# SC WORKS

## BRANDING GUIDE

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# The Hybrid Logo (Preferred) — Full Color Variations

*The hybrid SC Works and the American Job Center (AJC) Network logo is the preferred logo for all external material use.*

***NOTE:** Remember that the SC Works logo **MUST** always appear with the AJC logo.*

*Alternatively, both logos can be separated, but **MUST** appear on the same side of the design and both must be clearly visible.*

*Hybrid Stacked (Preferred)*




*Hybrid (Left Aligned)*




*Hybrid (Right Aligned)*




*Hybrid (Center Aligned)*




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# The Hybrid Logo (Preferred) — Color Variations

*The hybrid SC Works and the AJC logo is the preferred logo for all external material use.*

***NOTE:*** *Remember that the SC Works logo **MUST** always appear with the AJC logo.*

*Alternatively, both logos can be separated, but **MUST** appear on the same side of the design and both must be clearly visible.*

***NOTE:*** *All white logos are to only be **USED ON SOLID DARK BACKGROUNDS**. Otherwise, use the full color logo whenever possible.*

*Hybrid Stacked (Preferred)*




*Hybrid (Left Aligned)*




*Hybrid (Right Aligned)*




*Hybrid (Center Aligned)*




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# The Primary Logo — Full Color Variations

***NOTE:*** *Remember that the SC Works logo* ***MUST*** *always appear with the AJC logo.*

*Alternatively, both logos can be separated, but* ***MUST*** *appear on the same side of the design and both must be clearly visible.*

***DESCRIPTOR:*** *If space doesn't allow or if the descriptor isn't needed, the logo without the descriptor may be used.*

*Stacked (with descriptor)*




*Horizontal (with descriptor)*




*(no descriptor)*




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# The Primary Logo — Color Variations

***NOTE:*** *Remember that the SC Works logo* ***MUST*** *always appear with the AJC logo.*

*Alternatively, both logos can be separated, but* ***MUST*** *appear on the same side of the design and both must be clearly visible.*

***NOTE:*** *All white logos are to only be* ***USED ON SOLID DARK BACKGROUNDS****. Otherwise, use the full color logo whenever possible.*

***DESCRIPTOR:*** *If space doesn't allow or if the descriptor isn't needed, the logo without the descriptor may be used.*

*Stacked (with descriptor)*

SC WORKS

BRINGING EMPLOYERS AND JOB SEEKERS TOGETHER

*Horizontal (with descriptor)*

SC WORKS | BRINGING EMPLOYERS AND JOB SEEKERS TOGETHER

*(no descriptor)*

SC WORKS

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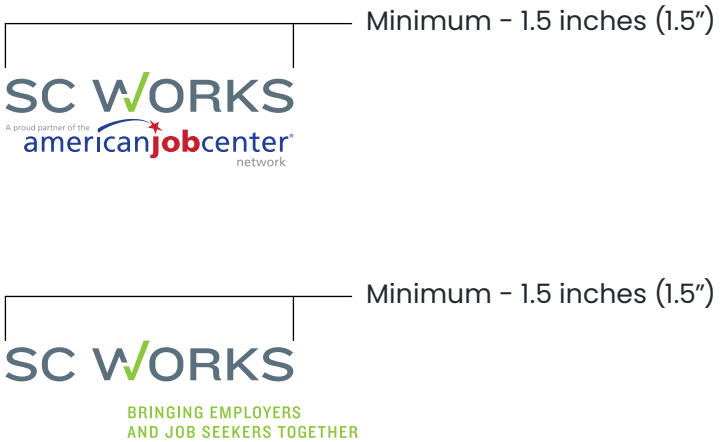
# Logo Sizing and Clearance

***SIZING:*** *To maintain legibility,* ***DO NOT USE*** *the SC Works logo at any size* ***SMALLER THAN 1.5 INCHES*** *wide.*

***NOTE:*** *When the "SC Works" portion of the logo is resized proportionally, the descriptor line or location name may be smaller than 1.5 inches.*

*This is acceptable.*

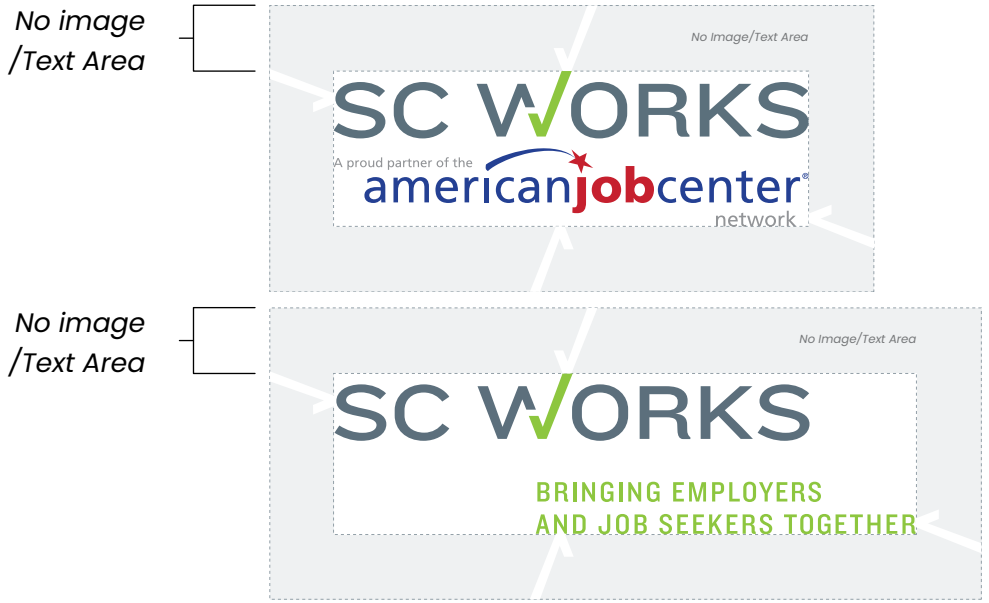
**SIZING:**




***CLEARANCE:*** *Always include a buffer of white space around the logo.*

*A good rule of thumb is a buffer equal to the height of the check mark.*

**CLEARANCE:**




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# Local Workforce Development Area Logos

*Each local area has a unique logo with a secondary identifier that states the region.*

*The region name appears below SC Works and lines up with the check mark. Regional logos do not include the descriptor sentence.*

***NOTE:** Remember that the SC Works logo **MUST** always appear with the AJC logo.*

*Alternatively, both logos can be separated, but **MUST** appear on the same side of the design and both must be clearly visible.*

*Sample Logo*




*Sample Logo*




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# Center Logos

*Each SC Works center has a unique logo with a secondary identifier that states the region.*

*The center name appears below SC Works and lines up with the check mark. Center logos do not include the descriptor sentence.*

***NOTE:** Remember that the SC Works logo **MUST** always appear with the AJC logo.*

*Alternatively, both logos can be separated, but **MUST** appear on the same side of the design and both must be clearly visible.*

*Sample Logo*




*Sample Logo*



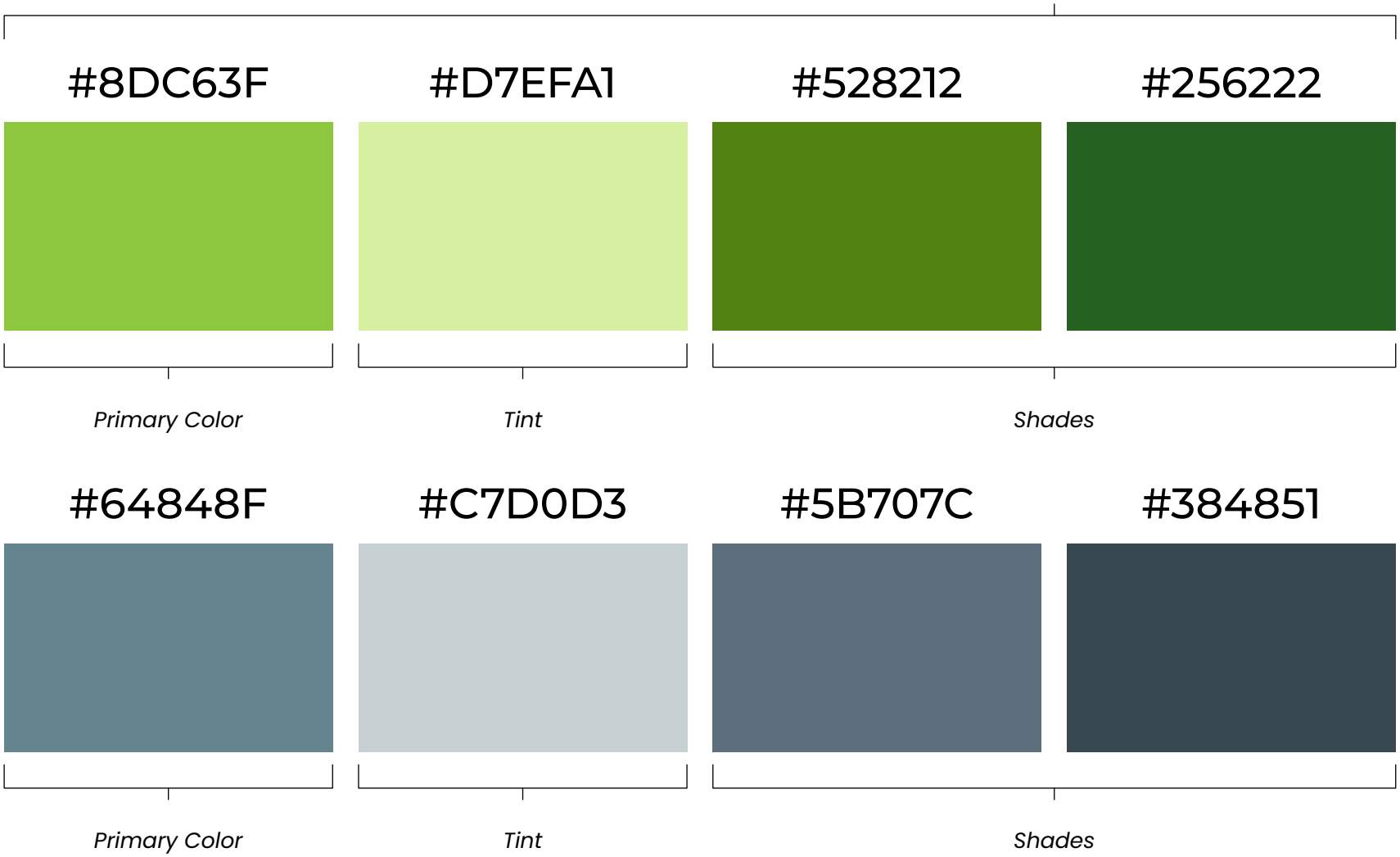

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# Brand Colors — Main Color Palette

*The primary colors of SC Works are green and gray and must be used in the majority of the design for easy brand recognition.*

*However, to add more color to your design, you may use a variety of secondary colors listed on* ***PAGE 10****.*

**CAUTION: MAKE SURE YOUR COLOR COMBINATIONS ARE ADA COMPLIANT AT *WEBAIM.ORG/RESOURCES/CONTRASTCHECKER*.**



# Brand Colors — Secondary Color Palette

*Secondary colors of SC Works can be used to add more color to the overall design.*

*The use of these colors should not overshadow the primary green and gray of the SC Works color palette to maintain easy brand recognition.*

**CAUTION: MAKE SURE YOUR COLOR COMBINATIONS ARE ADA COMPLIANT AT *WEBAIM.ORG/RESOURCES/CONTRASTCHECKER*.**

#3679AC

#5ABCB9

#FFCC00

#FFA600

#84325F

#024C59

#FFFFFF

*Other — White*

#232A2F

*Other — Use primarily for text*

# QUESTIONS?

*Please contact* **Communications@dew.sc.gov** *for any questions regarding how to follow brand guidelines and/or to request branding materials, such as logos or templates.*

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