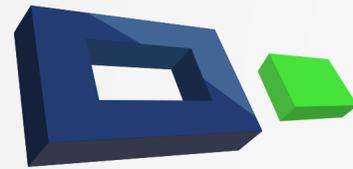


# Our Identity

Working Solutions ~~Brand~~ Guidelines 2014

WooHoo!



## Going Greener



Help reduce our carbon footprint.  
*Please don't print me*



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# Introduction

Welcome to the inaugural Working Solutions Brand Guidelines. These guidelines exist to help us look consistent and amplify our brand.

Our brand is more than just a logo. It is made up of a number of core elements and guiding principles that combine to create a distinctive look and feel that is immediately recognizable as Working Solutions.

This guide will help familiarize you with the core brand elements to assist you in designing and producing dynamic and powerful communications. These guidelines will continue to evolve for both our B-B side (clients & prospects) as well as the B-C side (agents).

If you have questions, email us at [brand@workingsol.com](mailto:brand@workingsol.com)



# Who We Are

*Level 1*



# Who We Are

- ⦿ Working Solutions is all about results. Most companies in the contact center industry- virtual or otherwise- are quick to tell clients about the who, what, when and where of it all.
- ⦿ We start by asking the why. Why do you want to do this? Why will your business be better? Because once we know the why, answers to the other questions will fall into place.
- ⦿ At an operational level, it's about improved performance...faster response times, better customer satisfaction, lower abandon rates...
- ⦿ At a CEO level, it can be about amplifying the brand and market position, stronger sales, higher conversion rates...
- ⦿ We understand the need for measurable results-metric and market-driven. We're equally comfortable delivering both.



# Identity & Logo

*Level 2*



# Our Logo:

Is the most visible element of our identity – a universal image, identifiable across all Working Solutions' communications.

Our bold yet simple logo (abbreviation of logotype) is classified as an Iconic Logotype because it combines a brandmark symbol with a wordmark.

## Trademark:

To protect our logo we use a Trademark symbol alongside our logo to be used internally and externally.



# Working Solutions' Logo

There are a total of 2 logo configurations and three color options.

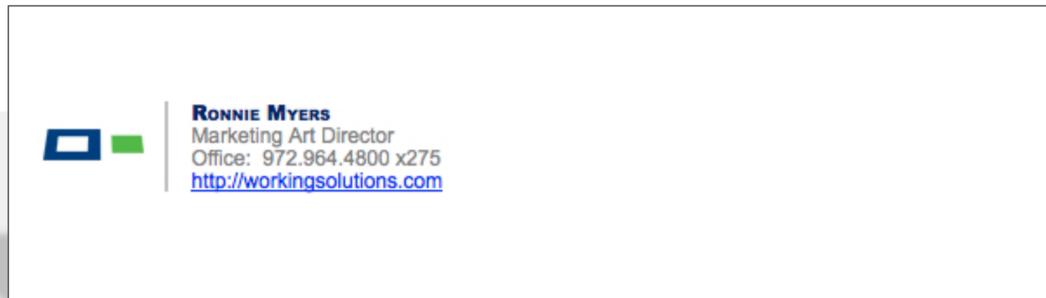
The horizontal configuration



The vertical configuration

# Brandmark Symbol Standing Alone

The brandmark symbol will stand alone in certain instances

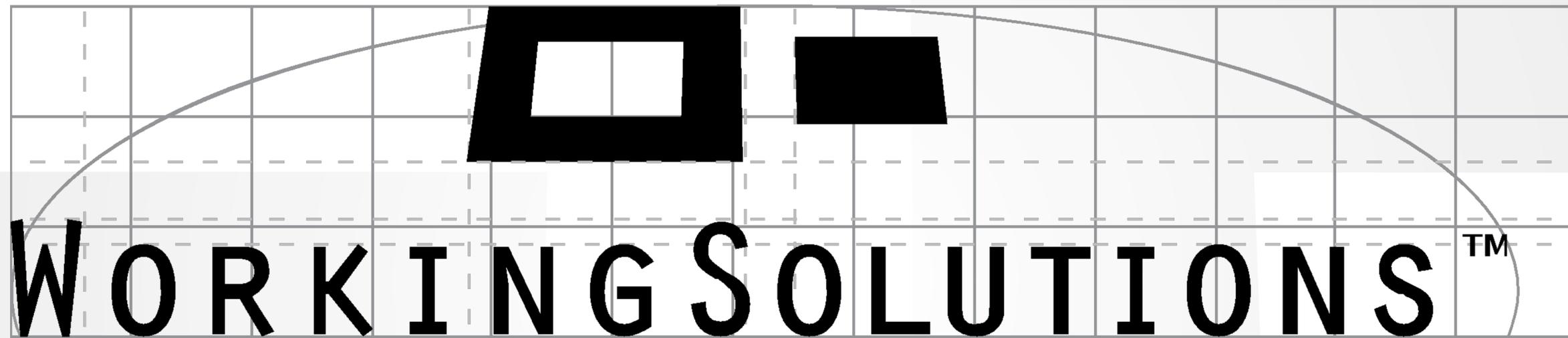


There are a few situations where we will use the brandmark symbol by itself.

Before using in any document (other than your signature on an email), please consult marketing.



# Working Solutions' Logo Alignment



This is a structural breakdown that will allow you to see how our logo was formed.

The brandmark symbol is centered over the wordmark which provides symmetry of the brand.

# Logo Clear Space

Clear space refers to the space around the logo that separates it from other elements such as text and the outside edges or borders of printed materials. A minimum amount of clear space must surround the Working Solutions' logo. This space is equivalent to the height of one large box as it is proportional around all four sides of the logo.



## Minimum print size

To maintain the integrity of the logo in print, a minimum height of 5 mm has been set. The width should be proportional.

---

Height = 5 mm

---

## Minimum digital size

To maintain the integrity of the logo, a minimum height of 8 px has been set. The width should be proportional.

---

Height = 8 px

---

## Maximum logo size.

Considering the variety of distribution options, no maximum size can realistically be set, however, the logo should always maintain proper spacing as specified above. Always keep the logo proportional to the rest of the content on the page.

# WS Live Logo



ws | live™



ws | live™



ws | live™



This is the logo to be used for all WS Live marketing material. The Trademark must appear at the top, right area next to the “e”.

WS live will have similar branding guidelines, but they will be distinguished from Working Solutions.

If you have any questions about logo usage please contact: [brand@workingsol.com](mailto:brand@workingsol.com)

**Wordmark**

**Brandmark symbol**



## **WSU Logo**

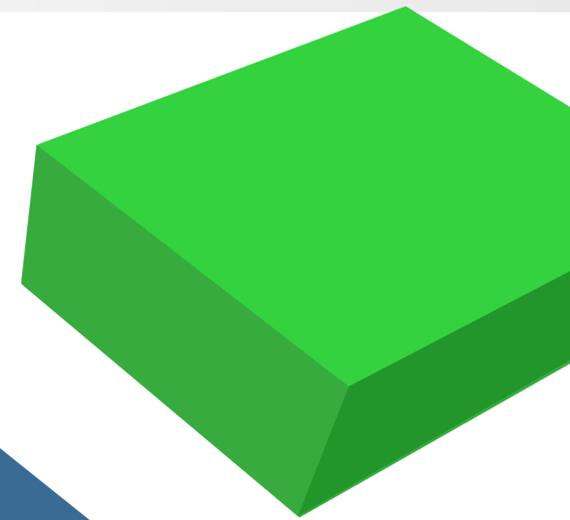
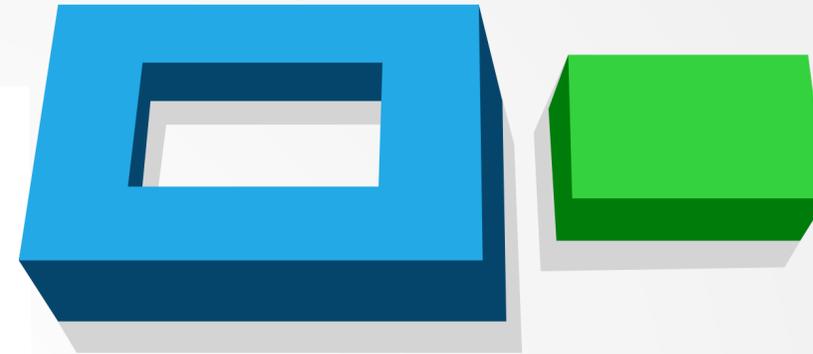
It was important that we create a logo as unique and colorful as Working Solutions University. For the brandmark symbol, we have a smörgåsbord of color to represent the diversity, background, and spectrum of experience of our agents.

The wordmark is simple, and like a piece of ribbon, acts as a single unit to form WSU. The wordmark represents the manner in which training and development work in tandem to produce cohesive results.

# 3D Brandmark Design

These two variations of the brandmark symbol will be used at times. The marketing team can work with you to determine when these variations are appropriate.

They can be static and used as an animation for presentations and videos. The Working Solutions Brand Center will contain different versions of the animated logo video in a variety of lengths.



# Logo No Nos

To preserve the integrity of our brand, we must use our signature correctly and consistently in every application.

Altering, distorting or redrawing the logo in any way weakens the power of the brand.

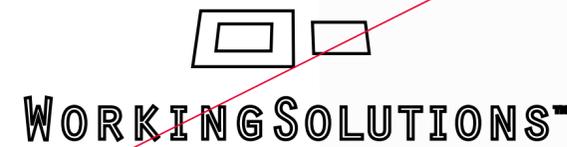
Please don't hesitate to contact marketing if there is ever any question concerning logo usage. We are happy to help.



**DO NOT** distort the wordmark.



**DO NOT** recreate the wordmark.



**DO NOT** outline the wordmark.



**DO NOT** alter the color of the wordmark.



**DO NOT** place wordmark on busy backgrounds or backgrounds with insufficient contrast.



**DO NOT** position wordmark over crucial photographic details such as faces.



# Our Voice

*Level 3*



**Knowledgeable \* Passionate \* Innovative \* Empathetic \* Enthusiastic**

*Think of Working Solutions as a person. Brand attributes make up our personality and our tone of voice reinforces that personality. It is not only “what” we say but “how” we say it. Every interaction should be distinctively Working Solutions.*

## **Our Voice Attributes**

The focus and tone of any Working Solution conversation—with a client, partner, employee or agent—should be “in the moment.” In a distracted world, our presence in person, on the phone and online should be thoroughly engaged.

The conversation needs to be a high point of the day—memorable and worth telling someone about later. The takeaway should be we cared and did something to make things better—right there and then.





## **Knowledgeable:** *Demonstrating Our Expertise*

Industry and functional expertise is the front door into any business. It's the reason why a client would talk with us.

Our knowhow should position every conversation—spoken from the perspective of the client's business.

### **Takeaway should be:**

Client believes we know the industry and business as well as they do and how to deliver results that matter.

*Neil deGrasse Tyson American Astrophysicist*

Shaolin Monk. Songshan Mountain April 12, 2005 in Dengfeng, Henan Province, China.

## **Passionate:** *Dedicated to Clients & Customers*

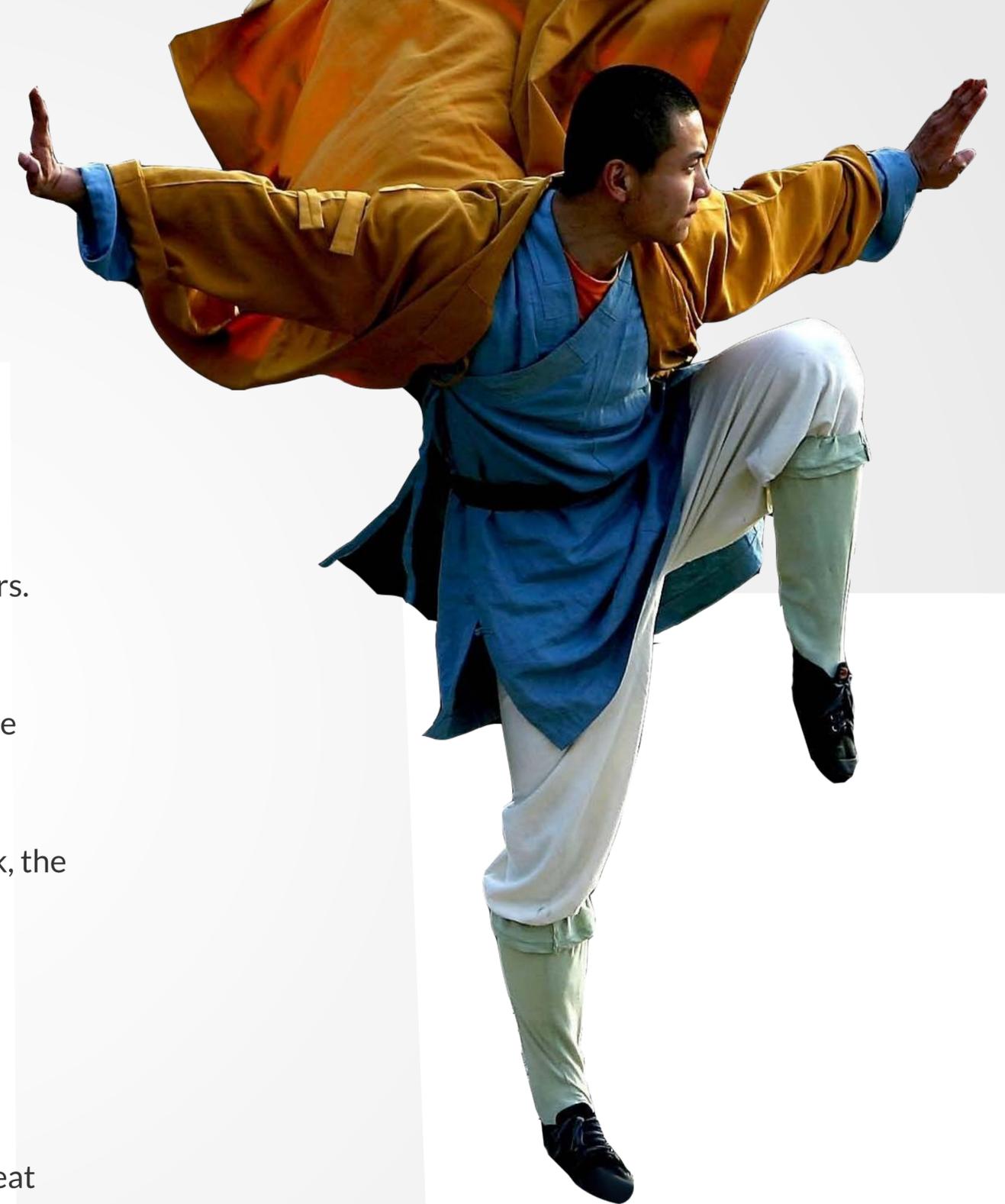
To perform well, we need to believe in—and care about —our clients and their customers.

For us, it all starts with attracting, developing and retaining the best talent nationwide. Professionals who are passionate and dedicated to their work, whether it's in 15-minute increments or an 8-hour day.

Our agents need to “be the brand” and personify the client’s culture—in how they speak, the words they choose and the answers or counsel they give.

## **Takeaway should be:**

The agent acts as the client would act and identifies with every customer. With each interaction, the customer is well served, leaves more than pleased—and is eager to repeat the experience and share it with others to build the brand.



## **Innovative:** *Making Clients The Heroes*

At the heart of innovation is making clients the heroes in their own industries. Our work should put them on magazine covers as thought leaders.

At Working Solutions, we create and deliver industry-specific solutions that enable our clients to become successful, high-performance businesses—and in turn, build better brands and market position.

We invest and invent so clients can spend their time sharpening their core businesses. And while everyone has access to pretty much the same technology, we know how to maximize it for the best results—because we are wired into clients' industries and businesses.

### **Takeaway should be:**

We innovate so clients can elevate their performance and be seen as industry leaders. Our work creates new opportunities for them—in business and the marketplace.





## **Empathetic:** *Understanding & Delivering*

In any business, success ultimately comes down to strong, caring relationships. Ones built on empathy—and strengthened with the will and ways to connect, commit and deliver.

We believe it takes personal and professional resolve to work at that level. It's not for everyone, but it is an attribute of the people here at Working Solutions. We look for it when we recruit—just as our clients do when they hire us.

### **Takeaway should be:**

We put ourselves in the place of our clients and their customers—and deliver accordingly.

*Green with ecological empathy.*





## **Enthusiastic:** *Expressing Our Passion*

By its nature, the woo-hoo factor cannot be overstated. It needs to permeate every part of Working Solutions' culture, the business and work for clients and their customers.

So how is being enthusiastic different from being passionate? Think of it this way: Passion is our core. Enthusiasm is how we express it.

It's a quality we look for when recruiting talent—and we know it's a qualifier for clients that hire us.

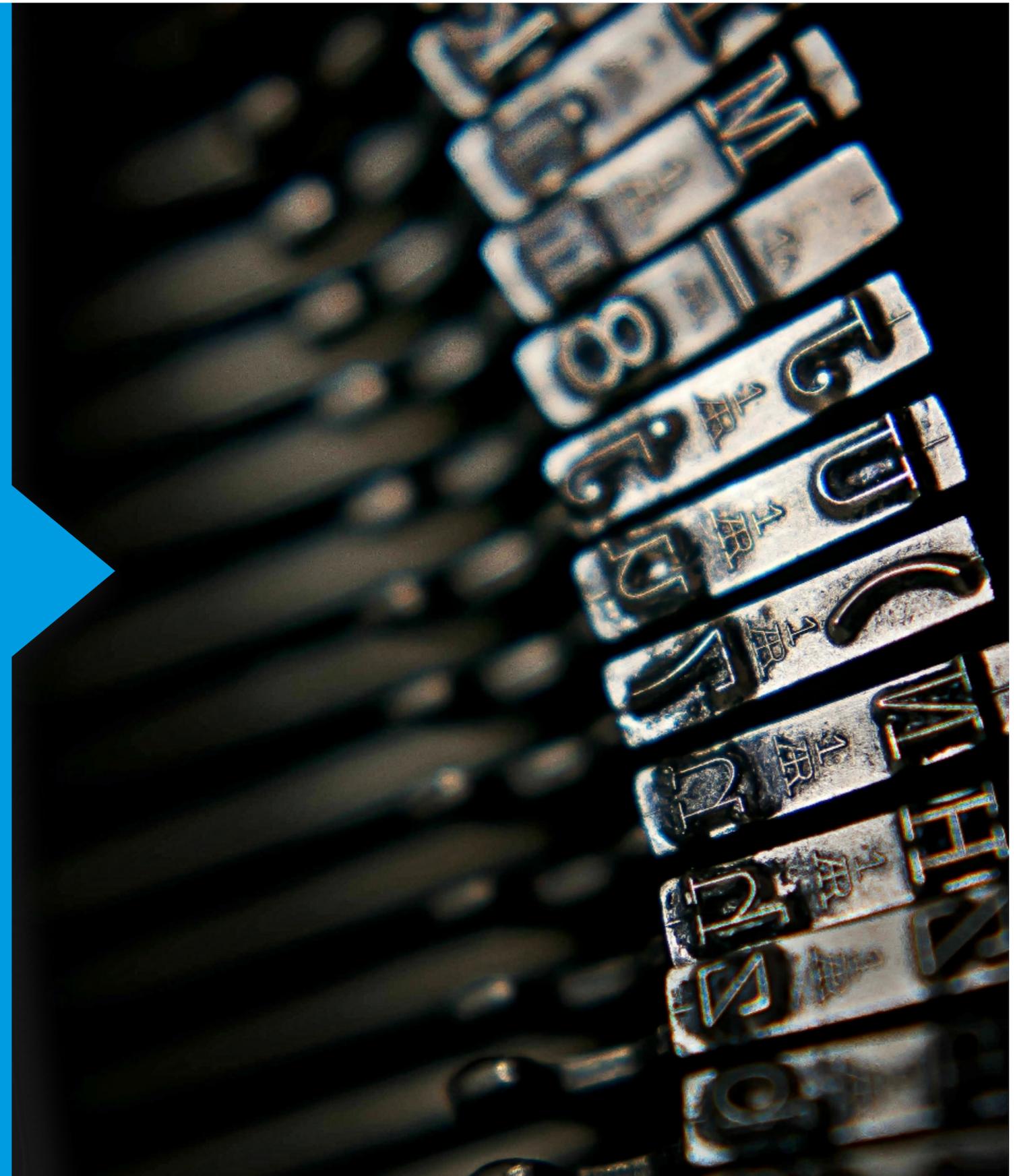
### **Takeaway should be:**

Our enthusiasm is energized by our passion for our clients and their customers. People should instantly recognize it in our voice, mannerisms, and the messages we convey.

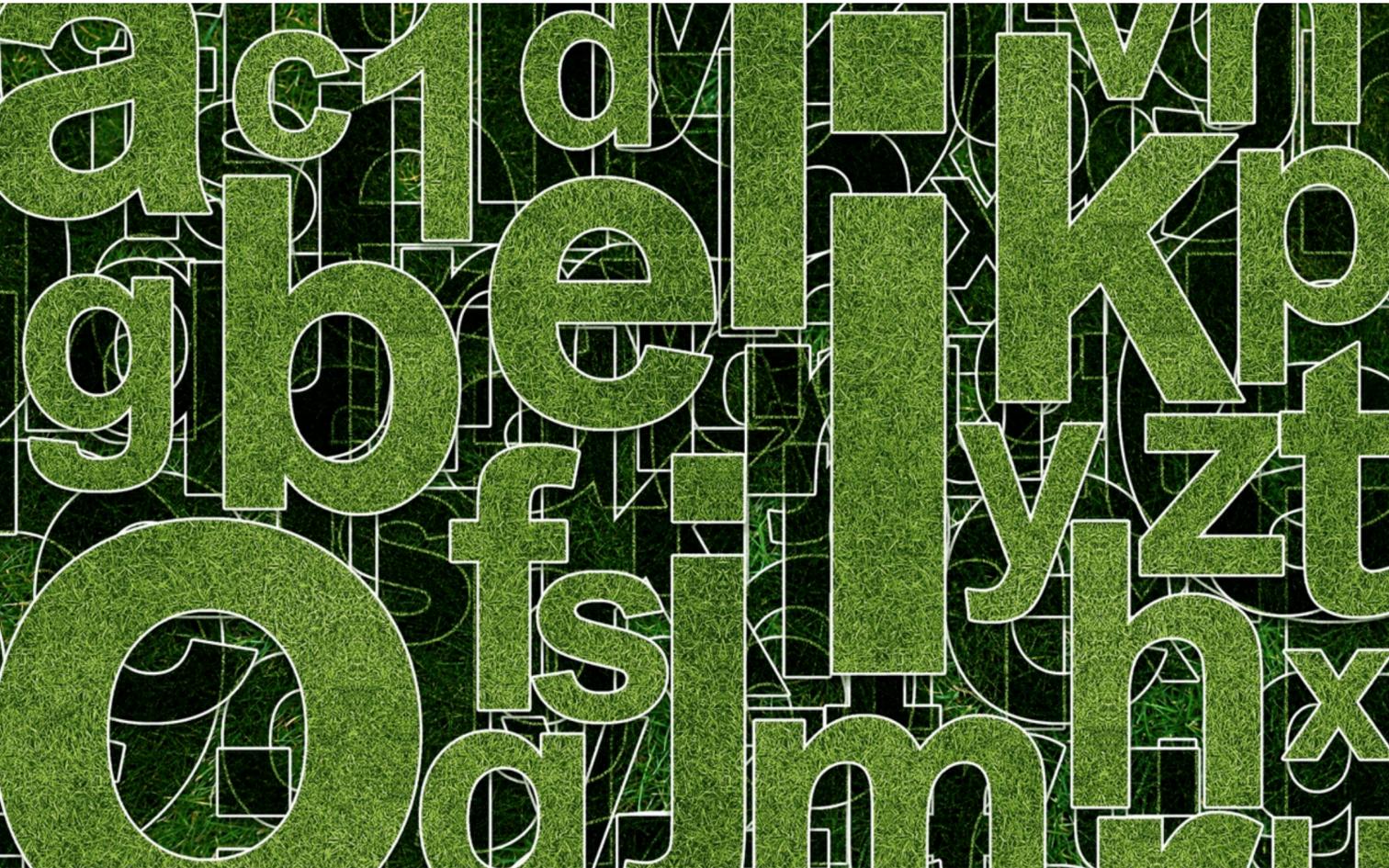


# Fonts & Typography

*Level 4*



# Typography



Typography is an important aspect of our brand identity. Lato is our primary typeface and has been used throughout this document. We will use it for all of our major communications.

Lato is trendy, versatile, easy to read, friendly, and available as a Google Webfont, so it works well for any message. We've customized the details to make it distinct.

---

Arial is our secondary typeface. We will use it for our everyday “print” communications, such as; proposals, emails, and letters.

# Our Primary & Secondary Typefaces

## Primary

**Lato Black**  
**ABCDEFGHIJKLM**  
**NOPQRSTUVWXYZ**  
**abcdefghijklm**  
**nopqrstuvwxyz**  
**1234567890**  
**For headlines**

**Lato Black Italic**  
**ABCDEFGHIJKLM**  
**NOPQRSTUVWXYZ**  
**abcdefghijklm**  
**nopqrstuvwxyz**  
**1234567890**  
**For highlights**

Lato Regular  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890  
For body text  
and subheadings

*Lato Italic*  
*ABCDEFGHIJKLM*  
*NOPQRSTUVWXYZ*  
*abcdefghijklm*  
*nopqrstuvwxyz*  
*1234567890*  
*For 3<sup>rd</sup> level or lower  
list items.*

Lato Light  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890  
For selected titles and  
copyright information

*Lato Light Italic*  
*ABCDEFGHIJKLM*  
*NOPQRSTUVWXYZ*  
*abcdefghijklm*  
*nopqrstuvwxyz*  
*1234567890*  
*For reference, footnotes,  
or additional information*

## Secondary

**Arial Black**  
**ABCDEFGHIJKLM**  
**NOPQRSTUVWXYZ**  
**abcdefghijklm**  
**nopqrstuvwxyz**  
**1234567890**  
**For titles or headings in  
general communication**

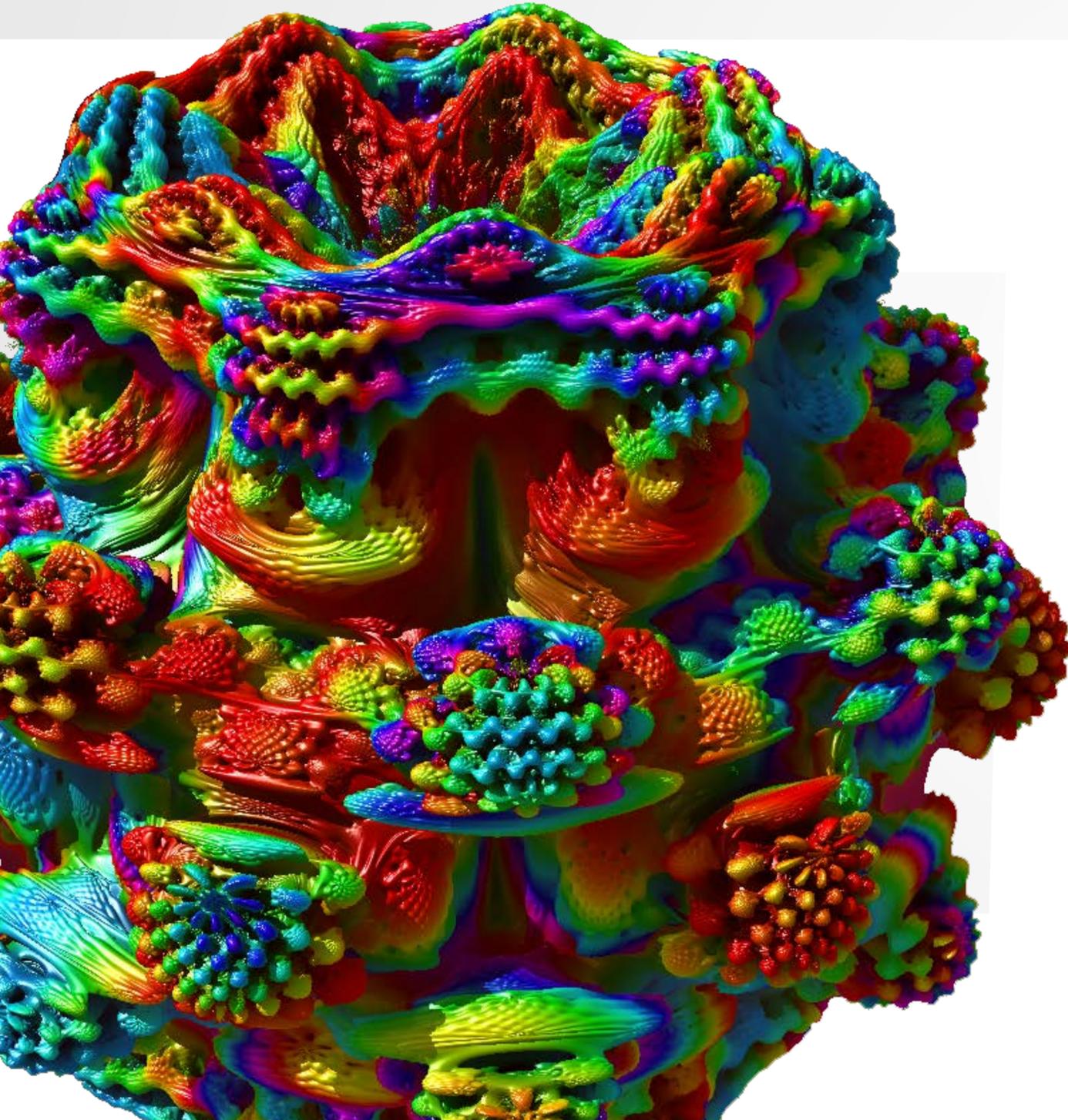
Arial Regular  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890  
For body copy in letters,  
emails, etc.



# Color Palette

*Level 5*





## **Color Palette:** *Our Colorful Universe*

Our primary palette is a complementary color scheme that includes our Working Solution's logo colors and expresses enthusiasm, innovation, empathy, and passion.

The bright colors of our secondary palette are used to add friendliness to the our aesthetic. The secondary palette is meant to work subordinately with the primary palette, and be used for graphics, charts, and symbols.

### **What Were We Thinking?**

We devised a palette that would give the brand a modern, innovative feel. We asked ourselves what colors psychologically exemplify our branding voice and personality.

The color is meant to be vibrant and inviting. A range of vivid cool colors contrasts with bright, warm colors.

# Working Solution's New Color Palette

## Primary

**Sky Blue**  
**HEX:** #0689D8  
**RGB:** (6,137,216)

**Flame**  
**HEX:** #FF6900  
**RGB:** (255,105,50)

**Midnight Blue** *(Crayola)*  
**HEX:** #003366  
**RGB:** (0,51,102)

**Web Lime Green**  
**HEX:** #32CD32  
**RGB:** (50,205,50)

## Secondary

**Plum**  
**HEX:** #C800A1  
**RGB:** (200,0,161)

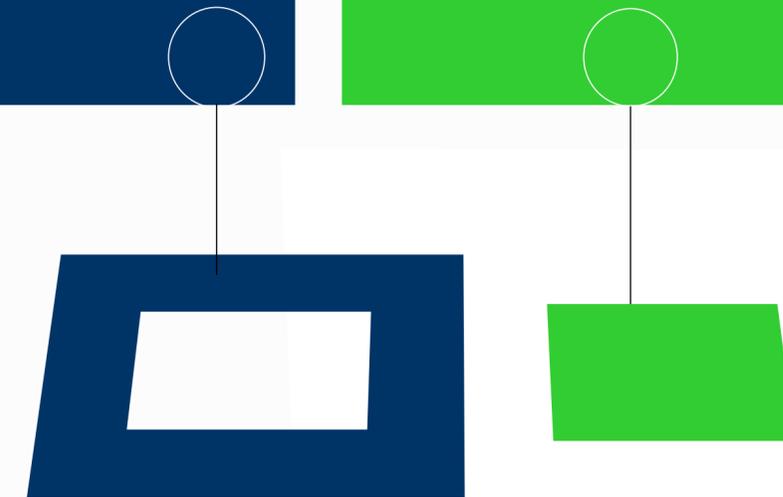
**North Texas Green**  
**HEX:** #007229  
**RGB:** (0,114,41)

**Jet**  
**HEX:** #303030  
**RGB:** (48,48,48)

**Vivid Yellow**  
**HEX:** #FFCC33  
**RGB:** (255,204,51)

**Berry**  
**HEX:** #E4002B  
**RGB:** (228,0,43)

**Purple Curse**  
**HEX:** #663399  
**RGB:** (102,51,153)





# Photography

*Level 6*



## Depth of field:

With normal vision, what we can focus on is crisper than the surrounding edges, which are more blurred. A shallow depth of field adds a sense of realism by mimicking how we actually see things.

## Candid:

Casual and more natural scenarios lend a candid feel to the images. People should never look directly at the camera, allowing the candid capture of emotive stories.

*(The exception to this rule are portraits of public figures or photographs of team members.)*

## Metaphor:

To portray our brand attributes, metaphorical pictures can be used to showcase the point you are trying to make. They need to help us appear clever, not corny.

# Photography Elements



# Imagery

Empathetic, hard working, spirited, innovative, integrity, passionate, team work, energetic



Our imagery isn't posed, it should be personal and engaging... maybe even a little weird. The Working Solutions Brand Center will keep a library of acceptable imagery.



## ***Dramatic Effect***

Photo objects can provide a very aesthetically pleasing dramatic effect if utilized properly. Photo objects should be placed on the basic box background with no footer or header.

## ***Using Photo Objects***

Photo objects are basically cutout images of objects or individuals with the original background removed. Text utilized with photo objects can be aligned left, or wrapped around the object.

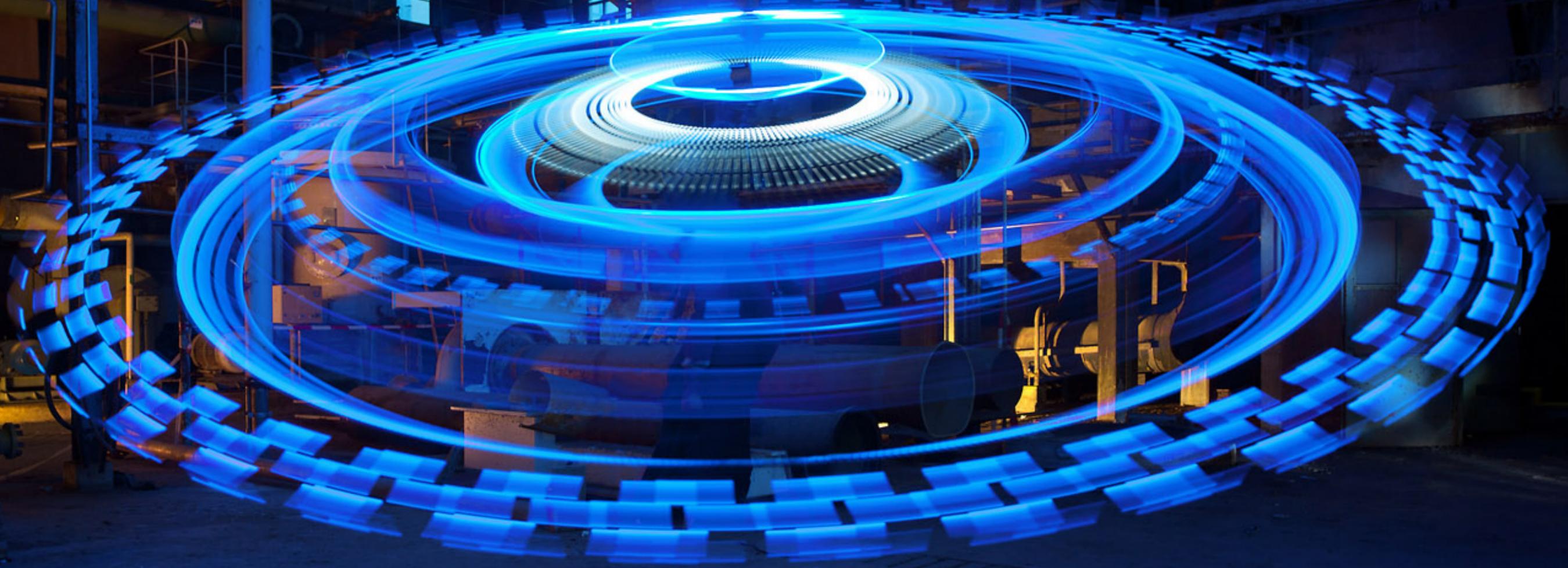
This is an example of wrapped text around a photo object. Provide ample space between your photo object and your text.

This is an example of wrapped text around a photo object. Provide ample space between your photo object and your text.



Text should be contained within a box in one of our primary colors.

Text should be Lato Light 60 pt so that it will be easy to read.



Kim Houlne, age 8 discovers home based, virtual contact centers... and maybe possibly the internet, some say.





# Design Elements

*Level 7*





## *A New Design Direction*

Our new design is modern, trendy, definitive and was created with the purpose of visually communicating our voice and brand. The foundation of our new design aesthetics draw upon two very different design styles that are normally at odds with one another.

For years, skeuomorphism (illusion of realism) characterized graphic design until a recent trend called flat design exploded in popularity. Flat design describes a minimalist design for a two dimensional screen that focuses solely on the content.

Flat design is a rebellion from skeuomorphism, and as we learned in history class, rebellions tend to over compensate. This is where the design behind our new look and feel comes in. Overall, our new design takes a flat design approach, while utilizing subtle, skeuomorphic elements like warped shadows that allow elements to retain an organic sense of depth, and engagement.

This fusion of two opposite worlds can be seen not only in our colors, and layouts, but in our new icons, graphics, stationary and collateral.

# Working Solutions' Proprietary Industry Icon Set

Our hand crafted icon set is as unique, colorful, and bold as we are

COMMUNICATIONS



CONSUMER SERVICES



ENERGY



FINANCIAL



GOVERNMENT



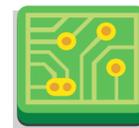
HEALTHCARE



RETAIL



TECHNOLOGY



TRAVEL & HOSPITALITY



# Custom Icons For Clients & Social Icons

These icons were requested to represent a client's industry segment that is part of one of our primary verticals\*

EVENTS



CAR RENTAL



CARE/HOME SERVICES



SOCIAL

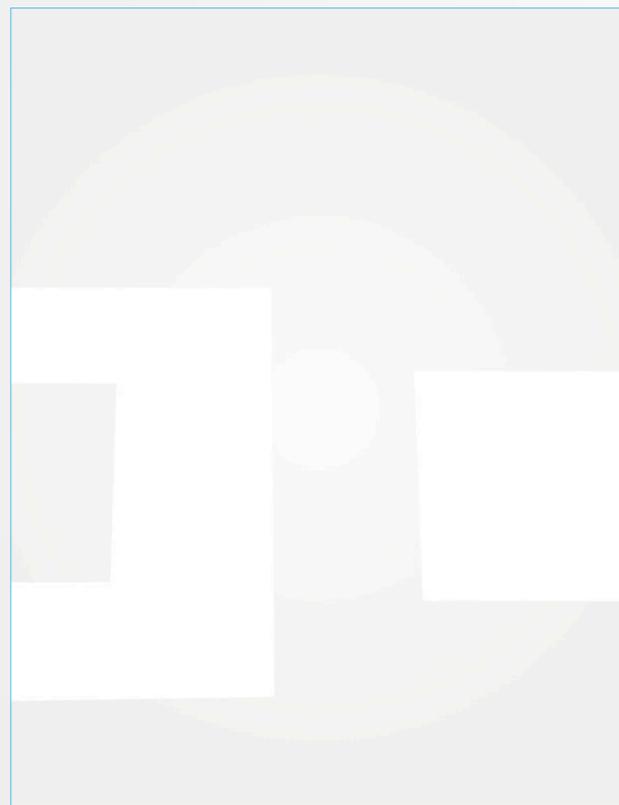


The leaf icon, seen here is a proprietary icon that can be used with any statement that promotes ecological awareness and action

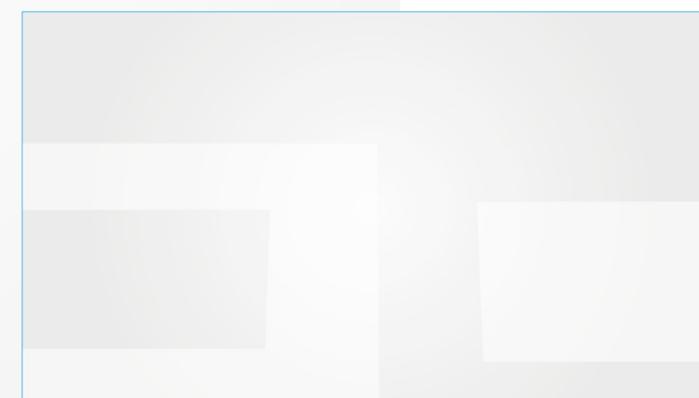
\* If additional segment icons are needed, please email [brand@workingsol.com](mailto:brand@workingsol.com)

# Using the *brandmark symbol in layouts*

We use portions of our icon as a design element. They give a unified look and feel to all of our communications. There are a few variants that can be used when utilizing our icon in layout backgrounds. The important thing to remember is consistency and subtlety. In the white version, the background is a very faint radial gradient moving from a very light grey on the edges to an almost white in the center. The boxes are white. The sky blue variant is a solid sky blue (found in our colors) and the opacity of the white boxes are reduced to 9%. In the white version, the opacity of the boxes are at 100%. Please consult marketing before using these in your communications.



**8.5 x 11 paper**



**Widescreen**

# Using the 3d Brandmark Symbol in Layouts

We also use a new 3D version of the brandmark symbol as a design element. There are a few variants that can be used when utilizing our brandmark symbol in layout backgrounds. The important thing to remember is consistency. There are several other ways to utilize the 3D brandmark symbol, which are outlined in the stationary.pdf and identity\_catalog.pdf files located in the brand library.

8.5 x 11 paper



Healthcare

## In Service to Patients

Building on a Long-term FORTUNE 100 Healthcare Relationship



### the Result

What do you call a business relationship that lasts more than a decade? One that works. For this FORTUNE 100 healthcare services company, Working Solutions has met the changing needs of its patients, delivering virtual contact center services for several programs over the last 12 years, including:

- **TogetherRx: Helping disadvantaged recipients enroll in a discount drug program.**
- **Recalled/delayed drugs program: Ensuring patients most in need of medication were given priority for their prescriptions.**
- **Medicaid enrollment/patient care: Making certain that patients connected with their nurses for proper care.**

Working Solutions provided healthcare specialists who understood the company's business demands and empathized with patient needs—ensuring quality care and measured results.

For TogetherRx's drug card launch, virtual staffing was ramped up to process **10 times the company's normal call volume**. Working Solutions supported the program for three years, with more than **180 full-time agents handling calls**. At the peak, **agents took about 10,500 calls a day**, eventually scaling back toward the end of the program's lifecycle.

For the delayed drug program, several thousand inbound calls a day were handled initially, notifying patients of the status. As drugs became available, agents then worked outbound, leaving messages or talking with patients to let them know about the release of their medications.

Overall, our professional agents enabled this healthcare services company to:

- **Match seniors to the right prescription drug program**
- **Help patients find the right care for their healthcare needs**
- **Deliver a chronic disease management program to patients with urgent care needs**
- **Avoid incurring excessive financial or operational costs**
- **Profit from a significant return on investment with virtual contact center services**

*"We are looking at ways to broaden the depth of the services we tap into through Working Solutions. They have successfully collaborated with us in every direction we've explored and have been a wonderful long term partner."*  
-Senior Director

WORKING SOLUTIONS

## About Brand Collateral

The most valuable brands are authentic, clear, memorable, trustworthy and compelling. VisionPoint Marketing recognizes that developing a brand strategy that enhances your institution's identity is one of the most critical responsibilities our consultancy can undertake. We know that you typically only get one chance at brand and identity development - so you have to take advantage of it.



Landscape 14 x 8.5 paper

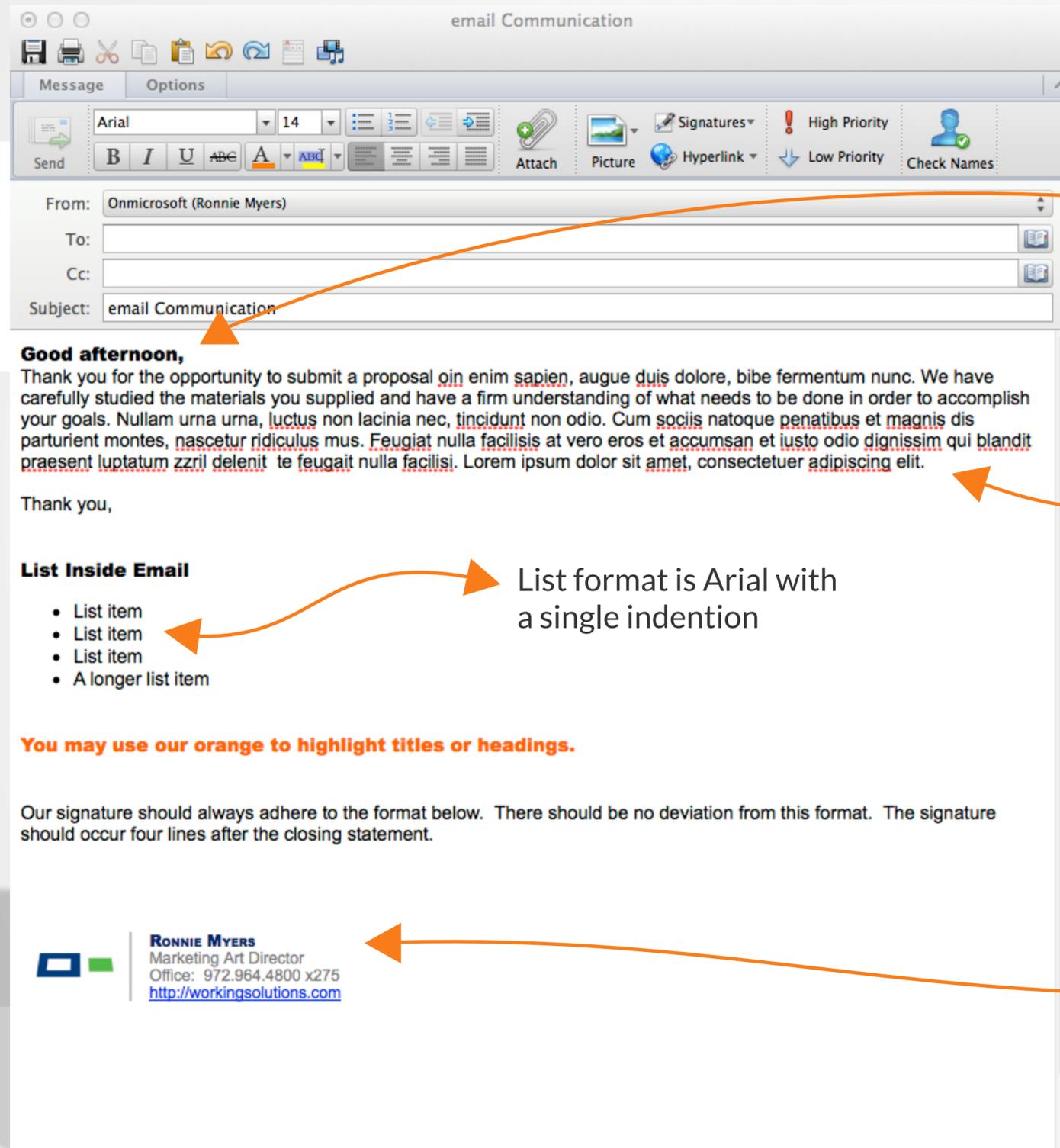


# Email Communication

*Level 8*



# Proper formatting in email communication



Arial bolded or Arial Black

Arial, aligned left

List format is Arial with a single indention

The logo will incorporate the new flat design. Quotes, personal statements or pictures should not be attached to your signature. It needs to stand alone and represent the company.

# Working Solutions' Brand Center

If you have read these guidelines, you have our appreciation. It means you share our belief in details, quality, and a strong unique brand.

-THANK YOU

For questions, don't hesitate to contact: **brand@workingsol.com**.

Access the brand center@: **http://wsmarketing.info/brand** Username: wsbrand Password: Y\*8F2104

In our brand center, you will have access to download guideline documents, library of stock photos, icons, master PowerPoints, promotional collateral and stationary.

If you have any specific requests for materials, please contact the marketing department via phone, e-mail, MS Lync, morse code, text message, telekinesis or smoke signals.