KRA
CORPORATION

**Innovative
Exceptional
Trusted**

BRAND MANUAL

October 2024

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Chapter 1: Introduction

The purpose of this Brand Identity Standards Manual (*Manual*) is to ensure that authorized users apply the same principles and protocols in a consistent manner to:

- Maintain a strong corporate brand identity in target markets
- Communicate information accurately and effectively
- Produce corporate literature efficiently and economically

The information and visual examples presented in the *Manual* demonstrate the proper use of KRA brand-identity standards, to which there are no exceptions without the prior review of the Marketing and Communications Department regarding approval of the exception.

This *Manual*, and associated electronic files, are owned by KRA and protected by copyright laws. However, the company grants permission to approved vendors under contract with KRA to copy these files for the sole purpose of creating corporate- and program-level branded collateral, documents, literature, materials, and publications including, but not limited to:

- **Conferences/Career Fairs** - ads, banners, brochures, exhibits, fact sheets, flyers, merchandise, posters, swag, et al.
- **Corporate/Program** - blog posts, business cards, Center Operating Procedures/Standard Operating Procedures, correspondence/memoranda,internal and external, e-mail signature plates, guide/handbooks, letterhead, newsletters, press releases, progress/technical reports, proposal body text and covers, social media (SoMe) posts, tagline, et al.

Chapter 2: Corporate Identity Statements

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

- **Knowledge...** our foundation for creating Innovative Solutions
- **Responsibility...** our promise to continuously offer Exceptional Services
- **Achievement...** our proven performance for delivering Trusted Results

Tagline - KRA's official tagline is **Innovative. Exceptional. Trusted.** You may add text that reflects the needs of a specific market segment, target, or product statement, as in "KRA provides Innovative, Exceptional, and Trusted services in the communities we serve across the country."

Brand Voice - Across the country, KRA provides a comprehensive range of workforce-related services to a diverse variety of clients, customers, and partners, including, but not limited to: DOL/ETA-financed Workforce Development Boards, DHHS/TANF-funded Departments of Human/Social Services, USDA/SNAP Program recipients, Business Services' employers, Career Services' jobseekers, and of course fellow employees. Therefore, in all business communications, it is essential to follow an authentic and professional tone that is succinct, simplifies government terms, and avoids slang.

Address

Unless otherwise specified, the corporate address appears in Calibri 11, centered on the front (one-page document) and on the back (any document more than one page) at the bottom of every publication as follows:

5950 Symphony Woods Road, Suite 211 | Columbia, Maryland | 21044

(301) 562-2300 p | (301) 495-2919 f | info@kra.com

Copyright and Service Marks

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

© Copyright 2024 KRA Corporation All Rights Reserved.

Innovative. Exceptional. Trusted SM is a service mark of the KRA Corporation

Business System Fonts

Except for "KRA" in the logo, and tagline text, the only acceptable Business System Font is Calibri, which is available on all KRA computer systems.

Typography

Limiting typographic standards strengthens our brand-building efforts and heightens the recognition of KRA materials. Unless otherwise specified by an existing or potential client, e.g. a proposal or a report, use Calibri for headlines, sub-headlines, and body copy in all internal and external, digital and hard-copy products listed on page 20, as well as any files available on the Employee Dashboard. Bold, italic, and underscore styles are allowed for emphasis where appropriate. As SoMe posts and event flyers require more artistic creativity, KRA allows fonts beyond Calibri to be used, but will need prior review by the Marketing and Communications Department regarding approval.

Chapter 3: Logos and Their Use

The graphic below is the primary KRA logo, serving as the visual "signature" identity for the company. It is a two-color icon, in PMS 646C Blue and PMS Cool Gray 9C. When printing, the background color must be light enough for easy legibility. This logo features the company name and the tagline in one logo.

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

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

Blue and Gray Primary Logo Options

KRA CORPORATION   Innovative Exceptional Trusted ✓

KRA CORPORATION ✓

KRA ✓

Primary Logo

It contains the logo mark and tagline. The logo should have enough white space to stand out on its own. This can vary based on the size of the graphic but generally should have approximately 1⁄4 inch on all sides.

Rectangular Logo

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

Initials

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

Black or White Logo Options

Black and White logos should only be used when there is a color background or when the document is in black and white.

Black Logos

Same as the blue and gray logo but for light color backgrounds or black and white printing.

White Logos

Same as the blue and gray logo but for dark color backgrounds or black and white printing.

Appropriate Logo Uses

Examples of appropriate logo uses are below. These apply regardless of use of the primary, rectangular, or initials versions and their respective color format.

Logo with enough white space to stand out on its own.

Black logo should primarily be used for black and white printing or when most the accompanying text is black.

Any white logo should appear with a dark background.

Inappropriate Logo Uses

Examples of inappropriate logo uses are below. These apply regardless of use of the primary, rectangular, or initials versions and their respective color format. This is not an exhaustive list. If you have any questions regarding appropriate logo use, contact the Marketing and Communications Department.

Logo with lack of white spaces around the sides.

Logo with lack of white spaces around the sides.

Logo that is skewed and not proportioned appropriately.

Logo with text that is too close to the logo

Logo that has inappropriate background color that make it hard or distracting to see.

Logo that is marked or partially covered by other elements.

Specialty Logos

The only Specialty Logo that has been approved for corporate use is for staff of our People & Culture (P&C) Department and members of the Employee Engagement Committee (EEC), when appropriate. Use of these logos follows the same general standards as described in other sections of this Chapter. The color logos are ideal for white or light backgrounds, the black-and-white version works best on light backgrounds where color isn't needed, and the white logo is designed for dark backgrounds to ensure visibility and legibility.

The Employee Engagement Committee logo is to be used exclusively for Committee-related purposes.

Chapter 4: Primary Color Palettes

Primary Color Palette

Colors, like other graphics elements, reinforce KRA's corporate brand-identity system. Consistent application of a color palette leads to easy recognition of our communications materials and strengthens the 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 website. Our primary colors are Pantone 646C, Pantone Cool Gray 9C, and Pantone 541C. The colors may be replicated also in CMYK, RGB, and HEX/HTML in the table below:

Pantone: 646C
CMYK: 65, 34, 2, 1
RGB: 94, 138, 180
HEX #: 5E8AB4

Pantone: Cool Gray 9C
CMYK: 50, 40, 34, 17
RGB: 117, 120, 123
HEX #: 75787B

Pantone: 541C
CMYK: 84, 40, 0, 56
RGB: 18, 67, 112
HEX #: 124370

Accent Color Palette

The orange, which is used in our P&C logo, may be used in other materials.

Pantone: 158C
CMYK: 0, 47, 82, 5
RGB: 241, 128, 44
HEX #: F1802C

Chapter 5: External and Internal Communications

External Communications

KRA has designed its stationery and business cards using the same graphics elements presented in this *Manual*. Do not make any modifications to these designs.

- **Letterhead Templates:** Letterhead templates are available on the Employee Dashboard in Communications Materials/ Desktop Publishing Toolbox under Word Docs.

- **Business Cards:** Program Directors and Managers may request business cards for themselves or team members by completing an Employee Resource Request Form found in ADP under Frequently Used Forms & PM and Director Forms.

Internal Communications

KRA does not keep an inventory of printed memorandum paper.

- **Memoranda:** When composing a memo, refer to the "KRA Memorandum Template" on the Employee Dashboard in Communications Materials/Desktop Publishing Toolbox under Word Docs, which includes the actual design, as well as format for body copy. To the extent feasible, this is the required format for all memoranda.

Chapter 6: E-mail Signatures

To conform with and promote branding and marketing objectives, all employees will utilize a uniform e-mail signature. Exceptions may be made for program sites that are obligated contractually to use the client's logo.

Inherent in this statement is the requirement that employees not attach messages - personal, political, religious, etc. to their e-mail signatures. You may of course add a valediction, i.e., Sincerely, Yours Truly, Thanks Again, etc., to the signature, just not part of the signature.

As illustrated on pages 16-19, several combinations of signature-plate elements are possible. The important thing is to always comply with KRA or client-required designs, which always supersede KRA design requirements.

Adding Credentials and Pronouns to Signature

Adding Credentials to Signature

Employees may add no more than four relevant credentials after their name, e.g.:

- Industry-related Certifications, such as CWDP, CPRW, MHFA, SHRM-CP, etc.
- Job-related Licenses, such as LSW, LCSW, etc.
- Degrees at Master's level or above, such as J.D.; MA/Education, Psychology, Sociology, etc.; MBA, Ph.D., etc.

Adding KRA Links to Signature

Program staff must have the following links at the end of the signature:

Visit us on LinkedIn

Listen to KRA's The HUB Podcast

How is my service? Please, click HERE *to complete a short customer-satisfaction survey.*

Adding Pronouns to Signature

KRA values diversity, equity, inclusion, belonging, and accessibility, and we support those who wish to include their preferred pronouns in their e-mail signatures. Staff may include gender-specific pronouns She/Her/Hers or He/Him/His or gender-neutral pronouns They/Them/Theirs in their signature if they choose.

Including pronouns is an important step in respecting people's identity, and communicating to clients, customers, and other stakeholders our commitment to core DEIBA+ principles. If you would like to include pronouns in your e-mail signature, place them on the line under name and title.

Other E-mail Signature Details

Adding KRA Specialty Logos to Signature

If you are a member of the P&C Department or Employee Engagement Committee and would like to use one of their specialty logos from page 10 (or any P&C internal links), please create a secondary signature with these logos to use internally.

If you are a program-site employee, please confirm with the Program Director/Manager before adding Credentials, KRA links, or pronouns to ensure there are no client-specific restrictions, otherwise follow corporate specifications.

Adding Your Headshot Photo to Microsoft 365

As more business communications are conducted electronically or through virtual methods, there is an increased need for "virtual face-to-face" methods. One such method is to include a headshot thumbnail that is seen on e-mails that display on Microsoft Office programs (most notably Outlook). This is required for KRA employees. Please add your headshot to Microsoft Office programs according to the instructions found **here**.

E-mail Signature Templates

Set up your e-mail signature using the templates found **here**.

Corporate Headquarters and Remote Staff Signature

This signature is intended for use by KRA employees either based in Columbia or working from remote locations.

Name, Credentials | Title
Pronouns (Optional)
employee@kra.com | (123) 000-1234 (O) | (123) 000-5678 (C) | **kra.com**

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Columbia, MD, 21044

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Confidentiality Notice: This message, including any attachments, may include privileged, confidential and/or inside information. Any distribution or use of this communication by anyone other than the intended recipient(s) is strictly prohibited and may be unlawful. If you are not the intended recipient, please notify the sender by replying to this message and then delete it from your system.

Program Staff Signature (Single Location)

This signature is intended for use by KRA program staff working at a single location. It features only the program-site address and does not include the headquarters address.

Name, Credentials | Title
Pronouns (Optional)
employee@kra.com | (123) 000-1234 (O) | (123) 000-5678 (C) | **kra.com**
123 Street, City, State, Zip Code

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How is my service? Please, click *HERE* *to complete a short customer-satisfaction survey.*

Confidentiality Notice: This message, including any attachments, may include privileged, confidential and/or inside information. Any distribution or use of this communication by anyone other than the intended recipient(s) is strictly prohibited and may be unlawful. If you are not the intended recipient, please notify the sender by replying to this message and then delete it from your system.

Program Staff Signature (Multiple Locations)

This signature is intended for use by KRA program staff working at more than one location. It features the addresses of program sites and excludes the headquarters address.

Name, Credentials | Title
Pronouns (Optional)
employee@kra.com | (123) 000-1234 (O) | (123) 000-5678 (C) | **kra.com**

Location #1 Name
(000) 000-0001 (O) |123 Street, City, State, Zip Code

Location #2 Name
(000) 000-0002 (O) | 456 Street, City, State, Zip Code

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How is my service? Please, click HERE to complete a short customer-satisfaction survey.

Confidentiality Notice: This message, including any attachments, may include privileged, confidential and/or inside information. Any distribution or use of this communication by anyone other than the intended recipient(s) is strictly prohibited and may be unlawful. If you are not the intended recipient, please notify the sender by replying to this message and then delete it from your system.

Client Required Signatures

Client does not allow KRA identification

Name, Credentials | Title
Pronouns (Optional)

ABC Development American Job Center
rwright@abcd.org | (619) 123-4567 | **abcd.org**
123 Street, City, State, Zip Code

Client Required Signatures

Client allows KRA e-mail, but insists on local-site identification

Name, Credentials | Title
Pronouns (Optional)

ABC Development American Job Center
rwright@kra.com | (619) 123-4567 | **abcd.org**
123 Street, City, State, Zip Code

Chapter 7: Publications

The Marketing and Communications Department is responsible for developing and publishing the corporate KRA@ Work newsletter. If there is an interest or requirement for a program-specific newsletter, create your copy/layout, submit it to your Program Director/Manager and the Senior Director, Workforce Operations, for review and approval, and then submit it to the department for QA review to determine that the newsletter conforms to all standards described in this *Manual*.

At any point in the development process, a member of the Department will be available to provide advice, guidance, and assistance related to content development and/or graphic design. Unless prohibited by the client, program-site newsletters must adhere to the guidelines below:

- Include one of the official KRA logos; size and color of the logo must conform to the standards described in Chapter 3.
- Newsletters may only be produced using the Calibri font, as described in Chapter 7, Business System Fonts and Sizes.
- When distributed electronically, we recommend using Constant Contact to gain data about newsletter performance.

Communications and Graphics Resources

To assist in writing and designing KRA documents, materials, and publications for either internal or external use, the Employee Dashboard includes sections on Mission and Values, Communications Materials, and Brochures/Handouts.

Corporate Constant Contact and Canva Accounts

KRA also has corporate accounts for Constant Contact and Canva. Program Directors/Managers may request access to these accounts by contacting the Marketing and Communications Department. Any materials created in Constant Contact or Canva must receive final approval from the Department before publication or distribution to the public.

Alternate Text or "Alt Text"

Alt text describes non-text content for accessibility and search engine indexing. Use it across platforms like Constant Contact, Canva, Adobe Creative Suite, and social media. Contact the Department if you need assistance.

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.

Chapter 8: Frequently Asked Questions

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 [Marketing and Communications Department](#) if you have questions.

May I send a press release to the media for my program?
Yes. Program Directors/Managers may initiate a press release related to program achievements, events, etc., or respond to a media inquiry, but only with the prior review, consent, and coordination of the Department.

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 if contractual provisions do not prohibit its use.

May I create a program-specific SoMe account?
If there is an interest or requirement for a program-specific SoMe account, that will need to be discussed with the department for pre-approval, scope, and guidance.

How do I post on the KRA Corporation LinkedIn page?
If you have an interesting story or event you'd like to share on the KRA LinkedIn page, please discuss with the Department so it can be reviewed and, if appropriate, included on the Content Calendar. We can also reshare from your personal LinkedIn page.

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