



Washington State Department of
Labor & Industries

Graphic Identity Manual

*Rules, Tools, and Templates for Managing
L&I's Graphic Identity*



Graphic Identity Manual

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Managing L&I's Graphic Identity*

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Welcome to L&I's Graphic Identity Manual, a resource you can use to help L&I achieve three important goals:

- Build recognition of our agency through a consistent look, feel and personality in printed materials, and on our Web site.
- Contribute to an appropriate, positive image of L&I by communicating a more contemporary, less bureaucratic "look."
- Enhance the consistency and quality of printed materials that are not produced by professional graphic designers in the Communication Services Office.

This manual contains:

- Information about the L&I logo.
- Rules about correct and incorrect use of L&I's logo.
- Approved colors and typefaces to be used in publications and marketing materials.
- Examples of how the identity looks in different formats.
- Links to Word and PowerPoint templates.

Communication Services will use these standards to produce agency and program publications, including brochures, mailers, advertising, newsletters, presentation materials and display banners.

If you have a role in producing printed materials in your division or program, please review this manual carefully and apply the standards appropriately. Be sure to call us if you have questions. We're here to help.

Communication Services
360-902-5400
PublicAffairs@Lni.wa.gov

Why is a 'graphic identity' important?

Consistently applied "identity" sends a message about the credibility and professionalism of an organization. When printed materials share a common look, feel and personality, it is more obvious that they come from the same source. Washington State taxpayers, our customers and other interested parties become more aware of the many quality services we provide.

What the L&I logo represents



Washington State Department of Labor & Industries

The logo mark

The crescent “triangle” represents collaborative relationships – L&I, business and labor, and L&I’s three main divisions.*

The crescents form a shield – protection for the people and businesses of Washington State.

The logo type (words)

A professional, clean typeface emphasizes the words Labor & Industries. “Washington State Department of” communicates that L&I is part of Washington State government.

The new logo is the centerpiece of L&I’s updated graphic identity. It is the standard identifying mark to be used on all publications, marketing materials, report covers and other printed materials. **It replaces all earlier versions of the L&I logo.**



L&I implemented the “crescents and shield” logo in August 2007. This edition of the *Graphic Identity Manual* was published in December 2010. L&I programs are encouraged to identify materials still in circulation that use older versions of the logo. For assistance in redesigning these materials and discussing printing costs, please call 360-902-5414.

Approved sub-identities

One of the unique qualities of L&I’s graphic identity is that it incorporates a specific and limited number of “sub-identities” into the logo. A sub-identity is similar to but not exactly the same as the organizational components of L&I.



Washington State Department of Labor & Industries

Workers' Compensation Services

The sub-identity line of the logo helps our customers recognize what part of the agency is providing the information by using words they understand. Usability studies done on L&I’s Web site helped determine the following sub-identities approved by L&I’s management.

* Division of Occupational Safety and Health, Insurance Services Division, and Specialty Compliance Services Division.

Workers' Compensation Services

Used for all parts of the Insurance Services Division other than the Crime Victims Compensation Program and the SHARP Program

*Crime Victims Compensation Program**Division of Occupational Safety and Health*

Used throughout the Division of Occupational Safety and Health (DOSH)

A sub-identity must be meaningful to the customer. Because "Specialty Compliance Services" is so broad, and many of the programs in this division have unique customer groups, the sub-identities are the individual programs and not the division name.

*Apprenticeship Services**Boiler Program**Contractor Registration**Electrical Program**Elevator Program**Employment Standards/Workplace Rights**Factory Assembled Structures Program**Plumber Certification**Prevailing Wage Section*

All other areas of the Department of Labor & Industries will use the main logo without a sub-identity. A unit's name can be used in the printed material, but not incorporated into the logo itself or abutted against the logo in any way.

No other sub-identity logo treatments are authorized.

L&I's graphic designers can help you prepare materials that require a sub-identity logo. Call 360-902-5414 for more information.

Vertical logo presentation – limited use

For the **main logo only**, a vertical "stacked" version is available for limited use, such as printing on mugs or other small items. If you are considering a print job with limited space, call 360-902-5414 for advice.

Approved SHARP logo

The Director's Office approved one exception to the exclusive use of the L&I logo. The SHARP Program's logo has been in continuous use since the program's inception 20 years ago. Under the graphic identity implemented in August 2007, the SHARP logo may appear **with the L&I logo** on SHARP Program materials. **This is the only approved program-level logo.**

State Seal used on letterhead, business cards and forms

Letterhead, letterhead envelopes and business cards use the “state seal” design that the Office of Financial Management requires.¹ (The L&I logo has not appeared on letterhead and business cards in the past.)

Agency forms are not required to carry the L&I logo. The standard identifying mark set by the Forms and Records Office is the State Seal. Typically, space restrictions on forms make it difficult to incorporate the L&I logo.

If a major revision of a form occurs as part of a Plain Talk project involving the sponsoring program, the Forms & Records Office, and Communication Services, the L&I logo may be considered for the revised form. Forms & Records approves these exceptions.

What if we're still using a document that has the old logo?

Please call 360-902-5414 if you have **printed** materials that still use the old logo. We are happy to advise you on cost-effective options for updating the logo.

For electronic documents, work needs to be under way now to update them with the correct version of the L&I logo. You should consider the following questions:

1. Who uses this document and how do they obtain it?

If you provide the information to external customers in a Word or PDF document, please update your file with the correct version of the L&I logo. Call 360-902-5414 if you need assistance.

2. Is the document on the L&I Web site?

If the answer is yes, evaluate whether the document needs to continue to be available on the Web. Is it accurate? User friendly? Necessary? If the

document is no longer needed on the Web site, work with your webmaster to remove it.

If the document continues to be relevant and needs to be on the Web site, update the file with the new L&I logo. Call 360-902-5414 if you need assistance.

3. Does the document have an official L&I number that begins with an F?

If it does, you need to work with Communication Services or the Forms and Records Office to update the document.

The type of document determines which office will help you. See the *Who Can Assist Me?* intranet page for contact information.

¹ On printed letterhead, envelopes and businesses cards and electronic letterhead, the word “and” is spelled out—Department of Labor and Industries. Otherwise, the agency style is to use the ampersand—Department of Labor & Industries.

The following rules on how we use the L&I logo answer many questions that come up in the design of printed materials. In many cases, a graphic identity system simplifies the design process and saves time. Consistent color, logo treatment and appropriate sizing are necessary to achieving a consistent and professional look.

Color

Color version

In the color version of the L&I logo, the logo mark (symbol) will be printed in Pantone 647 blue. The logotype (the words) will be printed in 90% black. (The Pantone Matching System® is accepted as the standard in the printing industry. See Page 15 for more details about color.)

	C 100	R 0		C 0	R 65
	M 56	G 85		M 0	G 65
	Y 0	B 149		Y 0	B 66
	K 23			K 90	
PANTONE® 647	hexidecimal: 005595		90% K	hexidecimal: 414142	



»Designer/printer notes: When the 2-color logo is rendered in 4-color process (CMYK), the CMYK breakdown of percentages shall apply.

Reversing the colors of the logo is not acceptable.



Screened back color percentages of the logo are not acceptable.



Black version

It is acceptable to print the logo in all black. In fact, because we print many documents using only one or two colors of ink, the black version of the L&I logo is often used. The black version uses 100% black, not 90%.



No other colors, with the exception of white reverse treatment, are allowed for representing the logo in a single color.

White reverse treatment

The logo may appear in white if reversed out of a single dark-colored ink when the design requires it. The following table shows the appropriate logo treatment for different ink colors. See Color Palette on Page 15.

Ink Color(s)	Logo Treatment
Black ink only	Black logo version; reverse only if integral to the design
Pantone 647 blue	White reverse logo; situations limited. Examples: PowerPoint presentations or signage
Black + 1 other color	Black version of the logo
Black + Pantone 647 blue	Color logo version (Pantone 647 + 90% black)
Full color	Color logo version (Pantone 647 + 90% black)
One color other than black	Use the white reverse logo only when the design requires it and only on a dark-colored ink. (See Color Palette, Page 15.) Do not print in one color that is too light to handle the reverse as the text won't be readable either.

White reverse of black**White reverse of Pantone 647**

White reverse of another color**Do not use the following logo treatments**

Do not use black logo on dark background.



Do not reverse logo out of a light background without sufficient contrast for good legibility.

Size

The readability of graphics declines as size diminishes. The logo should never be printed so small that the sub-identity becomes illegible. In order to best represent the logo when applying it within small areas, use the following standards for the main logo or a logo with sub-identity.

The recommended **minimum** logo sizes for letter- or legal-sized documents are as follows:



for color or "black only" treatment



for reverse treatment

The recommended **maximum** logo size for letter- or legal-sized documents is as follows:



L&I's professional graphic designers can advise you on suitable logo sizes for other formats such as posters and oversized documents. Call 360-902-5414.

Spacing around the logo

Proper spacing ensures clarity of the image and supports professional design standards. A clearly visible logo also supports recognition of our agency.

Logo placement should include a minimum amount of "free space" around the grouped logo mark (crescents and shield symbol) and logotype (words). The amount of space that should be kept clear from the top, bottom, left and right margins of the logo should equal at least half the size of the logo mark.



Logo misuse

No one other than the professional graphic designers in Communication Services is authorized to create graphics files (.tif, .jpeg, etc.) of the main L&I logo or the logo with a sub-identity.

The black version and color version of the main L&I logo are available on the intranet. Go to "Download the logo" on this page:

<http://home.inside.Lni.wa.gov/director/communications/GraphicIdentity/>.

To request a copy of a sub-identity logo, call 360-902-5414.

In addition to the examples of logo misuse sited on previous pages, the following page illustrates additional cases of logo treatments that are not acceptable.

Logo misuse, continued



Do not use logo with other shapes.



Do not reset the logo by using any substitute fonts for the name.



Do not place other text near the logo.



Do not change graphic to name aspect ratio.



Do not change the proportion of the logo by stretching it... or by skewing it.



... for employees in the warehouses and facilities served by the  Washington State Department of Labor & Industries

Do not use the logo as part of text.



Do not use drop shadow effects.

Logo mark without logo type in social media

You may recall the logo contains two components: the logo mark (crescents and shield) and logo type (Washington State Department of Labor & Industries).

The two components must be used together. Exception: Social media sites where an icon is a necessary component of the site may require the use of the logo mark alone. These situations are extremely rare and require the full agency name to be identified elsewhere on the page. For more information, call 902-5414.

Please remember, while you may have become accustomed to the L&I logo, external audiences probably won't recognize that the logo mark represents our agency unless it is coupled with the logo type.

Logo use in co-sponsorships

Because collaboration is an important value in the Department of Labor & Industries, we may participate in advertising, publishing or events where our logo is paired with other organizations' logos.

The rules of logo usage in this manual need to be followed when:

- L&I staff manages the production of materials.
- Another organization manages the production of materials.

Other considerations:

- L&I's logo should be the same size as the logos of other partners.
- If space is limited, use the main L&I logo without the sub-identity. (If the sub-identity cannot be read, it defeats the purpose of using it.)

Contact Communication Services at 902-5414 if you have questions about logo use in co-sponsorship situations.

L&I's color palette is a group of ink colors approved for use on agency publications and marketing materials. Consistent use of the color palette is necessary to maintain the integrity of the graphic identity.

The usability studies conducted on L&I's Web site helped us identify appropriate colors for the palette. This research showed that customers feel L&I is less intimidating if we used warmer, inviting colors. The colors were selected on that criterion, not someone's individual preferences.

The color palette uses a combination of warm/warm colors and warm/bright colors that add more "pop" to the design. The graphic designer assigned to your project will select the colors that most appropriately represent the purpose of the document and its intended audience.

Approved colors

See the color palette on the following page. These colors are warm/warm and warm/bright. The palette also includes tints (screens) of the ink colors (15%, 25%, 50%, 60% or 80%) resulting in a total of 66 ink colors, plus black.

Pantone 647, used in the L&I logo, is the coolest color in the palette. This shade of blue is used in the logo because it conveys trust, strength and stability.

In full-color printing, warm tones in photographs can help convey the warmth we are seeking in our graphic identity.

Exceptions: A "Danger" sign, for example, would be printed in red, a color that is not part of the approved color palette. These situations are rare. Call 902-5414 if you think you need to print with a color outside the approved color palette.

This approved color palette should also be followed for other media, including video and computer-based materials.

»Designer/printer notes: The secondary color chart on the following page shows the CMYK equivalents for full-color (or process color) printing and RGB equivalents for printing from digital devices such as laser printers.

L&I's ink color palette

Printing in ink colors other than black? Choose from these inks for any L&I document intended for external distribution.

	Pantone 7408	Pantone 152	Pantone 1805	Pantone 188	Pantone 732	Pantone 458	Pantone 118	Pantone 384	Pantone 555	Pantone 632	Pantone 647
100%											
	R,G,B 255,191,15 WEB FFBF0F	243,144,29 F3901D	196,18,0 C41200	127,6,0 7F0600	92,41,1 5C2901	233,214,102 E9D666	186,152,0 BA9800	159,166,23 9FA617	0,103,78 00674E	22,156,170 169CAA	9,54,120 093678
80%											
	R,G,B 254,204,55 WEB FECC37	247,163,73 F7A349	206,57,26 CE391A	152,35,18 982312	123,69,19 7B4513	237,221,133 EDD85	200,171,37 C8AB25	176,181,70 B0B546	57,125,103 397D67	65,175,184 41AFB8	47,81,120 2F518C
60%											
	R,G,B 254,217,102 WEB FED966	249,184,116 F9B874	217,101,64 D96540	176,76,51 B04C33	156,105,52 9C6934	241,228,161 F1E4A1	213,190,81 D5BE51	194,197,114 C2C572	100,151,133 649785	111,195,199 6FC3C7	90,114,162 5A72A2
50%											
	R,G,B 254,223,126 WEB FEDF7E	251,195,136 FBC388	223,124,87 DF7C57	188,99,72 BC6348	172,126,74 AC7E4A	243,231,176 F3E7B0	220,201,105 DCC369	203,205,134 CBCD86	122,166,150 7AA696	135,205,208 87CDD0	113,133,176 7185B0
25%											
	R,G,B 254,239,188 WEB FEEFBC	253,223,190 FDDFBE	238,186,159 EEBA9F	221,169,146 DDA992	213,185,149 D5B995	248,241,213 F8F7D5	238,228,174 EEE4AE	225,227,189 E1E3BD	181,205,195 B5CDC3	194,230,230 C2E6E6	179,187,214 B3BBD3
15%											
	R,G,B 255,245,215 WEB FFF5D7	254,234,214 FEEAD6	244,213,195 F4D4C3	234,202,186 EACABA	230,212,188 E6D4BC	250,246,228 FAF6E4	245,238,205 F5EECD	235,237,212 EBEDD4	207,223,216 CFDFD8	218,240,239 DAF0EF	209,213,228 D1D5E4

See Page 6 of the Graphic Identity Manual for logo color usage.

Consistent use of white recycled paper plays an important role in a strong graphic identity. Colored bond papers available at the State Printer may be quick and cheap, but they detract from a consistent look and generally appear less professional. Colored paper stock also affects how ink colors appear on the paper.

If a colored paper is necessary (see No. 3 and 4 below), only black ink should be used.

1. Publications

All publications with an official L&I document number need to be printed on recycled white paper within the following parameters:

- Brochures and publication covers will be printed with either black + 1 color of ink or in full color.
- For fact sheets, if the quantity is too small to make black + 1 color of ink cost effective, white paper with black ink can be discussed with L&I's Publications and Design Services Manager. Colored stock is not approved.

2. Marketing materials

Print on white paper in black + 1 color or full color. This is critical for two reasons: To help your audience see and pay attention to your message; and to reinforce the L&I graphic identity. Marketing materials are such things as a conference registration brochure, flier to promote a new and/or improved service, or a one-time poster for an event.

3. Covers for manuals and RCW or WAC books

These covers can be on colored paper only when printed with black ink alone. Please choose from the warm tones of paper shown in the recommended papers section on the following page or ask for assistance.

4. Informational fliers or mailers

If your budget does not allow color printing on white paper for one-time informational fliers or mailers, you may print on colored stock. Please choose from the warm tones of paper shown in the recommended papers section on the following page or ask for assistance.

Selecting white paper

The following charts recommend the quality and weight of paper for different types of printed materials.

Materials Printed on a Printing Press	Type of Recycled White Paper
Fact sheets and other similar materials printed only with black ink	60# or 70# Text depending on the budget and whether the item will be mailed. Note: Return mailers must be printed on even heavier stock. Consult with Communication Services, 902-5414.
2-color brochures or fact sheets	60# or 70# Text depending on budget
Full-color brochures	70# Text
Publication covers	65# or 80# Cover, brands vary
Posters or other display materials	80# or 100# Cover, brands vary

Materials Reproduced on a Digital Color Copier (MyPrint printing at State Printer)	Type of Recycled White Paper
2-color brochures or fact sheets	Mohawk Color Copy, PC White Recycled, 28# Text *
Full-color brochures	or Xerox Expressions, PC White Recycled, 28# Text*
Posters printed on color copier	Mohawk Color Copy, PC White Recycled, 80# Cover (maximum size of 11" X 17") or
Publication covers	Xerox Expressions, 80# Cover PC White Recycled (maximum size 12" X 18")

* If you are planning to produce a "self-mailer" on a digital color copier, consult with Communication Services to verify that the weight of paper will meet postal requirements for mailing.

Selecting colored paper

If it is necessary to use colored paper, please select colors such as those shown on the following page or call 369-902-5414 for assistance.

Photographs

Photographs must be printed either in black/white or full color on white paper. If you have questions, please call 369-902-5414.

Paper colors

Uncoated recycled white paper is the standard for L&I publications and marketing materials.

To enhance the L&I graphic identity, please consider the following paper colors when you must print other materials (report covers, for example) on colored stock with black ink. These paper colors complement our warm color palette and help reinforce the “look and feel” of our identity.

To see actual paper samples, contact Communication Services at 902-4315.

Color	Type and Weight	State Printer**	Special Order	Communication Services
Tan	Exact Multipurpose, 20# Bond	✓		
	Exact Opaque, 60# & 70# Text, 65# Cover		✓	
Salmon	Exact Multipurpose, 20# Bond	✓		
Mango	Domtar Solutions, 80# Cover			✓
Gold	Exact Multipurpose, 20# Bond	✓		
Pineapple	Domtar Solutions, 70# Text, 80# Cover			✓
Buff	Exact Multipurpose, 20# Bond	✓		
Ivory	Exact Multipurpose, 20# Bond	✓		
	Exact Opaque, 60# & 70# Text, 65# Cover		✓	
Mushroom	Royal Resource, 65# Cover		✓	
Eucalyptus*	Beckett Expression 70# Text			✓
Thai Gold	Domtar Solutions, 80# Cover			✓
Wasabi	Domtar Solutions, 70# Text, 80# Cover			✓
Balm	Beckett Expression 70# Text			✓
Blue Ice*	Domtar Solutions, 70# Text			✓
Gray	Exact Multipurpose, 20# Bond	✓		
	Exact Opaque, 60# & 70# Text, 65# Cover		✓	

* Available in 8½" x 11" & 8½" x 14"

** The Department of Printing (State Printer) stocks these paper colors. Contact Communication Services at 902-4315 for information about ordering any of these papers.

Please note: The color swatches displayed above are close approximations of the color stocks listed.

Consistent use of type is vital for a strong graphic identity. Professional and highly readable typefaces such as Times New Roman and Arial continue to serve us well. They should be used in all publications and marketing materials produced in Microsoft Word.

Palatino and Univers are similar to Times New Roman and Arial, respectively, but they are more elegant and contemporary. They should be used in documents produced in desktop publishing programs such as InDesign. Each of these typefaces is available in Regular, Italic, Bold and Bold Italic.

Approved typefaces

Times New Roman, Arial, and Arial Narrow, or Palatino and Univers are the required typefaces for agency publications.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 VWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!?"'*\$%&{}~

Arial Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
 VWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!?"'*\$%&{}~*

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
 VWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!?"'*\$%&{}~**

Arial Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
 VWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!?"'*\$%&{}~***

Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 VWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!?"'*\$%&{}~

Arial Narrow Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
 VWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!?"'*\$%&{}~*

Arial Narrow Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
 VWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!?"'*\$%&{}~**

Arial Narrow Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
 VWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!?"'*\$%&{}~***

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 VWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!?"'*\$%&{}~

Times New Roman Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
 VWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!?"'*\$%&{}~*

Times New Roman Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
 VWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!?"'*\$%&{}~**

Times New Roman Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
 VWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!?"'*\$%&{}~***

Univers

Univers Roman

Univers Condensed

*Univers Condensed Oblique***Univers Bold Condensed*****Univers Bold Condensed Oblique****Univers Oblique***Univers Bold*****Univers Bold Oblique*****Univers Black*****Univers Black Oblique*****Palatino**

Palatino Roman

Palatino Italic

Palatino Medium

*Palatino Medium Italic***Palatino Bold***Palatino Italic***Palatino Black*****Palatino Black Italic*****Typefaces to avoid**

There are hundreds of typefaces. To achieve consistency in a graphic identity, we have to limit the number of typefaces we use. The following fonts are examples of common typefaces that should not be used in L&I publications and marketing materials – not because they are “bad,” but because their use would reduce consistency and detract from the look, feel and personality of L&I printed materials.

Comic Sans

Courier

Impact

Lucida Console

QuickType

Sylfaen

Tekton

Zapf Chancery

If you are contemplating the use of a typeface other than Times New Roman, Arial, Arial Narrow, Palatino or Univers, please consult with Communication Services, 902-5414. We can recommend alternate typefaces for specific marketing or educational applications, when they are necessary.

Note: Many L&I employees have Calibri set as the default typeface on their computers. Please do not use this typeface in publications or marketing materials intended for use outside of L&I.

Basic guide to typography

Serif typefaces such as Times New Roman or Palatino have “feet” on the letters. They anchor and lead the eye, making them easier to read for body copy. Conversely, sans serif typefaces, such as Arial or Univers, have clean lines and no feet, making them more suitable for headlines, subheadings, call-out text, and tables and graphs.

Type size

Larger text isn’t always better. Smaller type with more space between the lines can often be easier to read than larger type with standard spacing between the lines. See these examples:

This is 12 pt. Times New Roman with single spacing between the lines. This is 12 pt. Times New Roman with single spacing between the lines. This is 12 pt. Times New Roman with single spacing between the lines. This is 12 pt. Times New Roman with single spacing between the lines.

This is 11 pt. Times New Roman with 14.5 pt. spacing between the lines. This is 11 pt. Times New Roman with 14.5 pt. spacing between the lines. This is 11 pt. Times New Roman with 14.5 pt. spacing between the lines. This is 11 pt. Times New Roman with 14.5 pt. spacing between the lines.

Italic and bold type

- Use italic type appropriately – in small doses. A large amount of italic text is hard to read.
- Use bold type primarily for headlines and headings. In body copy, bold type should emphasize a point – not shout at the audience with multiple sentences or a full paragraph of bold text.
- Text that is bold italic and underlined is overkill. Shouting at the audience reduces receptivity to the message.

Justified versus a ragged-right margin

- The standard for L&I publications is a ragged-right margin. (It’s used in this manual.)
- Most people find documents with a ragged-right margin easier to read.
- Documents with ragged-right margins can be designed more quickly. Justified margins (a straight edge on both the left and right margins) require text adjustments or the design looks unprofessional.

ADA/EOE statement

Publications and marketing materials require the ADA/EOE statement. See the Appendix for the language you need to use.

The examples that follow show publications in the graphic identity. The results:

- An attractive, consistent design usable across all programs in the agency
- Reinforcement of L&I's identity

brochures

**Getting Back to Work:
It's Your Job
and Your Future**



Getting injured on the job is hard enough. We want to help you recover and get back to work as soon as possible. It's money in your pocket.



**Electrical Safety
Tips for Your Home**

Protect your family and your property



- Handle electrical equipment and appliances properly.
- Know the required permits and inspections for electrical work.
- When hiring someone to do electrical work, verify licenses and certifications.



Say Yes!

*To a safe workplace
To a free consultation*



Our knowledgeable consultants can help you prevent injuries and reduce costs - helping your business thrive.



Safety and Health Investment Projects (SHIP) Grant Program



Need funding to develop an innovative safety and health project? L&I's SHIP Grant Program can help.



2-color

full-color

fact sheets



Washington State Department of Labor & Industries
Factory Assembled Structures Program



Your Manufactured/Mobile Home
What homeowners and contractors should know when altering a home

Homeowners, please consider this:

- Protect your investment by making sure your contractor is registered and obtains all permits, inspections and approvals required by law.
- The lack of a permit, inspection, and approval could affect the safety of your home, your ability to obtain home financing, and your ability to obtain insurance or collect on insurance claims.
- A permit, inspection and approval will ensure that the work done on your home conforms with current manufactured/mobile-home safety codes.
- Even if the title has been eliminated on your manufactured/mobile home, alterations still require a permit, inspection, and approval by the Department of Labor & Industries (L&I).
- If you are having a new manufactured home placed, be sure that your registered contractor employs a Certified Installer. You can verify an installer's certification online at www.FAS.Lni.wa.gov or by calling 1-800-647-0982.

Registered contractors, before you begin an alteration job, please consider this:

- You must purchase alteration permits and have all alterations approved, as required by law.
- You could face a fine of up to \$1,000 or an audit for failing to obtain a permit before beginning an alteration job. Each day and each location on which a violation occurs constitutes a separate violation.

Additional penalties can be levied for failure to correct any violations noted during an alteration inspection.

Problems? Complaints? Contact L&I's Consumer Assistance Program:

- If you own a new manufactured home, we can help you work with the manufacturer or dealer to correct defects in the home.
- Call 1-800-647-0982.



Contractor information at L&I

Web site:
www.Contractors.Lni.wa.gov
Toll-free:
1-800-647-0982



Washington State Department of Labor & Industries
Employment Standards / Workplace Rights



What You Need to Know if You Don't Get Paid
A worker's guide to the Washington State Wage Payment Act

Wage payment laws protect workers

As a worker in the state of Washington, you have the right to be paid:

- At least minimum wage, with no unlawful deductions from pay.
- Overtime pay, if working more than 40 hours a week (except in agriculture).
- The wage you agreed on with your employer for all hours worked.

Your employer must pay you at least once a month on a regularly scheduled payday and provide you with a pay statement.

If you are not paid your wages in full, you have the right to file a wage complaint with the Department of Labor & Industries (L&I).

L&I investigates wage complaints

State wage laws require employers to pay all wages due. If you do not get paid in full, we will work with you and your employer to resolve the wage complaint.

If you are owed wages, we will tell the employer to send the wages, less the required taxes and deductions, to L&I, and then we will contact you to give you the money. You will be required to sign a Wage Release Form and show photo identification.

If the dispute cannot be worked out and the employer does not pay, we can issue a citation with penalties and interest and, if necessary, take legal steps to collect the money. We try to resolve complaints as quickly as possible, but it may take 60 days or longer to complete.

In some cases, we may determine that the employer does not owe wages. In either case, you and the employer both have the right to appeal the L&I decision.

Workers have responsibilities too

You will need to fill out a detailed wage complaint form, and you may need to provide proof that wages are owed, for example, pay statements or your personal calendar, notes or log book, or contact information of witnesses. The more proof you can provide, the more likely it is that we can find that your employer owes you wages.

Once you have filed your claim, you must stay in touch with L&I. Be sure to:

- Return telephone calls and respond to written requests promptly.
- Notify L&I immediately if you change your address or telephone number.
- Report to L&I right away if the employer pays the wages directly to you.



covers

Washington State Department of Labor & Industries
Workers' Compensation Services

The ABCs of Risk Classification in Washington State

Determining Risk Classifications for Workers' Compensation Coverage

Washington State Department of Labor & Industries
Prevailing Wage Program

Prevailing Wage Law

Understand your responsibilities and rights when performing public work. April 2009 Edition

Washington State Department of Labor & Industries
Employment Standards / Workplace Rights

Youth in Construction

- Provide training
- Emphasize safety
- Know the limits

Get young workers started right and keep them away from prohibited work.

ads and inserts

Don't trust your property to just anybody!

Contact Labor & Industries to be sure you are working with a registered contractor.

Washington State Department of Labor & Industries
Contractors Services

On the Web at: HiringContractor.Lni.wa.gov
or call 1-800-647-0982

¿Cuáles son sus derechos como trabajador?

La ley del estado de Washington protege los derechos de la gente que trabaja. Si su empleador le niega sus derechos, el Departamento de Labor e Industrias del estado de Washington puede ayudarle.

Usted tiene derecho a:

- Por lo menos el salario mínimo.
- Periodos de comida y descanso.
- Lugar de trabajo seguro y sano.
- Ayuda si usted se lastima en el trabajo.

¿Dónde puede aprender más sobre sus derechos?
Para solicitar una publicación o si tiene preguntas llame al 1-800-547-8367 o visite nuestro sitio de Internet: www.Lni.wa.gov/Spanish.

Usuarios de TDD llamen al 360-802-5797.
L&I es un empleador con igualdad de oportunidad.

Washington State Department of Labor & Industries

Friendly Help for Small Business

L&I's Small Business Liaison: Your contact inside L&I!

L&I staff work with the Small Business Liaison to save business owners money, time, and trouble. Give us a try!

Ron Langley
Small Business Liaison
Toll Free: 1-800-887-0145
E-mail: SmallBusiness@Lni.wa.gov
Web Page: www.SmallBusiness.Lni.wa.gov

Get information and solve problems with one phone call

- Problem claim?
- Question about rates or risk classifications?
- New business?
- Employees for the first time?
- In a jam and need help fast?

Washington State Department of Labor & Industries

Save time and hassle by filing online.

Toss your paper report and join ~~50,000~~ ^{64,000} employers already filing quarterly reports online. It's faster and easier than paper — and prevents costly mistakes. (The computer does the math.)

You have two options for online filing:

Deluxe File

- Start a report, save it and go back to it later.
- Pay online and choose the date your payment comes out of your account.
- Request a correction to a report that you've already filed.
- Check your rates online and request changes to risk classes.

Quick File

- No password!
- Pay with E-Check option that doesn't store your bank information. (See example on other side.)

www.QuarterlyReports.Lni.wa.gov

Washington State Department of Labor & Industries
Workers' Compensation Services

08-2009

Work safe. Home safe.

The most important reason for making your workplace safe is not at work at all.

Find out how you can be a part of Washington State's campaign to improve workplace safety

Washington State Department of Labor & Industries

mailers and postcards

Free workshop!

Invest 3 hours of your time in October and get answers to these questions and more

1. Are you getting the right answers to these questions and more?
2. Do you know the signs and symptoms of these conditions?
3. What can you do to avoid your workers' compensation costs?

If you're looking to save your money and reduce the risk of an injury, this is the time to invest. This workshop is for you. Don't miss out on this opportunity. See the details on the back of this postcard.

Are claim costs eating your profits?

Learn how to manage claims in your business. Reduce your risk. Manage your risk. Manage your risk. Manage your risk.

Risk Management Simple Steps for Busy Employees

DOSH Hazard Alert
Helping employers prevent workplace injuries

Motorized rollers cause serious injuries in Washington orchards

Motorized rollers have caused two amputations and broken bones in three separate incidents in western Washington over the past 12 months.

These shop-built devices, usually powered by tractor hydraulics, are used to remove long blocks of sensitive material spread under root trees during the growing season.

What caused these injuries?

The design of these devices allows operators to place their hands in dangerous proximity to moving parts as they grip and guide the fabric being pulled onto the rotating shaft.

In all three incidents the employee's hand or clothing was caught and quickly drawn into moving parts. The most dangerous location appears to be at or near the control switch.

- One victim's fingers and arm became entangled in the fabric roll when he reached across the roll to adjust the fabric. Two fingers were amputated during the incident and bones in his wrist and forearm were broken.
- Another victim lost a finger while trying to remove a safety ground tie from the fabric roll. His finger was stuck ground tie from the fabric roll. He was not able to reach around to the tie loop and he was not able to reach the controls with his left hand in time to stop the roll when his clothing was caught by a roller.
- The latest victim was trying to align the fabric onto the roll when his clothing was caught by a roller. The latest victim was trying to align the fabric onto the roll when his clothing was caught by a roller. The latest victim was trying to align the fabric onto the roll when his clothing was caught by a roller.

How can you protect employees who operate motorized rollers?

- Install proper guarding for the pinch points and other moving parts. For example, install a round guard over the power coupling on the shaft to prevent contact with rotating parts of the power drive system. Safety rules that apply to guarding field equipment are found in WAC 296.302.070.
- Use flat clips to anchor fabric rolls to the rotating shaft instead of metal pins, screwdrivers, and other objects that protrude and can snag clothing.
- Install a positive-pressure control switch (also known as a "dead man's switch") to automatically cut off power when the operator releases it.

DOSH Hazard Alert August 2009

Employers make work practices or process changes to remove debris, such as twigs and sand, from the fabric before it reaches the motorized roller. To be safe, such methods need to keep employees' hands and clothing away from moving parts.

- Train employees to work safely with motorized rollers. Before you let them operate such devices, for how to safely remove debris from the fabric before it reaches the roller.
- Install appropriate warning decals on the motorized roller.
- Keep bystanders away from the motorized roller.
- Provide a copy of this hazard alert to operators and other employees who work around motorized rollers and post a copy in places where employees congregate.

Other resources

- Rules that address safety guarding of farm field equipment can be found in WAC 296.302.070. To learn more about these rules, contact your local L & I office or visit <http://www.lni.wa.gov/employees/field/default.html>
- For free training materials and other resources for various safety topics, visit <http://www.lni.wa.gov/296302070/default.asp>

How can I get help from Labor & Industries?

The Department of Labor & Industries provides consultations, training, and technical assistance to you and your employees. Call today to schedule a confidential consultation or go to www.CrimeVictims.Lni.wa.gov for more information. You may also call 1-800-425-7233 or visit a local L&I office and ask for the Compliance Manager.

design continuity within program materials

L&I Toolkit for Providers and Billing

- Medical Aid Rules and Fee Schedules
- Attending Doctor's Handbook
- Other Useful Forms and Facts

Operating systems: Windows 98, ME, 2000, Vista, XP, NT or Mac OS X

Browser: Internet Explorer 6.0 or higher, Mozilla Firefox 1.5 or higher, AOL 1.0 or higher 1.1

Technical questions? E-mail market@lri.wa.gov

Effective July 1, 2009 7245-094-034

L&I Toolkit for Providers and Billing

- Medical Aid Rules and Fee Schedules
- Attending Doctor's Handbook
- Other Useful Forms and Facts

Effective July 1, 2009
AMA copyright notice installed on this CD.

Supersedes All Previous CD Editions

Help for Victims of Crime

Crime Victims Compensation Program (CVCP)

Get cash help for bills and expenses that result from certain violent crimes.

If you have been injured or if someone in your family has been killed or injured, you may be eligible for assistance.

Crime Victims Compensation Program (CVCP)

HELP for Victims of Crime

Contact the Crime Victims Compensation Program for assistance, including information on medical treatment and counseling services.

360-902-5355
toll-free **1-800-762-3716**

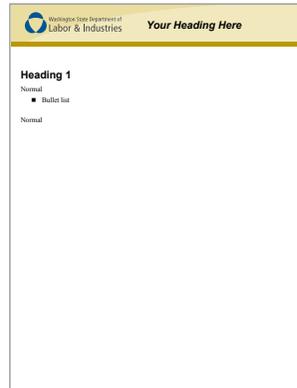
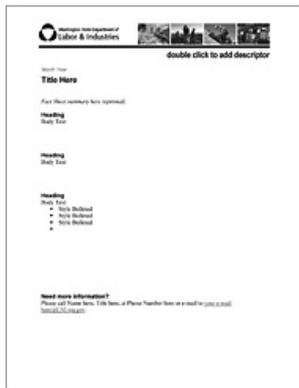
www.CrimeVictims.Lni.wa.gov

As part of L&I's graphic identity, Communication Services will periodically produce "templates" that staff can use to produce materials using Microsoft Office programs (Word or PowerPoint, for example). Additional templates will be announced on **Inside L&I** and Communication Services' Intranet site as we develop them.

Communication Services' Intranet Site

<http://home.inside.lni.wa.gov/director/communications/GraphicIdentity/>

L&I Administrative Fact Sheet



PowerPoint Presentations

Templates are available for speaking with external groups. Access the templates at <http://home.inside.lni.wa.gov/director/communications/graphicIdentity/> and scroll down to "Use a template".

These templates incorporate the "At Work in Washington" photographs as a compelling graphic element in the PowerPoint template.



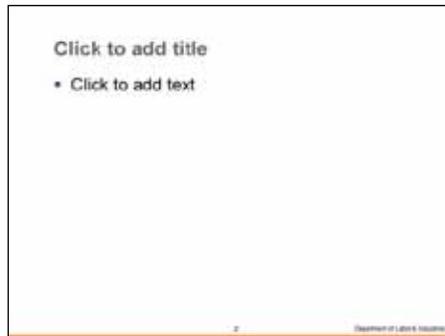
Light background. Softer colors appropriate for short presentations with handouts.



Blue background. The yellow text on the blue background is easier on the eyes in a darkened room. Good for long presentations, such as workshops or training.



These templates allow space for large photos, tables or diagrams.



Other publishing requirements

ADA/EOE statement

All agency publications and marketing materials will carry the ADA (Americans with Disabilities Act) statement and EOE (Equal Opportunity Employer) statement. The approved wording follows and should appear as 10 pt. Times New Roman Italic or 10 pt. Palatino Italic:

Other formats for persons with disabilities are available on request. Call 1-800-547-8367. TDD users, call 360-902-5797. L&I is an equal opportunity employer.

In any printed material that announces an event, such as a workshop, conference or meeting to which the public is invited, the following ADA/EOE statements will be used. The amount of advance time required to request accommodation will vary depending on the event. Typical timeframes are two weeks or four weeks. It may take time to arrange a sign-language interpreter, for example.

If you have special communication or accommodation needs, please contact [insert name, phone number and e-mail] at least [specify number] weeks before this event.

L&I is an equal opportunity employer.

RCW and policy

Definition of a state publication

RCW 40.06.010 defines state publications as the following:

“State publication” includes annual, biennial, and special reports, state periodicals and magazines, books, pamphlets, leaflets, and all other materials, other than news releases sent exclusively to the news media, typewritten correspondence and interoffice memoranda, issued in print by the state, the legislature, constitutional officers, or any other state department, committee, or other state agency supported wholly or in part by state funds.

L&I policy

Agency policy assigns responsibility for publications to the Assistant Director for Communications. Briefly, the policy states:

The Assistant Director for Communications and his or her staff, working in conjunction with appropriate program staff, shall have final responsibility for and authority over the format, content and style of all Department publications and video/multimedia presentations.

*Other formats for persons with disabilities are available on request.
Call 1-800-547-8367. TDD users, call 360-902-5797.
L&I is an equal opportunity employer.*