



Branding and Social Media Procedure

Procedure No: 2019-04

Effective: 9/1/2020

Updated: 2/24/22

This procedure establishes TC Futures' approval process regarding all communication materials produced by TC Futures' staff to ensure quality, accountability, and a cohesive marketing image.

TC Futures brand is a shared asset among all partners within the system. Single brand identity requires diligence and commitment to maintain quality standards and prosper as a first-choice identity. Branding standards have been established to guide the look, feel, and quality of TC Futures.

A. Process and Procedures for Branding Requirements

All communication from partners and/or employers that promotes the services and events offered at or hosted by TC Futures (i.e., programs, job fairs, hiring events, workshops, job clubs, etc.) must be reviewed by the assigned TC Futures Brand Designee.

Materials must be submitted electronically to the TC Futures Branding Designee at least 48 hours before the start of the event or activity.

Outreach Materials Criteria – See Attachment A

- TC Futures logo;
- TC Futures color scheme;
- Approved typography
- Copyright-free images;
- Clear, concise message and
- Up-to-date Equal Opportunity Statement (English and Spanish)

ESD123 & BFWDC Logo Protocol

TC Futures is a joint-endeavor of Educational Service District (ESD) 123 and the Benton-Franklin Workforce Development Council (BFWDC). *Except for business cards and email signatures*, all materials (print or electronic) representing TC Futures must be jointly-branded by including the logos of ESD 123 and [BFWDC](#) in addition to the TC Futures logo. All partners located at TC Futures shall adhere to these joint-branding expectations in any work performed representing TC Futures. See TC Futures Brand Design Guidelines.

Additional Criteria for Event Flyers

- Date and time of the Event - when referring to the time convention, please ensure that the ante meridiem and post meridiem have the periods in place. Example: "a.m." vs. "am";
- Location of where the event will take place;

- Reference to find us on [Facebook](#);
- Consistency – Ensure that proper grammar and spelling are throughout the messaging. (ex. if a series in a bullet starts with a capital letter, ensure the entire series shares that same flow);
- Keep the information short, concise, and attention-grabbing.

B. Equal Opportunity (EO) Statement

The approved EO statement is required for all TC Futures communications, publications, and promotions.

- English:
 - TC Futures is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. WA Relay Service: 711
- Spanish:
 - TC Futures es un empleador/ programa con oportunidades equitativas. Previa solicitud equipos auxiliares y servicios están disponibles para los individuos con discapacidades. Servicio de Retransmisión WA: 711

NOTE: If services are discussed or promoted on products, the EO tagline must be located at the bottom. Additionally, if a phone number is listed on the document, the WA Relay Service: 711 tagline must be included.

C. Social Media is for Business Purposes Only

- Representing TC Futures in any social media capacity must be approved by the TC Futures Branding Designee.
- If a post has already been uploaded on TC Futures social media platform, an individual may share on their page without further authorization.
- If the staff uses a work email address to create an account, it is no longer a personal account. It will be considered a work-owned account, and it must comply with branding standards.
- The Benton-Franklin Workforce Development Brand Designee will monitor the TC Futures Facebook page for compliance with this procedure. Feedback will be provided to TC Futures Director (if needed).

D. E-mail Signatures

Signature information must match the text on your TC Futures business card. This communicates a consistent identity and serves the interest of the entire center. Listed below are the criteria needed for an email signature to ensure that emails are branded appropriately.

- 1) Name;
- 2) Position;
- 3) Address;
- 4) Phone number(s): if you have multiple phone numbers, it is acceptable to list them all;
- 5) Email address;
- 6) TC Futures hyperlink;
- 7) EO Tagline

E. Platforms

The preferred platform for creating flyers is Canva; however, Publisher, PowerPoint, and Word may be utilized. If there are other platforms that you would like to be considered, please contact the TC Futures Branding Designee.

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