
BRAND ESSENCE

Mission Alignment

Arizona Employment First represents a statewide movement that centers the belief that everyone can and should have the opportunity for meaningful, competitive integrated employment.

Brand Personality

- Empowering: Builds confidence and emphasizes capability
- Inclusive: Reflects Arizona's diverse communities (rural, tribal and urban)
- Optimistic: The sunrise symbolizes new beginnings and progress
- Grounded: Rooted in Arizona's landscape, community and values

Tone of Voice

- Warm, human and plain language
- Professional yet approachable
- Practical and action-oriented
- Emphasizes collaboration and unity
- Strength-based, focusing on possibilities
- Consistent with Employment First language:

Expectation | Inclusion | Opportunity

MESSAGING

"Real Work for Real Pay"

"Employment is for Everyone"

"Everyone Can Work with the Right Supports"

"Competitive integrated employment (CIE) is the preferred outcome and expectation for all working age Arizonans with disabilities."

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SOCIAL MEDIA

Accounts



Instagram: @azemploymentfirst



Facebook: @AZ Employment First



LinkedIn: @Sonoran Center for Excellence in Disabilities

Hashtags

- #EmploymentFirstAZ
- #WeAllWorkAZ

PHOTOGRAPHY & IMAGERY GUIDELINES

Photography Style

- Authentic, candid moments
- Diverse representation (disability, race, rural/tribal communities)
- Natural lighting with warm undertones
- Real work environments

Do's:

- Feature real people with disabilities
- Feature real Arizona Landscapes
- Highlight collaboration and empowerment
- Use colors that complement the brand palette



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PRIMARY LOGO



Full Arizona-shaped version:
Ideal for Print, signage and reports

Alt Text:
Employment First Arizona logo in the shape of Arizona with desert colors, a sunrise, cactus, and bold text reading "Employment First Arizona."

SECONDARY LOGO



Badge version (without state outline): Ideal for web, social media & small scale print

Alt Text:
Employment First Arizona logo with a cactus, mountain, and sunrise above bold text reading "Employment First Arizona."

SIGNATURE LINE LOGO



Signature Line version:
Ideal for social media, newsletters, and graphic designs.

Alt Text:
Employment First Arizona logo in the shape of Arizona, featuring desert colors, a sunrise, cacti, and bold text reading "AZEF". To the right of the logo are the words "Arizona Employment First", and beneath the header is "Everyone can work with the right supports".

LOGO REQUIREMENTS

Clear Space
Maintain clear space equal to the height of the "A" in Arizona around all sides.

Minimum Size

- Print: 1" (height)
- Digital: 150px (height)

Incorrect Uses

- Do not distort or stretch
- Do not change colors or use gradients outside brand palette
- Do not place over busy backgrounds unless using a solid white or transparent outline

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COLOR PALETTE

PRIMARY COLORS

Color Name	Pantone	CMYK	RGB	HEX	Usage
 DESERT RED	7621 C	14 94 100 5	195 51 36	#C33324	Primary wordmark "Employment"
 MIDNIGHT BLUE	296 C	100 72 42 42	25 53 80	#193550	Background & "First" in text
 SUNBURST YELLOW	1235 C	0 31 98 0	255 191 0	#FFBF00	"Arizona" text and sunrise
 CACTUS GREEN	7474 C	89 16 43 1	0 150 150	#009696	Horizon wave
 SUNSET ORANGE	165 C	0 65 100 0	255 102 0	#FF6600	Lower desert gradient

NEUTRALS

Color Name	Pantone	CMYK	RGB	HEX	Usage
 DESERT CHARCOAL	432 C	64 43 26 78	54 69 79	#36454F	Body text, outlines, or backgrounds
 SANDSTONE GRAY	427 C	63 48	220 221 220	#DCDDDC	Backgrounds, contrast zones, accessibility buffer
 SONORAN BEIGE	4685 C	11 18 33 3	214 199 173	#D6C7AD	Background or framing

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COLOR PALETTE

SECONDARY COLORS

Color Name	Pantone	CMYK	RGB	HEX	Usage
 CLAY RED	7592 C	18 85 73 5	189 74 57	#BD4A39	Background motif
 SKY TEAL	3125 C	80 0 22 0	0 184 200	#00B8C8	Accent and digital use
 SUNRISE GOLD	1365 C	0 35 85 0	255 179 77	#FFB34D	Accent color for icons & highlights

TYPOGRAPHY

Primary Font

- Montserrat: Headings, subheadings, taglines, and emphasis
 - **Bold** - for headings and emphasis
 - **SemiBold** - for subheadings and callouts
 - Regular - for short text or quotes

Secondary Font

- Verdana Regular/*Italic*: Body text, reports, captions, and longer reading materials

Font Size

- All text must be at least 14 pt
- use 18 pt or larger for slides or presentations
- Large text is always better for accessibility

Spacing

- Use 1.5 line spacing for most text