



**GenerationGo!**  
*Powered by* San Bernardino County Workforce Development Board

Style Guide

## Forms & Flyers Use and Guidelines

We recognize the vital importance of building a strong, cohesive identity through the correct use and display of our GenerationGo! logo. To accomplish this, we must be diligent in adhering to one set of brand management principles. This style guide provides reference to creating and maintaining the GenerationGo! "brand." Thank you for your full support of this effort. Together, we will strengthen the positive identity of GenerationGo!

### Mandatory Language

In addition to the required funding language on the footer, the following language must be included on all outreach collateral, both digital and print. Please remove quotation marks before submitting for review.

"GenerationGo! is San Bernardino County's exciting Workforce Innovation and Opportunity Act (WIOA) youth program. Through GenerationGo! you may be eligible for free skills and career exploration, one-on-one mentoring, career training and education, paid work experience, and many other opportunities to prepare you for a sustainable career. Come join us. You are GenerationGo!"

"For TTY, please call 711."

"Funding for this program is provided by San Bernardino County Workforce Development Board (WDB). This WIOA Title-1 financially assisted program or activity, the WDB, and XXXX are Equal Opportunity Employers. Auxiliary aids and services are available upon request to individuals with disabilities."

### General Use Fonts

Typography is a key element in our design system, providing a uniform structure to reinforce consistency in all GenerationGo! communications. There are two approved fonts for general use: Arial (sans serif) and Times New Roman (serif). These fonts are acceptable for use in publications.

#### Arial Font Family

Arial Regular  
Arial Narrow  
*Arial Italic*

**Arial Bold**  
**Arial Narrow Bold**  
***Arial Bold Italic***

#### Times New Roman Font Family

Times New Roman Regular  
**Times New Roman Bold**  
*Times New Roman Italic*  
***Times New Roman Bold Italic***

### Flyer Size & Margins

All flyers should be full sheet or half sheet in size. Additional sizes may be used with prior approval. When designing your flyer, make sure your entire design (including text and logos) are inside the margin trim.

### Flyer Guidelines

To maintain the integrity of the promotional print and digital collateral using the GenerationGo! logo, we have developed a few guidelines.

- All flyers must be submitted for approval allowing two weeks for review
- Each flyer must use the approved templates for both portrait and landscape layouts
- All collateral should maintain a plain white background, no flood or full sheet images
- Images used in print and digital collateral must follow all copyright laws
- All collateral must accurately reflect GenerationGo! policies, programs, and services
- Each piece must positively contribute to the public perception of the program