

**K R A** Innovative  
CORPORATION Exceptional  
Trusted

**GRAPHICS STANDARDS MANUAL**

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# Introduction

The purpose of this **Graphics Standards Manual** (*Manual*) is to ensure that authorized users apply the same KRA design standards in a consistent manner to maintain a strong corporate brand identity in target markets, communicate information accurately and effectively, and produce corporate literature efficiently and economically.

The information and visual examples included in this *Manual* demonstrate the proper use of graphics-design standards, to which there are no exceptions without the prior approval of the KRA Corporate Communications Manager (CCM).

Although this *Manual* and associated electronic files are owned by KRA and protected by copyright laws, KRA hereby grants permission to approved vendors to copy these files solely for the purpose of creating graphics materials under contract with KRA. Thus, these standards apply to all documents, literature, materials, and publications produced by KRA corporate- and program-staff and contractors.

# Corporate Identity Statements

KRA's official corporate Vision, Mission, and Core Values statements read as follows:

## Our Vision

To engage businesses, develop workers, and nurture stronger communities.

## Our Mission

To provide businesses with a trained and reliable workforce by preparing jobseekers for today's competitive workplace and global economy.

## Our Core Values

KRA's Core Values support our dedication to delivering solutions and services that result in the highest level of customer engagement and satisfaction.

**K**nowledge...our foundation for creating *Innovative* Solutions

**R**esponsibility...our promise to continuously offer *Exceptional* Services

**A**chievement...our proven performance for delivering *Trusted* Results

KRA is committed to performance excellence throughout every aspect of our operations, subscribing to *The Baldrige Framework: Driving Organizational Excellence* as our primary Continuous Quality Improvement criteria for company-wide assessment and performance enhancement.

## Tagline

KRA's official tagline is **Innovative. Exceptional. Trusted.** You may add phrases that reflect the needs of a specific market segment, target, or product statement. Example: Providing **Innovative, Exceptional, and Trusted** services to the San Diego community.

## Address

Unless otherwise specified, the KRA corporate address appears in Calibri 12, centered on the front (one-page document) and on the back (more than one page) at the bottom of every KRA publication as follows:

5950 Symphony Woods Road, Suite 211 | Columbia, Maryland | 21044  
(301) 562-2300 p | (301) 495-2919 f | [www.kra.com](http://www.kra.com)

## Copyright and Service Marks

Unless otherwise specified, copyright and printing notices appear on the front of all KRA publications, in Calibri 8, as follows:

© Copyright 2021 KRA Corporation.  
All Rights Reserved. Innovative. Exceptional. Trusted. <sup>SM</sup> is a service mark of the KRA Corporation.

## Typography

Limiting typographic standards strengthens KRA's brand-building efforts and heightens the recognition of KRA materials. Unless otherwise specified by an existing or potential KRA client, e.g. a proposal or a report, use **Calibri** for headlines, sub-headlines, and body copy in all internal and external KRA digital and hard-copy products. These include, but are not limited to, the following: documents, e-mails, letters, manuals, memoranda, newsletters, proposals, and technical reports, as well as any files available on KRA servers or in public folders.

## Logo

The logo below is the primary logo signature for KRA. This serves as the cornerstone of the visual identity program and is a signature to identify KRA. The primary KRA Logo or Horizontal Lockup, is a two-color identity icon, in PMS 646C Blue and PMS Cool Gray 9C. When printing, the background color must be light enough for easy legibility.



It may not always be possible, or necessary, to use the primary logo signature in its entirety in all applications; alternatives to the primary logo signature are presented and specified within.

The primary signature, the logo type/nameplate, vertical and rectangular signatures are available in electronic files and can be downloaded for reproduction in the Desktop Publishing Toolbox on the Employee Dashboard.

## Logo Signatures: 3 Choices

### Primary Logo Signature

Use this image in its entirety, as it is the primary logo of KRA. It contains the logo mark and tagline.

The logo to the right is the **minimum 3” width** recommended for reproduction of this logo.



### Rectangular Logo Signature

Use this image as an alternative for the primary logo above, such as when space does not permit use of a horizontal logo.

The logo to the right is the **minimum 1.5” width** recommended for reproduction of this logo.



### Initials Logo Signature

Use this image when very limited space is available for logo use.

The logo to the right is the **minimum .75” width** recommended for reproduction of this logo.



## Logo Signatures: Black or White

### Black or White

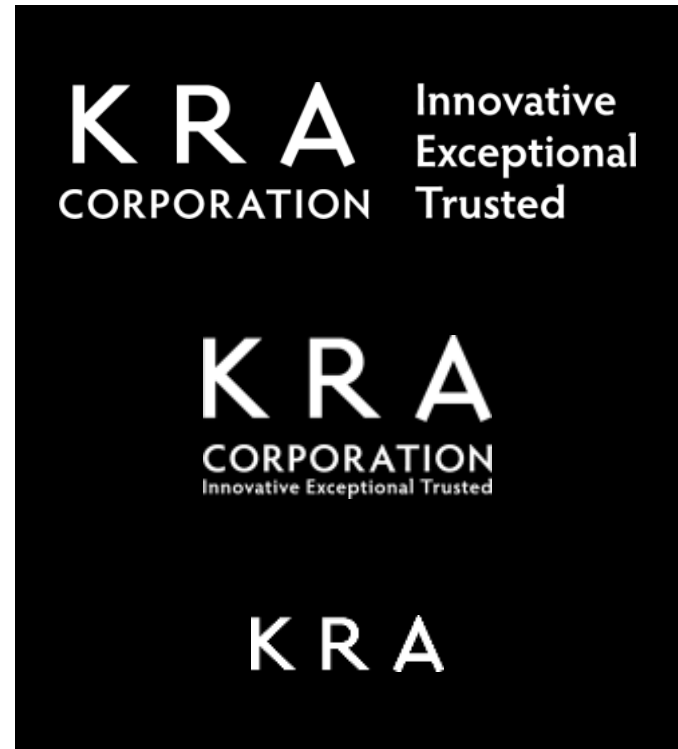
#### Logo Usage

Use the logos to the right when the logo must be replicated in black or white only.

**K R A** Innovative  
CORPORATION Exceptional  
Trusted

**K R A**  
CORPORATION  
Innovative Exceptional Trusted

**K R A**





## Logo Signature Usage

Exercise careful consideration when placing color and graphics elements behind or close to the KRA logo, with or without the tagline. Unless otherwise specified, the following guidelines apply to the proper placement and use of the KRA logo:

- Place the logo in the top center of a document.
- Place the logo 1/3 the distance from the top edge of the page when used on cover and title pages.
- Place the logo flush left or flush right when used in newsletter mastheads or PowerPoint Presentation (PPT) headings.
- Allow at least ½ inch of space on each side of the logo.
- *Never* put the logo into a box, oval, or other shape, and no other graphics element should protrude into the ½ inch of space.
- *Never* use the logo in body copy.
- When using the logo on banners, signage, or other media, you may increase or decrease its size, but the amount of space around the logo must be increased or decreased as well, proportionate to the size of the logo.
- When sending a document electronically that includes the KRA logo, send in a read-only file format, e.g. Acrobat pdf, which preserves the integrity of the design.
- When sending a document to a wide audience that might not have access to Acrobat Reader, do *not* include the KRA logo.
- To protect the KRA logo from misuse, only send an electronic version of the logo to vendors under contract to KRA for the production and/or printing of KRA documents, exhibits, presentations, or other communications materials.

When using the KRA logo in or on a publication with other company logo(s), make every effort to balance the various company elements in size. If using another company's logo(s) on a KRA publication, such as a proposal cover, print it/them across the bottom of the cover page. Logo images are accessible on the [Employee Dashboard](#) under **Images** in the [Desktop Publishing Toolbox](#).

## Corporate Color Palette

Colors, like other graphics elements, reinforce KRA’s corporate-identity system. Consistent application of a color palette leads to easy recognition of KRA communications materials and strengthens the KRA brand. The palette consists of colors that work together visually and provide a cohesive identity to everything KRA designs, as illustrated as an interaction of the corporate colors displayed on the KRA website.

Our primary color is Pantone 646C and Pantone Cool Gray 9C. The colors may be replicated also in CMYK, RGB, and HEX/HTML.

The blue and gray colors on this page, and throughout this document, are the RGB versions, but will print in CMYK conversion.

PANTONE

646C

CMYK 65 34 2 1  
RGB 94 138 180  
HEX/HTML 5E8AB4

PANTONE

Cool Gray 9C

CMYK 50 40 34 17  
RGB 117 120 123  
HEX/HTML 75787B

# Business Communications

## External Communications

KRA has designed its stationery and business cards using the same graphics elements. Do not make any modifications to these designs. Letterhead templates are available on the [Employee Dashboard](#) under **Word Docs** in the [Desktop Publishing Toolbox](#). Order business cards using the Business Card Order form in the **Employee Forms** section of the Dashboard.

## Internal Communications

KRA does not keep an inventory of printed memorandum or fax-cover sheet paper. When composing a memorandum or fax, refer to the “KRA Fax Template” on the network, which includes the actual design, as well as format for body copy. To the extent feasible, this is the required format for all memoranda.

## E-mail Signature Plate

KRA’s Standard Operating Procedure No.: 201 COMM-001 for creating an [E-mail Signature Plate](#), states, “To conform with and to promote KRA Corporation’s (KRA) marketing and branding, all KRA employees will utilize a uniform email signature. Exceptions may be made for KRA employees at sites whose client contractually obligates them to utilize the client’s logo and branding in their e-mail signature.” Inherent in this statement is the requirement that KRA employees *not* attach messages...personal, political, religious, etc....to their e-mail signatures, or icons that are linked to social media sites...Facebook, LinkedIn, etc. KRA allows an exception in formatting to accommodate dual phone/fax numbers, as seen in the first sample below. The second sample is representative of a KRA program site, whose client prefers use of their e-mail and website addresses.

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1234 Main Street, Suite 567 | City, State, 12345



ABC Development One-Stop Centers

As shown below, any combination of signature-plate elements is possible. The important thing is *always* abide by KRA- or client-preference design requirements.

**Rodger S. Wright**

Business Services Representative

[rwright@kra.com](mailto:rwright@kra.com) | (843) 123-4567 p | (843) 891-0111 f



ABC Development American Job Center

1234 Main Street, Suite 567 | City, State, 12345

## Business System Font

With the exception of “KRA” in the logo, and tagline text, the only acceptable Business System Font is Calibri, which is available on all KRA computer systems. Unless otherwise specified, the following Calibri type-size specifications apply, as illustrated below:

- 1) Cover headlines: 22 points
- 2) Supporting cover sub-headlines: 16 points
- 3) Interior headlines: 14 points
- 4) Interior sub-headlines: 14 points
- 5) Introductions: 12 points
- 6) Body copy: 12 points
- 7) Body copy in e-mails: 11 points
- 8) About KRA text: 10 points
- 9) Address line: 8 points
- 10) Captions: 8 points
- 11) Copyright/recycled information/service mark: 8 points

# Publications

## Program-site Newsletters

The focus of newsletters produced at the local level should be program accomplishments, activities, and events that enhance KRA's image with whichever client, partner, or other stakeholder "subscriber" will be receiving the newsletter. However, KRA permits the production of newsletters for the benefit and motivation of jobseeker-customers, to include interviewing and resume tips, job leads, kudos for successful job placements, etc.

Unless prohibited by a KRA client, all newsletters produced by or for program sites must adhere to the following guidelines:

- Include one of the official KRA logos;
- Include the appropriate program-site address;
- If appropriate, include the producer(s) KRA e-mail address(s);
- Size and color of the KRA logo must conform to the standards described in the **Logo** section of this *Manual*;
- Newsletters may only be produced using the Calibri font, as described in the **Business System Font** section of this *Manual*; and
- When sent electronically, use a read-only, unalterable format, such as Acrobat pdf, to preserve the integrity of the design and the content.

## Other Marketing Communications Literature

In designing new, or revising current, document(s), apply the following guidelines:

- All documents created by or for any KRA office, including those for events sponsored by any KRA entity or affiliate, must carry the KRA logo consistent in size, color, and placement with other KRA documents, as described in this *Manual*.
- The preferred paper stock for printed KRA materials is Centura 100# Text, white gloss for inserts and newsletters, and Centura 80# Cover, white gloss for brochures. If not available through your preferred printing company, you may substitute a *comparable* “house stock”.
- All documents must carry the KRA address, which should appear on the front of a one-page publication and on the back if the publication is more than one page. If a publication carries a tear-off return-mail card, print the address line in a place where it cannot be torn off, e.g. above the tear line for a one-page publication, or on the front for a publication more than one page.

## Communications and Graphics Resources

To assist you in writing and designing documents and publications for either internal or external use, the [Employee Dashboard](#) contains text for **Mission Statement and Values**. A **Brochures/Handouts** section, with an editable Blank Template suitable for a KRA flyer or other collateral, includes text for a Brochure, the Competitive Edge, Fact Sheets for Business Engagement and Jobseekers, and the KRA Quality Service Model (“Report Cover”). Logo **Images**, with and without tagline; **PowerPoint Templates**; and **Word Doc** templates for Letterhead, Memorandum, Press Releases, and Proposal Covers are accessible in the [Desktop Publishing Toolbox](#).

## Frequently Asked Questions

### May I create my own program brochure or newsletter?

**Yes.** Once you have created your copy/layout, submit it to your Program Manager and the Director, Workforce Operations, for review and approval before you submit it to the CCM, who will conduct a QA review to determine that the newsletter conforms, without deviation, to all standards described in this *Manual*.

### May I put the KRA logo on t-shirts and other premium items?

**Yes.** The logo may be placed on active wear and other screen-printed premium items. The same graphics standards for traditional printing apply. Contact the CCM if you have questions.

### May I send a press release to the media for my program?

**Yes.** You may *initiate* a press release related to program achievements, events, etc. or *respond* to a media inquiry, *only* with the prior review, consent, and coordination of the CCM.

### May I create a tagline for my program?

**No.** The KRA tagline encompasses *all* work produced. Furthermore, KRA employees must use the existing tagline for your program, as long as contractual provisions do not prohibit its use.





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