

**DIRECTIVE NUMBER: 500-06-14**

**DATE:** June 30, 2014

**TO:** All KDOL Employees

**FROM:** Lana Gordon, Secretary of Labor

**SUBJECT:** Kansas Department of Labor Logo

1. **Purpose:** To establish guidelines for using the Kansas Department of Labor (KDOL) logo and communication materials to promote the State brand image and distinguish the agency from others in a way that is authentic and meaningful, and to create and update KDOL communication materials.
2. **References**  
Graphic Standards for State Agencies.
3. **Procedure:**
  - A. All KDOL materials will incorporate the KDOL logo when possible. This includes, but is not limited to forms, brochures, fliers, publications, Web pages and newsletters. Requests for producing or updating materials may be submitted to Communications by completing a *Printing/Graphics Request*, K-BOS 600.
  - B. KDOL letterhead, business cards and envelopes will use the KDOL logo.
  - C. Communications will be responsible for incorporating the logo into KDOL materials. Graphics will follow the guidelines set forth in the Graphic Standards for State Agencies. This includes guidelines for appropriate treatment of the logo, as well as other visual elements such as typography, layout and photography.
  - D. Approval for the use of the KDOL logo on any agency materials shall be obtained from the Communications Division prior to use.
  - E. KDOL communication materials should carry the agency and/or division name as dictated by the Graphic Standards for State Agencies. No other configurations are acceptable.
  - F. All requests for producing, updating and printing material should be submitted at least three weeks prior to the requested completion date. KDOL materials typically require two weeks for printing and delivery.
  - G. Communications will be responsible for assigning a form number to all agency communication materials. They will keep an updated log of all agency forms.
4. **Action Required.**  
All divisions and units shall comply with this directive and adhere to them upon receipt.
5. **Inquiries.** Communications Director, (785) 296-0901 or [Communications@dol.ks.gov](mailto:Communications@dol.ks.gov)

*Signature on file*

Lana Gordon, Secretary of Labor

Rescissions: 500-02-06 and 500-03-06

Expiration Date: Continuous