

City of Los Angeles Economic & Workforce
Development Department (EWDD)

Style Guide



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Last Revised 7/2025

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This guide is designed to be used as a resource, for both internal EWDD staff, and external contractors/service providers. The City of Los Angeles Economic and Workforce Development Department (EWDD) Style Guide outlines the department's graphics requirements for marketing materials (i.e. flyers, Eventbrite notices, etc.) that are created to advertise the City's WorkSource, YouthSource, BusinessSource, and other EWDD Programs services that will be distributed to the general public. The Style Guide also provides examples of success stories highlighting the services provided by EWDD and our partner agencies, to be utilized in EWDD social media, website postings, and for inclusion in the General Manager's monthly newsletter to the Mayor's Office.

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Department Branding Colors

Use the shades of blue and green as the primary colors. If needed, use orange and yellow tones as secondary color options. These colors have been selected based on the department's logos.



CMYK CODE:

C: 65%
M: 21%
Y: 100%
K: 4%
#689940



CMYK CODE:

C: 63%
M: 6%
Y: 100%
K: 0%
#6eb43f



CMYK CODE:

C: 40%
M: 2%
Y: 100%
K: 0%
#a6c939



CMYK CODE:

C: 96%
M: 37%
Y: 0%
K: 62%
#043c60



CMYK CODE:

C: 67%
M: 25%
Y: 0%
K: 35%
#377ca5



CMYK CODE:

C: 64%
M: 28%
Y: 0%
K: 7%
#55acee



CMYK CODE:

C: 0%
M: 31%
Y: 93%
K: 15%
#d89410



CMYK CODE:

C: 2%
M: 0%
Y: 88%
K: 9%
#e4e81b

Design Fonts

The following are a list of fonts that can be used across marketing material. Can stay within these family of fonts- whether that be **bold**, regular, **extra bold**, or *italic*.

Open Sans

Most reports conclude with a page acknowledging the contributions of the people who worked tirelessly on the projects mentioned within. Below, list down the names of those committed to these projects, such as:

Poppins

Most reports conclude with a page acknowledging the contributions of the people who worked tirelessly on the projects mentioned within. Below, list down the names of those committed to these projects, such as:

Canva Sans

Most reports conclude with a page acknowledging the contributions of the people who worked tirelessly on the projects mentioned within. Below, list down the names of those committed to these projects, such as:

Open Sauce

Most reports conclude with a page acknowledging the contributions of the people who worked tirelessly on the projects mentioned within. Below, list down the names of those committed to these projects, such as:

Department Logos

All flyers created to advertise services, upcoming workshops or job fairs sponsored by EWDD and/or the City of Los Angeles Workforce Development Board (WDB) must include the following logos (not necessarily in this order):



(Left to Right): The City of Los Angeles, EWDD, and WDB logos.



NEW LOGO

WDB's current logo.

OLD LOGO

Do not use this old logo on any marketing materials.

*Please note that Workforce Development Board (WDB) is no longer WIB. Make sure that you are using the correct and most recent logo of WDB. Also, note that the WDB logo is not required for Economic Development Service Providers flyers.

The following are the official logos for WorkSource, YouthSource and BusinessSource Centers:



To request HQ files of the department logos, reach out to EWDD's Communications Team at ewddcomms@lacity.org.

Department Logos- *What Not to Do*



Avoid stretching or distorting any of EWDD's logos.



Do not crop any of EWDD's logos.



Refrain from outlining the logo box on any of EWDD's logos.



Do not use an alternate background color on any of EWDD's logos. Display logos with a solid white or transparent background)



Do not alter the color on any of EWDD's logos.

Logo Usage on Flyers



Proper LOGO USAGE

Here is an example of a WorkSource Center (WSC) flyer that uses the department's logos correctly.

The flyer makes correct usage of the logos by having all four required logos (EWDD, City of LA, WSC, and WDB), and placing them in such a way that it is easily readable and appealing.



Incorrect LOGO USAGE

Here is an example of a flyer that uses the department's logos in an incorrect manner.

This flyer uses a wrong, outdated WDB logo, the BusinessSource logo color has been changed to a darker green, and the City of LA logo is not scaled correctly.

Graphics Requirements & Review Process

1. All marketing materials, including social media posts, digital or print flyers advertising programs and events must be submitted by contractors in PDF, JPEG or PNG format to contract monitors for review.
2. EWDD's Comms Team will work with EDD and WDD monitors to provide edits and approval.
3. Once EWDD's Comms Team provides approval to contract monitors, EWDD will schedule the content on the EWDD website and @LAEWDD social media channels.
4. Because of the required review process, it is recommended that marketing material be submitted for review as early as possible to ensure timely posting.

Below are several checklists to help guide contractors on EWDD's flyer requirements:

ALL graphics must contain correct and accurate information, including:

- | | | |
|--------------------------------|---------------------------------------|---|
| ☐ Dates | ☐ Location | ☐ Registration Links and QR codes
(* <u>do not</u> have a standalone QR code as they are not
scannable once uploaded to social media platforms,
always include a short RSVP link) |
| ☐ Times | ☐ Contact Info | |

WorkSource and YouthSource flyers MUST include the following:

- ☐ LOGOS: EWDD, City of LA and Workforce Development Board (WDB) logos.
- ☐ Required WIOA language (EXACT WORDING):

"This WIOA Title I financially assisted program or activity is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities."

IF the flyer is for a specific event, also include the following:

"For more information, call [INSERT NUMBER] or TTY:711 for TRS."

EDD Service Providers flyers MUST include the following:

- ☐ LOGOS: EWDD and City of LA.
- ☐ NOT REQUIRED – WDB logo.
- ☐ Required language:

"Brought to you in partnership with the City of Los Angeles Economic and Workforce Development Department (EWDD) and insert [Service Provider's name]."

- ☐ Required language:

"Auxiliary Aids and Services are available upon request to individuals with disabilities."

WIOA Language

All WorkSource and YouthSource media advertising programs funded by the U.S. Department of Labor's Workforce Innovation and Opportunity Act (WIOA) must use the exact wording below for taglines on flyers, brochures, letterhead and websites:

"This WIOA Title I financially assisted program or activity is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities."

If the flyer is for a specific event, such as a job fair, additional information should be added to request a reasonable accommodation. When materials indicate that the recipient may be reached by telephone (i.e. a phone number is listed), the materials must also prominently provide the number for Telecommunications Relay Service (TRS) (TTY:711).

Ex. "For more information, call [INSERT NUMBER] or TTY:711 for TRS."

Federally-Funded Programs Language

Federally-funded programs, such as the National Dislocated Workers Grant (NDWG), are required to provide specific language.

The Stevens Amendment requires that certain language is mandatory on all public communications regarding federally-funded programs. The language has been incorporated in appropriation bills since 1989, most recently in Public Law 116-94, Division A, the Department of Labor Appropriations Act of 2020.

The requirement reads as follows:

'When issuing statements, press releases, requests for proposals, bid solicitations and other documents describing projects or programs funded in whole or in part with Federal money, all non-Federal entities receiving Federal funds shall clearly state:

1. The percentage of the total costs of the program or project which will be financed with Federal money;
2. The dollar amount of Federal funds for the project or program; and
3. The percentage and dollar amount of the total costs of the project or program that will be financed by non-governmental sources.'

“Public communications” includes outreach materials, recruiting advertisements, and any other advertisement related to the project, along with the examples provided in the requirement language itself. The description can be a prominent part of the communication or can be in the form of a disclaimer at the bottom of a flyer, whatever works best for the specific communication is acceptable, so long as the required language is present.

A few examples of acceptable language are:

- “This National Dislocated Worker Grant project is fully funded by the Employment and Training Administration of the U.S. Department of Labor as a part of an award totaling \$1,000,000.”
- “This opportunity is 50% funded by the Employment and Training Administration of the U.S. Department of Labor as a part of an award totaling \$1,000,000 and 50% with funds from a State of California grant.”
- “This project is 100% federally-funded in the amount of \$1,000,000.”

EDD Service Providers Language

EDD Service Providers flyers must use the following language:

“Brought to you in partnership with the City of Los Angeles Economic and Workforce Development Department and [insert EDD Service Provider name].”

Since BusinessSource Centers work in tandem with WorkSource and YouthSource Centers, all BusinessSource flyers must also contain the following language at the bottom of their flyers:

“Auxiliary Aids and services are available upon request to individuals with disabilities.”

Translation Services

All flyers for EWDD services or events that are prepared in Spanish or another language must be sent to EWDD’s Comms Team (ewddcomms@lacity.org) for review. The Comms Team will route all flyers prepared in languages other than English to EWDD staff identified for translation.

EWDD Branded Materials

EWDD Branded Marketing Materials

Any EWDD branded marketing materials (e.g. pens, bags, etc.) considered to be purchased/ordered by EWDD staff must be reviewed by the EWDD Communications Team to ensure compliance with the use of the EWDD logo. Once the EWDD branded marketing materials are identified and “mocked up,” forward to **ewddcomms@lacity.org** no less than 2 weeks prior to the date of ordering for logo usage review/approval.

Media Release/Consent Forms

Media Release/Consent Forms

Workforce Innovation and Opportunity Act (WIOA) participants automatically sign release forms upon enrolling at EWDD’s YouthSource and WorkSource Centers granting permission for their likeness to be used in photos and or/video that may be used across EWDD websites, printed material and or/social media.

The [motion picture/photograph release forms](#) were created for EDD Service Providers participants and LA:RISE participants to fulfill the same purpose.

As EWDD begins administering new programs, with the potential to be featured in the EWDD website, printed material and/or social media, please advise EWDD’s Communications Team so similar media release forms can be created.

EWDD Website Domain Name

New EWDD Website Domain

As of 2024, EWDD’s domain name has changed from **ewddlacity.com** to **ewdd.lacity.gov**. All marketing materials, email signatures, reports, and so forth that are using the old domain name must be updated to **ewdd.lacity.gov**.

Photo Submissions

Photos submitted to EWDD for consideration to be used in EWDD's newsletter and marketing content must be high-resolution images. Please submit photos and stories to the EWDD Communications Team at ewddcomms@lacity.org.

Photos should:

- Include people and clearly illustrate the event, service, etc.
- High-resolution images with at least 600 dpi.
- JPEG or PNG format, *do not* imbed into a Word File or PDF.

Examples of high-quality (HQ) acceptable photos:

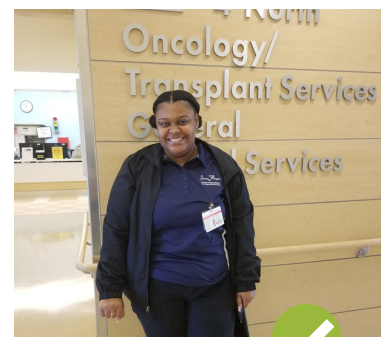
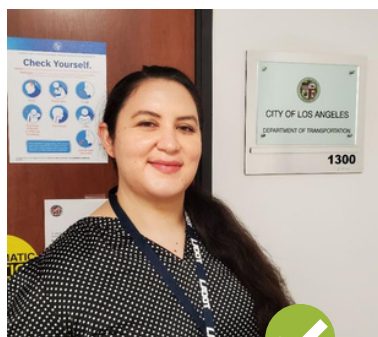
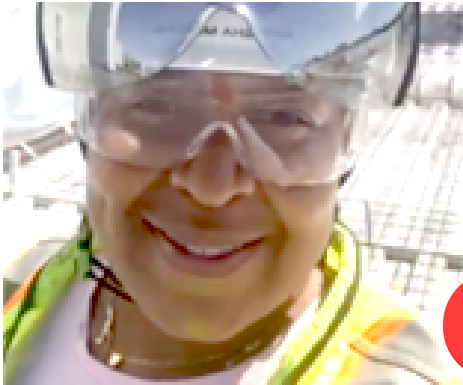


Photo Submissions- *Do Nots*

Examples of photos that are not acceptable:

Try to avoid sending low-quality photos because they will not translate well in EWDD's marketing materials.



In this photo, the resolution is too low.



In this photo, the subjects are too dark.

When submitting your photos, please avoid sending images that have edits such as imbedded logos, name tags, text, etc.

For example:



(Edited Version)-Avoid sending these



(Original Version)- Send these

Video Tips - Framing and Recording

- Allow for enough headspace between the top of the subject's head and the top of the frame.
- Center the subject off to one side. **Do not** place the subject directly in the center of the frame.
- To meet film and video industry standards, the subject should be looking at the interviewer, not at the camera.
- Always get B-roll! The more B-roll, the better! Follow up with the interviewee if you need more B-roll content (photos, etc)
- If you film horizontally, use 1920x1080, 24 frames per second
- If you film vertically, use 1080x1920, 24 frames per second
- For more tips, view EWDD's **Video Content 101 Guide**.

Examples of previous EWDD videos filmed horizontally:

<https://www.youtube.com/user/CDDCLAVideos/videos>

For examples of previous EWDD videos filmed vertically, view EWDD's Instagram (@laewdd)!



WorkSource & YouthSource Center Branding Protocols

EWDD's WorkSource Centers are part of the America's Job Center of California (AJCC) network. In the City of Los Angeles, AJCCs are referred to as WorkSource Centers.

The America's Job Center of California (AJCC) name and logo are trademarks of the State of California. Each use of the marks must indicate its status as a mark by including the service mark (SM) symbol for services. If the mark(s) appear numerous times in a printed matter such as a brochure, the service mark notice should follow the mark at least once in each piece of the printed material, usually the first time the mark appears on the page.

For more information, please reference [**WDS Directive 14-04**](#)

Co-branding the WorkSource & YouthSource systems with the America's Job Center of California Name, reference [**WDS Directive 14-04**](#)

For more information specific to branding protocols for the City's WorkSource and YouthSource Centers, please reference [**WDS Directive 15-07**](#)

WorkSource YouthSource Branding protocols
[**WDS Directive 15-07**](#)

America's Job Centers of California (AJCC) Style Guide

For more information, please reference:

America's Job Centers of California Style Guide
[**AJCC Style Guide \(State of CA Workforce Development Board\)**](#)

EDD Service Providers Branding Protocols

For more information specific to branding and marketing protocols for EDD Service Providers, please reference [**EDD Directive 22-01**](#).

EWDD's Newsletter Stories

What is EWDD's Newsletter?

EWDD's [newsletters](#) are reports from the General Manager of EWDD to the City of Los Angeles Mayor's Office summarizing EWDD's monthly accomplishments. In addition to the Mayor's Office, EWDD's newsletter is distributed to hundreds of readers, including elected and government officials, local media, City of LA staff, partnering agencies and workforce experts.

Why are the success stories important?

EWDD is a unique City department because the services we provide directly contribute to the success of Angelenos. We help youth who are not in school get back into the education system or into job training for living-wage jobs. We help job seekers find work, and businesses launch and thrive.

Our success stories inspire clients to seek out our services and embolden employers to work with us to offer jobs.

EWDD's success stories are distributed to the Mayor's Office, the EWDD website and social media, which drive clients to our services.



EWDD's Newsletter Stories

What makes a good EWDD success story?

- A great photo!
- Include the five Ws – Who, What, When, Where and Why? AND sometimes How.
- A Human Interest aspect - which presents people and situations and achievements that readers relate to or find motivating or inspiring.
- Remember, EWDD success stories are shared across several mediums – print, web and social media.
- What makes you want to click on a story to read it? Apply those ideas to your submissions.

1. Who? Individual names and business names. (please check the spelling!)

2. What? What did EWDD/your organization do to help? What was EWDD's/your organization's involvement? What services were provided? What skills were taught? What was the outcome? What was the result of EWDD's/your organization's assistance?

3. When? Dates? When did EWDD/your organization provide the assistance?

4. Where? Location? Where did the client receive help? Where are they opening their business? If it's a job seeker, where are they working now?

5. Why? What is the end result? Why was it important that the client receive the help? What did it allow them to accomplish?

6. How? "Similar to why, how did our actions and assistance impact the client? Here is a chance to add an inspirational quote. '[Your amazing center] helped me [find a job, feed my family, open my business.]'"

Example: From a story "FEEDING MORE FAMILIES: SOUTH LA BUSINESSSOURCE CENTER FINDS NEW LOCATION FOR WORLD HARVEST FOODBANK, TRIPLING SPACE FOR DONATIONS" The CEO of the company said, "We're going to be able to bring more food, products and resources to help families, it's going to be so much better."

[For examples on how to write an effective story,](#)
[reference EWDD's Style Guide and EWDD's Newsletter webpage.](#)

Diagram of a Successful EWDD WorkSource Success Story



LA:RISE HELPS RECOVERING PARTICIPANT FIND FULL-TIME JOB

EWDD is a leadership team partner of the Los Angeles Regional Initiative for Social Enterprise (LA:RISE). This innovative, collaborative partnership unites the City and County of Los Angeles' Workforce Development System (WDS) with non-profit social enterprises and for-profit employers to help individuals with high barriers to employment get good jobs and stay employed. In this week's issue, we share an inspirational story from LA:RISE participant Michelle.

"For five years, I struggled with addiction. I believe I was lost for a really long time. I often found myself in dangerous situations. I dropped out of school when I was 17 and faced incarceration, homelessness, abuse, and unemployment. I struggled with co-dependency issues and physical abuse when I met the father of my daughter. I became pregnant while I was in my active addiction. When my daughter was born, the hospitals contacted the Department of Public Social Services (DPSS) because of my substance abuse and neglecting myself while pregnant. My daughter was born with a lung infection and medical condition caused by my drug use. When the DPSS worker explained that they would place her in foster care, I felt hopeless and lost. I decided to go to treatment to do whatever it took to regain custody."

After seven months in treatment, Michelle was granted "home of parent" and her daughter was allowed to live with her.

"Overjoyed and filled with gratitude, I knew I'd overcome my first hurdle. I then transitioned to a sober living home and spent six months caring for my daughter. My public assistance check was not enough to cover our expenses and finding employment was difficult due to my gap in employment and lack of work experience."

Michelle discovered LA:RISE partner, the Center for Living and Learning, where a community health worker helped connect her with LA:RISE. She was placed in the center's Customer Service Training program. Her duties included general office work, data entry, and customer service. She built skills fairly quickly and received recognition for her positive work attitude. Within two months, she was offered a permanent position as a Call Center Coordinator and Case Manager. The job gave her the confidence to obtain her driver's license and save to purchase her first car. She was also granted full legal physical custody of her daughter.

Michelle said that she appreciated the flexibility of the LA:RISE program and its aim to support participants in achieving their goals.

"My LA:RISE experience provided opportunities for much progress and success. I am very thankful for all the support I have received. I have become an effective leader and communicator. I feel a sense of belonging. Everything I do is meaningful and fuels my passion to help people."

Tie back to EWDD — In success stories, always tie back to how the program is connected to EWDD.

Background — Start off by discussing the challenges the participant was experiencing prior to getting assistance.

Outcome + Great Quote — Discuss the positive outcomes that resulted from the participant receiving assistance from the program: how did the program change the participant's life? Did they get a new job? Did they learn a new skill? Ending it with an inspirational quote!

Diagram of a Successful EWDD YouthSource Success Story



A GREAT PHOTO



“A CONVERSATION WITH...” - ACTOR DANNY TREJO INAUGURAL GUEST IN NEW EWDD YOUTHSOURCE SERIES

In a heartfelt, humorous, and candid conversation, Actor Danny Trejo shared his life story with a room full of 75 young Angelenos from EWDD's YouthSource Centers, describing his transformation from a prison inmate with a drug addiction to a successful actor, entrepreneur and drug counselor who has dedicated his life to helping others.

“Everything good that has happened to me is a direct result of helping someone else,” he said. “I promise you, the more people you help in one day, the better your life is going to get. It’s just the way it works.”

Mr. Trejo was the inaugural guest in EWDD's “A Conversation With...” series. EWDD Youth Operations Director Brenda Anderson launched the series to provide an opportunity for the City's YouthSource participants to interact with influencers who faced similar challenges and overcame obstacles to build successful careers. Upcoming discussion topics include mental health, foster care and homelessness.

During the event, held at Goodwill Southern California on Tuesday, July 24, 2018, Mr. Trejo fielded questions from youth about how to maintain sobriety, resist peer pressure and set a positive example. Many also asked Mr. Trejo to provide his definition of personal success.

Many youth expressed gratitude for the opportunity to meet Mr. Trejo and said the event was a valuable learning experience.

“The most memorable moment was when I saw him come in. It was my first time meeting someone with a similar background as mine, someone who I could identify and has inspired me to better myself. He has changed his life and is now sending a positive message to the community. Thank you for the experience,” said Ricky Leon, a youth from the Para Los Niños YouthSource Center.

STAR POWER —

Danny Trejo is a well-known actor with local ties to Los Angeles, including the Valley, which enhanced his connection to the Youth participants. The audience greeted him with a standing ovation.

TIE BACK TO EWDD —

This success story illustrated a new program unique to EWDD that engaged youth interest and allowed them to connect with role models who overcame similar obstacles.

GREAT QUOTE —

An authentic voice from a Para Los Niños YouthSource participant expressing what the experience meant for him.

Diagram of a Successful EWDD Economic Development Success Story



GRID 110 INCUBATOR LAUNCHES STRUCT CLUB APP FOR SPIN INSTRUCTORS

EWDD administers and supports several incubators in the City of Los Angeles through Community Development Block Grant (CDBG) funding, including Grid110, an economic and community development non-profit dedicated to creating pathways to success for early-stage entrepreneurs.

Grid110, a 501c3 clean technology start-up incubator dedicated to helping entrepreneurs launch their businesses, recently celebrated alum Amira Polack, founder of the app Struct Club. "Struct Club is a transformed company because of Grid110," Amira said in a profile Grid110 published on the online publishing forum Medium. Grid110 assisted Struct Club in developing team growth, product progress, business contacts, office space, affordable access to exclusive networking opportunities and free credits for tech, Amira said. Struct Club is an app for iPhones and Spotify that allows spin and cycling fitness instructors to choreograph a class one time and share that class on a teleprompter with students, instead of choreographing a lesson for each class session.

INTRO:

Write a brief 1-2 sentence intro about how EWDD's Economic Development Division administers three separate programs - 1. BusinessSource Centers; 2. Incubators and 3. Healthy Markets.

BACKGROUND:

Explainer text- What is a BusinessSource Center? What is an incubator? What is a healthy market program?

HOW DOES THIS APPLY?

The Struct Club story is an example of how Incubators help innovative businesses launch in LA. The photos were great. The business supports a woman-owned health and wellness business.

EWDD administers and supports Grid110 through a \$700,000 Community Development Block Grant. Grid110 has a mission to improve the economic health of LA by helping local tech entrepreneurs grow their businesses through innovative and sustainable pathways, creating a thriving tech hub in Downtown Los Angeles. The City of Los Angeles is a proud supporter of businesses and incubators that drive the forward momentum of a green technology sector in our community. LA is committed more than ever to a progressive plan that will secure clean air, clean water and an increasingly stable climate, that also promotes sustainability and economic growth.

