



TICKET
to **Work**

BRAND GUIDELINES

DECEMBER 2019

INTRODUCTION

These guidelines address the basic elements that make up the Ticket to Work program logo. The guidelines cover:

- **PRIMARY LOGO**
- **SECONDARY LOGOS**
- **COLOR USAGE**
- **CLEAR SPACE**
- **INCORRECT USAGE**
- **TYPOGRAPHY**

These guidelines reflect the Ticket program's commitment to quality, consistency and style. The guidelines have been established to promote accurate and consistent use of the program image. They should be a point of reference when developing print or digital materials.

PRIMARY LOGO

The logo focuses on the beneficiary as the main icon, but with the term “Work” in red, emphasizing both.

The shape of the beneficiary’s “body” is made from a Ticket and the arched back represents movement upwards, towards personal and financial goals.

The words “Social Security Administration” in a circle from the agency logo, has been added to the Ticket to Work program logo for easy association to Social Security.

Alternate text attribute to be added to **image** tag in HTML - “Ticket_to_Work_Logo”.

VERTICAL



HORIZONTAL



MINIMUM SIZE

The smallest the logo should be represented is .6" wide for vertical version and 1" for horizontal version.



SECONDARY LOGOS

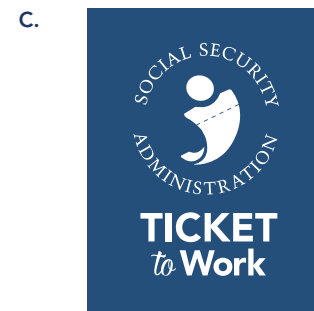
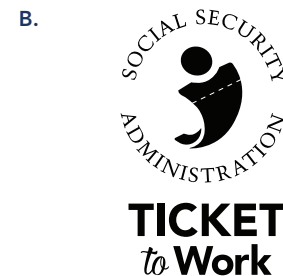
The secondary logo (A) may be used **ONLY** by the Ticket to Work program, including as a profile picture for the Ticket to Work program's social media, such as:

- Facebook
- Twitter
- YouTube
- LinkedIn

The secondary logo may also be used as a solid black (B) or white (C) when needed.

NOTE: The black logo treatment should be used sparingly and only in the correct context, for example, when sending a facsimile or designing for black and white printing.

The textual portion of the TTW logo (D) can also be used for Social Media posts and images.



COLOR USAGE

The logo consists of two colors. Consistent use of these colors reinforces the cohesiveness of the brand. The colors represent the values of the program.

*BLUE conveys a sense of loyalty. It is associated with words like trust, dependability, serenity, intelligence and confidence.

*RED speaks of energy, motivation, courage and leadership.

NOTE: The printed colors shown throughout these guidelines are not an exact match to the actual color specified. Always refer to the Pantone® color standards guide for accuracy.

*Ticket to Work brand colors are derived directly from the Social Security Administration and cannot be modified.



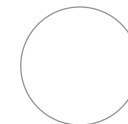
BLUE

Pantone PMS 289
CMYK: 100, 85, 45, 50
RGB: 10, 35, 65
Hex: 333366



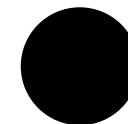
RED

Pantone PMS 185
CMYK: 0, 100, 95, 0
RGB: 235, 30, 40
Hex: CC3333



WHITE

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255



BLACK

CMYK: 100, 100, 100, 100
RGB: 0, 0, 0

CLEAR SPACE

To ensure legibility, keep a minimum clear space around the Ticket program logo.

This space isolates the logo from competing graphic elements, such as other logos or body copy that might conflict with, overcrowd, and minimize the impact of the branding. No images or text may be placed into the clear space.

The minimum clear space is defined as the height of the (1) "C" in the word TICKET. This space should be maintained as the logo is proportionally resized.

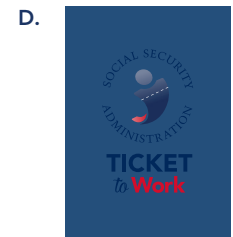


INCORRECT USAGE

To maintain the integrity of the brand, do not rotate, skew or distort the image. No additional text decorations such as drop shadows or outlines are permitted.

Incorrect examples include:

- A. Stretching or condensing.
- B. Rotating.
- C. Use of 3D effects, outlines or shadows.
- D. Placement of full color logo on dark background; use monochrome versions.
- E. Containing the logo in a box when used on a background; use monochrome versions.



TYPOGRAPHY

Typography is a powerful brand tool when used consistently. The Ticket program logo typeface consists of three fonts:



TICKET
to **Work**

Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

0123456789-@*#@?!/+(.,:;)

Avenir 95 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

0123456789-@*#@?!/+(.,:;)

Heartbeat in Christmas

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

0123456789-@*#@?!/+(.,:;)