



## POSTING AND SIGNAGE POLICY

Common areas and staff office areas are regularly viewed by customers and coworkers. An orderly appearance communicates professionalism, pride of ownership, and success to our customers and ourselves. The aesthetic and functionality of the WorkSource office is greatly influenced by the size, style, and quantity of signs posted and brochures distributed on site. It is the objective of this policy to provide guidance in the placement of signage in appropriate relation to the need for communication, visual impact, and content of the message.

### Types of Customer Signage and Postings

- **Directional** – provide direction to locations or services within the WorkSource office

**Required:**

- Restrooms, classrooms, office suites (Skagit), etc.
- Evacuation Routes (dependent upon building code)
- Exit Demarcations (dependent upon building code)

- **Instructional** – provide customers information on how to do or access something

**Required:**

- Equal Opportunity and Complaint Resolution

**Desired:**

- Food, beverage, and cell phone restrictions
- Unemployment and Job Search Faxing instructions

- **Informational** – inform customer of something of import to them or a special event/activity (e.g. hiring event)

**Required:**

- Maximum Capacity (dependent upon building code)
- Emergency Equipment & Access (dependent upon building code)

**Desired:**

- Workforce Skill Standards – Partnership standard product
- Accessibility – Partnership standard product(s)
- Hours of Operation and Holiday Closures
- Websites – Go2WorkSource.com and WorkSourceNorthWest.com
- How Are We Doing? customer feedback sign – Partnership standard product
- Veterans priority of service



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### Strategies to Convey Information to Customers

- WorkSourceNorthWest.com member electronic newsletter announcements
- **HotJobs** and **Special Event** posting area on WorkSourceNorthWest.com
- Continuous play PowerPoint presentation on TV monitor or PC monitor
- Announcement on member log-in screen via WorkSource Membership System
- Daily Events and Coming Attractions page available in Resource Centers
- Online and printed monthly Calendar of Events
- Posted handbill on one-stop operator pre-approved, dedicated medium (e.g. tack board, kiosk, display cabinet)
- Pre-approved releases to media outlets; i.e. radio, print, television, other
- "Now Hiring Through WorkSource" vinyl banner

### Standards for Posting

- Signs and postings are on approved surfaces and locations
- Postings for customers are related to work, education, or community support services
- Language and style is respectful and courteous to the reader and the message is worded in a positive manner
- Information is of use to the customer and is easily understood
- Design conforms to WorkSource brand standards
- Design conforms to 508 Style Guide standards
- Permanently posted products are framed
- Postings and artwork with political and religious content are not permitted in the WorkSource offices
- Job Vacancy postings will be prioritized, of necessity for space control, by the following criteria:
  - Wage Rate (a GMAP measure)
  - Quantity of Positions Available (a GMAP measure)
  - Key Industry Sector (an Economic Development measure)

### Operational Environment

- All posting is done, or supervised, by the WorkSource office manager/coordinator or designee
- The WorkSource office manager/coordinator or designee ensures the site's signage and postings conform to this policy and will contact the WorkSource Northwest regional manager for assistance in resolving issues as needed
- The WorkSource Northwest regional manager will provide guidance or direction regarding signage and postings to the WorkSource office manager/coordinator in accordance with this policy