MDES Branding Guidelines

General Guidelines for Logos

To maintain a consistent and professional brand identity, please follow these guidelines when using the MDES and WIN Job Center (WJC) logos.

Uniform Presentation
Always use the logos exactly as provided, without any modifications. This ensures all branded materials reflect a cohesive look.

Approval for Public Use
All public-facing materials that include the logos must be reviewed in advance by MDES Communications.

Commercial Printing
For signage or durable printed items, use vector files compatible with commercial printing. If you need access to these files, contact: **communications@mdes.ms.gov**

Use of the MDES Seal
The MDES seal may only be used with express permission from MDES Communications. Partner agencies are not authorized to use the MDES logo or seal without prior approval.

Logo Placement
All agency materials must include the MDES logo.

Materials related to WIN Job Centers should include both the MDES and WJC logos when applicable.

Ensure clear space around the logos and adhere to minimum size standards for visibility.

Mission Statement Usage
The mission statement — *Helping Mississippians Get Jobs* — may be included when appropriate.

Need Help?
For assistance or questions related to logo usage, please reach out to: **communications@mdes.ms.gov**

Branding Guidelines

Typefaces

When preparing documents and files representing the MDES and WIN Job Center brands, Helvetica Neue is the agency preferred primary font; Arial is an acceptable substitute. Other supplemental text can be from the Garamond family with Times New Roman as an acceptable substitute.

Black is best for most text, so use agency colors only as accents for graphic elements or headers. The agency blue color should be the dominant color with gold for minor accents. Avoid using gold for type.

Fonts

Helvetica Neue Roman	Arial
Helvetica Neue Bold	**Arial Bold**
Helvetica Neue Condensed	Arial Narrow
Helvetica Neue Bold Condensed	**Arial Narrow Bold**
Garamond	Times New Roman
Garamond Bold	**Times New Roman Bold**
Garamond Italic	*Times New Roman Italic*
Garamond Bold Italic	***Times New Roman Bold Italic***

Graphic Elements

When adding graphic elements to enhance a presentation use colors consistent with the MDES logo. Blue should be chosen as the dominate color. Text is best in black or reversed at 100% opacity. When adding elements, adhere to simple rectangular shapes at either the top or bottom of your slide. (See the headers in this guide as an example.)

Gold should be used sparingly. Possible scenarios for the gold color could be for rules (lines) to separate subhead from paragraph text or for other elements that are not pertinent to the information being presented. (See the use of gold on this page layout.)

MDES Logo Guidelines

The MDES logo should be used as provided with no alteration. Do not skew or use perspective to fit the space. Do not add other elements or typography to the logo or change the colors. Use at 100% opacity, do not change the saturation, tone, or recolor the logo. It is permitted to use the abbreviated logo if the reduced size of the full logo will be less than 2".

M|D|E|S
MISSISSIPPI DEPARTMENT *of* EMPLOYMENT SECURITY

M|D|E|S
MISSISSIPPI DEPARTMENT *of* EMPLOYMENT SECURITY

M|D|E|S
MISSISSIPPI DEPARTMENT *of* EMPLOYMENT SECURITY

Logo clear space shown as pink boxes above is included within the file. (Approximate height and width of the M)

M|D|E|S
MISSISSIPPI DEPARTMENT *of* EMPLOYMENT SECURITY

Reverse (white) logo for use on solid color backgrounds. Knock out always at 100% opacity in white only.

Colors

Pantone 123
0C 30M 94Y 0K
253R 185G 39B
#fdb827

Pantone 647
94C 43M 0Y 38K
0R 84G 136B
#005488

Size minimums

M|D|E|S
MISSISSIPPI DEPARTMENT *of* EMPLOYMENT SECURITY

Full logo: 2" width

M|D|E|S

Abbreviated logo only: 1" width

For questions about usage not addressed here or for high resolution logos for commercial reproduction, please contact Communications at communications@mdes.ms.gov

WIN Job Center Logo Guidelines

The WIN Job Center logo should be used as provided with no alteration. Do not skew or use perspective to fit the space. Do not add other elements to the logo or change the colors. Use at 100% opacity, do not change the saturation, tone, or recolor the logo. Allow space around logo and do not overlap the logo with other graphics.

Vertical (preferred)

Horizontal (use when needed for spacing or layout)

Logo clears pace shown as pink boxes above is included within each file. (Approximately half the height of the W)

Colors

Pantone 123
0C 30M 94Y 0K
253R 185G 39B
#fdb827

Pantone 647
94C 43M 0Y 38K
0R 84G 136B
#005488

Size minimums

Vertical logo: .75" width

Horizontal logo: 1.25" width

Reverse (white) logo for use on solid color backgrounds.
Knock out always at 100% opacity in white only.

For questions about usage not addressed here or for high resolution logos for commercial reproduction, please contact Communications at communications@mdes.ms.gov

The Mobile WIN Job Center logo should be used as provided with no alteration. Do not skew or use perspective to fit the space. Do not add other elements to the logo or change the colors. Use at 100% opacity, do not change the saturation, tone, or recolor the logo. Allow space around logo and do not overlap the logo with other graphics.

MOBILE **WIN** JOB CENTER

MOBILE **WIN** JOB CENTER

MOBILE **WIN** JOB CENTER

Logo clears pace shown as pink boxes above is included within each file. (Approximately half the height of the B)

MOBILE **WIN** JOB CENTER

Reverse (white) logo for use on solid color backgrounds.
Knock out always at 100% opacity in white only.

Colors

Pantone 123
0C 30M 94Y 0K
253R 185G 39B
#fdb827

Pantone 647
94C 43M 0Y 38K
0R 84G 136B
#005488

Size minimums

MOBILE **WIN** JOB CENTER

Vertical logo: 2" width

For questions about usage not addressed here or for high resolution logos for commercial reproduction, please contact Communications at communications@mdes.ms.gov

Available Logo Files

Contact communications@mdes.ms.gov for logos.

Logos Shown as Images	Vector Files FOR COMMERCIAL PRINTING		Raster Files FOR WEB AND OFFICE USE	
MDES — Mississippi Department *of* Employment Security	.eps .pdf		.png .jpg	
	Black	**White REVERSE**	**Black**	**White REVERSE**
MDES logos (black / white reverse)	.eps .pdf	.eps .pdf	.png .jpg	.png
WIN JOB CENTER	.eps .pdf		.png .jpg	
	Black	**White REVERSE**	**Black**	**White REVERSE**
WIN JOB CENTER logos (black / white reverse)	..eps .pdf	.eps .pdf	.png .jpg	.png
WIN JOB CENTER	.eps .pdf		.png .jpg	
	Black	**White REVERSE**	**Black**	**White REVERSE**
WIN JOB CENTER logos (black / white reverse)	.eps .pdf	.eps .pdf	.png .jpg	.png
MOBILE **WIN** JOB CENTER	.eps .pdf		.png .jpg	
	Black	**White REVERSE**	**Black**	**White REVERSE**
MOBILE **WIN** JOB CENTER logos (black / white reverse)	.eps .pdf	.eps .pdf	.png .jpg	.png

NOTE: PNG files have transparent backgrounds.