



How to Print

SF Workforce Services Collateral: Postcards

For Your Promotional Needs

Step 1

Select Print
[Ctrl+P] or Select Print Icon

Step 2

Select your printer

Step 3

Select # of copies

Step 4

Under **Page Sizing & Handling** section, DESELECT / UNCHECK
Choose paper source by PDF page size

Step 5

Under **Page Sizing & Handling** section, select Fit

Step 6

Select Print on Both Sides of Paper

Step 7

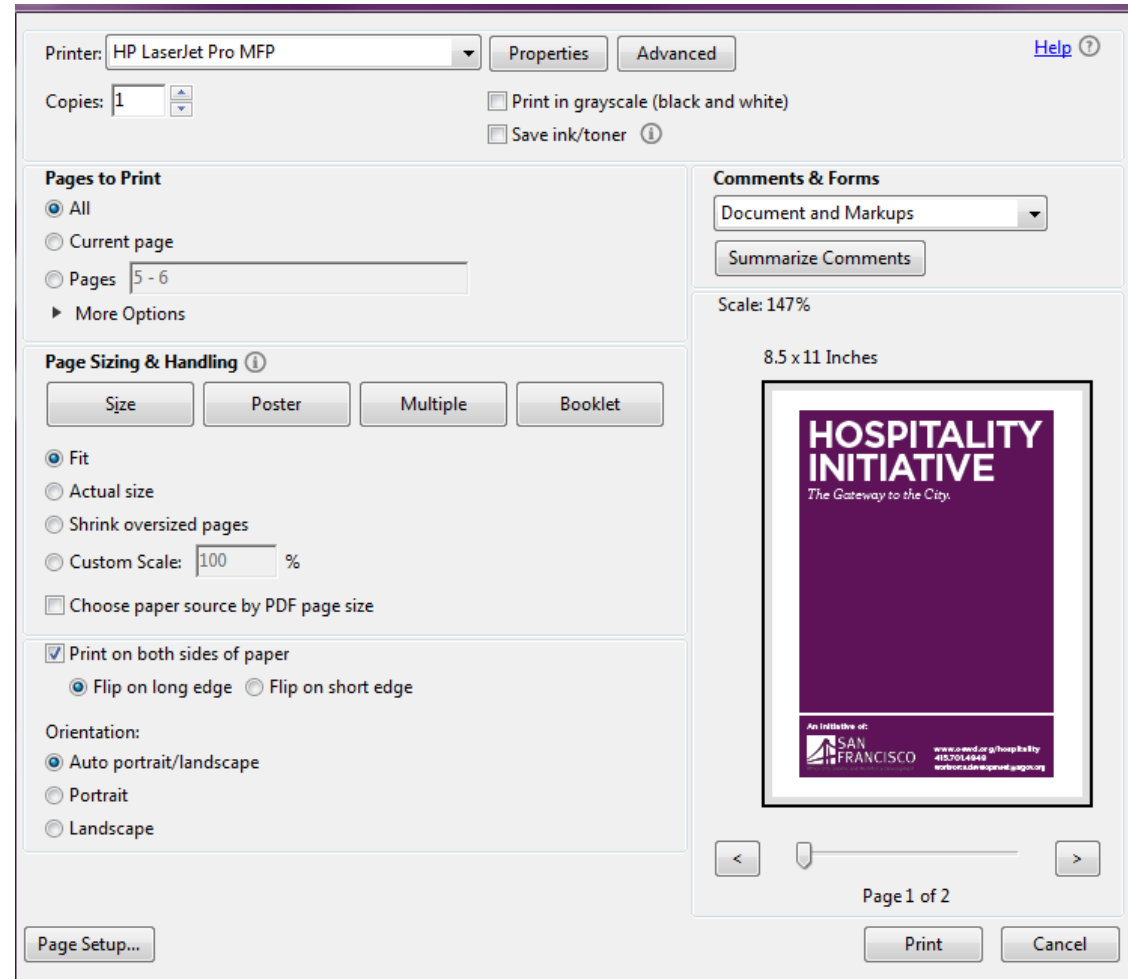
Select Flip on Long Edge

Step 8

Choose to print in Color or Black and White

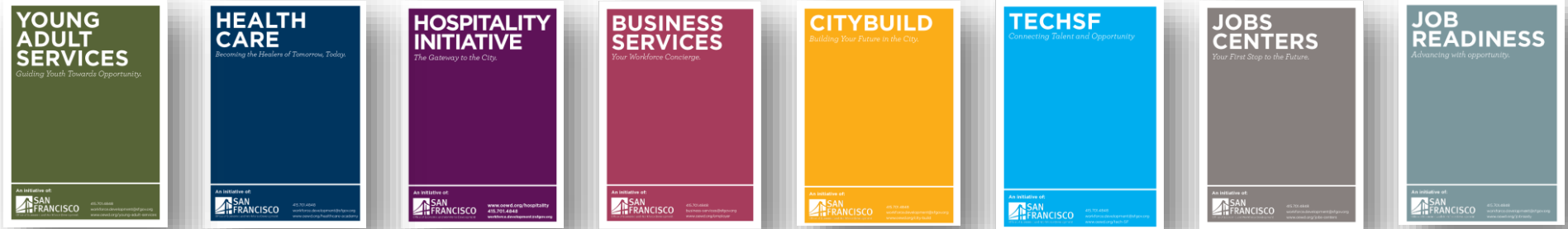
Step 9

Click the Print Button





Understand and Convey SF Workforce Services Collateral: Postcards For Your Promotional Needs



The Postcards work as a system with **Uniformity** in structure and feel. **Simple** workforce language **Promotes** complex sector programs.



1. Simple text introduces sector programs.
2. Taglines allow at-a-glance information to glean program aspirations & intent.
3. Sector Programs, Initiatives, Access Points and Strategic Services move away from individual logos and branding to overall OEWD branding.
4. OEWD branding positions the office as a single body within a workforce system of programs, trainers and employers.



1. A uniform Structure, Format and Design, allows for program promoters:
 - a. to direct job seekers towards relevant information.
 - b. to talk to interests, workforce services and outcomes.
2. Lack of dates, or time-bound information means lack of versions and confusion.
3. Direct job seekers towards orientations