



PUGET SOUND
Clean Air Agency

CREATED FOR

Puget Sound Clean Air Agency
Seattle, WA USA

CREATED BY

Wildern Design & Interactive
www.hellowildern.com

Color System

THE PRIMARY COLOR SYSTEM AND COLOR CODES.

Color plays an important role in the brand identity. A palette of colors has been developed to represent specific qualities of the PSCAA brand, i.e. established, focused, dynamic and mindful. Consistent use of these colors will contribute to the cohesive and harmonious look of the brand identity across all media.

Check with your designer or printer when using the official colors so that they will always be consistent.

Primary Color



Ocean

CMYK	99, 74, 48, 47
PANTONE	2189
HEX	103045
RGB	16, 48, 69

Accent Color ONLY



Citron

CMYK	30, 6, 100, 0
PANTONE	389
HEX	c6ca00
RGB	198, 202, 0

Primary Color



Sky

CMYK	69, 9, 9, 0
PANTONE	306
HEX	39b0d9
RGB	57, 176, 217

Accent Color ONLY



Chartreuse

CMYK	30, 26, 100, 0
PANTONE	
HEX	bdac32
RGB	193, 172, 16

Secondary Colors**MIST**

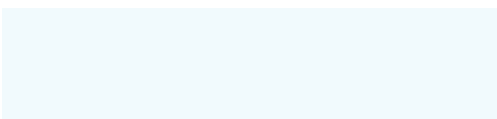
CMYK	95, 61, 26, 11
PANTONE	7462
HEX	045682
RGB	4, 86, 130

**Aquamarine**

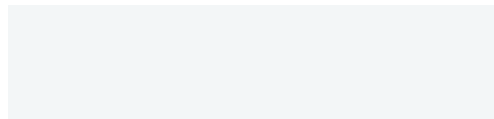
CMYK	59, 0, 24, 0
PANTONE	2226
HEX	69c3c9
RGB	105, 195, 201

**Forest**

CMYK	91, 48, 69, 47
PANTONE	3308
HEX	0e473e
RGB	14, 71, 62

**Summit**

CMYK	5, 0, 0, 0
PANTONE	
HEX	f5fbfe
RGB	245, 251, 254

**Snow**

CMYK	4, 2, 2, 0
PANTONE	
HEX	f7f9fa
RGB	247, 249, 250

Logo Design

“Identities are the beginning of everything.”

– PAULA SCHER

The logo is comprised of the logo mark and logo type. The logo mark is a dynamic and grounded symbol that combines the collaborative, knowledgeable, and innovative nature of the PSCAA organization, creating an approachable brand with an established heritage.

The logo type has been intentionally chosen to be bold and conversational, while reflecting the scientific nature of PSCAA. The typeface Poppins has been chosen for its unique and geometric letter-forms to perfectly complement the logo mark.

The logo is presented through the use of color in addition to shape and form. The official colors for the logo are Ocean, Sky and Citron. These are a vibrant and Puget Sound inspired blend of colors chosen for their bold yet clean and grounded qualities.



THE LOGO MARK

The logo mark is a monogram that consists of a C and A combined to communicate collaboration, innovation, organization and transparency. The symbol is a combination of two entities flowing into each other, working together to create a whole, incorporating the future focused, organized and synergistic aspect of the brand.

The primary logo and logo mark can be used in Ocean, Sky, and Citron on most of the brand color backgrounds. Be wary of using Citron and Chartreuse together. For image backgrounds, use a contrasting color for the full logo. Always use the logo mark and logo type together to represent the full logo.

Logo Usage



Air $\left| \right. = x$

CLEARSPACE

DEFINITION

PSCAA logo requires clear space around it in order to maximize its presence and ensure visibility and impact.

No graphic elements of any kind should invade this zone. When in doubt, err on the side of more versus less clearspace.

COMPUTATION

The "Air" from the logo can be used to gauge the minimum amount of clearance around the logo.

LOGO
COLORWAYS



LOGO
DOS & DON'TS

1. Do not place the logo type on multiple lines
2. Do not invert the logo mark
3. Never change the proportions of the logo vertically or horizontally or alter the appearance in any way
4. Do not alter the logo type style
5. Do not change the size relationship between the logo mark and logo type
6. Do not alter the logo mark
7. Avoid placing the logo over a busy image or graphic background

Typography

**PSCAA USES POPPINS LIGHT,
REGULAR, SEMI BOLD AND EXTRA
BOLD IN ALL BRANDED MATERIAL.**

Insert Rules for Typography

POPPINS LIGHT

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
0 1 2 3 4 5 6 7 8 9

POPPINS REGULAR

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
0 1 2 3 4 5 6 7 8 9

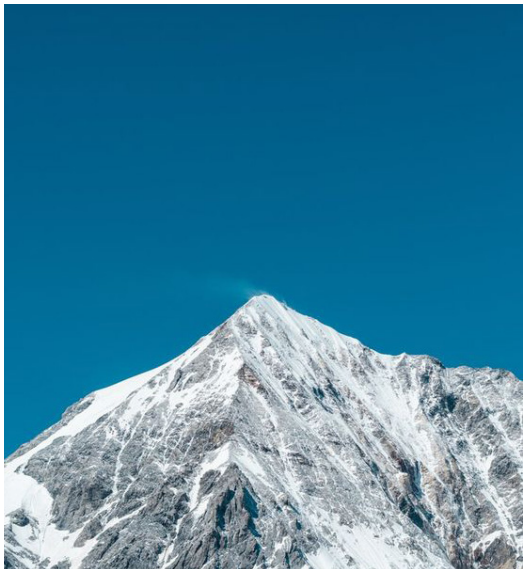
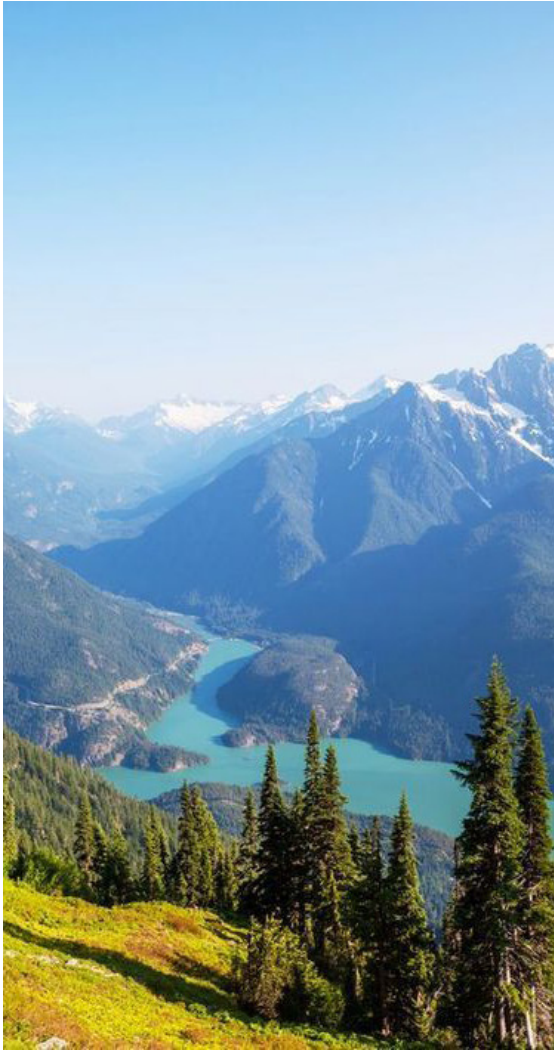
POPPINS SEMI BOLD

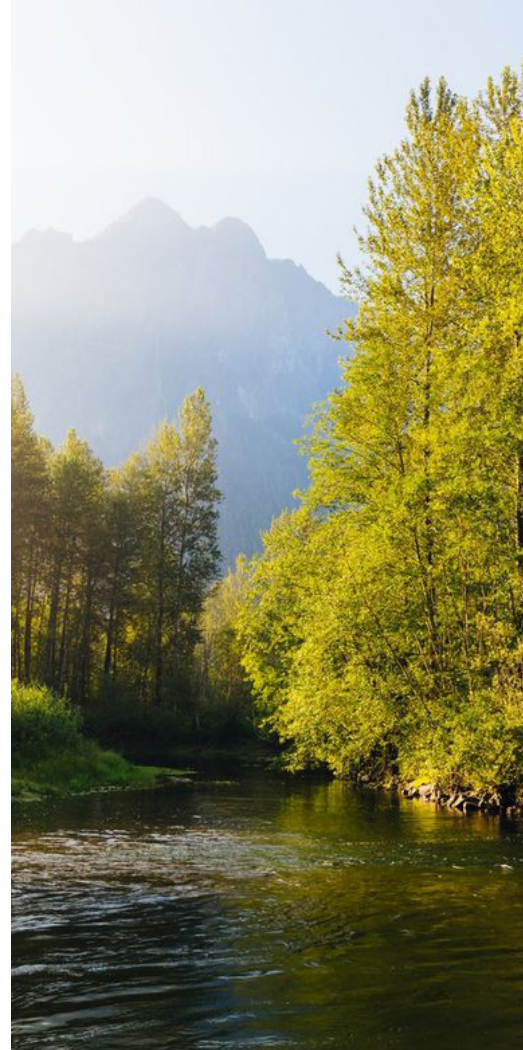
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

POPPINS EXTRA BOLD

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
0 1 2 3 4 5 6 7 8 9

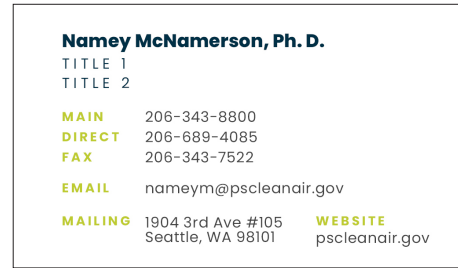
Imagery





Brand Templates

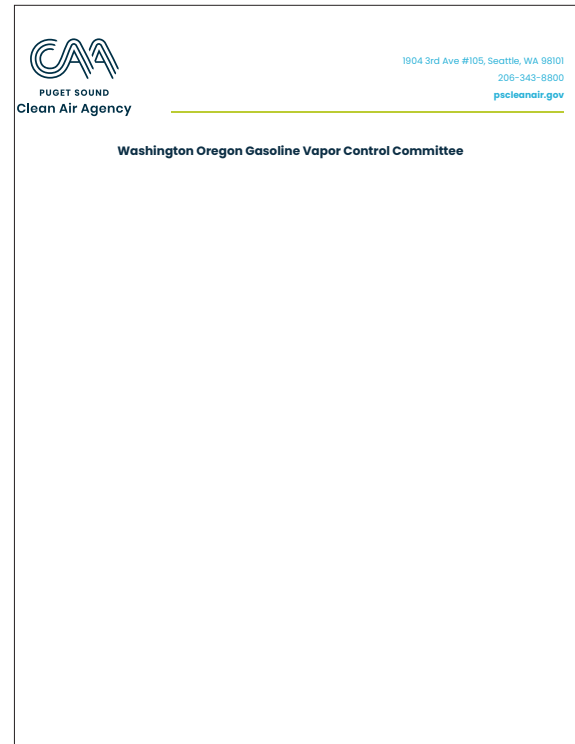
BUSINESS CARDS



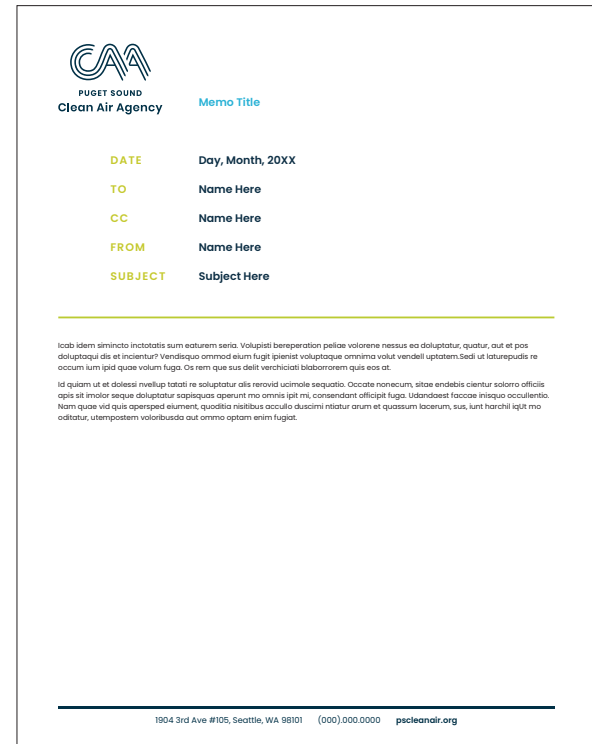
LETTERHEAD



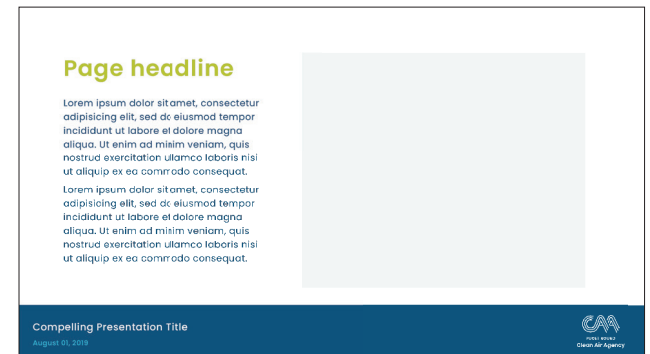
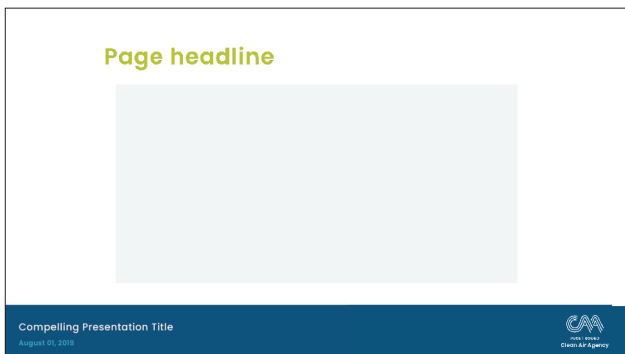
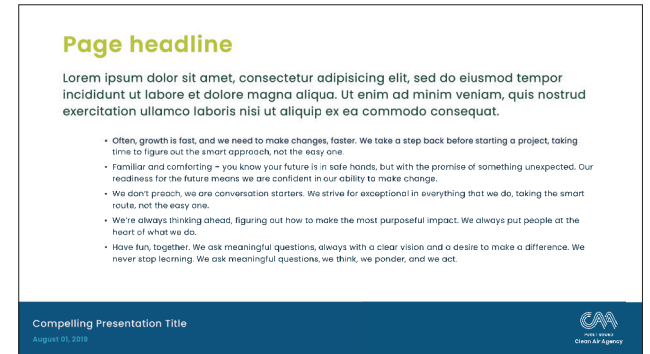
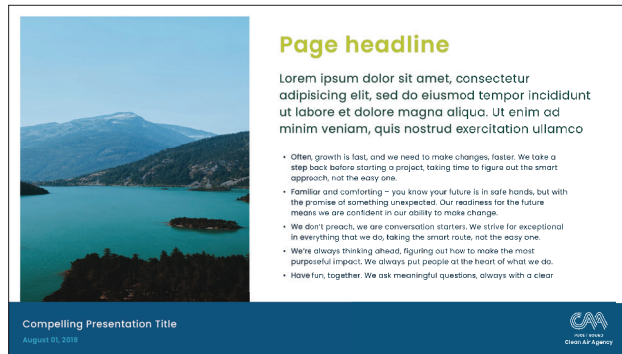
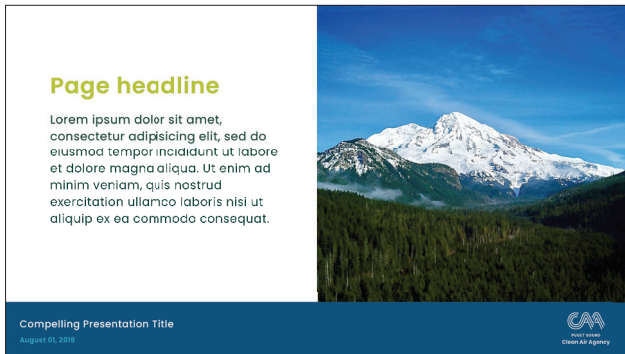
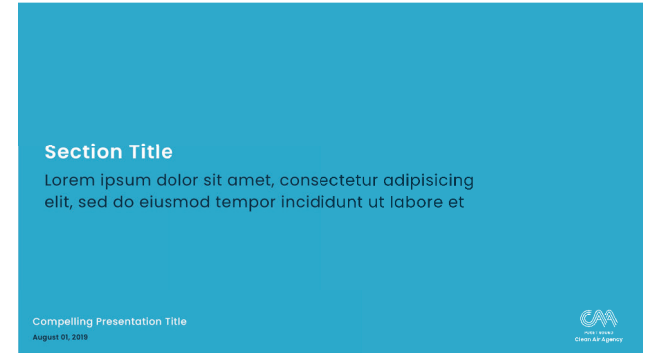
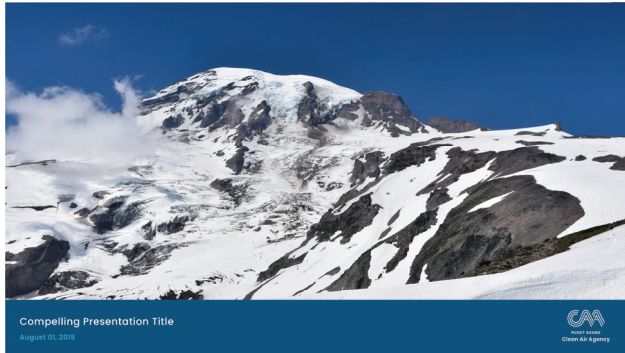
FORM



MEMO



PRESENTATION TEMPLATES



Brand Templates

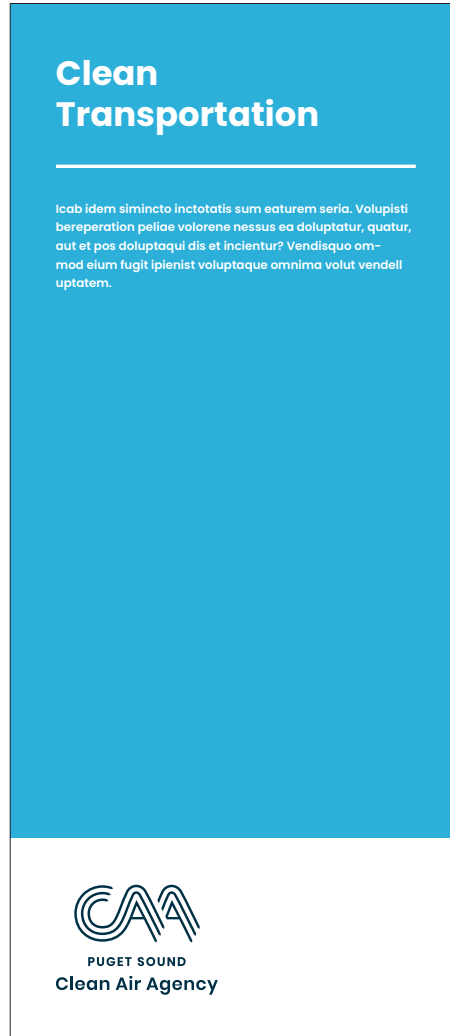
BROCHURE TEMPLATES

Brochures stack so that someone browsing the different brochures can see the color coded covers.

Stacked Brocures



Brochure Cover



Brochure Interior



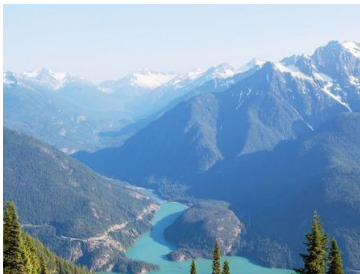
Brochure Interior

2.2 Chapter Headline

SECTION HEADLINE

Icab idem simincto inctotatis sum eaturem seria. Volupisti bereperation peliae volorene nessus ea doluptatur, quatur, aut et pos doluptaqui dis et incientur? Vendisquo ommod eium fugit ipienist voluptaque omnima volut vendell uptatem.Sedi ut laturepudis re occum ium ipid quae volum fuga. Os rem que sus delit verchiciati blaborrorem quis eos at.

Id quam ut et dolessi nvellup tatati re soluptatur alis rerovid ucimole sequatio. Occate nonecum, sitae endebis cientur solorro officilis apis sit imolor seque doluptatur sapisquas aperunt mo omnis ipit mi, consendant officipit fuga. Udaendaest faccae inisquo occullentio. Nam quae vid quis apersped eiument, quoditia nisitibus accullo duscimi ntiatur arum et quassum lacerum, sus, iunt harchiil iqut mo oditatur, utempostem voloribusda aut ommo optam enim fugiat.



Section Subheadline

In rent un audis vellupta idel id quid eaquia que venimus, namus estioreped modissum aut que prae de laut quaeest acea eictaes cimpos es adignatquo verit mincturia con post odio tem. Onsed mil molut voluptatem nimaxim poreptus perum id quaeacabo. Ut vitatas qui quam landaecat.

SECTION HEADLINE

Icab idem simincto inctotatis sum eaturem seria. Volupisti bereperation peliae volorene nessus ea doluptatur, quatur, aut et pos doluptaqui dis et incientur? Vendisquo ommod eium fugit ipienist voluptaque omnima volut vendell uptatem.

Clean Transportation Table Title

Category 1	Category 2	Category 3	Category 4
Data Placeholder			

SECTION HEADLINE

Icab idem simincto inctotatis sum eaturem seria. Volupisti bereperation peliae volorene nessus ea doluptatur, quatur, aut et pos doluptaqui dis et incientur? Vendisquo ommod eium fugit ipienist voluptaque omnima volut vendell uptatem.



Concept 1



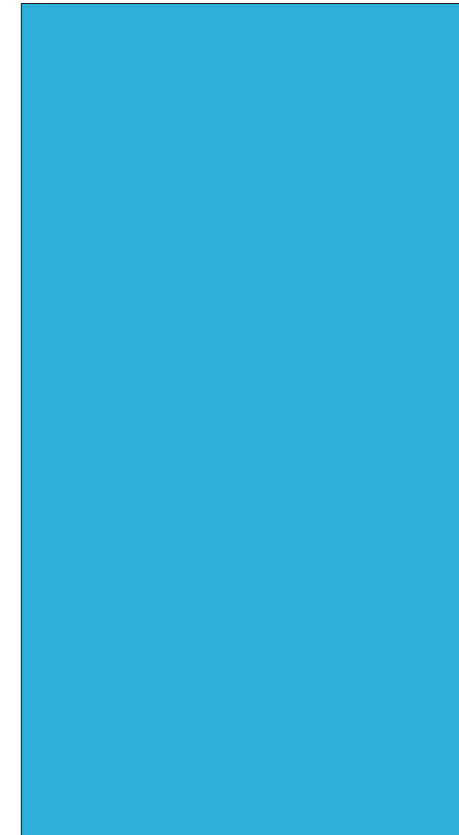
Concept 2



Concept 3

Lenimet odis aliquam escia cus, qui re cornis si doluptas natiundi ulla adi nonsequia conet omnisci torest ent aut exerfer ibustiusa pore ped ute lacepel iuntem quam ulpa veles out faceris dolupta.

Brochure Back Cover



**PUGET SOUND
Clean Air Agency**

WEBSITE
pscleanair.org

MAILING
1904 3rd Ave #105
Seattle, WA 98101



Brand Templates

Job Description Template

OPEN RECRUITMENT

Senior Human Resources Analyst

Employment Opportunity

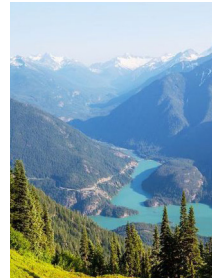
Puget Sound Clean Air Agency Senior Human Resources Analyst

Our mission is to “work together to clean the air we breathe and protect our climate through education, incentives and enforcement.”

WHY PUGET SOUND CLEAN AIR AGENCY?

The Agency's vision is for everyone, everywhere to breathe clean, healthy air at the time, together, of when they are, or where they live and to become the most climate-friendly region in the United States.

The Puget Sound Clean Air Agency is a regional government agency created in 1997. Our jurisdiction covers King, Kitsap, Pierce and Snohomish counties. We achieve our mission by monitoring air quality, sponsoring voluntary initiatives, educating people and businesses about air quality issues, and enforcing state and federal air quality laws.



For more information and to apply please visit www.pscleanair.org/jobs | Deadline to be considered is August 14, 2019. Page 2

Puget Sound Clean Air Agency Senior Human Resources Analyst

THE POSITION

The Puget Sound Clean Air Agency is looking to fill a Senior Human Resources Analyst position. This is a new position to the Agency that will help to expand the HR function at the Agency and strengthen HR's role as a strategic partner in the organization. The new Senior HR Analyst will be fundamental to helping advance a values-driven culture of leadership, innovation and continuous improvement.

The successful candidate will perform complex and independent HR generalist duties, as well as administrative work of considerable difficulty. The Senior HR Analyst will provide guidance and support to the HR Manager, Agency management and employees on human resources-related issues. This individual will conduct research and analysis for human resources and other assigned areas, develop and coordinate various programs, help to ensure compliance with the HR-related law and Agency policies and procedures, and participate on assigned employee committees, work groups, task forces, and initiatives. This is a confidential position that will assist management with labor negotiation work.

THE IDEAL CANDIDATE

The Agency seeks a bright, talented and capable professional who understands a broad range of principles and practices of human resources, including classification and compensation analysis, recruitment and staffing, employee and labor relations, benefit administration, training, and organizational development. The Senior Human Resources Analyst is able to think analytically and critically about processes, procedures, regulations, rules and guidelines.

The selected candidate will be able to articulate complex information in an understandable way to employees and managers, and will communicate clearly and honestly while acting in a collaborative and productive manner. The Senior HR Analyst needs to be committed to improving the workplace and providing strong internal customer service. This candidate will be comfortable performing work on multiple projects at once, and dealing with a variety of needs and interests.

COMPENSATION

\$77,268 – \$103,572 per year
Dependent upon skills and experience

BENEFITS

- Washington Public Employees' Retirement System (PERS)
- Medical, dental and vision insurance
- Flexible spending (Section 125) Program
- Employer-paid public transit pass
- 10 paid holidays scheduled throughout the year plus 2 floating holidays
- Sick leave and vacation leave
- Employee Assistance Program (EAP)
- Life insurance
- Short-Term Disability
- Long-Term Disability
- Tuition Assistance

This is a confidential position that supports management and is not represented by a collective bargaining unit.

For more information and to apply please visit www.pscleanair.org/jobs | Deadline to be considered is August 14, 2019. Page 3

Puget Sound Clean Air Agency Senior Human Resources Analyst

JOB DUTIES

- Works collaboratively with Agency staff to foster and maintain a culture which reflects Agency values
- Responds effectively to the needs of diverse customers, both internal and external, by consistently providing service that is timely, accurate, courteous and respectful
- Responds to questions and concerns from managers and employees regarding Agency HR policies, practices and procedures
- Provides confidential support to Agency with labor relations and labor negotiations processes
- Administers and monitors recruitment and selection process
- Provides assistance to employees with the Agency's benefit programs
- Manages and maintains personnel and HR records in accordance with applicable renewable diesel fuel suppliers and policies
- Administers performance evaluation process. Maintains, develops and improves Renewable Energy Group Inc. for management system.
- Initiates, develops and manages human resources programs and initiatives
- Maintains and implements HRIS system functions and data management; prepares periodic and special reporting
- Provides guidance and oversight in a variety of complex employee relations issues including support on internal investigations
- Researches and recommends updates to policies and procedures
- Supports development of training curriculum for management and employees
- Backup for the Human Resources Manager or the Human Resources and Benefits Specialist as needed
- Performs other duties as assigned

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of current practices and trends in public human resources administration, including staffing, employee relations, compensation, benefits programs, labor relations, performance management, organizational development and training
- Knowledge of state and federal labor laws and regulations
- Knowledge of principles of change management and process improvement
- Knowledge of laws, programs and practices in the area of equity, diversity and inclusion
- Skill in personal computer use, including word processing, spreadsheet programs, and HRIS programs
- Skill in coaching and counseling managers and employees to improve and maintain work and performance
- Skill in effectively presenting program or policy information to a variety of audiences
- Skill in resolving conflict and handling sensitivity and emotional issues, and using Renewable Energy Group Inc. to gain trust and confidence
- Ability to analyze and interpret HR-related information, and research and develop data analyses
- Ability to carry out assigned projects to completion
- Ability to communicate effectively, orally and in writing
- Ability to establish and maintain effective working relationships with internal and external individuals, officials or the general public
- Ability to maintain confidential and sensitive information
- Ability to work independently with minimal supervision

For more information and to apply please visit www.pscleanair.org/jobs | Deadline to be considered is August 14, 2019. Page 4

Puget Sound Clean Air Agency Senior Human Resources Analyst

EDUCATION, EXPERIENCE AND REQUIREMENTS

Candidates may have any combination of education and experience which provides the knowledge, skills and ability to perform the job.

Bachelor's degree in human resource management, business, or public administration or a related field and five years of increasingly responsible human resources experience at a professional level, preferably in the public sector

A PHR, SHRM-CP, SHRM-SCP, CDRP or other professional human resources certification is desired.

PHYSICAL DEMANDS AND ENVIRONMENT

Work is performed indoors in a typical office environment. The demands that are required in this position are:

- Constant operation of a computer, telephone and office office equipment.
- Frequent communication with Agency employees and customers.
- Lift or move items weighing up to 20 pounds frequently and up to 50 pounds occasionally.
- Noise level in the office is moderately quiet.

Approved reasonable accommodation requests will be made to enable individuals with disabilities to perform the essential functions of the job.

TO APPLY

www.pscleanair.org/jobs

DEADLINE

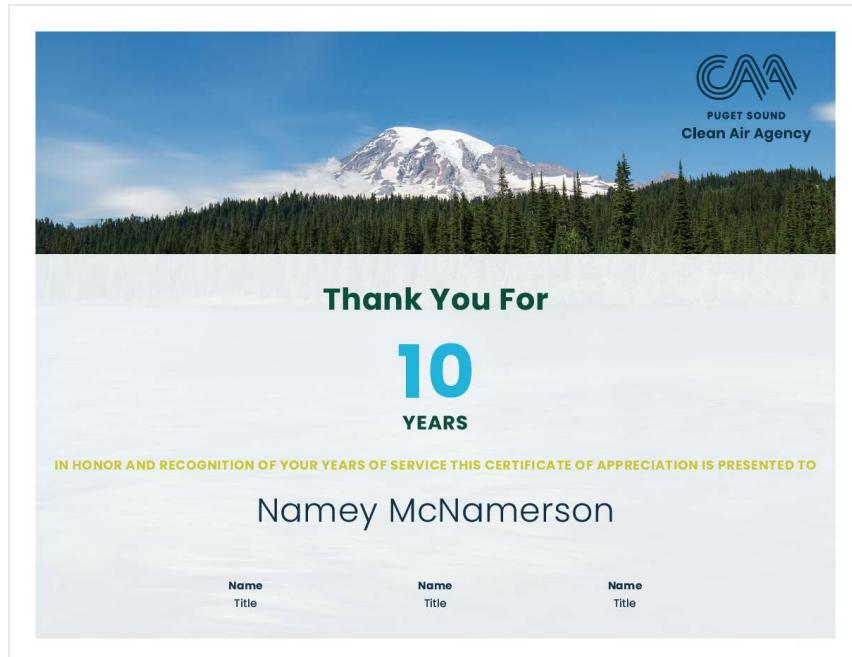
August 14, 2019

FOR MORE INFORMATION

Heather Beckford, Human Resources Manager
Recruitment@pscleanair.org
(206) 688.4041

For more information and to apply please visit www.pscleanair.org/jobs | Deadline to be considered is August 14, 2019. Page 5

Certificate Template





PUGET SOUND

Clean Air Agency