
launching  
point for your  
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Introduction | Vision & Mission

VISION

Florida will be the global leader for talent.

MISSION

The Florida workforce system connects employers with qualified, skilled talent and Floridians with employment and career development opportunities to achieve economic prosperity.

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Introduction | Values

Business-Driven, Continuous Improvement, Integrity, Job Seeker Support, and Purpose-Driven.

BUSINESS-DRIVEN

The power of how we help businesses runs deeper than talent recruitment. The CareerSource Florida network works alongside businesses to train talent to meet specific needs. We don't just point businesses toward a talent pool; we work with businesses to create it for them.

CONTINUOUS IMPROVEMENT

We are dedicated to reducing redundant services to maximize efficiency and exploring avenues to enhance improvement to ensure accountability.

INTEGRITY

By always seeking to bring more transparency, consistency, and accountability to the system, our work becomes more efficient and effective.

JOB SEEKER SUPPORT

The CareerSource Florida network is uniquely qualified to support Floridians with barriers to employment, who often require additional services that take longer to deliver. We also work to boost economic self-sufficiency and reduce welfare dependency for job seekers.

PURPOSE-DRIVEN

CareerSource Florida leads collaboration among the state's workforce development system, with a shared goal to accelerate employment opportunities that build economic prosperity for Floridians. We are committed to enhancing outcomes for Florida's job seekers and businesses.

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## Introduction | Brand Promise

Florida's workforce system is comprised of a dedicated team of professionals who possess an understanding of your needs. Uniquely positioned, we offer assets, expertise, and effective partnerships to deliver seamless and efficient services, demonstrate our value to all customers through results, and drive economic priorities through talent development.

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Introduction | Pillars

Our pillars represent the cornerstone of our work as a national model for workforce development and reflect our commitment today and in the future to serving Florida employers, job seekers, and workers.

COLLABORATE

We promote a culture of teamwork and open communication inside our organization and with others working toward similar goals.

INNOVATE

We encourage creative problem-solving to foster continuous improvement and address complex challenges.

LEAD

With a clear vision for success, we inspire and empower others to believe in the possibilities.

Collaborate.  
Innovate.  
Lead.



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## Logo

CareerSource Florida connects the right resources to the right people, ensuring meaningful and impactful support is the cornerstone of commitment.

The CareerSource Florida logo is the most immediate representation of our organization, our people, and our brand to our communities across Florida. It is a valuable corporate asset that must be included in all communications in the proper approved form.

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## Logo | Primary Logo

CareerSource Florida has one primary logo and 21 sub-logos with regional signatures. The primary brand, CareerSource Florida, refers to the statewide workforce system as a whole. CareerSource Florida is the brand name for the state workforce investment board as well as for the entire network.

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The only acceptable logo to use for the state brand includes the registered trademark.



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## Logo | Color Usage

The full color logo should be used when possible, preferably on a white background.

CareerSource Florida has a full color version of the logo with white text. This version should be used when the logo is placed on darker backgrounds. The white text ensures that the logo remains legible and visually appealing.

A reversed logo should be used when using a full-color logo is not an option. The reversed option should always be all white and preferably sit on top of a brand color. This applies to all printed and online materials. The reversed option is preferred over the grayscale and black options.

The all black monochrome version is versatile and can be used in situations where color printing is not feasible or when a more subdued, classic look is desired.

The logo may also appear in grayscale when color printing is not possible.



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Logo | Clear Space & Sizing

CLEAR SPACE

In all applications, the clear space around the logo should equal the height of the top arrow segment as detailed (X). Any background inside this clear space should be even and free from typography or any other graphic elements. The minimum clear space must be maintained on all sides.



SIZING

For maximum impact and clarity, the logo should be reproduced at a minimum height of 1/2 inch.



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Logo | Logo Misuse

Proper logo usage is vital to maintaining the strength and integrity of the CareerSource Florida brand. When designing materials, limit combining the logo with other graphic elements. Improper use dilutes the brand integrity.

The following are examples of how NOT to use the logo.

Do not alter the logo colors.



Do not use poor quality artwork.



Do not use special effects such as drop shadows.



Do not attempt to recreate the logo. Always use approved artwork.



Do not reproduce as a tint or transparency.



Do not distort – always maintain proper ratio.



Do not rotate logo at any angle.



Do not place the logo on backgrounds that make it illegible. Use black or white versions as needed.



## Logo | Regional Sub-Brands

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There are 21 regional sub-brands that refer to the local workforce development boards and their respective career centers. Each board's brand pairs "CareerSource" with a regional designation or identifier describing its geographic area to create its unique, aligned regional signature.

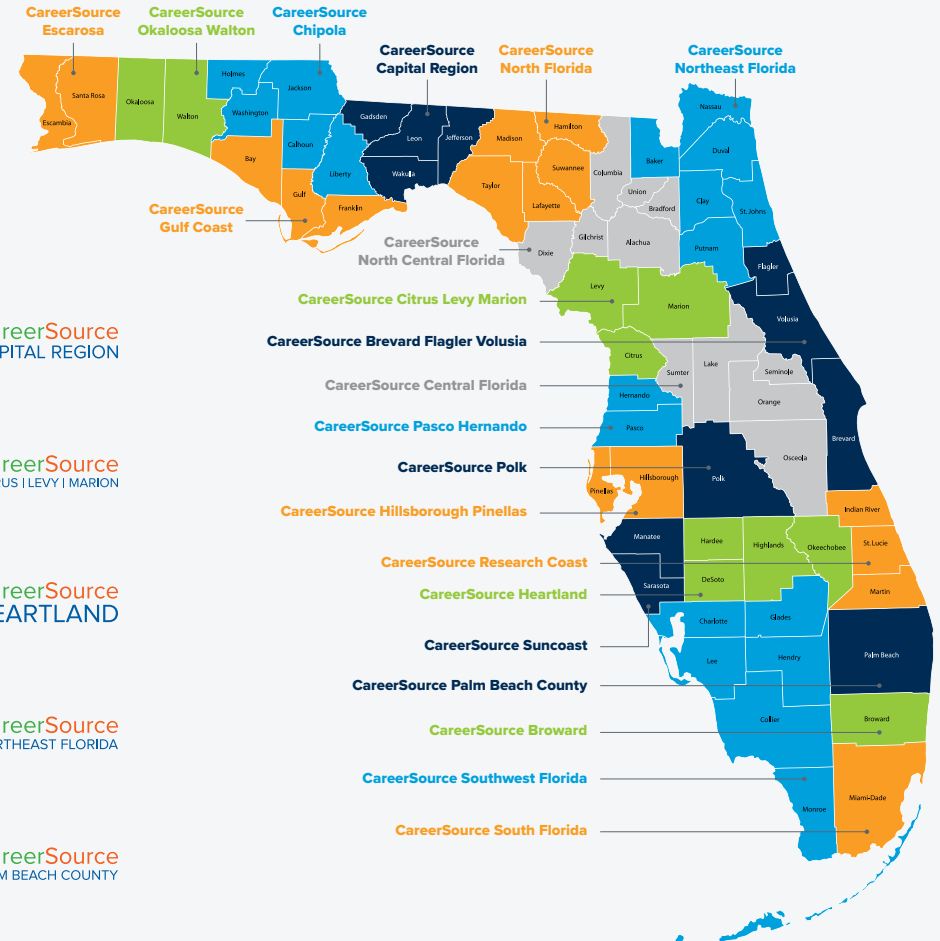


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Logo | Affiliated Sub-Brands

A local workforce development board may choose to develop a sub-brand for an affiliated product, program, service, or entity. In this case, the state or local board would create a separate name and logo for the product, program, service, or entity under the following guidelines:

- This new, separate name and/or logo cannot include “CareerSource” or “Career Source,” to maintain the strength of the master brand and regional sub-brands.
- It is suggested that boards use **one color from the primary colors** in the CareerSource Florida brand color palette **and any combination of secondary colors** (see page 18) in the new name and/or logo.
- The exact combination of the blue, green and orange primary colors that are used in the original 22 brandmarks as well as the tri-arrows graphic should not be used when creating an affiliated brand product, program, service, or entity.

Boards also may create separate and distinct brand identities for their products, services, or related entities that do not use any of the network’s brand colors. It is recommended but not required that the colors chosen be complementary of the CareerSource Florida brand color palette.

CORRECT

Affiliated logo using one primary and several secondary colors



Distinct brand, different colors (complementary colors recommended)



INCORRECT

Affiliated logo using tri-arrows brandmark



Affiliated logo using “CareerSource” in the name



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## Visual Identity

Our visual identity is the cornerstone of our brand, reflecting our values and vision through a cohesive and compelling design language. It is the visual representation of who we are and what we stand for, creating a lasting impression on our audience.



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## Visual Identity | Our Story

Imagine a modern campus where three tri-arrow buildings represent a vital hub of connection and opportunity. Each color symbolizes a distinct building where talent, employers, and resources converge to create a thriving ecosystem.

Together, these structures form a cohesive and interconnected campus, where talent, employers, and resources seamlessly connect to create a brighter future for Florida.

### Blue = Talent

Symbolizes trust, stability, and wisdom. It provides a solid foundation for job seekers to build their careers, nurturing talent and guiding them to reach their full potential.

### Green = Opportunity

Represents growth, renewal, and prosperity. This is where employers and job seekers meet to explore new possibilities and forge meaningful connections, fostering an environment where everyone can thrive.

### Orange = Innovation

A center of energy, creativity, and enthusiasm. It is where resources and ideas come together to inspire and drive progress, encouraging job seekers and employers to embrace new opportunities.

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Visual Identity | Color

Using colors in a consistent manner reinforces brand integrity. The CareerSource Florida brand has primary, secondary, and tertiary colors in its palette. It is strongly encouraged that these color palettes be used by the entire network. When developing branded materials within these color palettes, only use the color values listed here. The CareerSource Florida primary color palette is made up of bold, bright colors. The logo is the only time all three primary colors should be used together in equal value. To not overwhelm visuals with our primary colors, it is recommended that only one primary color be used predominantly when creating graphical elements or brand executions. Other secondary and tertiary colors should be used as accents.

Each primary color has a light and dark secondary color for a wider palette variation.

Tertiary colors are to be used as complementing support. They should be used sparingly, not exceeding more than 10 percent of the product’s visual weight. Tertiary colors work well as subheads, bars, buttons, or dividers.

**Note:** The color values identified in this manual were generated in InDesign CC with PMS colors in CMYK color space. These values should be used, although they may slightly vary depending upon the program in which the document is opened. All new designs should begin with these values.

PRIMARY	SECONDARY	TERTIARY
<b>PANTONE 2935 C</b> CMYK: 100, 68, 4, 0 RGB: 0, 93, 166 HEX#: 005DA6	<b>PANTONE 299 C</b> CMYK: 80, 18, 0, 0 RGB: 0, 160, 221 HEX#: 00A0DD	<b>PANTONE 297 C</b> CMYK: 52, 5, 3, 0 RGB: 110, 196, 231 HEX#: 6EC4E7
	<b>PANTONE 539 C</b> CMYK: 100, 49, 0, 70 RGB: 0, 43, 84 HEX#: 002B54	
<b>PANTONE 361 C</b> CMYK: 75, 4, 100, 0 RGB: 63, 174, 73 HEX#: 3FAE49	<b>PANTONE 375 C</b> CMYK: 46, 0, 100, 0 RGB: 150, 201, 61 HEX#: 96C93D	<b>PANTONE 3385 C</b> CMYK: 62, 0, 45, 0 RGB: 91, 193, 165 HEX#: 5BC1A5
	<b>PANTONE 336 C</b> CMYK: 90, 37, 72, 27 RGB: 0, 101, 81 HEX#: 006551	
<b>PANTONE BRIGHT ORANGE C</b> CMYK: 0, 77, 100, 0 RGB: 242, 97, 34 HEX#: F26122	<b>PANTONE 1375 C</b> CMYK: 0, 45, 96, 0 RGB: 249, 156, 37 HEX#: F99C25	<b>PANTONE 108 C</b> CMYK: 2, 11, 100, 0 RGB: 249, 156, 37 HEX#: FDD900
	<b>PANTONE 1665 C</b> CMYK: 7, 87, 100, 1 RGB: 222, 72, 38 HEX#: DE4826	

NEUTRALS				
<b>WHITE</b> CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 HEX#: FFFFFFFF	<b>PANTONE 428 C</b> CMYK: 24, 17, 16, 0 RGB: 193, 197, 201 HEX#: C1C5C9	<b>PANTONE 431 C</b> CMYK: 11, 1, 0, 64 RGB: 106, 115, 123 HEX#: 6A737B	<b>PANTONE 432 C</b> CMYK: 78, 64, 53, 44 RGB: 51, 62, 72 HEX#: 333E48	<b>BLACK</b> CMYK: 0, 0, 0, 100 RGB: 0, 0, 0 HEX#: 000000

PRIMARY  
NEUTRAL FOR  
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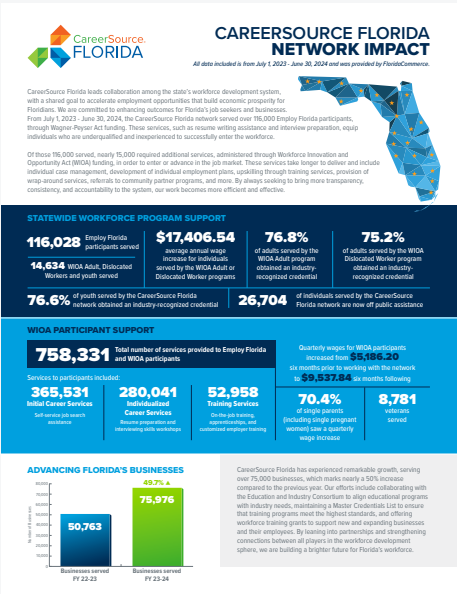
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Visual Identity | Colors in Use

While photos should be the highlight, the CareerSource Florida colors play a supportive role by enhancing the visual appeal and coherence of the design. The right color palette can complement the photos, making them pop and ensuring a harmonious overall look.

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Our brand's visual identity is defined by a carefully selected color palette that ensures consistency and recognition across all collateral. Here are some sample color palettes along with their approximate usage ratios.



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Visual Identity | Typography

Proxima Nova is our preferred brand font. The Proxima Nova family was selected because the font is fresh, modern, versatile (both in headlines and body copy), and affordable. Use Proxima Nova wherever possible.

If Proxima Nova is not available, Arial is an acceptable, no-cost alternate font.

PRIMARY FONT

Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789~!@#\$%^&\*()\_+

Thin	Regular	Semibold	Extrabold
<i>Thin Italic</i>	<i>Italic</i>	<i>Semibold Italic</i>	<i>Extrabold Italic</i>
Light	Medium	Bold	Black
<i>Light Italic</i>	<i>Medium Italic</i>	<i>Bold Italic</i>	<i>Black Italic</i>

SECONDARY FONT

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789~!@#\$%^&\*()\_+

Regular
<i>Italic</i>
Bold
<i>Bold Italic</i>

**Note:** Proxima Nova may be purchased through a number of online sites, such as myfonts.com and also available for Adobe Creative Cloud members at [fonts.adobe.com/fonts/proxima-nova](https://fonts.adobe.com/fonts/proxima-nova).



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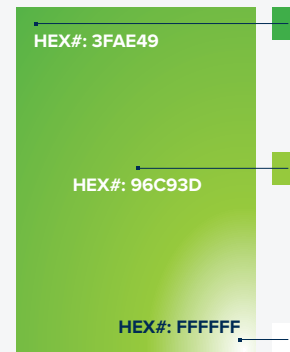
## COLOR GRADIENTS

CareerSource Florida has several secondary graphical elements to give designers a variety of design elements to work with.

Gradients typically use two similar brand colors (ie: dark and light green).

The example creative shows some instances where the gradients were used.

**Note:** Spot colors can produce unpredictable color variations and inconsistencies when blending between colors, making a gradient appear uneven or inaccurate, especially when printed on different presses; instead, using process colors (CMYK) is preferred for smooth, controlled gradients across various printing situations. RGB values should always be used for web and digital media.



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## GEOMETRIC PATTERNS

CareerSource Florida often uses geometric gem patterns or shapes for backgrounds instead of solid colors. There are two styles:

1. Geometric image within a shape.  
The example is a grayscale image of geometric shapes, set to “overlay” at 75% opacity and placed inside a rectangle that has a green gradient. Designers should use their best judgement on picking a blending mode to reproduce a close match of CareerSource Florida’s colors.
2. Gem outlines in one color, usually within a gradient shape.



This brochure example includes gems in the shape of the state of Florida. This type of graphical treatment is most often used in design where photography is either limited or does not exist.



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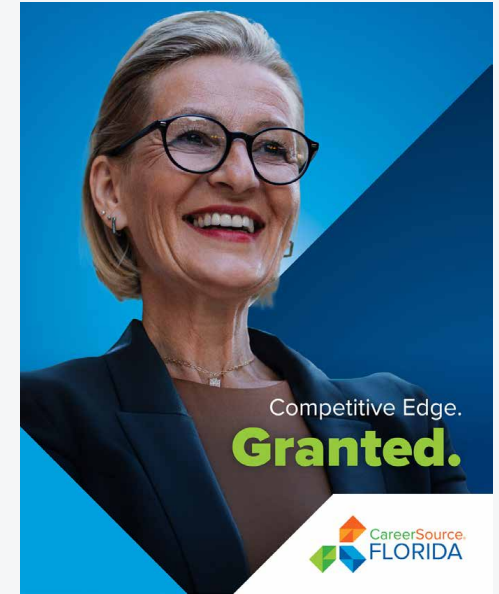
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**NOTCHES**

The notch is a 45° angular cut white box. The notch is a cut out into a dominant image and is a nod to angles created by the tri-arrow. It is often used to create a designated space for the CareerSource Florida logo or text. Examples of its usage are as follows.

**EXAMPLES****TRANSLUCENT SHAPES**

Translucent shapes are another design element used across the CareerSource Florida brand, most often as call-out boxes for headlines and important text. A translucent shape is a nice alternative to a solid block of color which could be distracting and intrude too much into the rich photography of the CareerSource Florida brand. Examples of this usage include the website, print ads, and other collateral.

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ICONS

Icons are used across a range of CareerSource Florida collateral materials to provide symbolism, conceptual clarity, and visual interest in a simple and understandable format.

Icons should be built with a balanced combination of crisp, clean linework, and subtle rounded corners to soften the forms and make them feel humanistic. All icons on a piece of collateral should feel like they came from the same family and have the same size and stroke weight.

This minimalistic style has a simple and timeless aesthetic that is refined enough to withstand the fluctuation of trends.

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Photography is one of the key elements showing the CareerSource Florida brand in real life. Its impact on design cannot be understated – great photography can elevate a design while poor photography can create a negative impression of the brand.

The CareerSource Florida brand is built on authentic storytelling, and as such, original photography is preferred to stock. Custom photography conveys a more genuine moment over stock photos and can be customized based upon specific needs (highlighting a key industry, for example). Additionally, professional photography ensures a high-quality finished product.

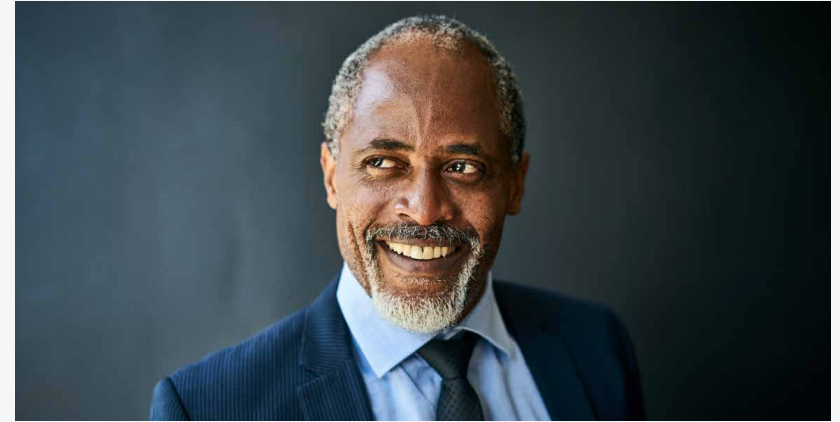
If custom professional photography is not an option, high-quality stock imagery may be used.

In very specific instances, local board staff may capture photography to be used externally. In such cases, every effort should be made to ensure the quality of images. Appropriate lighting, proper framing, and natural positioning are encouraged. Special treatments or filters should not be applied to images. Photos used on the web must be a minimum of 72 dpi resolution; all photos used in print must be a minimum of 300 dpi resolution.

When photographing a subject, take care to avoid capturing large branded logos on clothing or in the background (i.e. Nike swoosh on a hat, store name on a shirt, etc.).

It is strongly recommended that a photo release form be completed by individuals featured in custom photography.

Photography should match the personality of the CareerSource Florida brand – professional, capable, and helpful. Images should reflect positivity and include a natural background and warm lighting. The people in the images should be friendly, inviting, and optimistic.



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**ORIGINAL CUSTOM PHOTOGRAPHY**

CareerSource Florida has accumulated an expansive set of original photography. These photos can be found at [brandportal.careersourceflorida.com](https://brandportal.careersourceflorida.com).

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PHOTOGRAPHY MISUSE

The following are examples of images that do not represent the CareerSource Florida brand well and should be avoided.

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Avoid group photography where the subjects are not engaged with one another, or faces are not in view of the camera.



Avoid images that are dated, unnatural, or stereotypical.



Avoid unflattering photography.



Avoid contrived situations and theatrical facial expressions.



Avoid irrelevant subject matter and obscure imagery.



Avoid lack of dynamic lighting, or lighting that is too harsh or too dull.



Avoid images that showcase a person looking tired, angry, annoyed, unhappy, or sad.



Avoid images that are staged or commonly perceived as “stock” photos.



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## Communications

Effective communication is at the heart of our brand, enabling us to connect, engage, and inspire our audience. Through clear, consistent, and impactful messaging, we build trust and foster meaningful relationships.

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# Communications | Name Treatment

Naming conventions for the CareerSource Florida network are as follows:

- State and local board names should be formally spelled out in their entirety in all first references.
- “CareerSource” should always contain a capital “C” and capital “S.”
- “Florida” should always contain a capital “F.”
- The regional or state identifier should always accompany CareerSource; CareerSource should not be used by itself to refer to a board’s name or career center.
- No hyphens should be used in multi-county geolocators: CareerSource Brevard Flagler Volusia; CareerSource Citrus Levy Marion; CareerSource Hillsborough Pinellas; CareerSource Okaloosa Walton; CareerSource Pasco Hernando.

Website URLs and email addresses should use all lowercase letters and .com extensions only.

EXAMPLES:

[careersourceflorida.com](http://careersourceflorida.com)

[careersourceescarosa.com](http://careersourceescarosa.com)

[jsmith@careersourceflorida.com](mailto:jsmith@careersourceflorida.com)

[jsmith@careersourceescarosa.com](mailto:jsmith@careersourceescarosa.com)

Career centers should no longer be referred to as “one-stop career centers” in public information materials. They should be referred to as “career centers” or “centers.”

All career centers should use the regional brand name (e.g. CareerSource Polk). If a modifier is required for further distinction between the organization and its local offices, “career center” or “center” may be added in lowercase. If a local board has more than one career center, the city or county name or a directional modifier such as “career center north” may be used.

CORRECT	INCORRECT
<ul style="list-style-type: none"><li>• CareerSource Polk center</li><li>• CareerSource Polk career center</li><li>• CareerSource South Florida:<ul style="list-style-type: none"><li>◦ North Miami Beach center</li><li>◦ Carol City center</li></ul></li><li>• career center / center (all lowercase)</li></ul>	<ul style="list-style-type: none"><li>• CareerSource Polk Center</li><li>• CareerSource Polk Career Center</li><li>• CareerSource Polk one-stop career center</li><li>• CareerSource Carol City</li><li>• one-stop career center / one-stop center</li></ul>

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After the first use of brand names, acronyms or abbreviations may be used sparingly as follows:

Full Name	Abbreviation
<b>CareerSource Florida</b>	<b>CSF</b>
CareerSource Escarosa	CSE
CareerSource Okaloosa Walton	CSOW
CareerSource Chipola	CSC
CareerSource Gulf Coast	CSGC
CareerSource Capital Region	CSCR
CareerSource North Florida	CSNF
CareerSource Brevard Flagler Volusia	CSBFV
CareerSource Northeast Florida	CSNEFL
CareerSource North Central Florida	CSNCFL
CareerSource Citrus Levy Marion	CSCLM
CareerSource Central Florida	CSCF
CareerSource Hillsborough Pinellas	CSHP
CareerSource Pasco Hernando	CSPH
CareerSource Polk	CSP
CareerSource Suncoast	CSS
CareerSource Heartland	CSH
CareerSource Research Coast	CSRC
CareerSource Palm Beach County	CSPBC
CareerSource Broward	CSBD
CareerSource South Florida	CSSF
CareerSource Southwest Florida	CSSWF

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Communications | Equal Employment Opportunity

EQUAL EMPLOYMENT OPPORTUNITY LANGUAGE

All programs and activities funded by the Workforce Innovation & Opportunity ACT (WIOA) are required to use the Equal Employment Opportunity tagline below, typically at the end of a public information item, in print or electronic form. Brochures, fliers, forms, publications, websites, media messages such as news releases, and advertisements or other materials distributed to the public as information on any program or activity that is funded by WIOA should state the following:

**An equal opportunity employer/program.  
Auxiliary aids and services are available  
upon request to individuals with disabilities.  
All voice telephone numbers on this  
document may be reached by persons using  
TTY/TDD equipment via the Florida Relay  
Service at 711.**

(The TTY/TDD language should appear when a telephone number is included in the material. More information is available in the Code of Federal Regulations, 29 CFR § 37.34.)



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Equal

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**AMERICAN JOB CENTER LANGUAGE**

All marketing and communications materials must include the common identifier “a proud partner of the American Job Center network.” In the case of digital communications such as a social media post, a link to the website where the language is clearly visible is required.

For more information, please visit [FloridaCommerce’s website](#).

The American Job Center logos can be downloaded from [here](#).

A proud partner of  

 American**Job**Center  
 network

A proud partner of the  American**Job**Center network

A proud partner of  

 American**Job**Center  
 network

A proud partner of the  American**Job**Center network

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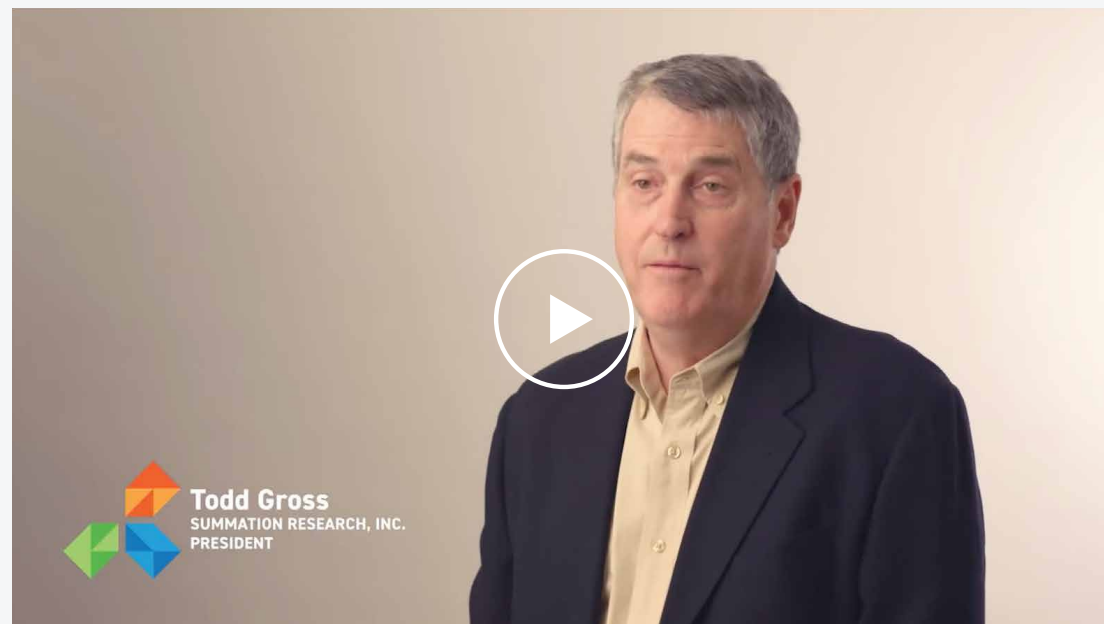
Center

**Testimonials**

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One of the best ways to authentically convey the impact of the CareerSource Florida network is by showcasing the stories of actual customers. Consider how you can include more business and job seeker testimonials in your branded materials and outreach.

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Our work samples showcase the creativity, innovation, and excellence that define our brand. They are a testament to our commitment to delivering high-quality, impactful solutions that meet the needs of our clients and stakeholders.

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Applications | Print

BUSINESS CARDS

The following business card options are recommended. The back of cards can be used for the URL, an appointment notice or left blank.

STANDARD FRONT WITH BACK-OF-CARD OPTIONS (DOUBLE SIDED)



FRONT WITH INCORPORATED WEB ADDRESS (SINGLE SIDED)



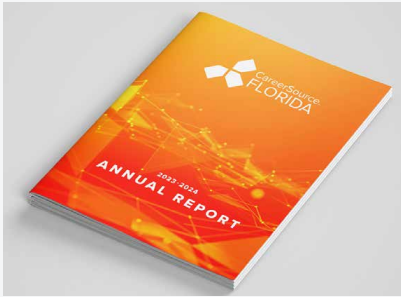
ADDITIONAL BACK-OF-CARD OPTIONS



PRINT COLLATERAL

The following are some examples of recently printed materials.

ANNUAL REPORT



OVERSIZED RACK CARD



ADVERTORIAL



EASEL SIGN



MAGAZINE AD



POCKET FOLDER



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Applications | Online / Websites

The following guidelines identify elements including logos, fonts, and color palettes that should be consistently incorporated across all CareerSource Florida network websites and online assets. These standards, as outlined below, are intended to ensure a unified look, feel, and experience for businesses, job seekers, and workforce partners, aiding customers’ ease of recognition and access to employment and training resources.

GENERAL

Primary URLs and email addresses should include .com extensions. It is recommended that other common extensions such as .net and .org be purchased and pointed to the primary .com address. URLs and email addresses must always appear in lowercase.

WEBSITES SHOULD BE RESPONSIVE

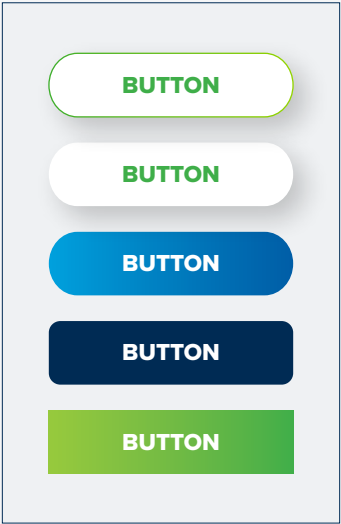
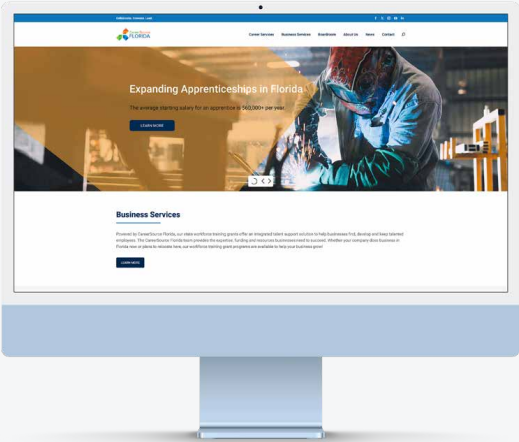
All content should be legible and accessible on each screen size (desktop, mobile, tablet). To ensure a website is responsive, use a fluid grid layout, implement CSS media queries to adjust design based on screen size, optimize images for different devices, define breakpoints for layout changes, test on various devices, and prioritize a mobile-first approach to design, ensuring the site adapts seamlessly across all screen sizes and devices.

CONSISTENT BRANDING

Prominently feature primary brand colors and adhere to the brandmark, symbol, color palette, typography, and photography specifications outlined in this manual to reinforce value proposition, aesthetics, and tone.

BUTTON SHAPES

Buttons should have color contrast from their background and appear clickable. For consistency, no more than two button shapes should be used on a web property — for example, only oval, or rectangles. Color fill, outlines and shadows can provide variety.



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## INTUITIVE NAVIGATION

- Either the statewide CareerSource Florida logo or local board logos at the top left of the header globally on the site, linked to the homepage of the site.
- Use horizontally oriented main menus.
- Use clear, consistent language in site navigation menu to guide audiences to core content.
- Recommended core navigation:
  - Job Seekers
  - Businesses
  - About
  - Board
  - Contact

## FOOTER REQUIREMENTS

- The CareerSource Florida logo should appear in the footer of the home page for local board sites and be hyperlinked to [careersourceflorida.com](http://careersourceflorida.com).
- The “a proud partner of the American Job Center network” logo should appear in the footer.
- Include: **An equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. All voice telephone numbers on this website may be reached by persons using TTY/TDD equipment via the Florida Relay Service at 711. This website and the programs listed are partially or fully funded using federal grant funds.**
- Social media icons and other opportunities for customers to connect to news and services should be prominently featured in the footer.

## CONTENT

- **Website content** should incorporate brand values, pillars, and other elements outlined on page 2 - 28 to ensure consistency of voice and tone. Copy should be focused and brief.
- All sites should have distinct sections for employers and job seekers that are accessible on all pages.
- **When creating content for your website, remember to help users find core content in as few clicks as possible.**
- **Calls to action:**
  - Use detailed, actionable calls to action to increase click-thru rates.
  - Links should be visibly different than other non-clickable content.
  - External links should open in a new tab/window.
- **Home page content recommendations/considerations:**
  - A place to highlight core initiatives, such as veterans outreach, youth services, apprenticeships, etc.
  - Call outs for job seekers and employers.
  - Upcoming events with a way to register.
  - Recent news.
  - Partner logos.
- **Search Engine Optimization (SEO):** Maintain a Sitemap, and make sure to set a meta title and description for all indexed pages on your website.
- **Photography:** Professional photography should be taken of real employees representing local boards across the state whenever possible; stock photography should only be used when this option is not available. See more about photos on pages 26 - 28.
- The [employflorida.com](http://employflorida.com) logo may be used at each board’s discretion to guide job seekers and employers to Florida’s online job-matching tool; however, all other “Employ Florida member” and other Employ Florida-related logos and language should NOT be used.

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# Applications | Accessibility

## ADA COMPLIANCE

To ensure the CareerSource Florida brand is accessible to a wide variety of audiences online, websites should accommodate individuals with disabilities. The Americans with Disabilities Act (ADA) provides for public accommodation online. Only websites are subject to ADA, but its guidelines are widely accepted as best practices for other digital assets. All websites should comply with [Americans with Disabilities Act](#) requirements.

Learn more about accessibility standards from authorities like the [W3 Web Accessibility Initiative](#).

- **Provide Good Contrast:**  
Be especially careful with shades of orange, yellow, and light gray. Check your contrast levels with this [color contrast checker](#).
- **Use Adequate Font Size:**  
Small text is difficult for all users to see. Ensure text is optimally readable.
- **Make Sure Links are Recognizable:**  
Distinguish [links](#) from body text using more than just color (e.g., underline).
- **Design a “Skip to Main Content” Link:**  
A keyboard accessible [link for users to skip navigation](#) should be at the top of the page.
- **Ensure Link Text Makes Sense on Its Own:**  
Avoid “Click Here” or other ambiguous [link text](#) such as “More” or “Continue.”
- **Use Animation, Video, and Audio Carefully:**  
Provide play/pause buttons. Avoid distracting movement.
- **Don’t Convey Content Using Only Color:**  
Users may override or may not be able to see differences between colors.
- **Design Accessible Form Controls:**  
Ensure [form controls](#) have descriptive labels, instructions, and error messages.
- **Use Alt Text:**  
Provide alt text for images to allow screen reading programs to describe images to visually impaired individuals. When text is overlayed on an image, be sure to include that text in alt text.



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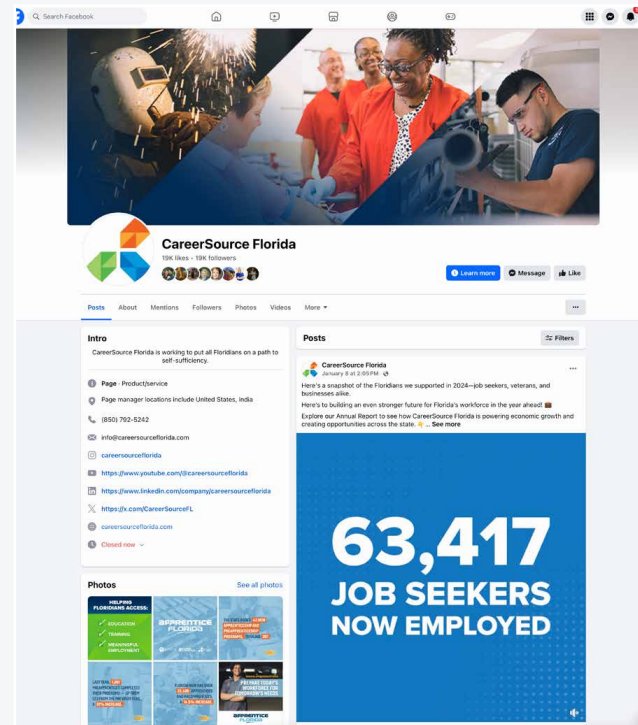
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Each board's social media profile should reflect its entire CareerSource Florida brand name in the proper case and style (e.g., "CareerSource Broward" or "CareerSource Okaloosa Walton"). Handles or usernames separate from the actual account name (e.g., X handles) must include "CareerSource" spelled out whenever possible, with geolocators abbreviated as necessary. When there are character count limitations on handles or usernames and the abbreviated geocator is not deemed to be easily recognized by the public, boards may opt to abbreviate "CareerSource" and spell out the geocator.

**FOR EXAMPLE:**

- Since "FL" is widely recognized as an abbreviation for "Florida," CareerSource Florida's X handle should be "CareerSourceFL."
- However, since "ES" is not a widely recognized abbreviation for "Escarosa," CareerSource Escarosa may opt to use "CSEscarosa" as its X handle.

Social media profile photos should reflect only the tri-arrows. Background designs and cover photos should align with brand standards, but are left to each board's discretion. Double check the cover photo in preview and ensure that no essential part of the image is getting cut off.





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The following are examples of sub-campaigns that have been developed for the CareerSource Florida network.



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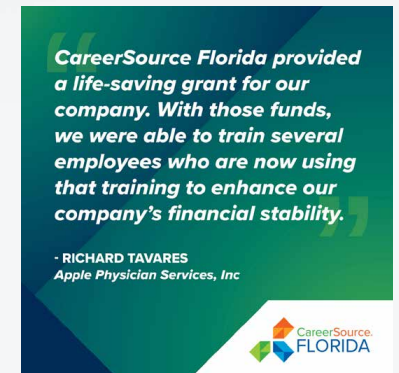
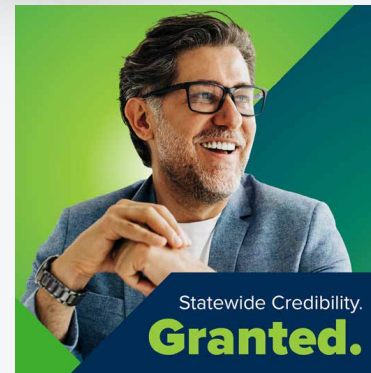
**Campaigns**

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Additional campaign example:





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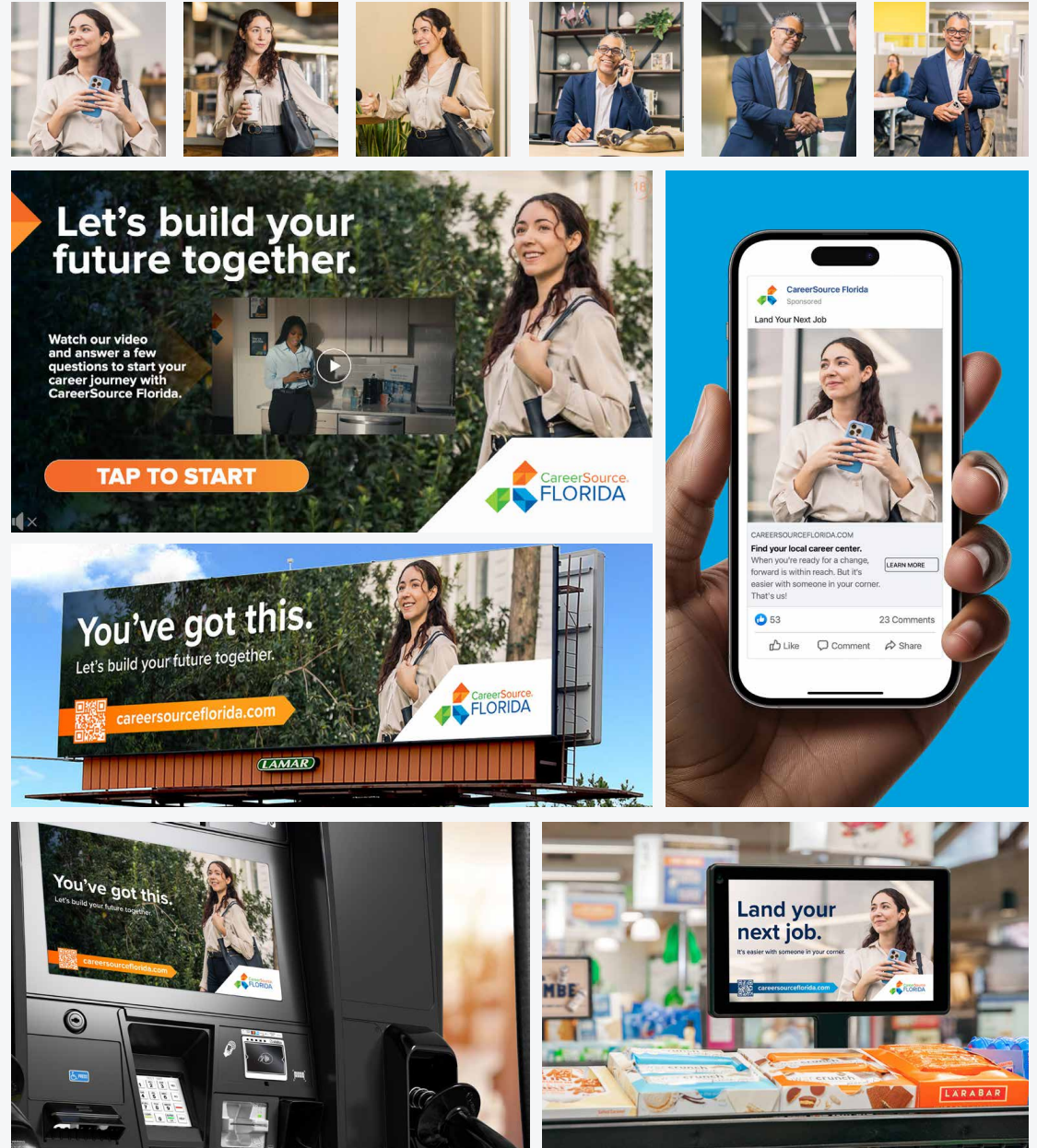
**Campaigns**

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Additional campaign example:



## Applications | Templates

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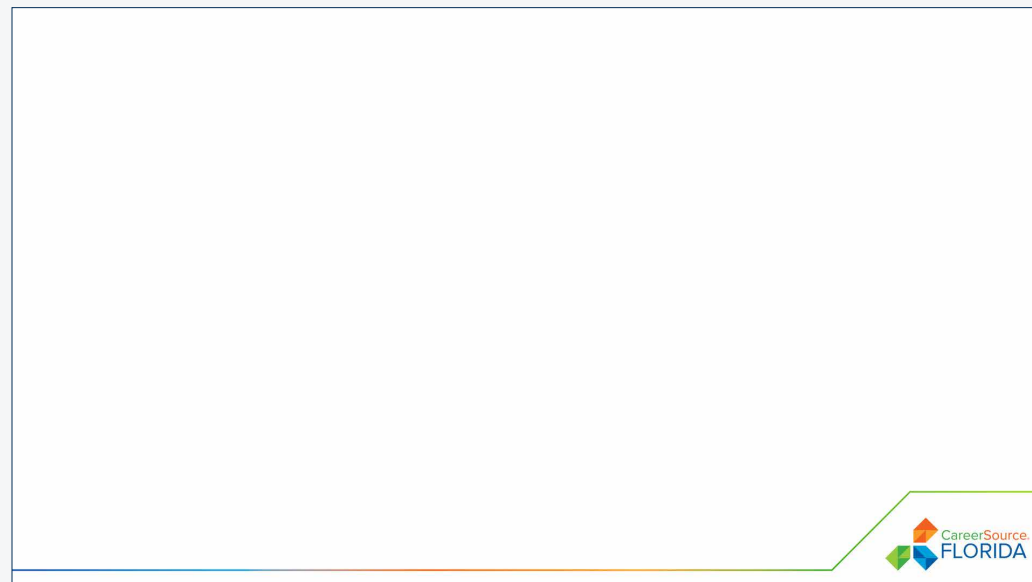
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### Templates

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The following PowerPoint templates, available on the CareerSource Florida Brand Portal, are recommended to help ensure a unified look, feel, and experience across the CareerSource Florida network.



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# Applications | Promotional

## OUTREACH ITEMS

Outreach to inform employers and job seekers of the availability of services through local workforce boards is an allowable use of funds as advertising and public relations cost if authorized by the Florida Department of Commerce.

Any outreach/informational items purchased for distribution as giveaways must be intended for businesses and community partners in the context of doing business with the regional workforce board, or for job seeker customers as part of program recruitment, participation, or follow-up.

Items for public outreach such as pens, flash drives, and pads must include a description communicating access to, availability, and/or benefit of services. At a minimum, a short phrase or tagline related to programs and services is acceptable such as: “Need Help Finding Qualified Workers?” or “Employment and Training Services.”

More specific details about informational and outreach item requirements is available from the [Florida Department of Commerce](#).

**Note:** An exception to the logo and clear space requirements may be made for select materials with limited surface space. Boards should use discretion to ensure brand-appropriate designs.

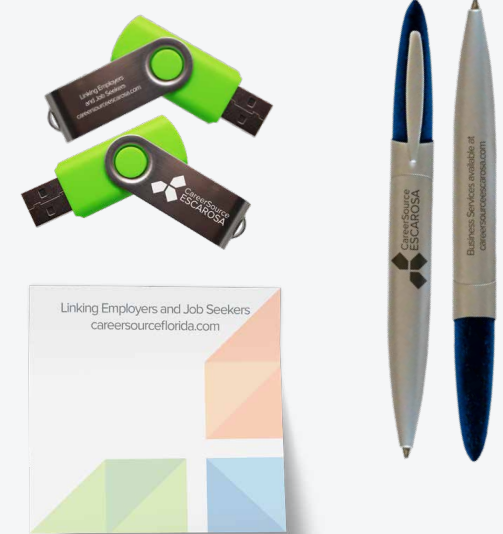


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APPAREL

If ordering branded apparel, the colors, fonts, and size guidelines in this manual must be followed. A full-color logo may be embroidered (preferred) or screen-printed on white, gray, black, khaki, or blue denim apparel, including polo shirts, button-down shirts, and hats. A reversed (all white) logo may be used on solid color apparel.

**CORRECT**

			
Full color on white	Reversed white on gray	Full color with white text on black	Full color with white text on denim

**INCORRECT**

	
Full color logo on busy background	Full color on similar logo color

VENDOR OPTIONS

Boards may work with any vendor they choose. Lands' End is one apparel vendor that CareerSource Florida has worked with to determine the brand compliant thread colors for the CareerSource Florida brandmarks. If you choose to order from Lands' End, the thread color values listed here should be used.

Local workforce development boards may contact the CareerSource Florida communications team for additional help in selecting thread colors from any apparel vendor.

- 1. Light Apple Green (1248)
- 2. Dark Apple Green (1249)
- 3. Medium Blue (1029)
- 4. Tile Blue (1177)
- 5. Honey Dew (1951)
- 6. Burnt Orange (1021)



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## Message House

The message house is a structured framework for delivering our key messages. It ensures our communications are aligned, coherent, and resonate with our audience, reinforcing our brand's core values and objectives.

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    Florida's Workforce System

    Supporting Key Messages

The following was developed to ensure consistency of commonly used words and phrases, especially for development of messaging outside of this message house.

CAREERSOURCE FLORIDA

- Governor-designated organization
- Oversight
- Policy direction
- Transparency, consistency, and accountability
- Committed to building economic prosperity for all Floridians
- Business-led Board of Directors and team
- Collaborative partners with state and education leaders
- Responsible for understanding industry needs
- Drive vision and ensure alignment of workforce development system

JOB SEEKERS

- Economic self-sufficiency
- Barriers to employment
- Wraparound services
- Additional support to enter or advance in the job market
- Career exploration, training, job search support, local help, and resources
- Access to employment opportunities
- Reduce welfare dependency and increase wages
- Priority of service for eligible veterans and their spouses
- Find a meaningful career path

BUSINESSES

- Expanding the labor force/talent pool
- Diversifying Florida's economy
- Data-driven understanding of talent needs
- More than a recruitment firm
- Training grants
- Recruit, hire, train, and retain
- Partners with business/industry
- Support talent development
- Agile and adaptable network to meet evolving talent needs
- Work-based learning opportunities



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**Message House**Word/Phrase  
Bank**Summary**Florida's  
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Messages

## Message House | Summary

Working to help Floridians find their path to self-sufficiency is more than a moral imperative; it is a strategic investment in Florida's future. At CareerSource Florida, we equip local workforce development boards with policy guidance and resources so they can support businesses and job seekers on a journey toward economic empowerment. As directed by our business-led Board of Directors appointed by the governor, we work in partnership with the state agencies and educational institutions that make up Florida's workforce development system. By always seeking to bring more transparency, consistency, and accountability to the system, our work becomes more efficient and effective.

# Message House | Florida's Workforce System

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## Florida's Workforce System

Supporting Key Messages

## WHO WE ARE

- Board of Directors appointed by the Governor.
- CareerSource Florida team.

- CareerSource Florida.
- 21 local workforce development boards, in service to local elected officials.
- FloridaCommerce (state workforce agency).

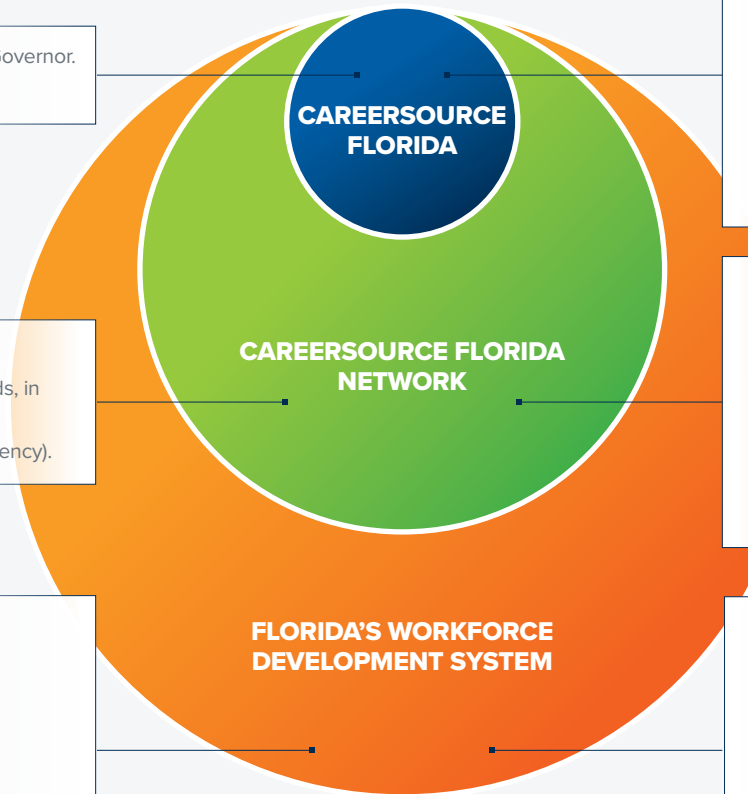
- CareerSource Florida network.
- State partners, including:
  - Department of Education
  - Division of Blind Services
  - Vocational Rehabilitation
  - Department of Elder Affairs
  - Florida Department of Children and Families

## WHAT WE DO

- Provide oversight, funding, and policy direction for talent development programs & local workforce development boards.
- Drive vision and ensure alignment of Florida's workforce development system.
- Evaluate and address industry needs, including appointing and overseeing Credentials Review Committee.

- Help workforce acquire skills for employment.
- Reduce welfare dependency and increase economic self-sufficiency.
- Coordinate local workforce development initiatives and ensure alignment with industry.
- Help businesses find qualified workers.
- Provide technical assistance and administrative and financial oversight (FloridaCommerce).

- Develop a comprehensive education, employment, and training ecosystem.
- Expand Florida's labor force to meet employer demand while identifying and addressing barriers.
- Coordinate programming to improve outcomes and accountability.
- Engage with business and education stakeholders to build talent pipelines that support diversifying industry sectors.



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- CareerSource Florida leads collaboration among the state's workforce development system, with a shared goal to accelerate employment opportunities that build economic prosperity for Floridians. We are committed to enhancing outcomes for Florida's job seekers and businesses.
- CareerSource Florida is the Governor's designated organization responsible for workforce policy and investment. Although we are just one component of the broader workforce network, our impact is significant. We facilitate access to education, training, and meaningful employment for job seekers, while also aiding businesses in identifying, developing and retaining employees through high-impact support.
- Governor Ron DeSantis set an ambitious goal for Florida to be the number one state in the nation for workforce education by 2030 – a goal the state accomplished years ahead of schedule thanks to the efforts of CareerSource Florida and our partners. This achievement now continues to shape our ongoing work, driving us to ensure all Floridians continue to have access to world-class workforce training and education opportunities.
- At our core, we work collaboratively with business, education, and government partners to solve workforce challenges and enhance system delivery.
- We are dedicated to reducing redundant services to maximize efficiency and exploring avenues to enhance improvement to ensure accountability.
- We strive to provide services that are consistent and easy to navigate.
- The CareerSource Florida network is uniquely qualified to support Floridians with barriers to employment, who often require additional services that take longer to deliver. We also work to reduce welfare and boost economic self-sufficiency for job seekers.
- The power of how we help businesses runs deeper than talent recruitment. The CareerSource Florida network works alongside businesses to train talent to meet specific needs. We don't just point businesses toward a talent pool; we work with businesses to create it for them.
- One way we provide qualified talent for businesses is by expanding the labor force. We meaningfully equip individuals who are underqualified and inexperienced to enter the workforce, and we prepare the underemployed for higher-wage career paths.
- CareerSource Florida is tasked with understanding talent needs of Florida's industries. We appoint the Credentials Review Committee, which identifies the most in-demand credentials for inclusion in a Master Credentials List for the State Board of Education. The list directs the use of federal and state funds for workforce education and training programs.
- One of Florida's goals is to diversify industry sectors. We support that goal by helping build skilled talent pipelines that will enhance Florida's productivity and competitiveness.
- In 2023-2024, the CareerSource Florida network provided 758,331 services to job seekers.

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## KEY MESSAGES FOR JOB SEEKERS WITH BARRIERS TO EMPLOYMENT

- Individuals with barriers to employment often require additional support to enter or advance in the job market — services that include individual case management, development of individual employment plans, upskilling through training, provision of wraparound services, referrals to community partner programs, and more.
- Common barriers to employment include not having a diploma or training, limited English proficiency, disability, needing childcare assistance, transportation, age, dependency on public assistance, ex-offenders, military veterans, housing issues, and more.
- The CareerSource Florida network can help those who need it most reduce welfare dependency and increase their wages. Last year (2023-2024), quarterly wages for some of Florida's most vulnerable residents increased from \$5,186.20 six months prior to working with the network to \$9,537.84 six months following.
- Of single parents served last year, 70.4% saw a quarterly wage increase.
- Of youth served last year, 76.6% obtained an industry-recognized credential.
- The network served 8,781 veterans last year.
- Eligible veterans and their spouses receive priority of service for all resources related to employment, training, and placement, and each local workforce development board has a dedicated veteran's services provider.
- The nearly 15,000 individuals with barriers to employment served by the CareerSource Florida network earned 5,479 credentials that lead to in-demand, mid- to high-wage occupations.
- Of the individuals served by the CareerSource Florida network in the 2023-2024 fiscal year, 28,840 are no longer welfare dependent.

## KEY MESSAGES FOR ALL JOB SEEKERS

- The CareerSource Florida network provides career exploration, training, job search support, local help, and resources to help job seekers who are ready to embrace new opportunities.
- The CareerSource Florida network supports Floridians who need new skills or help finding a meaningful career path through training referrals, career counseling, job listings, and other employment-related services.
- As Florida grows and diversifies its economy, new career opportunities are emerging in industries including manufacturing; aviation and aerospace; semiconductors and broadband; financial services; healthcare; information technology; life sciences; and logistics distribution. Experts in the CareerSource Florida network have a deep data-driven understanding of job opportunities in each region by industry, including careers with mid- to high-wage earning potential.
- The network served nearly 64,000 job seekers last year.

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## KEY MESSAGES FOR BUSINESSES

- The CareerSource Florida network helps employers of all sizes recruit, hire, train, and retain employees. Based on a company's specific needs, Florida's local workforce development boards provide guidance through every step of the hiring process at no cost.
- Amid a tight labor market and exceptionally low unemployment, the CareerSource Florida network serves businesses struggling to find and retain talent. Last year, the network served 75,976 businesses.
- CareerSource Florida offers training grants for new and expanding businesses, that provide workers with topnotch skills to stay competitive. Through the Quick Response Training program, new businesses or those relocating to or expanding in Florida may be eligible for grant dollars to help pay for training new employees. Through the Incumbent Worker Training program, small businesses may be eligible for a reimbursement of up to 75 percent of training costs.
- The CareerSource Florida network fosters collaboration with industry leaders and educators to position Florida's workforce system to meet the needs of our future, ensuring the network remains agile, adaptable, and relevant in the face of dynamic economic landscapes.
- The CareerSource Florida network also uses its unique platform to raise awareness among business leaders about the pivotal role they play in expanding their talent pool through work-based learning opportunities supported by CareerSource Florida.
- When unemployment is low, CareerSource Florida helps enterprising businesses custom create the talent they need.
- Hiring Floridians overcoming barriers to employment can lead to higher retention, improved company culture, a broader customer base, and, in some cases, opens the door for training grants and financial incentives such as tax benefits.

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# Message House | Supporting Key Messages

## KEY MESSAGES FOR ADVANCING FLORIDA'S WORKFORCE SYSTEM

- The Florida Workforce System Transformation Plan was a comprehensive initiative aimed at streamlining and modernizing the state's workforce system.
- It marked the first effort to modernize Florida's workforce system in nearly 30 years.
- Now, we are building on this momentum and continuing our commitment to collaborating and effectively using our resources.
- The next evolution of this plan is called **Advancing Florida's Workforce System**. We entered this phase on July 1, 2024, after successfully transitioning from 24 to 21 local workforce development boards.
- Advancing Florida's Workforce System has three key components: ongoing support for the newly consolidated local workforce development boards, ongoing system-wide improvements, and regional planning.

### *About ongoing support:*

- CareerSource Florida is committed to offering continuous guidance to the newly consolidated local workforce development boards.
- This support includes providing policy guidance and resources to ensure the continuation of a smooth transition and effective operation.
- CareerSource Florida will continue to engage with local boards and elected officials to provide support and guidance throughout the operational transition period.
- This engagement is part of a broader effort to create a more efficient, customer-focused workforce system that helps all Floridians achieve their career goals.

### *About system-wide improvements:*

- Significant improvements in policies, processes, technology, and tools have already been made in alignment with the workforce system's commitment to continuous improvement, but more work remains.
- System-wide improvements will enhance consistency and coordination between local workforce development boards and state workforce partners, including CareerSource Florida, the Florida Department of Commerce, and the Florida Department of Education.
- Consistency system-wide will help streamline experiences for job seekers, workers, and businesses, allowing a more agile workforce system to better adapt to changing marketplace and consumer expectations.
- Through collaboration, alignment, consolidation, and continuous improvement, the CareerSource Florida network will create a more efficient, customer-focused workforce system that helps all Floridians achieve more than they ever expected.

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About regional planning:

- The REACH Act focuses on creating a system-wide approach to service delivery across multiple state agencies and partners. Regional planning is a crucial part of this approach, as it supports local economies by fostering collaboration and planning at the regional level.
- Through regional planning, we will further promote workforce system alignment with education and economic development and optimize opportunities for regional economic growth.
- The goal of regional planning is to develop, align, and integrate strategies and resources to support regional economic growth.
- The Workforce Innovation and Opportunity Act encourages the development of regional plans to align workforce development activities and resources with larger regional economic development areas and available resources to provide coordinated and efficient services to both job seekers and employers.
- In March 2024, two Regional Planning Areas were approved by Governor DeSantis:
  - CareerSource Escarosa, CareerSource Okaloosa Walton, CareerSource Gulf Coast and CareerSource Chipola
  - CareerSource Research Coast and CareerSource Palm Beach County
- Five additional Regional Planning Areas will be developed by June 2025 to include a minimum of two contiguous local workforce development areas, ensuring increased collaboration and productivity.





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