

MassSTEP

Brand Standards and Implementation Guide

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1. Background

The 2014 Workforce Innovation and Opportunity Act (WIOA) requires states to provide Integrated Education and Training (IET) and Integrated English Literacy and Civics Education (IELCE) services. IET models, newly branded under the name *MassSTEP ABE*, provide adult education instruction simultaneously with workforce preparation activities and workforce training (i.e., occupational skills training). IELCE models, newly branded under the name *MassSTEP ESOL*, include ESOL instruction, civics education, workforce preparation activities, and workforce training. In both models, the components must be run concurrently, use occupationally relevant instructional materials, and consist of a single set of industry-specific learning objectives across the required components (34 CFR §463.35-463.37). The purpose of these services is to accelerate credential attainment, workforce readiness, and entry into the workforce.

2. Why Brand?

Because IET and IELCE programs provide common services and share a common mission, in 2020, ACLS decided to bring these services together under one umbrella: *Massachusetts Skills Training and Education Programs (MassSTEP)*. Branding will help build a recognizable, trusted network of programs and promote these programs to potential students, providers, and partners.

Our Process

In December 2020, ACLS held a focus group for current program directors with IET and IELCE funding to gain input on the MassSTEP brand. The information gathered from that meeting informed the creation of the program name, the logo, the brand charter (which includes a mission, vision, and values statement), and the implementation guide. Additionally, the ACLS MassSTEP team collaborated with the DESE Communications team to design a logo and the MassSTEP brand standards.

3. MassSTEP Brand Charter

VISION

MassSTEP envisions a statewide network of pathways that prepare adult learners for promising careers with dynamic Massachusetts businesses.

MISSION

MassSTEP leverages collaborations among education, job training, and employers to build innovative concurrent education and workforce development opportunities for adult learners.

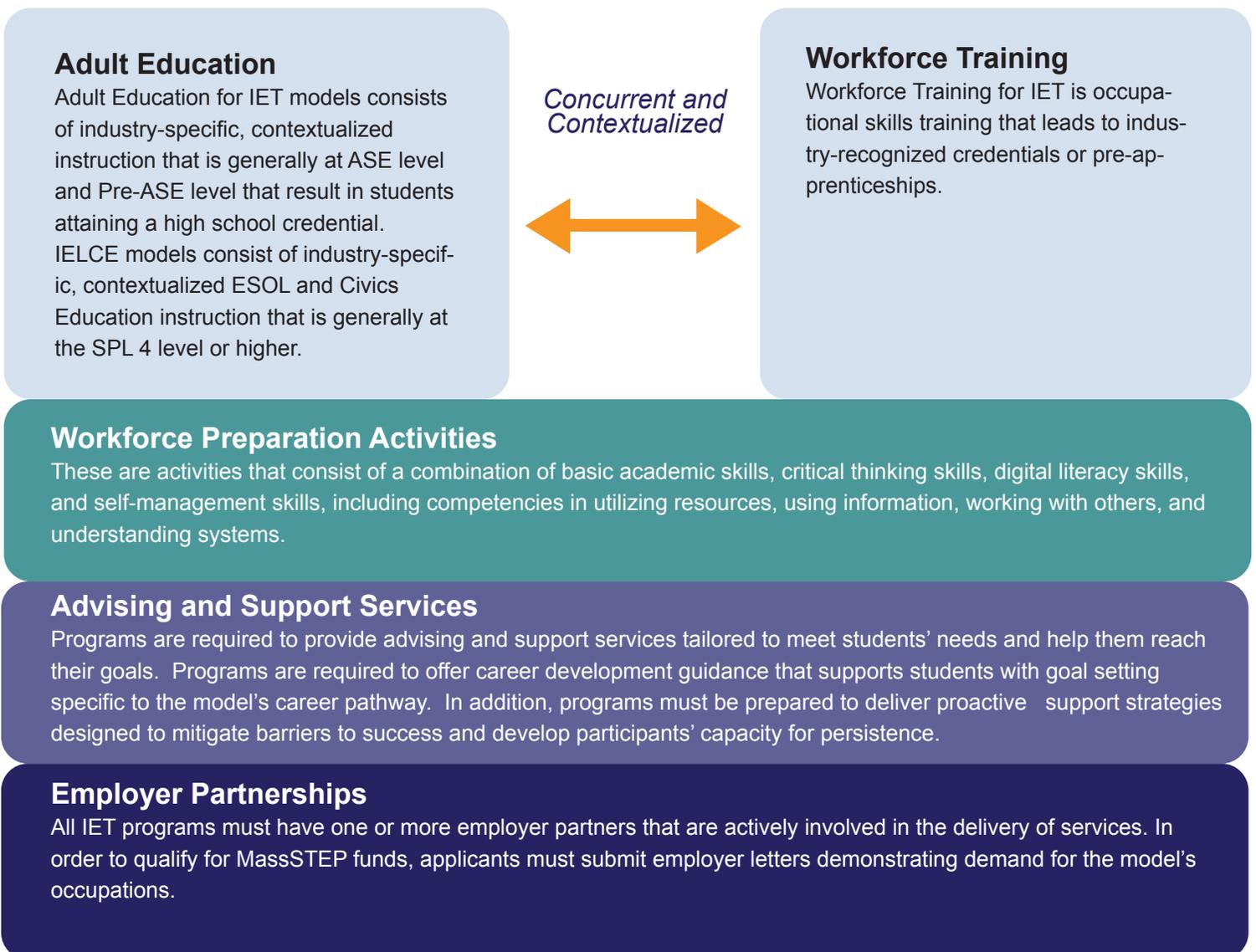
VALUES

- **INCLUSION:**
MassSTEP believes that the diverse life experiences of adult learners strengthen the state's workforce.
- **ACCESS:**
MassSTEP is designed to support historically underserved students by offering a range of high-quality services at no cost.
- **COLLABORATION:**
MassSTEP capitalizes on the assets of academic and workforce partners to develop integrated and responsive job training in order to meet changing industry demands.

4. MassSTEP Required Elements

The chart below outlines required services and design of all MassSTEP providers. As the visual depicts, the unique features of a MassSTEP provider are the concurrent and contextualized adult education, workforce training, workforce preparation, advising and support services, and employer partnerships. This model accelerates students' career pathways by providing access to workforce training while completing their education, while traditional job training programs will not accept students without a high school equivalency (HSE). MassSTEP programs are designed to expand job training opportunities to individuals who would normally lack access.

MassSTEP Provider Required Elements



5. MassSTEP Logo

ACLS is proud to introduce our MassSTEP logo:



Detailed instructions on logo usage can be found in the following section, MassSTEP Brand Standards. Here, acceptable logo variations are outlined.

6. MassSTEP Brand Standards

The purpose of this section is to provide detailed information about the MassSTEP logo's appearance and acceptable variations. This includes the exact colors and typography to be used with MassSTEP materials and merchandise. Providing a consistent brand that can be identified as part of a trusted state-wide network will help us carry out our mission of reaching more historically underserved students.

6a. Color Palette



Header
292563



Accent
f89520



Body Copy
3a3960



Links/Quotes
606196



Background
ffffff



Accent 2
4d9799

MassSTEP
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Worcester Adult Learning Center

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6b. Typography

Header

Arial - Bold

font size: 16

Body Copy

Arial - Regular

font size: 12

Pull Quotes

Arial - Italic

font size: 14

Links/URL

Arial - Italic

font size: 10

MassSTEP
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6c. Document SetUp

Left-justify all content.

Separate text box for quotes.

- Left-justified
- Tighen margins

Place logo in top left corner.

1.5"

1"

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<https://sample.ex.doe.gov>

1"

1"

1

6d. Email Signature

John Smith
Project Manager
T (508)555-5000
F (508)555-0431
www.examplelink.mass.edu



1	Name	Arial Regular - 16 pt	Line Spacing - 15 pt	
2	Title	Arial Regular - 12 pt	Line Spacing - 15 pt	#606196
3	Phone	Arial Regular - 12 pt	Line Spacing - 15 pt	
4	Fax (optional)	Arial Regular - 12 pt	Line Spacing - 15 pt	
5	Email	Arial Regular - 12 pt	Line Spacing - 15 pt	
6	[LOGO]			

6e. Logo Treatment

Full Color

Knockout

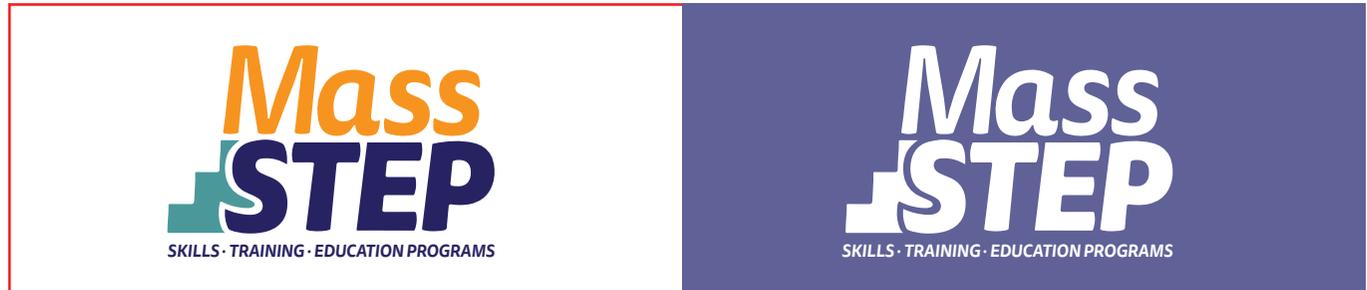


Primary Logo (Horizontal Layout)

The primary logo should be used for all MassSTEP Letterhead/Stationary/Email. When in doubt, use the primary logo.

Full Color

Knockout



Alternate Logo (Vertical Layout)

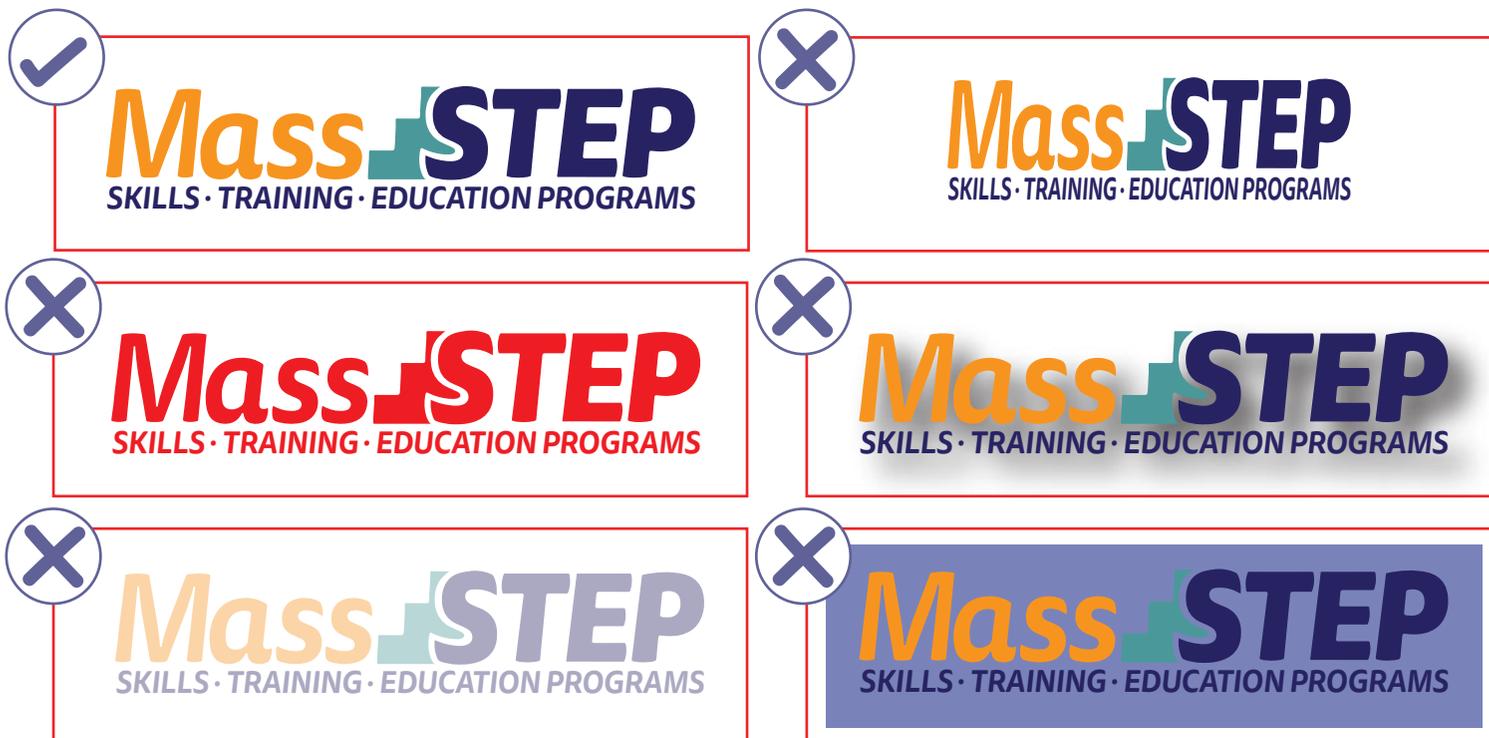
The alternate vertical logo should only be used for MassSTEP merchandise when the primary logo does not fit within the artwork area provided by a distributor.

Knockout of logo should be used for EVERY design that is NOT printed on white or light grey. This will ensure that the design has the necessary contrast to view the whole logo clearly.

borders not included in the logo

6e. Logo Treatment

- DO NOT stretch/skew the logo
- DO NOT recolor the logo
- DO NOT display with drop shadow
- DO NOT lower opacity
- DO NOT display on off white background



6f. Tagline Usage



The tagline should always accompany the MassSTEP logo except when using the alternate logo with the vertical layout (see page 12).

6g. Provider Logo Integration

Individual program names can be displayed underneath the logo.



Abisi Adult Education Program



Boston Public Schools



Bristol Community College



Brockton Public Schools



Bunker Hill Community College



Cambridge Community Learning Center



Cape Cod Community College



Center for New Americans



Hampden County Sheriff's Department



Holyoke Community College



Holyoke and Springfield Technical
Community Colleges Program



Mount Wachusett Community College



Northern Essex Community College



North Shore Community Action Programs, Inc.



North Shore Community College



Quincy Community Action Programs, Inc



Quinsigamond Community College



UMass Dartmouth Workers' Education Program



Webster Public Schools



Worcester Public Schools

6g. Provider Logo Integration

Individual program names can be displayed next to the logo.

	Abisi Adult Education Program
	Boston Public Schools
	Bristol Community College
	Brockton Public Schools
	Bunker Hill Community College
	Cambridge Community Learning Center
	Cape Cod Community College
	Center for New Americans
	Hampden County Sheriff's Department
	Holyoke Community College
	Holyoke and Springfield Technical Community Colleges Program
	Mount Wachusett Community College
	Northern Essex Community College
	North Shore Community Action Programs, Inc.
	North Shore Community College
	Quincy Community Action Programs, Inc
	Quinsigamond Community College
	UMass Dartmouth Workers' Education Program
	Webster Public Schools
	Worcester Public Schools

6h. Merchandise

The alternate vertical logo should only be used for MassSTEP merchandise when the primary logo does not fit within the artwork area provided by a distributor.



Knockout of logo should be used for EVERY design that is NOT printed on white or light grey. This will ensure that the design has the necessary contrast to view the whole logo clearly.

6i. Powerpoint Template



Follow color palette guidance from page 6a.

Follow typography guidance from page 6b.

7. MassSTEP Implementation

The purpose of this section is to highlight key action steps to ensure a successful launch for the MassSTEP brand. This document outlines tasks and anticipated deadlines for both ACLS staff and MassSTEP local providers. Although this guide was created to support the initial brand release, providers that join MassSTEP later will also find this helpful when implementing the brand.

Since one primary goal of branding is to increase awareness and visibility, a clear implementation plan is essential. It will take efforts from all stakeholders to ensure brand uniformity in order to increase recognition. Providing a consistent brand that can be identified as part of a trusted state-wide network will help us carry out our mission of reaching more historically underserved students.

7a. Implementation—ACLS

The ACLS MassSTEP Team conducts an annual brand training for current and new MassSTEP providers to review the MassSTEP logo, Brand Charter, Brand Standards, templates, and sample communication to stakeholders.

To continue to increase awareness and visibility of MassSTEP, ACLS is responsible for publicizing on social media and other advertising platforms and publishing a quarterly MassSTEP newsletter to communicate with stakeholders and highlight the successes of providers and participants. ACLS also maintains a MassSTEP webpage that includes resources, guides, and links to all MassSTEP profiles and sites across the state.

7b. Implementation Expectations of MassSTEP Providers

ACLS requires all MassSTEP providers to:

1. Use the logo to promote their MassSTEP-funded programming (Specific instructions on logo usage is found in the Standards Guide.)

- Use the MassSTEP name when referring to this programming and include the MassSTEP name in voicemail recordings
- Use the MassSTEP logo on letterhead and ACLS provided PowerPoint template
- Use MassSTEP logo on merchandise to promote the program in the local community

2. Create or update a MassSTEP webpage or website that provides information about their MassSTEP services to stakeholders.

3. Educate all stakeholders about MassSTEP and ensure that staff adhere to the branding parameters outlined in Brand Standards section.

4. Identify an implementation lead who will be responsible for the following:

- Attend brand implementation training
- Spearhead the program's local MassSTEP launch
- Oversee local webpage development
- Manage the brand for the program. This includes maintaining the integrity of the brand by ensuring that the MassSTEP brand standards are followed, communicating with ACLS, external stakeholders, program staff, and students

NOTE: The implementation lead can also be the director. Funds from the MassSTEP stipend maybe used toward brand implementation lead hours dedicated to these responsibilities.

5. Conduct a local launch. ACLS is committed to supporting providers through this transition by providing a stipend to cover the costs of the following:

- Website/ webpage for MassSTEP program
- Merchandise with the MassSTEP Logo (e.g., tote bags, t-shirts, pens, pencils)
- MassSTEP implementation lead hours to support their participation in the training and oversee the launch

Other optional ideas for MassSTEP funding are:

- Business cards with logo
- Banner or signage
- Marketing materials (e.g., brochures, advertising to promote the program)
- Staff ID badges with logo

7c. MassSTEP Provider Brand Implementation Checklist (for 2021 initial brand launch)

The chart below is designed to support MassSTEP providers with brand implementation in 2021. It provides tasks with expected completion dates, as well as space to include the person responsible for the task and to track the progress of each task.

Action Step	Anticipated Completion Date	Person Responsible	Completed
Identify implementation lead	May-June		
Review brand charter and standards and implementation guide	May-June		
Attend ACLS MassSTEP brand training	June 24, 2021		
Inform stakeholders about MassSTEP branding and launch (e.g., staff, Board, parent organization, students, partner agencies) through meeting and written communication (samples provided by ACLS)	July-August		
Update/implement MassSTEP materials with logo	July-August		
Create or update webpage for local MassSTEP program	September		
Complete staff training on brand usage	September		
Attend state-wide launch	Sept 24, 2021		
Plan and conduct local launch celebration (including merchandise)	October		
Use logo on MassSTEP communications	October		