

# BRANDING GUIDELINES

A guide for Commonwealth Corporation branding

02

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# TYPOGRAPHY

The Commonwealth Corporation font is Karla. Its the heart of the CommCorp identity and is the foundation for all CommCorp branding. Clean, distinctive and legible.

Typography

Headline - Karla

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**ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopq  
rstuvwxyz**

Bold

**ABCDEFGHIJKLMNOP  
QRSTUVWXYZ  
abcdefghijklmnopq  
stuvwxyz**

Semi Bold

**ABCDEFGHIJKLMNOP  
QRSTUVWXYZ  
abcdefghijklmnopq  
stuvwxyz**

Medium

Body - Karla

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**ABCDEFGHIJKLMNOP  
QRSTUVWXYZ  
abcdefghijklmnopq  
stuvwxyz**

Semi Bold

**ABCDEFGHIJKLMNOP  
QRSTUVWXYZ  
abcdefghijklmnopq  
stuvwxyz**

Regular

**ABCDEFGHIJKLMNOP  
QRSTUVWXYZ  
abcdefghijklmnopqrs  
tuvwxyz**

Light

## Headline

Karla is a grotesque sans serif family designed for the Latin and Tamil scripts.

This is the Latin part of the family, which has been expanded now to a variable font with a weight axis ranging from ExtraLight to ExtraBold plus full support of Western, Central, and South-Eastern European languages.

[Download Here](#)

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**Aa**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz

01 02 03 04 05 06 07 08 09 10

# Commonwealth Corporation is in the skills building business

We design and execute workforce development programs across the state that strengthen the skills of Massachusetts youth and adults.

CommCorp helps business owners build competitive advantage by using data-driven and tailored workforce development grants designed to maximize impact with a focus on empowering communities to solve their biggest challenges. These programs aim to equip future generations with the tools they need to succeed in today's marketplace by strategically investing in today's most pressing needs. Incumbents and unemployed workers alike can access the resources and networks they need to kickstart or fully scale up their career growth efforts.

*Our hands-on, hybrid career readiness curriculum motivates participants to solve real-world problems, develop professional networks, and pursue advanced learning.*

# COLOR

The core palette covers all the needs of the brand. It's intentionally small in variety as to not dilute the brand visuals, which can add confusion.

08

## Primary Color Palette

CMYK: 0 / 0 / 0 / 0  
RGB: 255 / 255 / 255  
Hex #: FFFFFFFF

CMYK: 0 / 0 / 0 / 11  
RGB: 42 / 42 / 42  
Hex #: E3E3E3

CMYK: 75 / 14 / 0 / 0  
RGB: 62 / 219 / 254  
Hex #: 3EDBFE

CMYK: 64 / 41 / 0 / 0  
RGB: 92 / 151 / 255  
Hex #: 5C97FF

CMYK: 33 / 38 / 0 / 42  
RGB: 64 / 51 / 147  
Hex #: 403393

CMYK: 19 / 24 / 0 / 69  
RGB: 31 / 20 / 80  
Hex #: 1F1450

09

Color Combo

**CC**

10

## Secondary Colors

CMYK: 0 / 44 / 80 / 4

RGB: 244 / 132 / 41

Hex #: F48429

CMYK: 24 / 0 / 27 / 24

RGB: 134 / 194 / 126

Hex #: 86C27E

CMYK: 0 / 4 / 73 / 4

RGB: 246 / 237 / 60

Hex #: F6ED3C

CMYK: 0 / 62 / 43 / 10

RGB: 229 / 71 / 120

Hex #: E54778

# LOGO

The logo is the most visible element of our brand – a universal signature across all CommCorp communications. It’s a guarantee of strength in building skills for Massachusetts youth and adults.

Main Logo



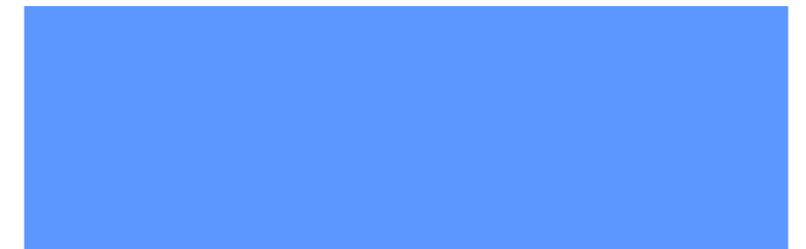
**COMMONWEALTH  
CORPORATION** |

Logo Used  
On A Light Background

**CommCorp** |



**COMMONWEALTH  
 CORPORATION**



Logo Used  
On A Dark Background

**COMMONWEALTH  
CORPORATION** |

**CommCorp** |



**COMMONWEALTH  
CORPORATION**



### Don't Do This With The Logo

To protect the clarity and visual integrity of the logo, avoid the scenarios to the right. It must always appear legibly on a clear background.



Don't use unapproved colors



Don't change the weight of the font



Don't edit the dimensions of the long

# Brand Values

Our brand is not just a logo. It is a core set of values that come together to create a distinctive mission and vision that make Commonwealth Corporation instantly recognisable.

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Mission

Commonwealth Corporation fosters workforce equity in Massachusetts by delivering innovative and collaborative professional development solutions that help diverse communities and employers succeed.

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Vision

A world where meaningful employment can lead to upward mobility for all.

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## Values

### Development

CommCorp believes in empowering life-long learners by investing in our people and fostering a culture of growth, both personally and professionally

### Collaboration

In partnership with our community, our grantees, and our partners, we seek to be proactive in seeking feedback and responding to the needs of those we serve.

### Equity

As a group, we are committed to making informed decisions that ensure equitable treatment, access, forward progress, and advancement for all, while identifying and removing the barriers that have hampered the full participation of some groups.

### Balance

In all aspects of our business, professional and personal, we strive to create balance. This includes the ability to adapt throughout daily activities in order to support productivity and creativity in order to enhance mental health, peace, and happiness.

### Integrity

Keeping transparency and ethical standards a priority is an essential part of our identity, one that enables us to be trusted by our colleagues and constituents alike.

### Accountability

In our role as stewards of public and philanthropic resources, it is our responsibility to improve our workforce by managing resources effectively, pivoting with the times, and implementing data-driven solutions.

# Social Media



@commcorp\_ma



/CommonwealthCorporation



@CommonwealthCorporation



@commcorp\_ma