



BUSINESS 2 YOUTH Media Toolkit





PROGRAM PARTNERS



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BUSINESS 2 YOUTH MEDIA TOOLKIT

B2Y Connect Media Toolkit

This toolkit is designed to show Business2Youth Connect partners the most effective ways to use and distribute our visual and digital products.

In this toolkit, we provide flyers, posters, social media visuals, half pagers/mailers, and canned messaging including email templates. Then, we move into brand guidelines and the best ways to use our logos. Feel free to use any of the explanatory verbiage in this toolkit when referencing Business2Youth Connect programs; we put this together to make your work easier.

What is B2Y Connect?

Business2Youth Connect is a product of the Thurston County Chamber foundation providing opportunities for job pathways, work readiness and positive youth development for a strong and successful community.

Why It Matters

As a program of the Thurston Chamber Foundation, Business2Youth Connect focuses on developing opportunities for businesses to build a workforce pipeline through implementation of work-based learning and connectivity with education.

Business2Youth Connect recognizes that the pathway to employment is not always linear; education and training are necessary along any career path. Our programs prepare students for the careers that spark their interest, so they are ready to enter the workforce whenever they see fit.



Business2Youth Connect Programs



We connect students to businesses through Career Exploration, Career Preparation and Career Launch programming. Each of Business2Youth Connect's programs fit into these three facets:

Career Exploration

FIND YOUR FUTURE



Find Your Future is a series of panel presentations from businesses, educators, and graduates to discuss the various pathways

to employment after graduation. These panels are held virtually and in-person. To learn more, go to thurstonchamber.com/findyourfuture

INSPIRE



Inspire connects students with work-based learning opportunities that fit their career interests. This can be anything from a community member answering a student's question about a career, to entry-level employment in the area. To learn more, go here thurstonchamber.com/inspire

MATH FOR LIFE



Math For Life promotes real-life math skills through a program that connects the business community and education in Thurston County. During Math Awareness Month in

April, participants go on a scavenger hunt to local businesses in our region and find out how they use math in everyday life, then answer age-appropriate math questions to win fun prizes. To learn more, go here thurstonchamber.com/mathforlife

Career Preparation

Career Preparation Construction and **Career Preparation Manufacturing** are unified curriculum programs. Partnering with school districts, colleges and local industries, these curricula show students the value of the most in demand jobs in our region through consistent training programs and engagement with the manufacturing and construction industries. Contact the Thurston County Chamber of Commerce to learn how your school can participate.

Career Launch

The **Career Pathways Playbook** contains tips and tricks to bolster your talent pipeline. It shows businesses how to develop internships and work-based learning opportunities and includes new strategies for locating talent, hiring, upskilling current employees and increasing retention.



EVENT

Future of Work Summit

Future of Work Summit is an annual event to showcase our local industries' training opportunities, highlight education best practices, and provide the opportunity to help connect students to future workforce opportunities.



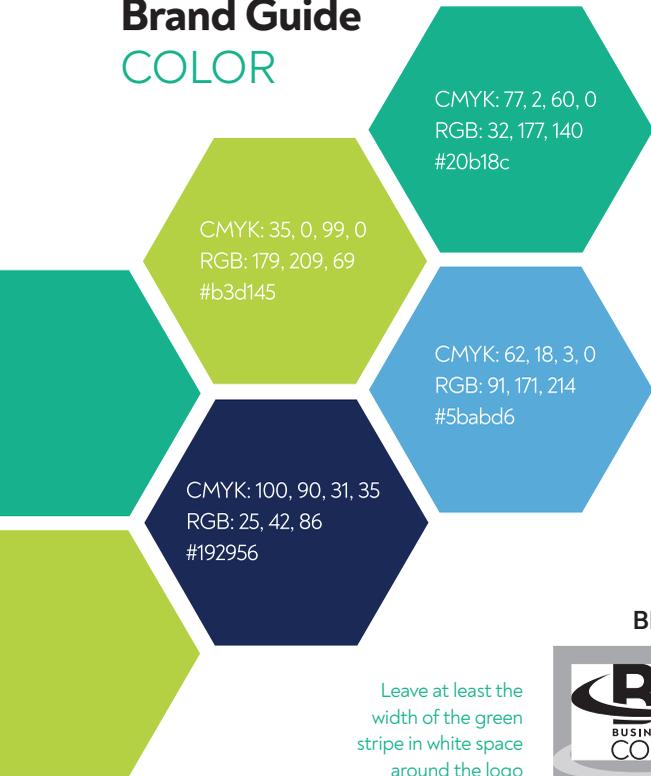
Brand Style Guidelines

This section outlines how to and how not to use all aspects of the Business2Youth Connect program branding. Please use these guidelines when using our media items or creating your own media item. This section includes:

- Logo Usage
- Color Palette
- Photography considerations
- Improper Logo Usage
- Typography Fonts



Brand Guide COLOR



Leave at least the width of the green stripe in white space around the logo

FONTS

- Noah Regular
- Noah Regular Italic*
- Noah Bold**
- Noah Bold Italic***
- Noah ExtraBold**
- Noah ExtraBold Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
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 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz



Logo Usage

- Logos should be used in full color whenever possible.
- Use black and white logos when color is not available or for less formal communication like invoices, fax, etc.
- The **Minimum Size** helps protect the detail and legibility of the logo in all applications of use. The logo should not be used smaller than the approved minimum size.
 - PRINT MINIMUM SIZE: 1"W x 0.5"H
 - WEB MINIMUM SIZE: 200 px width



Improper Usage

- DO NOT change logo colors
- DO NOT add text to the logo
- DO NOT add effects to the logo
- DO NOT stretch the logo
- DO NOT change logo fonts
- DO NOT rearrange or modify logo elements
- DO NOT place the logo over a busy background
- DO NOT place the logo over solid fields of clashing color
- DO NOT rotate or skew the logo

Product Guidelines

This section covers the best ways to use the products in this toolkit. If you have questions about any of the products, please contact the Thurston County Chamber of Commerce at info@thurstonchamber.com. When distributing information, please make sure that you include the correct links for registration and learning more.

Please tag the Thurston County Chamber in each of your social media posts!

: [Thurston County Chamber](#)

: [@thurstonchamber](#)

: [@ThurstonChamber](#)

: [Thurston County Chamber of Commerce](#)

Flyers (8.5" x 11") and Posters (11' x 17'): Premade Posters/flyers cannot be edited, but templates can be edited in a pdf breaker for dates/times/locations/contact information. There is also space on these items for ADA compliance statements, school logos, and QR codes where students can learn more. Put the posters up in the halls or in your offices and classrooms and distribute flyers at career fairs and other events! We want these items to get students excited about all the awesome things that Business2Youth Connect programs can do for them and their future.

Social Media Tiles/Stories: Social Media social media visuals should be posted on any Instagram, Facebook, Twitter, Snapchat, or LinkedIn pages that will reach the largest number of students and/or their parents. Included in this toolkit are square social media visuals, called social tiles, that are made to be posted directly on your social media pages to promote events and Career Preparation classes. There are also rectangular social media visuals for social media stories. There is a specific way to post these stories so that information is presented correctly; make sure to post them in the correct order. Also be sure to read the file names as they are labeled "s.m. tiles" or "s.m. story". There is space on all social media visuals to include school logos.

When writing social media posts, remember to include a short description of the event or class, contact information if someone needs more information, the correct dates and location if it is about an event or class, and any URLs to find more information. Remember: QR codes do not work on social media, and links cannot be included in Instagram posts.

Find Your Future Social Media length videos:

There are video clips from Find Your Future panels that are perfect for promoting the event during registration. Post them to your social media accounts that are most likely to reach students and their parents to show the interesting information and panelists at Find Your Future.

Email: This toolkit includes email invite templates. They are labeled with the intended audience and can be edited for dates/times/locations/contacts and other information. Please use these when inviting students, parents, or the businesses in your network to Business2Youth Connect programs and events. . If you have any questions, please contact the Thurston County Chamber of Commerce at info@thurstonchamber.com





Photography Considerations

Business2Youth Connect photography should be inclusive—representing all types of students, workers, and businesses. The tone should be warm, uplifting, and positive, highlighting the possibility and potential that these programs provide. Our photography should capture the spirit of our state—through culture and people.

Professional photography should be commissioned whenever possible. When professional photography is not available, high resolution photographs should be selected and treated with the same standards used for professional photography.





RELEASE AUTHORIZATION AND CONSENT

I, _____, hereby voluntarily and without compensation authorize the **Thurston County Chamber of Commerce**, and its partners, permission to use my information, story, photographs, video and/or voice recording, in any type of media in connection with the advertising or promotion of the **Thurston County Chamber of Commerce** products, services or programs. This includes advertising and promotional items such as brochures, posters, magazines, websites, videos, training materials, articles and stories for the news media, exhibits, etc. An acceptable description of use may also be provided by me, below, which may limit the use of my pictures or recordings.

I have read and understand the foregoing and I consent to the use of my picture and/or voice as specified for the above-described purposes. I further understand that no compensation or fee will be paid for such use. I understand that this consent is voluntary and my refusal to grant such consent will have no effect on the provision of services available to me.

I further understand that I may at any time exercise the right to cease being filmed, photographed, or recorded, and may rescind my consent for up to a reasonable time before the picture, video, or voice recording is used. This consent can be rescinded by notifying the Thurston County Chamber of Commerce, 809 Legion Way SE, Olympia, WA 98501, (360) 357-3362.

By signing below, I certify that I have read and understand this Media Release Authorization and consent.

Authorized by:

Name: _____
(PLEASE PRINT)

Signature: _____
(MUST BE 18 OR OLDER. IF A MINOR, MUST HAVE PARENT/GUARDIAN SIGNATURE)

Parent/Guardian: _____

Signature: _____

Date: _____ Phone: _____ Email: _____

Specifications for Use: _____

Resources

Business To Youth Connect

- B2Y Connect Half Pager/Mailer
- What is B2Y Connect Full Page Flyer



Find Your Future

- FYF Flyer Template
- FYF Poster Template
- FYF Social Media Tile
- FYF Social Media Story
- 3 FYF Social Media Length Videos
- Email Template for In-Person Event
- Email Template for Virtual Event



Math For Life

- M4L Poster
- M4L Social Media Tile
- M4L Social Media Story
- Email template



CAREER PREPARATION

Career Preparation Construction

- CPC Poster
- CPC Social Media Tile
- CPC Social Media Story
- Email Template



Career Preparation Manufacturing

- CPM Poster
- CPM Social Media Tile
- CPM Social Media Story
- Email Template





THANK YOU SPONSORS

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