BRAND
GUIDELINES

CC YouthWorks

Welcome!

At YouthWorks, we believe in empowering the next generation of leaders by providing meaningful work experiences for young people ages 14-25. This toolkit is designed to help you, our partners and supporters, align with the YouthWorks mission and effectively communicate the impact of the program across all channels.

Whether you're creating flyers, social media posts, or community outreach materials, this toolkit offers the resources you need to represent YouthWorks in a consistent, engaging, and inspiring way.

Inside, you'll find everything from our visual identity guidelines to messaging strategies that highlight the value of YouthWorks in preparing young people for successful careers. This tool kit also aligns with the Brand Story of Commonwealth Corporation. To learn more about the CommCorp Brand, please click <u>here</u>.

Together, we can amplify the message that every young person deserves the opportunity to build skills, gain experience, and contribute to their community through meaningful work. Thank you for being part of the YouthWorks community!

VISUAL IDENTITY

YouthWorks

Use this logo as a primary tool! Use in any documentation to represent the program solely.

YouthWorks

Program logo in white: This logo can be used on a dark or colorful background.

LOGO

CC YouthWorks

← Use this logo on swag and printed material

Program Logo with CC Submark Logo:
Use this logo anywhere you want to represent the CommCorp and program relationship but have less space to do so.

Logos are located in the YouthWorks Help Center Portal

OLD LOGOS
MUST BE
DISCONTINUED
AT THIS TIME

YouthWorks
WORK LEARN THRIVE

YouthWorks
WORK LEARN THRIVE
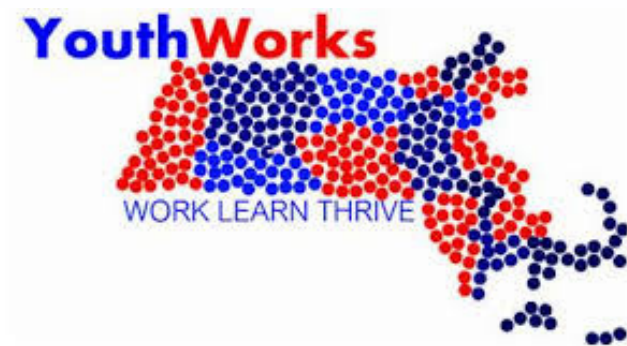
COLOR PALETTE

We use classic purple, white, orange and Bright blue for our primary colors, playfully contrasted by a lineup of cool and warm tones that make up our supporting colors. We enjoy using visually pleasing gradients that feature our supporting colors to add fun and life to our content.

Primary Colors

CMYK: 64 / 41 / 0 / 0

RGB: 92 / 151 / 255

Hex #: 5C97FF

CMYK: 19 / 24 / 0 / 69

RGB: 31 / 20 / 80

Hex #: 1F1450

CMYK: 33 / 38 / 0 / 42

RGB: 64 / 51 / 147

Hex #: 403393

CMYK: 75 / 14 / 0 / 0

RGB: 62 / 219 / 254

Hex #: 3EDBFE

CMYK: 0 / 0 / 0 / 0

RGB: 255 / 255 / 255

Hex #: FFFFFF

CC Light Blue   **Dark Purple**   **CC Purple**   **Bright Blue**   **White**

Supporting Colors & Print Colors

CMYK: 0 / 44 / 80 / 4

RGB: 244 / 132 / 41

Hex #: F48429

Orange

Fonts & Typography

Karla Font

The Commonwealth Corporation font is Karla. Its the heart of the CommCorp identity and is the foundation for all CommCorp branding. Clean, distinctive and legible.

Aa

GRAPHICS & FLYERS

When using our logo, it is essential to maintain its integrity and consistent representation. Please ensure that the logo is not altered in any way, including resizing without proportional scaling, changing colors, or modifying the design. Always use the approved versions provided in our brand kit. The logo should be placed with sufficient clear space around it to avoid visual clutter, and it should not be combined with any other logos or elements that could compromise its visibility or clarity. For any specific usage or questions, please contact our team to ensure proper adherence to these guidelines.

NEW BEDFORD
TEENS SUMMER JOBS

CC YouthWorks BLUE INC LLC

CC YouthWorks

Young Adults
CAREER
Trainings & Job Placement

JOIN US TO LEARN MORE
Tuesday, October 20th at 5pm
Apple Orchards Center, 3rd floor
44 Oak Road, Riverside, MA

782.209.8723

MASSHIRE

SWAG

Get ready to represent and celebrate the YouthWorks spirit with our exclusive swag collection! Our YouthWorks Swag is designed to embody the energy, creativity, and ambition of young people embarking on their professional journeys. Tee-shirts, mugs, keychain and water bottles are some of the popular items to market the program.

For program swag, please place CC YouthWorks Logo on the front and on the back place the CC/YouthWorks logo and tagline. Let take a look at some samples.

All YouthWorks program swag must have the CC/YouthWorks Logo displayed.

MOCKUP
Tee-Shirts / Hoodies

Logo Placement for Front of Tee-Shirt/Hoodie: Please place the CC YouthWorks Logo centered on the front of the tee-shirt.

CommCorp/YouthWorks Logo Placement for back: Please place your logo centered on the back of the tee-shirt.

Add the YouthWorks tagline at the top and the commcorp website address at the bottom.
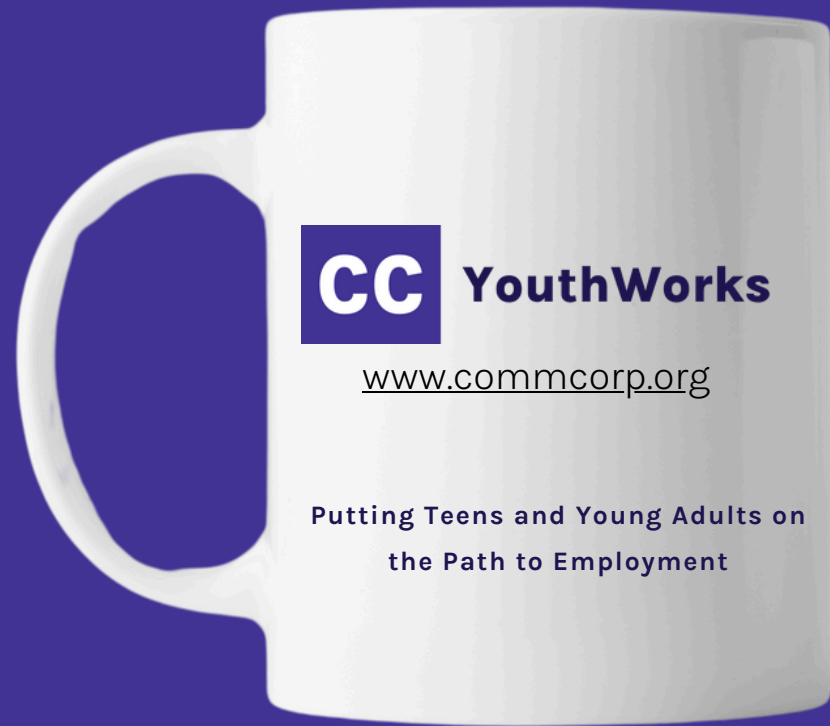
Front

Back

Front

Back

MOCKUP

Water Bottles/ Mugs

Two Design Options

CC YouthWorks
www.commcorp.org

Putting Teens and Young Adults on the Path to Employment

Front

MASSHIRE
HOLYOKE CAREER CENTER

Back

Place Your Logo Here

Place Your Logo Here

CC YouthWorks
www.commcorp.org

Putting Teens and Young Adults on the Path to Employment

CC YouthWorks
www.commcorp.org

MOCKUP

Pens & Key Chains

Place Your Logo Here

CC YouthWorks
www.commcorp.org

Add Your Logo

Front

CC **YouthWorks**
www.commcorp.org

Back

MOCKUP

Tote Bags

PRINTING COMPANIES

Feel free to use a printing company in your area. Here is a list of national printing companies.

Custom Ink

Vista Print

4imprint

BRAND ELEMENTS

YOUTHWORKS TAG LINE

Putting Teens and Young Adults on the Path to Employment

PROGRAM MESSAGING

We appreciate your partnership and support of YouthWorks. Please note that our program participants are officially referred to as "participants" rather than "interns" to accurately reflect the nature of their involvement.

Thank you for helping us maintain this important distinction.

CONTACT US

CC YouthWorks

We'd love to hear your thoughts and answer any questions you may have about the information provided.

Please submit any questions to: Kathryn Kirby-English at kkirby@commcorp.org