



RETAIN WORKS


Brand Resources


Color Values

The following colors are used for the dark and light blue bars, as well as the RETAIN logo.

 **Dark Blue:** C:93 M:76 Y:52 K:59
Spot Color: Pantone 296

 **Light Blue:** C:83 M:51 Y:4 K:0
Spot Color: Pantone 2727

 **Blue Logo:** C:98 M:73 Y:29 K:12
Spot Color: Pantone 301

 **Gray Logo:** C:0 M:0 Y:0 K:80
Spot Color: Black 80%

Fonts

The following fonts are to be used on all RETAIN materials.

Arial Black 14 pt./19 pt. leading - Main headlines

Arial Bold 14 pt./19 pt. leading - Subheads

Arial Regular 11 pt./16 pt. leading - Text blocks

Arial Italic 9 pt./13 pt. leading - Required Statements

Required Statements

RETAINWORKS is funded by the U.S. Department of Labor and the Social Security Administration under a grant award of \$21,600,000 to the Kansas Department of Commerce that will be incrementally provided. 100% of grant funding is from U.S. Federal funds.

This document does not necessarily reflect the views or policies of the U.S. Department of Labor or the Social Security Administration, nor does mention of trade names, commercial products, or organizations imply endorsement by the U.S. Government.

Equal Opportunity Employer/Program – Auxiliary aids and services are available upon request to individuals with disabilities. Any individual with a disability may request accommodations by contacting the <<Local Area Contact Information>>.

Official Logos

The following logos are available for RETAIN materials. The logos must remain proportionate. When **RETAINWORKS** is used in text, all letters are bold and *KS* is italicized

Logo with tag



Logo without tag



Wordmark logo



Partner agency logos

