Graphic Identity Manual

Rules, Tools, and Templates for Managing L&I’s Graphic Identity
## Graphic Identity Manual

*Rules, Tools and Templates for Managing L&I’s Graphic Identity*

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Welcome to L&I’s Graphic Identity Manual, a resource you can use to help L&I achieve three important goals:

- Build recognition of our agency through a consistent look, feel and personality in printed materials, and on our Web site.
- Contribute to an appropriate, positive image of L&I by communicating a more contemporary, less bureaucratic “look.”
- Enhance the consistency and quality of printed materials that are not produced by professional graphic designers in the Communication Services Office.

This manual contains:

- Information about the L&I logo.
- Rules about correct and incorrect use of L&I’s logo.
- Approved colors and typefaces to be used in publications and marketing materials.
- Examples of how the identity looks in different formats.
- Links to Word and PowerPoint templates.

Communication Services will use these standards to produce agency and program publications, including brochures, mailers, advertising, newsletters, presentation materials and display banners.

If you have a role in producing printed materials in your division or program, please review this manual carefully and apply the standards appropriately. Be sure to call us if you have questions. We’re here to help.

Communication Services
360-902-5400
PublicAffairs@Lni.wa.gov
What the L&I logo represents

The logo mark
The crescent “triangle” represents collaborative relationships – L&I, business and labor, and L&I’s three main divisions.*

The crescents form a shield – protection for the people and businesses of Washington State.

The logo type (words)
A professional, clean typeface emphasizes the words Labor & Industries. “Washington State Department of” communicates that L&I is part of Washington State government.

The new logo is the centerpiece of L&I’s updated graphic identity. It is the standard identifying mark to be used on all publications, marketing materials, report covers and other printed materials. It replaces all earlier versions of the L&I logo.

L&I implemented the “crescents and shield” logo in August 2007. This edition of the Graphic Identity Manual was published in December 2010. L&I programs are encouraged to identify materials still in circulation that use older versions of the logo. For assistance in redesigning these materials and discussing printing costs, please call 360-902-5414.

Approved sub-identities
One of the unique qualities of L&I’s graphic identity is that it incorporates a specific and limited number of “sub-identities” into the logo. A sub-identity is similar to but not exactly the same as the organizational components of L&I.

The sub-identity line of the logo helps our customers recognize what part of the agency is providing the information by using words they understand. Usability studies done on L&I’s Web site helped determine the following sub-identities approved by L&I’s management.

* Division of Occupational Safety and Health, Insurance Services Division, and Specialty Compliance Services Division.
Workers’ Compensation Services
Used for all parts of the Insurance Services Division other than the Crime Victims Compensation Program and the SHARP Program

Crime Victims Compensation Program

Division of Occupational Safety and Health
Used throughout the Division of Occupational Safety and Health (DOSH)

A sub-identity must be meaningful to the customer. Because “Specialty Compliance Services” is so broad, and many of the programs in this division have unique customer groups, the sub-identities are the individual programs and not the division name.

Apprenticeship Services
Boiler Program
Contractor Registration
Electrical Program
Elevator Program

Employment Standards/Workplace Rights
Factory Assembled Structures Program
Plumber Certification
Prevailing Wage Section

All other areas of the Department of Labor & Industries will use the main logo without a sub-identity. A unit’s name can be used in the printed material, but not incorporated into the logo itself or abutted against the logo in any way.

No other sub-identity logo treatments are authorized.

L&I’s graphic designers can help you prepare materials that require a sub-identity logo. Call 360-902-5414 for more information.

Vertical logo presentation – limited use
For the main logo only, a vertical “stacked” version is available for limited use, such as printing on mugs or other small items. If you are considering a print job with limited space, call 360-902-5414 for advice.

Approved SHARP logo
The Director’s Office approved one exception to the exclusive use of the L&I logo. The SHARP Program’s logo has been in continuous use since the program’s inception 20 years ago. Under the graphic identity implemented in August 2007, the SHARP logo may appear with the L&I logo on SHARP Program materials. This is the only approved program-level logo.
State Seal used on letterhead, business cards and forms

Letterhead, letterhead envelopes and business cards use the “state seal” design that the Office of Financial Management requires.¹ (The L&I logo has not appeared on letterhead and business cards in the past.)

Agency forms are not required to carry the L&I logo. The standard identifying mark set by the Forms and Records Office is the State Seal. Typically, space restrictions on forms make it difficult to incorporate the L&I logo.

If a major revision of a form occurs as part of a Plain Talk project involving the sponsoring program, the Forms & Records Office, and Communication Services, the L&I logo may be considered for the revised form. Forms & Records approves these exceptions.

What if we’re still using a document that has the old logo?

Please call 360-902-5414 if you have printed materials that still use the old logo. We are happy to advise you on cost-effective options for updating the logo.

For electronic documents, work needs to be under way now to update them with the correct version of the L&I logo. You should consider the following questions:

1. **Who uses this document and how do they obtain it?**
   If you provide the information to external customers in a Word or PDF document, please update your file with the correct version of the L&I logo. Call 360-902-5414 if you need assistance.

2. **Is the document on the L&I Web site?**
   If the answer is yes, evaluate whether the document needs to continue to be available on the Web. Is it accurate? User friendly? Necessary? If the document is no longer needed on the Web site, work with your webmaster to remove it.
   If the document continues to be relevant and needs to be on the Web site, update the file with the new L&I logo. Call 360-902-5414 if you need assistance.

3. **Does the document have an official L&I number that begins with an F?**
   If it does, you need to work with Communication Services or the Forms and Records Office to update the document.
   The type of document determines which office will help you. See the *Who Can Assist Me?* intranet page for contact information.

¹ On printed letterhead, envelopes and business cards and electronic letterhead, the word “and” is spelled out—Department of Labor and Industries. Otherwise, the agency style is to use the ampersand—Department of Labor & Industries.
The following rules on how we use the L&I logo answer many questions that come up in the design of printed materials. In many cases, a graphic identity system simplifies the design process and saves time. Consistent color, logo treatment and appropriate sizing are necessary to achieving a consistent and professional look.

**Color**

**Color version**

In the color version of the L&I logo, the logo mark (symbol) will be printed in Pantone 647 blue. The logotype (the words) will be printed in 90% black. (The Pantone Matching System® is accepted as the standard in the printing industry. See Page 15 for more details about color.)

> Designer/printer notes: When the 2-color logo is rendered in 4-color process (CMYK), the CMYK breakdown of percentages shall apply.

**Reversing the colors of the logo is not acceptable.**

**Screened back color percentages of the logo are not acceptable.**
Black version
It is acceptable to print the logo in all black. In fact, because we print many documents using only one or two colors of ink, the black version of the L&I logo is often used. The black version uses 100% black, not 90%.

No other colors, with the exception of white reverse treatment, are allowed for representing the logo in a single color.

White reverse treatment
The logo may appear in white if reversed out of a single dark-colored ink when the design requires it. The following table shows the appropriate logo treatment for different ink colors. See Color Palette on Page 15.

<table>
<thead>
<tr>
<th>Ink Color(s)</th>
<th>Logo Treatment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black ink only</td>
<td>Black logo version; reverse only if integral to the design</td>
</tr>
<tr>
<td>Pantone 647 blue</td>
<td>White reverse logo; situations limited. Examples: PowerPoint presentations or signage</td>
</tr>
<tr>
<td>Black + 1 other color</td>
<td>Black version of the logo</td>
</tr>
<tr>
<td>Black + Pantone 647 blue</td>
<td>Color logo version (Pantone 647 + 90% black)</td>
</tr>
<tr>
<td>Full color</td>
<td>Color logo version (Pantone 647 + 90% black)</td>
</tr>
<tr>
<td>One color other than black</td>
<td>Use the white reverse logo only when the design requires it and only on a dark-colored ink. (See Color Palette, Page 15.) Do not print in one color that is too light to handle the reverse as the text won’t be readable either.</td>
</tr>
</tbody>
</table>

White reverse of black

White reverse of Pantone 647
White reverse of another color

Do not use the following logo treatments

Do not use black logo on dark background.  Do not reverse logo out of a light background without sufficient contrast for good legibility.

Size

The readability of graphics declines as size diminishes. The logo should never be printed so small that the sub-identity becomes illegible. In order to best represent the logo when applying it within small areas, use the following standards for the main logo or a logo with sub-identity.

The recommended minimum logo sizes for letter- or legal-sized documents are as follows:

- for color or “black only” treatment
  - 2-1/2”

- for reverse treatment
  - 2-3/4”
The recommended **maximum** logo size for letter- or legal-sized documents is as follows:

L&I’s professional graphic designers can advise you on suitable logo sizes for other formats such as posters and oversized documents. Call 360-902-5414.

### Spacing around the logo

Proper spacing ensures clarity of the image and supports professional design standards. A clearly visible logo also supports recognition of our agency.

Logo placement should include a minimum amount of “free space” around the grouped logo mark (crescents and shield symbol) and logotype (words). The amount of space that should be kept clear from the top, bottom, left and right margins of the logo should equal at least half the size of the logo mark.
3 How We Use L&I’s Logo

**Logo misuse**

No one other than the professional graphic designers in Communication Services is authorized to create graphics files (.tif, jpeg, etc.) of the main L&I logo or the logo with a sub-identity.

The black version and color version of the main L&I logo are available on the intranet. Go to “Download the logo” on this page:


To request a copy of a sub-identity logo, call 360-902-5414.

In addition to the examples of logo misuse sited on previous pages, the following page illustrates additional cases of logo treatments that are not acceptable.
Logo misuse, continued

Do not use logo with other shapes.

Do not reset the logo by using any substitute fonts for the name.

Do not change graphic to name aspect ratio.

Do not change the proportion of the logo by stretching it... or by skewing it.

... for employees in the warehouses and facilities served by the

Do not use the logo as part of text.

Do not use drop shadow effects.
Logo mark without logo type in social media

You may recall the logo contains two components: the logo mark (crescents and shield) and logo type (Washington State Department of Labor & Industries).

The two components must be used together. Exception: Social media sites where an icon is a necessary component of the site may require the use of the logo mark alone. These situations are extremely rare and require the full agency name to be identified elsewhere on the page. For more information, call 902-5414.

Please remember, while you may have become accustomed to the L&I logo, external audiences probably won’t recognize that the logo mark represents our agency unless it is coupled with the logo type.

Logo use in co-sponsorships

Because collaboration is an important value in the Department of Labor & Industries, we may participate in advertising, publishing or events where our logo is paired with other organizations’ logos.

The rules of logo usage in this manual need to be followed when:

- L&I staff manages the production of materials.
- Another organization manages the production of materials.

Other considerations:

- L&I’s logo should be the same size as the logos of other partners.
- If space is limited, use the main L&I logo without the sub-identity. (If the sub-identity cannot be read, it defeats the purpose of using it.)

Contact Communication Services at 902-5414 if you have questions about logo use in co-sponsorship situations.
L&I’s color palette is a group of ink colors approved for use on agency publications and marketing materials. Consistent use of the color palette is necessary to maintain the integrity of the graphic identity.

The usability studies conducted on L&I’s Web site helped us identify appropriate colors for the palette. This research showed that customers feel L&I is less intimidating if we used warmer, inviting colors. The colors were selected on that criterion, not someone’s individual preferences.

The color palette uses a combination of warm/warm colors and warm/bright colors that add more “pop” to the design. The graphic designer assigned to your project will select the colors that most appropriately represent the purpose of the document and its intended audience.

**Approved colors**

See the color palette on the following page. These colors are warm/warm and warm/bright. The palette also includes tints (screens) of the ink colors (15%, 25%, 50%, 60% or 80%) resulting in a total of 66 ink colors, plus black.

Pantone 647, used in the L&I logo, is the coolest color in the palette. This shade of blue is used in the logo because it conveys trust, strength and stability.

In full-color printing, warm tones in photographs can help convey the warmth we are seeking in our graphic identity.

**Exceptions:** A “Danger” sign, for example, would be printed in red, a color that is not part of the approved color palette. These situations are rare. Call 902-5414 if you think you need to print with a color outside the approved color palette.

This approved color palette should also be followed for other media, including video and computer-based materials.

» **Designer/printer notes:** The secondary color chart on the following page shows the CMYK equivalents for full-color (or process color) printing and RGB equivalents for printing from digital devices such as laser printers.
L&I’s ink color palette

Printing in ink colors other than black? Choose from these inks for any L&I document intended for external distribution.

Consistent use of white recycled paper plays an important role in a strong graphic identity. Colored bond papers available at the State Printer may be quick and cheap, but they detract from a consistent look and generally appear less professional. Colored paper stock also affects how ink colors appear on the paper.

If a colored paper is necessary (see No. 3 and 4 below), only black ink should be used.

1. Publications
   All publications with an official L&I document number need to be printed on recycled white paper within the following parameters:
   - Brochures and publication covers will be printed with either black + 1 color of ink or in full color.
   - For fact sheets, if the quantity is too small to make black + 1 color of ink cost effective, white paper with black ink can be discussed with L&I’s Publications and Design Services Manager. Colored stock is not approved.

2. Marketing materials
   Print on white paper in black + 1 color or full color. This is critical for two reasons: To help your audience see and pay attention to your message; and to reinforce the L&I graphic identity. Marketing materials are such things as a conference registration brochure, flier to promote a new and/or improved service, or a one-time poster for an event.

3. Covers for manuals and RCW or WAC books
   These covers can be on colored paper only when printed with black ink alone. Please choose from the warm tones of paper shown in the recommended papers section on the following page or ask for assistance.

4. Informational fliers or mailers
   If your budget does not allow color printing on white paper for one-time informational fliers or mailers, you may print on colored stock. Please choose from the warm tones of paper shown in the recommended papers section on the following page or ask for assistance.
**Selecting white paper**

The following charts recommend the quality and weight of paper for different types of printed materials.

<table>
<thead>
<tr>
<th>Materials Printed on a Printing Press</th>
<th>Type of Recycled White Paper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fact sheets and other similar materials printed only with black ink</td>
<td>60# or 70# Text depending on the budget and whether the item will be mailed. Note: Return mailers must be printed on even heavier stock. Consult with Communication Services, 902-5414.</td>
</tr>
<tr>
<td>2-color brochures or fact sheets</td>
<td>60# or 70# Text depending on budget</td>
</tr>
<tr>
<td>Full-color brochures</td>
<td>70# Text</td>
</tr>
<tr>
<td>Publication covers</td>
<td>65# or 80# Cover, brands vary</td>
</tr>
<tr>
<td>Posters or other display materials</td>
<td>80# or 100# Cover, brands vary</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Materials Reproduced on a Digital Color Copier (MyPrint printing at State Printer)</th>
<th>Type of Recycled White Paper</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-color brochures or fact sheets</td>
<td>Mohawk Color Copy, PC White Recycled, 28# Text * or Xerox Expressions, PC White Recycled, 28# Text*</td>
</tr>
<tr>
<td>Full-color brochures</td>
<td>Mohawk Color Copy, PC White Recycled, 80# Cover (maximum size of 11” X 17”) or Xerox Expressions, 80# Cover PC White Recycled (maximum size 12” X 18”)</td>
</tr>
<tr>
<td>Posters printed on color copier</td>
<td>Mohawk Color Copy, PC White Recycled, 80# Cover (maximum size of 11” X 17”) or Xerox Expressions, 80# Cover PC White Recycled (maximum size 12” X 18”)</td>
</tr>
</tbody>
</table>

* If you are planning to produce a “self-mailer” on a digital color copier, consult with Communication Services to verify that the weight of paper will meet postal requirements for mailing.

**Selecting colored paper**

If it is necessary to use colored paper, please select colors such as those shown on the following page or call 369-902-5414 for assistance.

**Photographs**

Photographs must be printed either in black/white or full color on white paper. If you have questions, please call 369-902-5414.
**Paper colors**

Uncoated recycled white paper is the standard for L&I publications and marketing materials.

To enhance the L&I graphic identity, please consider the following paper colors when you must print other materials (report covers, for example) on colored stock with black ink. These paper colors complement our warm color palette and help reinforce the “look and feel” of our identity.

To see actual paper samples, contact Communication Services at 902-4315.

<table>
<thead>
<tr>
<th>Color</th>
<th>Type and Weight</th>
<th>State Printer**</th>
<th>Special Order</th>
<th>Communication Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tan</td>
<td>Exact Multipurpose, 20# Bond</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tan</td>
<td>Exact Opaque, 60# &amp; 70# Text, 65# Cover</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Salmon</td>
<td>Exact Multipurpose, 20# Bond</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mango</td>
<td>Domtar Solutions, 80# Cover</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gold</td>
<td>Exact Multipurpose, 20# Bond</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pineapple</td>
<td>Domtar Solutions, 70# Text, 80# Cover</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Buff</td>
<td>Exact Multipurpose, 20# Bond</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ivory</td>
<td>Exact Multipurpose, 20# Bond</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mushroom</td>
<td>Royal Resource, 65# Cover</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eucalyptus*</td>
<td>Beckett Expression 70# Text</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thai Gold</td>
<td>Domtar Solutions, 80# Cover</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wasabi</td>
<td>Domtar Solutions, 70# Text, 80# Cover</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Balm</td>
<td>Beckett Expression 70# Text</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blue Ice*</td>
<td>Domtar Solutions, 70# Text</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gray</td>
<td>Exact Multipurpose, 20# Bond</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gray</td>
<td>Exact Opaque, 60# &amp; 70# Text, 65# Cover</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

* Available in 8½” x 11” & 8½” x 14”

** The Department of Printing (State Printer) stocks these paper colors. Contact Communication Services at 902-4315 for information about ordering any of these papers.

Please note: The color swatches displayed above are close approximations of the color stocks listed.
Consistent use of type is vital for a strong graphic identity. Professional and highly readable typefaces such as Times New Roman and Arial continue to serve us well. They should be used in all publications and marketing materials produced in Microsoft Word.

Palatino and Univers are similar to Times New Roman and Arial, respectively, but they are more elegant and contemporary. They should be used in documents produced in desktop publishing programs such as InDesign. Each of these typefaces is available in Regular, Italic, Bold and Bold Italic.

**Approved typefaces**

Times New Roman, Arial, and Arial Narrow, or Palatino and Univers are the required typefaces for agency publications.
Univers

Univers Roman
Univers Condensed
*Univers Condensed Oblique*

*Univers Bold Condensed*

*Univers Bold Condensed Oblique*

Univers Oblique

Univers Bold

*Univers Bold Oblique*

Univers Black

*Univers Black Oblique*

Palatino

Palatino Roman

Palatino Italic

Palatino Medium

*Palatino Medium Italic*

Palatino Bold

*Palatino Italic*

*Palatino Black*

*Palatino Black Italic*

**Typefaces to avoid**

There are hundreds of typefaces. To achieve consistency in a graphic identity, we have to limit the number of typefaces we use. The following fonts are examples of common typefaces that should not be used in L&I publications and marketing materials – not because they are “bad,” but because their use would reduce consistency and detract from the look, feel and personality of L&I printed materials.

*Comic Sans*

*Courier*

**Impact**

*Lucida Console*

*QuickType*

*Sylfaen*

*Tekton*

*Zapf Chancery*

If you are contemplating the use of a typeface other than Times New Roman, Arial, Arial Narrow, Palatino or Univers, please consult with Communication Services, 902-5414. We can recommend alternate typefaces for specific marketing or educational applications, when they are necessary.

Note: Many L&I employees have Calibri set as the default typeface on their computers. Please do not use this typeface in publications or marketing materials intended for use outside of L&I.
Basic guide to typography
Serif typefaces such as Times New Roman or Palatino have “feet” on the letters. They anchor and lead the eye, making them easier to read for body copy. Conversely, san serif typefaces, such as Arial or Univers, have clean lines and no feet, making them more suitable for headlines, subheadings, call-out text, and tables and graphs.

Type size
Larger text isn’t always better. Smaller type with more space between the lines can often be easier to read than larger type with standard spacing between the lines. See these examples:

This is 12 pt. Times New Roman with single spacing between the lines. This is 12 pt. Times New Roman with single spacing between the lines. This is 12 pt. Times New Roman with single spacing between the lines. This is 12 pt. Times New Roman with single spacing between the lines.

This is 11 pt. Times New Roman with 14.5 pt. spacing between the lines. This is 11 pt. Times New Roman with 14.5 pt. spacing between the lines. This is 11 pt. Times New Roman with 14.5 pt. spacing between the lines. This is 11 pt. Times New Roman with 14.5 pt. spacing between the lines.

Italic and bold type
- Use italic type appropriately – in small doses. A large amount of italic text is hard to read.
- Use bold type primarily for headlines and headings. In body copy, bold type should emphasize a point – not shout at the audience with multiple sentences or a full paragraph of bold text.
- Text that is bold italic and underlined is overkill. Shouting at the audience reduces receptivity to the message.

Justified versus a ragged-right margin
- The standard for L&I publications is a ragged-right margin. (It’s used in this manual.)
- Most people find documents with a ragged-right margin easier to read.
- Documents with ragged-right margins can be designed more quickly. Justified margins (a straight edge on both the left and right margins) require text adjustments or the design looks unprofessional.

ADA/EOE statement
Publications and marketing materials require the ADA/EOE statement. See the Appendix for the language you need to use.
The examples that follow show publications in the graphic identity. The results:

- An attractive, consistent design usable across all programs in the agency
- Reinforcement of L&I’s identity

**brochures**

**Getting Back to Work: It's Your Job and Your Future**

**Electrical Safety Tips for Your Home**

**Say Yes! To a safe workplace To a free consultation**

**Safety and Health Investment Projects (SHIP) Grant Program**

**fact sheets**

**Your Manufactured/Mobile Home**

**What You Need to Know if You Don’t Get Paid**

A worker’s guide to the Washington State Wage Payment Act

Wages payment laws protect workers

As a worker in the state of Washington, you have the

**Workers have responsibilities too**

You will need to fill out a detailed wage payment complaint form and submit it online. Be sure to include any additional information or evidence you have to support your claim. The more complete your application, the more likely it is that we can find that your employer owes you wages.

If you are owed wages, get a written statement from your employer. If you are unable to get a written statement, file a written claim with the Department of Labor and Industries (L&I).

L&I investigates wages complaints

Your wages have to be paid in compliance with this act and other applicable law. If you are owed wages, your employer will be held responsible for a penalty. The penalty is at least $100 or 100% of the underpayment, whichever is greater. If your employer does not pay the wages you are owed, you may be entitled to an additional penalty of up to $500 or 100% of the underpayment, whichever is greater.

If you are owed wages, check your employment status with the Department of Labor and Industries (L&I) before filing a wage payment complaint.

In certain cases, we may determine that the employer is not an employer. In other cases, you may not have enough information to file a complaint.
The ABCs of Risk Classification in Washington State

determining Risk Classifications for Workers' Compensation Coverage

Don’t trust your property to just anybody!

Contact Labor & Industries to be sure you are working with a registered contractor.

On the Web at: HicHopContractor.Lni.wa.gov or call 1-800-847-0982

Save time and hassle by filing online.

Toss your paper report and join 52,000 employers already filing quarterly reports online.

It’s faster and easier than paper — and prevents costly mistakes. (The computer does the math.)

Friendly Help for Small Business

Get young workers started right and keep them away from prohibited work.

Work safe. Home safe.

Visit us on the Web at www.Lni.wa.gov for more information and resources.

Worksafe. Workhappy.

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Worksafe. Workhappy.
mailers and postcards

design continuity within program materials
As part of L&I’s graphic identity, Communication Services will periodically produce “templates” that staff can use to produce materials using Microsoft Office programs (Word or PowerPoint, for example). Additional templates will be announced on Inside L&I and Communication Services’ Intranet site as we develop them.

**Communication Services’ Intranet Site**
http://home.inside.lni.wa.gov/director/communications/GraphicIdentity/

**L&I Administrative Fact Sheet**

**PowerPoint Presentations**
Templates are available for speaking with external groups. Access the templates at http://home.inside.lni.wa.gov/director/communications/graphicIdentity/ and scroll down to “Use a template”.

These templates incorporate the “At Work in Washington” photographs as a compelling graphic element in the PowerPoint template.

*Light background. Softer colors appropriate for short presentations with handouts.*
Blue background. The yellow text on the blue background is easier on the eyes in a darkened room. Good for long presentations, such as workshops or training.

These templates allow space for large photos, tables or diagrams.
Other publishing requirements

ADA/EOE statement
All agency publications and marketing materials will carry the ADA (Americans with Disabilities Act) statement and EOE (Equal Opportunity Employer) statement. The approved wording follows and should appear as 10 pt. Times New Roman Italic or 10 pt. Palatino Italic:

Other formats for persons with disabilities are available on request. Call 1-800-547-8367. TDD users, call 360-902-5797. L&I is an equal opportunity employer.

In any printed material that announces an event, such as a workshop, conference or meeting to which the public is invited, the following ADA/EOE statements will be used. The amount of advance time required to request accommodation will vary depending on the event. Typical timeframes are two weeks or four weeks. It may take time to arrange a sign-language interpreter, for example.

If you have special communication or accommodation needs, please contact [insert name, phone number and e-mail] at least [specify number] weeks before this event. L&I is an equal opportunity employer.

RCW and policy

Definition of a state publication
RCW 40.06.010 defines state publications as the following:
“State publication“ includes annual, biennial, and special reports, state periodicals and magazines, books, pamphlets, leaflets, and all other materials, other than news releases sent exclusively to the news media, typewritten correspondence and interoffice memoranda, issued in print by the state, the legislature, constitutional officers, or any other state department, committee, or other state agency supported wholly or in part by state funds.

L&I policy
Agency policy assigns responsibility for publications to the Assistant Director for Communications. Briefly, the policy states:

The Assistant Director for Communications and his or her staff, working in conjunction with appropriate program staff, shall have final responsibility for and authority over the format, content and style of all Department publications and video/multimedia presentations.