# Operations Manual

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| **Governed By:** Marketing/Communications | **Effective Date:** 01/01/2013 |
| **Procedure: # 16 -** Agency Colors | **Updated Last:** 04/29/2013 |
| **Purpose:** To ensure consistent agency color usage across all programs | |
| **Refer to Policy #:** | |

**Summary:**

In order to maintain consistency across all marketing materials, we have a CEO style guide available on the intranet in the Marketing and Communications Resources section. This style guide offers guidance on color and logo usage, messaging, fonts, and more. Please adhere to the style guide in order to maintain branding consistency. Failure to adhere to the brand standards could result in the Marketing and Communications Director requesting that materials be recreated or adjusted to meet the guidelines.

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| **Program or Site:** (program name) | **Effective Date:** (mm/dd/yyyy) |
| **Procedure:** (procedure name) | **Updated Last:** (mm/dd/yyyy) |
| **Purpose:** (what is the purpose of this procedure?) | |

**Summary:**