

WORKFORGE



BRAND STANDARD & STYLE GUIDELINES





WORKFORGE

Welcome to **WORKFORGE**. We strive to strengthen the American manufacturing arm through our unique and configurable solutions and provide results that keep our clients happy. This is not only our promise, but it a driver behind everything we do each day. This ethos is supported by our Vision, Mission and Values:

OUR VISION

To Strengthen American Manufacturing.

OUR MISSION

Providing sustainable workforce solutions for American manufacturing.

OUR VALUES

Build Trust. Be Agile. Create Value.



THIS BRAND STANDARD AND STYLE GUIDE SHOULD BE FOLLOWED CLOSELY WHEN DEVELOPING ANY MATERIALS RELATED TO THE PROMOTION, MARKETING OR ADVERTISING OF WORKFORGE TO ENSURE AND PRESERVE BRAND IMAGE, TONE, STYLE AND POSITION CONSISTENCY.

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BRAND POSITION

For employers, schools, workforce boards and associations who have seen little or no impact on productivity, downtime or supply chain issues with “the same old, same old” employee and student development programs, **WORKFORGE** is the only skills development provider who has incorporated proven engagement techniques with better results, while reducing the time spent along the way.



BRAND ATTRIBUTES

ENGAGING

Engaged employees begin with engaging skills development. We’ve mastered the art: Creating development solutions employees enjoy through gamification, animation and a focus on relevant content. Our solutions keep employees interested, inherently reducing time spent on the process and management of their skills development.



RESOURCEFUL

This is the key to our business model: We’ve never been content to rest on our laurels, regardless of how many people we’ve successfully helped develop and grow. We’re always looking at new methodologies for more effective development, constantly searching for new and better ways to drive engagement without sacrificing efficacy. And we never will, because, at heart, we’re learners too.



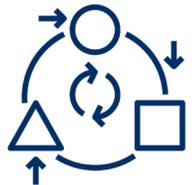
MEASURABLE

Even the most exciting skills development in the world would be completely useless if it wasn’t effective. Our courses aren’t just enjoyable, they’re hard working and most importantly, measurable. Our proven engagement and results are why you can rely on us to keep your employees focused on completing courses and engaged at every step.



ADAPTABLE

Not every skills development solution works for every company. That’s why our programs were built with adaptability in mind. From short, easy to consume modules to the ability to select the modules that are relevant to your needs, you’re sure to find the solution your team needs to be successful. We adapt as your needs evolve.



THOUGHTFUL

We are always thinking of our clients. Their business, pressures, and pain points, and what we can do to relieve them. Because we know that when American manufacturing wins, our communities win.





MESSAGING PILLARS

SKILLS DEVELOPMENT

Fulfilling our responsibility to protect our workers through proper development.

Proper employee development isn't simply the right thing to do, it's one of the best things any company can do to improve employee satisfaction, morale, productivity, and safety. It also helps mitigate risk, turnover, and the costly effects of each. **WORKFORGE** provides configurable solutions for employers, schools, workforce boards and associations so they may run more efficiently, productively, and safely.

EVOLUTION OF LEARNING

Confidence in your development program.

To date, we have led over 250,000 learners to skills mastery. This means workers are absorbing the information to use on the job and complete the task. For management, not only does this let you know your development program has real value, but it also puts time back in your day by removing the time spent managing, monitoring, and stressing about the efficacy of your program. And, since our skills content library is so vast, we're able to tailor a program to precisely meet your needs.

ENJOYABLE PROGRAMS

Confidence in my ability to perform at my best.

A properly trained worker is a confident worker who feels empowered and equipped to perform at the peak of their ability. By using animation, gamification, video learning, shorter course modules and other tools that are relevant to the task at hand, our skills development courses are something workers enjoy. The result: Enjoyable programs that increase job satisfaction, leading to increased productivity and reduced turnover.

A SAFER, MORE PRODUCTIVE WORKPLACE

Strengthening American manufacturing.

For much of the 20th Century, the United States was the global leader in manufacturing output. We're committed to bringing America back to its rightful place on the global manufacturing stage. We know that a better trained workforce leads to a stronger supply chain and a stronger economy. And while we may not manufacture America's goods, we can help ensure that those who do are poised for growth and success.





NAME USAGE

Nothing is more important than our name. Ensuring we present our name consistently in every application is paramount to the success of our brand. The approved forms of presenting our name are:

- **WORKFORGE** - All capital letters
- **WORKFORGE** - Capital "W" and capital "F"

LOGO & USAGE

Our logo is our flag. It represents us and should be presented **only** in the following ways to ensure we are continuing to promote visual consistency of the brand. Choice of variant should be based on maximizing contrast and logo clarity.

Always use the logo files provided. Please do not attempt to recreate.

FULL COLOR

WORKFORGE

WHITE V1

WORKFORGE

WHITE V2

WORKFORGE

BLACK

WORKFORGE

GRAY-SCALE

WORKFORGE



LOGO & USAGE

For applications where the full **WORKFORGE** logo cannot sbe used, use of the "O" moniker may be used in these color variations.



Any additional text below main logo (web URL, email address...etc) should not span laterally further than the bottom edge of the logo itself. Adjusting kern of additional text is recommended.



Our logo is our flag. If it is misrepresented or shown in an inaccurate way, we only harm our brand legitimacy. **The following are examples of what to NOT do.**

- Do not crop or cut the logo.
- Do not change the transparency of the logo.
- Do not distort the logo.
- Do not use drop shadows or other effects.
- Do not use any variation of the "O" symbol.



These same standards and guidelines apply to the "flame" symbol when being used in a standalone application as well. Ad hoc modifications should never be made.





BRAND COLORS

Our colors are what differentiates us. The following brand color guidelines should be followed when used in **WORKFORGE** related marketing or advertising. Using combinations of primary/secondary colors is permissible.

Use only black or white text on core colors. Do not interchange the use of black and white text according to preference, as these color combinations are specifically approved for accessibility.

CORE COLORS

Cool Black

C:100 M:70 Y:0 K:50
R:0 G:47 B:103
Hex: #002f67

Princeton Orange

C:0 M:61 Y:0 K:50
R:245 G:128 B:32
Hex: #f58020

Quartz

C:67 M:62 Y:55 K:35
R:77 G:75 B:79
Hex: #4d4b4f

White

C:0 M:0 Y:0 K:0
R:255 G:255 B:255
Hex: #ffffff

SECONDARY COLORS

Orioles Orange

C:0 M:87 Y:100 K:0
R:240 G:73 B:35
Hex: #f04923

Spanish Yellow

C:0 M:33 Y:100 K:0
R:252 G:179 B:22
Hex: #fcb316

FONT FAMILIES

The following approved brand font families should be used when applied within the development of **WORKFORGE** marketing and promotional materials:

Poppins

Semibold

Font used in logo

Avenir Next

DemiBold

Regular

Medium

Ultra Light

Gotham Narrow

Ultra



FONT USAGE

H1

Font Family: Gotham Narrow Ultra or Poppins SemiBold

Font size: 57px Line height: 77px

Color: linear-gradient(315deg, #FCB316 0%; #F58020 49.55%; #F04923 100%)

H2

Font Family: Gotham Narrow Ultra or Poppins SemiBold

Font size: 48px Line height: 54px

Color: WORKFORGE Blue #002F67

H3

Font Family: Gotham Narrow Ultra or Poppins SemiBold

Font size: 36px Line height: 42px

Color: WORKFORGE Blue #002F67

Paragraph

Font Family: Avenir Next Regular

Font size: 18px Line height: 25px

Color: WORKFORGE Grey #4D4B4F

WRITING & VOICE

We are humans, speaking to humans. We distinguish ourselves from our competitors through our attention to their exact need and the language we use to feel simpler and more pleasant. While we intend to have a more conversational, human tone, that doesn't mean that we're overly informal. Our tone will vary depending on the audience, the context and the information we need to get across.

What We Are:	What We Aren't:
<ul style="list-style-type: none"> • Confident • Respectful • Friendly • Helpful • Relatable • Authentic • Human 	<ul style="list-style-type: none"> • Cocky • Condescending • Rude • Absent • Unsympathetic • Fake • Perfect

Our brand voice isn't just an intrinsic part of the product and an external representation of the people behind it.

In writing, we value clarity above all. Be clear, be concise, omit unnecessary words, make sure that whatever you say has purpose, but don't be robotic. We don't use cheap words that recall the failures of others and we try to avoid clichés and over-complex industry jargon. We don't lean on pop culture references or things that feel exclusionary.

We are your friend; your neighbor; your colleague. And, we speak through that lens.

Never use any language that could be interpreted as derogatory or a slur. If you're unsure if you're using something that could be taken as offensive, inflammatory or exclusionary, please find another word.

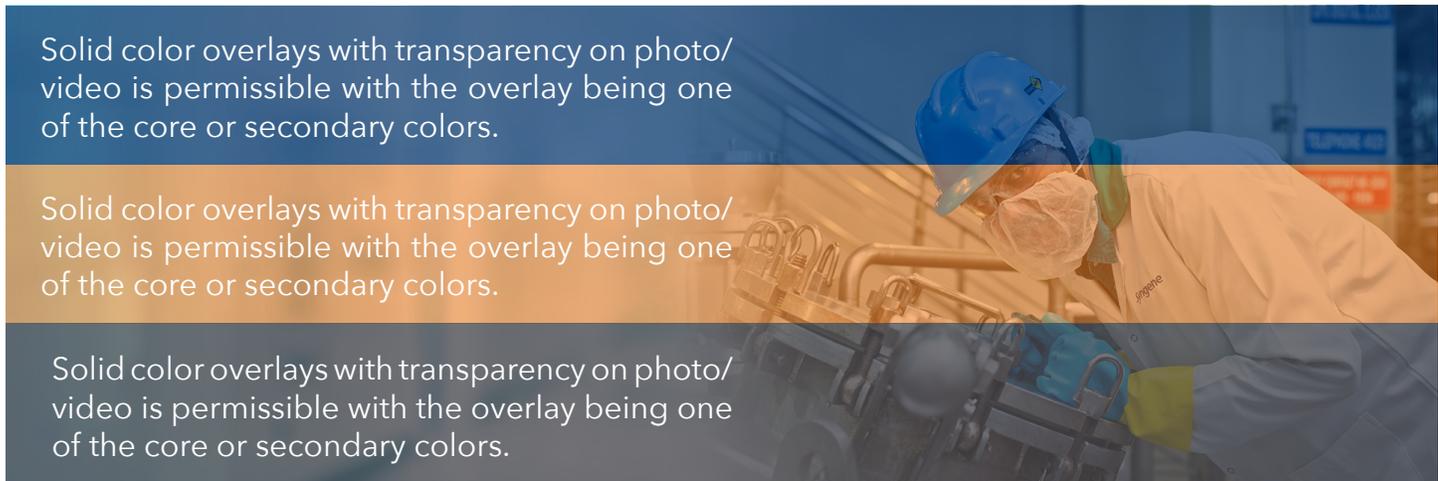
AP writing style should be followed at all times possible.



PHOTO & VIDEO

The use of photo and video in brand awareness and marketing pieces can play a vital and powerful role in effectively telling our brand story. Photos or videos used for marketing or advertising purposes of **WORKFORGE** should be pre-approved by the **WORKFORGE** Marketing department. You may also ask marketing to provide these to you. Assets should portray general manufacturing themes and activities as well as technology based graphics. Themes should span across all aspects and industries of manufacturing.

Subjects within photo and video should visualize a wide cross-section of diversity amongst age, race, and sex. All photos to be high resolution and video to be in 1080p, at minimum.



ICONOGRAPHY

Icons are a great way to visualize a concept when photos or video may not be best suited. The **WORKFORGE** Marketing department has a library of approved icons which can be used for any internal or external purposes. These approved icons are associated with key concepts and principles of **WORKFORGE**'s overall positioning and messaging strategy. Icons are available in each of the brand core colors and should be used in applications of highest color contrast. Examples include but are not limited to:



Questions? marketing@workforge.com



WORKFORGE