



# Office of Children and Family Services

## Guidance for OCFS BTD Training Vendors on the NYS Branding Guidelines

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### Introduction

At the end of 2014, New York State issued a set of Branding Guidelines with the intent of providing a uniform and professional brand for the State's activities and promotional materials. The brand is about a consistent graphic approach, but it is also a means of delivering an effective message to enhance the "customer" experience and service delivery. This document is intended to outline the impacts of the changes on OCFS's Training vendors with regards to curriculum and materials development.

### What does this mean for training vendors?

Depending on the nature of the training project, the impact of the Branding Guidelines can result in a range of changes. Predominantly, vendors will see changes in the design of curricula and PowerPoints; however, across the board, one major change must occur immediately—the removal of all previously used logos (BTD, OCFS and training provider). The following sections will outline the changes that will be occurring. For further information on the NYS Branding initiative, please review the *NYS Branding Guidelines Overview and Guidelines and Architecture dated 1/8/15*. <http://ocfs.ny.gov/ohrd/OMTV/>

### Curriculum Cover Pages

Training vendors will be provided with a pre-approved template for use on all title pages. This template should be used for participant manuals, leader's guides and any other materials that require a cover or title page. The templates will provide a uniform appearance for all OCFS funded training and will tap into the power of the branding spirit.

### Acknowledgement and Disclaimer for Materials

The current guidance provided in the *OCFS Operations Manual for Training Vendors Copyright Policy* will be utilized. These statements are designed to acknowledge the work and effort of OCFS and its training vendors. The statements should be used on all curriculum and materials developed under Training and Administrative Activities contracts and agreements to recognize the relationship between OCFS and its training vendors. The Acknowledgement and Disclaimer Statement can typically be found on the flipside of the Curriculum Cover Page.

### Third-party Logos

Training Vendors may opt to utilize their organization's approved\* logo only on the acknowledgement and disclaimer of materials template. This logo must appear on the same tag line as OCFS' logo. The jpeg picture must be the same size as the OCFS logo (.8"x 3.08") on the Acknowledgement & Disclaimer page. \*(The logo must be approved by OCFS BTD.)

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### PowerPoint Template

All presentations and training associated with NYS must follow a uniform template for PowerPoints. Training vendors will be provided with the template - all current training must be converted to the new format, and new training/presentations should be developed using these requirements. The Acknowledgements and Disclaimer statement shall be placed on the last page.

### Use of the OCFS Logo

Training vendors will no longer have authority to use the OCFS logo without prior approval by OCFS's Public Information Office. This restriction is part of the reason why a standard curriculum cover page has been established - reducing the need for review and approval for all covers.

### Other

Proxima Nova is the primary type font that has been selected for its versatility and legibility for body copy. When the primary type font is unavailable for use due to the restrictions of media, use Arial in its place. Arial is readily available within word processing, spreadsheet and presentation programs. It will be used for all internally produced documents as well as correspondence. Common usage includes: letters, labels, memos, presentations, invoices, forms and binders.

Training vendors should follow the NYS Branding Guidelines regarding font usage, photography style, charts, graphics and iconography.

### Next Steps for Training Vendors

Following the issuance of this guidance, training vendors should begin to update existing curriculum and materials to ensure compliance with the NYS Branding Guidelines; this includes:

- ✓ Communicating the impacts of the NYS Branding Guidelines to project staff, and clarify expectations
- ✓ Removing previously used logos from all curriculum and materials
- ✓ Replacing all curriculum covers
- ✓ Converting all PowerPoint presentations to the new template
- ✓ Updating curriculum acknowledgement and disclaimer pages to reflect the new standards
- ✓ Raising questions and concerns with your BTD training manager as necessary

Bureau of Training and Development **Templates** can be found at: <http://ocfs.ny.gov/ohrd/OMTV/>

Please direct any questions on this guidance to BTD at : [ocfs.sm.btd.fa@ocfs.ny.gov](mailto:ocfs.sm.btd.fa@ocfs.ny.gov)