



# AbilityOne

Providing employment opportunities for people who are blind or have other severe disabilities

## On The Move

The Brand, The Story — And You





**Launch of the AbilityOne  
identity on April 29, 2007**

(Left to Right) NISH President,  
Bob Chamberlin; NISH Board of  
Directors Chairman, Ed Guthrie;  
Committee for Purchase Past  
Executive Director, Lee Wilson;  
Committee for Purchase Chairman,  
Andy Houghton; NIB President,  
Jim Gibbons; and NIB Board of  
Directors Chairman, John Peoples



COMMITTEE FOR PURCHASE FROM  
PEOPLE WHO ARE BLIND OR SEVERELY DISABLED  
September 25, 2007

703-603-7740  
FAX 703-603-0655

Jefferson Plaza 2, Suite 10800  
1421 Jefferson Davis Highway  
Arlington, Virginia 22202-3259

Dear AbilityOne Community:

The Committee for Purchase From People Who Are Blind or Severely Disabled (Committee) is pleased to provide the AbilityOne Brand Book, which culminates three years of collaborative work between our agency and the designated Central Nonprofit Agencies (CNAs), NISH, and National Industries for the Blind (NIB). We have begun to use the new AbilityOne name and logo through our initial roll-out campaign, and the pace of recognition continues to increase.

We recognize the critical role that our CNAs and network of producing nonprofit agencies play in the execution of the AbilityOne Program. Working under the Javits-Wagner-O'Day [JWOD] umbrella, and now as AbilityOne, we depend on your customer relationships and quality performance to fulfill the promise of our name and brand. The AbilityOne name and logo are intended to leverage our collective efforts to show a unified program with broad capabilities and a clear purpose. During the next eight months, the Committee will be exhausting its supplies of JWOD-identified materials and replacing them with the AbilityOne Program name and logo. We encourage other AbilityOne participants to do the same during the normal business replenishment cycle.

Use of the AbilityOne name and/or logos is to be consistent with the guidelines and requirements in the enclosed 2007 brand book and the licensing agreements that are to follow. In the near future, the Committee will transmit simple, no-cost licensing agreements to qualified users, along with an opportunity to review and sign the agreement in order to use the AbilityOne brand long-term. In the interim, Committee members, staff, Central Nonprofit Agencies, producing nonprofit agencies, and approved AbilityOne distributors are authorized to use the AbilityOne name and logos in accordance with the terms and conditions in the brand book.

Thank you for your ongoing commitment to the AbilityOne mission and to the brand promise.

Sincerely,

A handwritten signature in black ink that reads "Patrick Rowe".

Patrick Rowe  
Acting Executive Director

The AbilityOne logo is available for complimentary use to all AbilityOne-participating nonprofit agencies, in accordance with the program's established logo standards, which must be followed in terms of colors and fonts. When developing marketing materials that list items available for sale to federal customers, it is critical to distinguish between items that are on the Procurement List and those that are not. Under the AbilityOne Program, only Procurement List products and services are mandatory source items, and only such items should be identified with the AbilityOne name and logo.

Regarding test market products or multi-use publications, the Committee realizes that agencies may find it advantageous to print large quantities of packaging or marketing literature at one time, and would like to include the AbilityOne logo if a Procurement List addition is planned. However, the AbilityOne logo carries the connotation that the product or service is already on the Procurement List. It would be misleading to use the logo in association with any item that is not yet on the Procurement List. Thus, the Committee's policy is that only products that are on the Procurement List can be advertised as AbilityOne products with the AbilityOne logo.



## TABLE OF CONTENTS

<b>The AbilityOne Advantage</b>	<b>3</b>
<b>Brand Power</b>	<b>4</b>
<b>AbilityOne Program Mission</b>	<b>5</b>
<b>The Story Behind the Name</b>	<b>6</b>
<b>Working Together: Co-Branding Opportunities</b>	<b>8</b>
<b>AbilityOne</b>	
Identity Guidelines	10
Program Association	26
Key Messages	26
Sample News Release	28



## THE ABILITYONE ADVANTAGE

The AbilityOne name change provides many benefits to nonprofit agencies as outlined in the previous pages. It establishes an alignment of the program and the name—a fact proven time and again by the research conducted.

The AbilityOne name and brand represent both the power and the potential of individuals. In short, AbilityOne means what it says. It's a positive message for federal customers, the local nonprofits, and those in the disability community.

The AbilityOne name promotes its brand promise—to fulfill the employment potential of people who are blind or have other severe disabilities by fulfilling the contract needs of federal customers. In fact, the name is a reminder that AbilityOne is the largest U.S. employer of people with severe disabilities and is a premier product and service supplier to the federal government.

Furthermore, AbilityOne is the only employer that directly provides job opportunities for people with disabilities through the federal procurement system.

What does this mean to nonprofit agencies?

A dramatic increase in marketability.

Use of the AbilityOne name and logo, in association with the nonprofit association name and logo, strengthens the position of the local agency by associating it with a strong national program known to the federal procurement community.

Those who co-brand with AbilityOne will find the association:

- Strengthens business development
- Increases awareness
- Adds credibility
- Helps differentiate from similar agencies
- Strengthens independent identity
- Creates demand, and
- Improves effective communication.

### **What does this mean to AbilityOne business partners in the federal and commercial sectors?**

The co-brand signifies your organization's support of the AbilityOne Program—thus making a difference in the lives of people who are blind or severely disabled, and delivering best value products and services to meet federal agencies' needs.



## JUMP ON THE BRANDWAGON!

How Our Brand Will Move us **FORWARD**

Credibility  
Reliability  
Capability



## BRAND POWER

### 1. What is a brand?

A brand is a collection of perceptions about a product, service, or organization. It is an experience—but it's also what our customers remember about us long after the experience fades.

- Result of audience experiences and emotions
- Defined by research
- Built on the basis of relationship between organization and audience
- Acts as a guide for an organization's behavior and communications
- Is a promise to the customer
- Works to enhance loyalty

### 2. What is co-branding?

Co-Branding is the use of multiple brand names together on a single product or service to the mutual benefit of both brands. Using two or more brand names together on a single product or service:

- Transfers the stature and imagery of each brand to the other, increasing credibility
- Builds awareness
- Builds loyalty
- Improves competitive position
- Adds a new audience
- Provides customers/supporters with greater value

### 3. What characterizes a strong brand?

- Clear, simple purpose
- Relevance to the audience
- Differentiation from competitors
- Reinforcement in terms of consistency in all internal and external communications

### 4. What is the best way to maintain a strong brand?

- Ensure the customer experience matches the organization's image
- Maintain quality performance and excellent service
- Provide brand support by management, employees, and community
- Deliver on product and service promises

### 5. What can a strong brand do for a program?

- Create top-of-mind awareness for the audience
- Reinforce audience loyalty
- Provide sufficient credibility for it to branch out into new areas
- Attract quality employees



## ABILITYONE PROGRAM MISSION

The AbilityOne Program creates employment opportunities for people who are blind or have other severe disabilities in the manufacture and delivery of products and services to the federal government.

### Brand Attributes

The following features or attributes help to drive the desired behavior: creating jobs through the Javits-Wagner-O'Day Act. These attributes may be either rational (functional) or emotional.

#### AbilityOne Functional Attributes

- Public benefit
- Dedicated work force
- Quality at a fair price
- Wide array of solutions
- National program network

#### AbilityOne Emotional Attributes

- Emotional reward
- Fulfillment
- Satisfaction

### AbilityOne Brand Essence—Fulfillment

The “brand essence” is a single word that succinctly captures and describes the unique benefit of the Program. The AbilityOne brand essence is “Fulfillment.” It is a key word that captures the unique benefit of the AbilityOne Program and has both practical and motivational implications.

Fulfillment means literally “to bring into actuality”—as well as meaning “a feeling of satisfaction derived from achieving a stated goal or purpose”—but to us it means so much more. Fulfilling potential is a universal desire that speaks to multiple endeavors.

- Helping those who are blind or severely disabled work toward greater independence
- More and higher-quality relationships and community connectedness and a fulfilling sense of self

To that end, we are all striving to fulfill our own potential in many diverse roles. AbilityOne hopes to aid in that mission, personally and professionally, for all those associated with our program and mission.

Fulfillment also applies to the contract needs of the federal government in order to help contract professionals realize their goals, so that they may achieve success in their mission to serve our country in a wide variety of capacities and situations.

**THE POWER TO  
FULFILL POTENTIAL —**  
That's the Power of  
**ABILITYONE**





**ABILITYONE:**  
A Name That Says It All



## THE STORY BEHIND THE NAME

### Name Change History

In 2004, a brand identity exploration was undertaken by the Committee for Purchase From People Who Are Blind or Severely Disabled, in concert with the establishment of a program-wide Strategic Communications Plan. The project was overseen by the Committee's Business Development Subcommittee and was staffed by a collaborative communications team from the Committee and its designated Central Nonprofit Agencies, NISH and National Industries for the Blind (NIB). In accordance with the administrative duties prescribed at 41 CFR 51-3.2, NISH played a key role in coordinating research and collaborative brand-building activities, with NIB input and Committee oversight.

After several months of research, reporting and deliberation, the Committee found that the "JWOD" acronym, informally adopted as the program umbrella name in the 1990s, had a number of shortcomings. A stronger, descriptive and more memorable name would better communicate the program's mission and benefits, raise awareness, and ultimately enable more employment opportunities. This decision in no way minimized the honor and respect held for the program's founders; the enabling legislation continues to bear their names: Javits-Wagner-O'Day.

The new name, AbilityOne, was selected from a well-vetted list of finalists, as it best fit the naming criteria established by the Committee. Market research with hundreds of federal employees, heads of nonprofit agencies and disability policymakers demonstrated that the AbilityOne name strongly resonates with many program stakeholders. The Committee announced its decision to rename the program AbilityOne in the Federal Register on November 27, 2006.

### Name Objectives

The Committee established several criteria for its selection of a new program name. At a minimum, the name would be required to:

1. Reflect the people with disabilities who make the program possible
2. Connote the federal nature of the program; sound more "official"
3. Support the program's positioning, including its mission and value to the customer
4. Support the reliability and results orientation of our workforce
5. Be both expansive (apply to many participants and situations) and cohesive
6. Demonstrate sufficient flexibility to accommodate non-government opportunities

The name was also intended to reflect the program's confident, forward-looking image and its approachable, people-focused tone.

The result: **AbilityOne.**

And the rest, as they say, is history—our history.

## Timeline

- February 2004 Brand identity exploration begins
- October 2004 Committee establishes program name objectives
- December 2005 Committee members voted to change JWOD name
- January 2006 Collaborative communications work group reviewed proposals for new name
- March 2006 Market research firm tested new name finalists
- May–June 2006 Committee members reviewed results of market research
- October 2006 Committee members selected AbilityOne Program name to replace the JWOD Program name
- November 2006 AbilityOne name published in the Federal Register
- June 2007 AbilityOne brand identification finalized

### Helpful Hint

AbilityOne is always written as one word with a capital “A” and a capital “O.” Add it to your spell check so your computer will also recognize the correct spelling and written word of AbilityOne.

From **RESEARCH** to **REALITY**: The Name is Confirmed





**PARTNERS** in  
Fulfilling Potential:  
**CO-BRANDING** with  
AbilityOne



## **WORKING TOGETHER: WHY AND HOW TO CO-BRAND WITH ABILITYONE**

### **What is co-branding?**

Co-branding is the use of multiple brand names together on a single product or service to the mutual benefit of both brands. Using two or more brand names together on a single product or service:

- Transfers the stature and imagery of each brand to the other, increases credibility
- Builds awareness
- Builds loyalty
- Improves competitive position
- Adds a new audience
- Provide customers/supporters with greater value

The roles and participation of AbilityOne partners and constituents are now represented in the program's brand identity. Nonprofit agencies can improve awareness of their programs without changing their own names or identities. Voluntary use of the name AbilityOne Program (formerly JWOD) should help increase loyalty and extend recognition. When nonprofit agencies use the AbilityOne name in conjunction with their own name, they are "co-branding" in order to improve competitive positioning and expand their audience base.

### **The Intel Example**

Intel is an early example of co-branding success. Its "Intel Inside" logo and music tag are among the best recognized identities in the world. Intel marketed their microchip as a quality component of personal computers, thereby creating demand for the product. PC manufacturers who used their name alongside Intel's were able to enhance their own brand perception and tap into the demand created by Intel and ultimately increase sales.

### **AbilityOne Marketing Support**

Co-branding with the AbilityOne Program benefits nonprofit agencies and maximizes resources. At a minimum, shared AbilityOne awareness activities include:

- Year-round advertising targeting Federal customers
- Year-round trade show presence
- Marketing collateral
- AbilityOne.gov website
- AbilityOne.org website
- Press and media relations
- Monthly publications

Co-branding with AbilityOne provides participating nonprofit agencies with the opportunity to associate with a trusted national program and the largest source of employment for people who are blind or have other significant disabilities.

## Nonprofit Co-Branding Opportunities

Use your logo in conjunction with the AbilityOne logo on all your printed pieces, particularly those associated with business development.

- Sales materials
- Annual report
- Website
- Brochures
- Newsletters
- Press releases
- Media kits
- Print ads

The AbilityOne logo is available to all producing nonprofit agencies for complimentary use in accordance with the program's established logo standards, which must be followed in terms of colors and fonts.

Please note that printed and electronic media must not use the name or logo in connection with products or services that are not on the Procurement List and must not imply AbilityOne endorsement of products or services that are not on the Procurement List.

The Committee is providing temporary permission to its members, staff, central nonprofit agencies, and producing nonprofit agencies to use the AbilityOne brand in accordance with certain terms and conditions. By using the AbilityOne name and/or logos provided by the Committee, you consent to be bound by the guidelines in this brand book dated September 2007.

In the near future, the Committee will transmit simple, no-cost licensing agreements to qualified users, and you will have the opportunity to review and sign this agreement in order to continue using the AbilityOne brand.

Opportunity is Knocking:  
**CO-BRANDING** with  
**NON-PROFITS**





Maximum Impact:  
**GUIDELINES** for  
Success



## IDENTITY GUIDELINES

The new AbilityOne logo symbolizes many different groups working together as one:

The Committee for Purchase From People Who Are Blind or Severely Disabled, NISH (serving people with a range of severe disabilities), National Industries for the Blind (NIB), and hundreds of nonprofit agencies and thousands of employees nationwide. To customers, it is both a stamp of quality and a seal of approval.

The AbilityOne logo is both striking and informative.

- A red box strongly and boldly proclaims the name, AbilityOne.
- A navy blue box holds the star, a well-known symbol representing quality.
- A blue box at the bottom either stands alone or provides a background for the names of programs and entities that make the program possible.
- The crisp corners at the 3-box intersection show precision and quality.

The new AbilityOne graphic identity is highly meaningful as well as impactful.

- It illustrates the close connection between the program's name, mission, and program employees.
- It sends a message to the federal marketplace about effective communication.
- It demonstrates an organization united by the promise of quality job performance from a highly capable workforce, at a fair market price.

### Helpful Hint

An EPS is the most versatile file for logos and should be used in all high resolution capacities. It is important to never use a PNG file when high resolution is needed.

## Introduction

The foundation of our graphic identity system, the AbilityOne signature represents the most concise visual expression of the AbilityOne brand. It is responsible for communicating the qualities that make our program unique and one-of-a-kind.

As the signature must be presented with consistency and care, the following guidelines have been developed to ensure its correct usage whenever it is reproduced and applied.

## Primary Signature

The primary AbilityOne signature is a unique piece of artwork that has been specially designed for our program. Consisting of the AbilityOne wordmark, symbol, and color field, the signature is our principal brand identifier and is intended for all our communications, including brochures, stationery, signage, and banners.

The full-color signature, in the example shown below, is always preferred.

When positioned against a photographic or color background, a white outline surrounds the signature and its components.

It is essential that the signature is never altered, added, to or re-created in any way.

Even the smallest change to the signature is detrimental to the integrity of the AbilityOne brand.

Only use approved digital art files.



The Unique **SIGNATURE**:  
Use it with Care—and  
Use it **CONSISTENTLY**



Clean, Clear, and Ready  
for Action: **THE LOGO  
STANDS ALONE**

## Clear Space

The AbilityOne signature should always be surrounded by a generous field of clear space in every application. This isolates the signature from competing visuals such as graphics and text.

As shown in the example below, the absolute minimum amount of clear space that can surround the signature is equal to the height of the capital "A" in the wordmark.

This represents the smallest acceptable area of isolation for the signature. In most applications, the signature should be surrounded by clear space greater than this.



## Minimum Size

The AbilityOne signature can be reproduced in a range of sizes. However, at smaller sizes it risks losing its definition.

To help ensure the signature's legibility, it must never be reproduced smaller than 0.5" wide and 0.3" tall. This represents the signature's absolute smallest acceptable size. Only a few highly specialized applications call for the signature to be reproduced at this size.



## Colors

The color values shown here are used in the composition of the signature depending on the requirements of the application.

These color values are accurate guidelines for printers to ensure that they use the correct inks and settings for their printing equipment. But inks and settings will vary from printer to printer.

It is important to work closely with print vendors when coordinating the printing process for any materials using these colors.

Please be sure to review color proofs prior to giving approval to the printer to run any job. It is the responsibility of the person coordinating the printing to make sure that the printers have adjusted their settings to match the colors of the brand.

PMS colors are provided for both coated and uncoated paper stock.

The colors throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE color standards. PANTONE® is a registered trademark of Pantone, Inc.



### Primary colors

#### For coated stock



#### For uncoated stock



Precision **COLOR**: Bold, Bright, and Brilliant



Check Your  
**BACKGROUND:**  
Variations on a [Color]  
Theme

## Color Variations

To accommodate a variety of applications, the AbilityOne signature is available in a number of color variations.

The one-color black, reverse, and grayscale versions should be used for color-restricted applications such as newsprint.

The one-color blue version is intended for color-limited applications where the full-color version cannot be properly reproduced.

One-color black



Reverse



Grayscale



One-color blue



## Backgrounds

The AbilityOne signature can be applied against a variety of backgrounds to accommodate a range of communications.

Generally, white is always preferred as it guarantees a crisp, clean contrast with the signature artwork.

As shown in the example below, color and photographic backgrounds are also acceptable.

The signature with outline should always be used in these applications.

Use signature with outline on colored backgrounds



Use signature with outline on photographic backgrounds

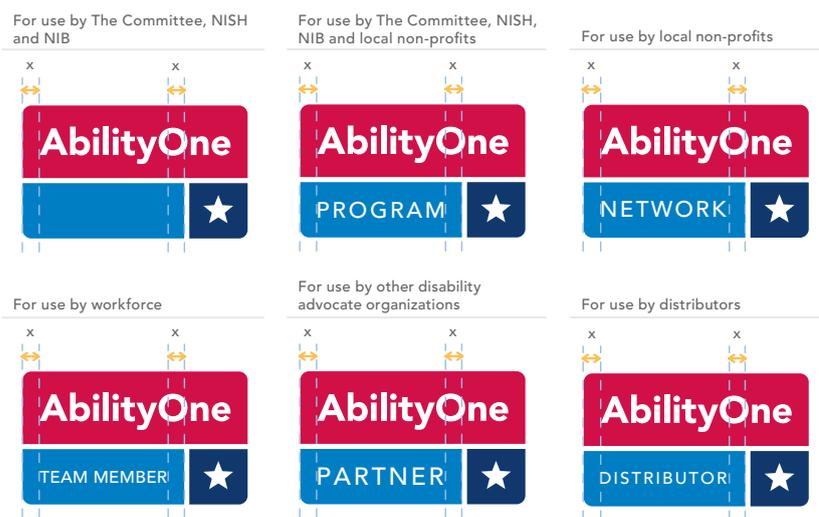


## Descriptors

The color field component of the AbilityOne signature can be used as a containing shape for the brand descriptors shown below.

Generally, the color field is used to identify individual parts of the AbilityOne organization. Additionally, it can be used to specify an individual's or outside organization's relationship with AbilityOne.

Only the Committee and the CNA designee can edit the descriptors seen here. Please note the organizational usages for each descriptor.



Note: The field of blue is reserved for the descriptors shown above, or shall remain empty.

### Helpful Hint

If you cannot open the EPS file, save the file down to your computer and insert or copy the file into a document. You will then be able to view the image within the document.

**COLOR FIELD:** Rules of the Game



**TRANSITIONS:** Bringing the Postive **EQUITY** of JWOD to AbilityOne

### Transitional Logo

The AbilityOne brand is intended to replace our former identity as the Javits-Wagner-O'Day Program (JWOD). Key to our success is capturing the positive brand equity associated with JWOD and transferring it to AbilityOne.

For that reason, through mid-2008, a transitional logo will be utilized to associate AbilityOne with JWOD. By mid-2008 these variations will no longer be necessary or used.

Transitional lockup



Transitional lockup for use on dark backgrounds



Alternate transitional lockup



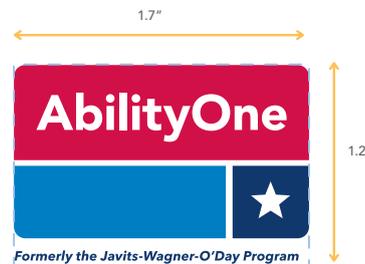
Alternate transitional lockup for use on dark backgrounds



Minimum size for transitional lockup



Minimum size for alternate transitional lockup



## Co-branding Ratios

When sizing partner logos for use in brand communications, remember that they should be visually dominant over the AbilityOne identity.

As shown in the example below, the size of the partner logo is used to determine the size of the AbilityOne logo. These are the recommended proportions for partner logos with horizontal and vertical orientations. However, depending upon the shape and dimensions of each logo, these proportions may need to be adjusted.

In co-branding applications, the AbilityOne signature should not be positioned in close proximity to the partner logo. Maintaining distance between the two identities helps ensure the visibility and impact of each.

It is important to remember that the partner logo should always be the visually dominant identity.



Logos are shown at their minimum allowable size.

**VISUAL** Dominance:  
Brand **RULES**

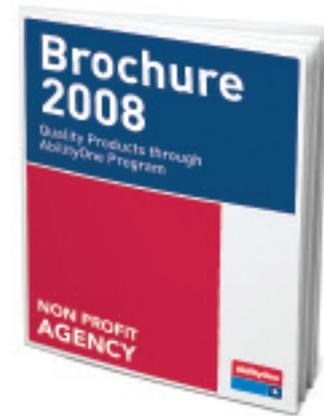


The Whole **PACKAGE:**  
Ready to Travel

### Co-branding Applications

As shown in the example on the right, co-branding applications should always size and position each identity so they are highly visible and easily distinguished from one another.

This treatment helps ensure a clean, uncluttered layout, while communicating the nature of the partnership with AbilityOne.



### Packaging Signature

The AbilityOne packaging signature is designated exclusively for items that are on the Procurement List (PL). This variation features the AbilityOne wordmark and symbol in a horizontal lockup.

It is intended exclusively for packaging applications and should never be used in place of the primary signature, which is intended for all other brand communications.

When positioned against a color background, the packaging signature is always surrounded by a white outline. As with the primary signature, the packaging variation is a unique piece of artwork that must never be altered, adjusted, or re-created in any way.

Only use the approved digital art files.



### Packaging Signature Clear Space

The packaging signature must be surrounded by a generous field of clear space in every application. This helps ensure its legibility by isolating it from other visuals such as text and graphics.

As shown in the example below, the absolute minimum amount of clear space is equal to the height of the capital "A" in the wordmark.

At least this amount of clear space must surround the packaging signature in every application.



### Packaging Signature Minimum Size

At smaller sizes the packaging signature risks losing its definition.

The packaging signature must never appear smaller than 0.8" in width, and 0.2" in height.

Under no circumstances can the packaging signature be sized below these specifications.



The Whole **PACKAGE:**  
Ready to Travel



The Whole **PACKAGE:**  
Ready to Travel

## Color Variations

To accommodate a variety of packaging applications, the AbilityOne signature is available in a number of color variations.

The one-color black, reverse, and grayscale versions should be used for color-restricted applications such as newsprint.

The one-color blue version is intended for color-limited applications where the full-color version cannot be properly reproduced.

One-color black



Reverse



Grayscale



One-color blue



## Backgrounds

The AbilityOne packaging signature can be applied against a variety of backgrounds.

Generally, white is always preferred as it guarantees a crisp, clean contrast with the signature artwork.

As shown in the example below, color and photographic backgrounds are also acceptable.

The signature with outline should always be used in these applications.

Use signature with outline on colored backgrounds



Use signature with outline on photographic backgrounds



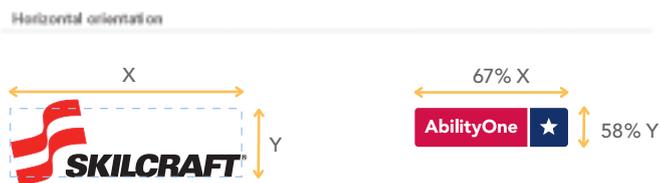
## Packaging Signature Co-branding Ratios

When sizing partner logos for use on packaging, remember that they should be visually dominant over the AbilityOne identity.

As shown in the examples below, the size of the partner logo is used to determine the size of the AbilityOne logo.

These are the recommended proportions for partner logos with horizontal and vertical orientations. However, depending upon the shape and dimensions of each logo, these proportions may need to be adjusted.

It is important to remember that the partner logo should always be the visually dominant identity.



Logos are shown at their minimum allowable size.

### Helpful Hint

PNG formats are used for electronic and on-screen documents.

The Whole **PACKAGE:**  
Ready to Travel

The Whole **PACKAGE:**  
Ready to Travel

## Packaging Signature Placement and Usage

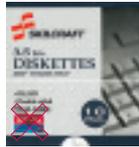
Positioning the AbilityOne packaging signature in the lower right corner of square or rectangular panels is preferred. It may be necessary, depending upon the specific requirements of the package, to position it elsewhere in the composition. However, the lower right is always preferred.

In all packaging applications, the signature must be sized and positioned so that it is clearly visible and easily legible.

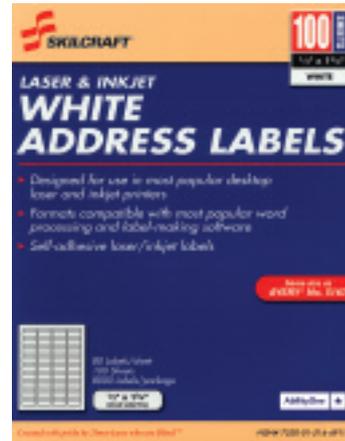
**Under no circumstances should the primary signature be used for packaging applications.**

Only use approved digital artwork.

Never use the primary signature on packaging



Always use the packaging signature on packaging



### Helpful Hint

EPS formats are used for printing.

## Signature Misuse

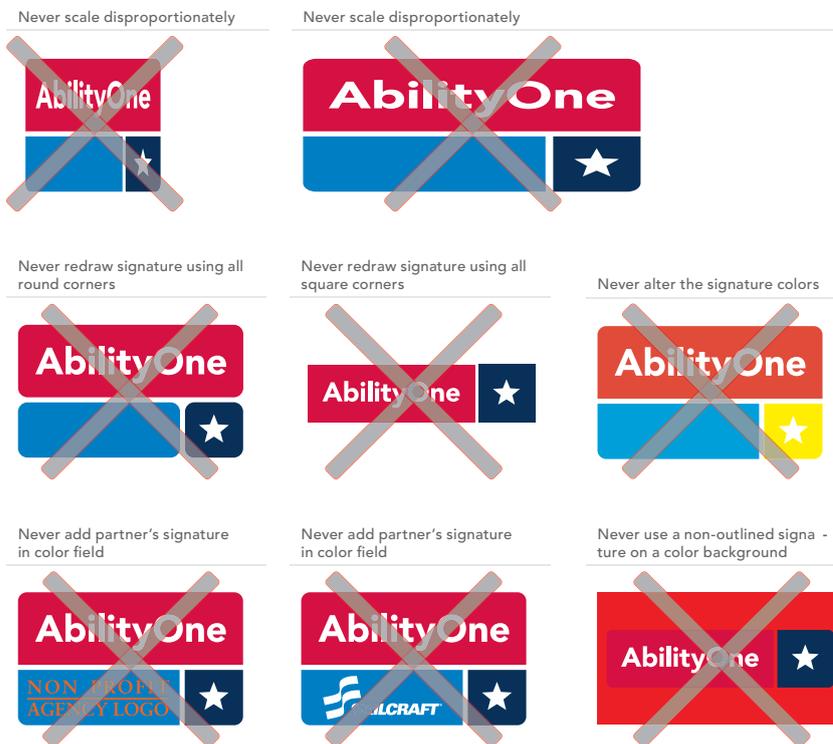
Any changes to the signature artwork, no matter how small, are detrimental to the integrity of our brand.

The exhibits seen here demonstrate a few common misuses of the signature, none of which are ever acceptable.

Whenever the signature is positioned against a color or photographic background, remember that it must appear with a white outline to ensure its definition.

Whenever applying the signature, only use approved digital artwork.

Never alter, add to, or re-create the signature under any circumstances. Only apply and reproduce the signature as specified in these guidelines.



Stick with the  
**PROGRAM:**  
Don't Misuse the  
**SIGNATURE**

**UNIFORMS**  
Should be **UNIFORM**

Because You're  
**SPECIAL:**  
Other **APPLICATIONS**

### Uniforms

These uniform exhibits demonstrate how the visual elements of our identity system work together to create a distinct and engaging graphics style.



### Special Applications

Special applications, such as promotional items, vehicles, and embroidery, can present unique challenges that may call for using the signature outside of the rules set forth here.

For example, customized pens will require sizing the signature below its minimum size.

Because of the wide range of materials and dimensions that you may encounter in specialized applications, it is impossible to anticipate every usage requirement.

Therefore, in these instances, it is essential that you adhere to the usage specifications put forth here as closely as possible.

Remember to only use approved digital art files—never alter the signature to fit an application—and work closely with suppliers to be certain that the AbilityOne identity is consistently and properly presented.

The vehicles and promotional item examples provide guidance on how the AbilityOne identity should appear in specialized applications.

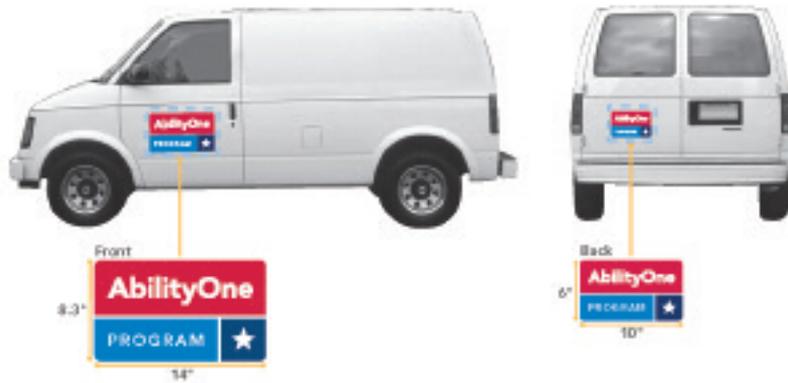


If there are any questions about proper usage of the brand identity, please contact the Committee staff at (703) 603-7740 or send an email to [logo@abilityone.gov](mailto:logo@abilityone.gov).

## Vehicles

When applying the identity to vehicles, always be certain that the signature is sized prominently is surrounded with ample clear space.

As show in the example below, door panels are preferred.



## Promotional Items

Because of the wide range of materials and dimensions that you may encounter in specialized applications, it is impossible to anticipate every usage requirement.

Therefore, in these instances, it is essential that you adhere to the usage specifications put forth here as closely as possible.

Remember that the full-color primary signature is always preferred, except for packaging applications.

Specialty items may also print or reproduce in silver or gold. In these isolated cases use the one-color black logo variation.



**ABILITYONE ON THE MOVE:** Vehicle Applications

Use Your **ABILITY**



Fulfilling the **PROMISE:**  
The **BENEFITS** to Your  
Nonprofit Agency



## HOW CAN I ASSOCIATE WITH THE ABILITYONE PROGRAM?

There are several easy ways to launch the Program in your local agency and market.

1. Show the logo. We have enclosed an AbilityOne poster ready to hang on any wall.
2. Show your affiliation. We have enclosed an AbilityOne decal that can be placed on your front door, proudly proclaiming you are part of the national AbilityOne Network.
3. Announce it to the staff and AbilityOne workforce. Share the AbilityOne lapel pins with all the employees.
4. Play the AbilityOne video for your staff and/or in business development presentations.
5. Announce it to the press. Enclosed is a sample press release to announce your association with the national AbilityOne network and to provide an outline of the programs and services.
6. Use the AbilityOne song at the opening of staff meetings, in business development presentations, or when callers are on hold on your telephone.
7. Use the AbilityOne Program overview brochure. Camera-ready art is enclosed with a place for your agency identification.
8. When you talk about the Program, take advantage of the enclosed key messages.
9. Run local newspaper ads. A professionally produced print ad, executed in three sizes, is enclosed for your use.
10. Run local radio ads. The AbilityOne song has been condensed to 60 seconds. Recommended local copy, where you can communicate the advantages of working with your local agency, is also provided to insert into the 33-second "music bed" in the middle of the spot.

## KEY MESSAGES

Concepts you can use to communicate about people who are blind or have other severe disabilities and the AbilityOne Program, formerly Javits-Wagner-O'Day (JWOD).

### People who are blind or have other severe disabilities are

- America's greatest untapped labor resource challenged by a low employment rate of 38%
- A reliable workforce who fulfill a wide array of product and service needs for federal customers and their prime contractors
- Capably meeting or exceeding industry quality standards.

### The AbilityOne Program:

- Is a public-private partnership established by Congress through which the federal government uses its acquisition policies to support employment of people who are blind or have other severe disabilities.
- Is the largest single source of employment for people who are blind or have other severe disabilities in the United States.
- Employs nearly 48,000 individuals at more than 600 community-based nonprofit agencies across the country.
- Leverages a national network of more than 600 participating nonprofit organizations including all 50 states, the District of Columbia, Puerto Rico, and Guam that develop and provide an array of products and services to federal customers.



- Requires a minimum of 75 percent of each participating nonprofit agency's annual total direct labor to be performed by people who are blind or have other severe disabilities.
- Reports that 76 percent of AbilityOne employees are very satisfied with their jobs and 79 percent are proud of their work. Ninety-nine percent characterized their jobs as "excellent" or "good."
- Provides an average wage of \$9.99 per hour and benefits to employees.
- Is a cost-effective way to help people who are blind or have other severe disabilities to achieve greater independence.
- Enables many individuals to reduce dependence on government support and join the ranks of taxpayers.
- Recent studies in targeted business lines shows a positive net impact of \$46.75 million to federal and state governments in both reduction of entitlements and increases of payments employees make through income and payroll taxes.
- Reports sales account for less than one percent of all federal procurement dollars spent.
- Develops and delivers employment opportunities that provide individual choice, equitable wages and benefits, upward mobility, and personal satisfaction for people who are blind or have other severe disabilities.
- Collaborates with its federal customers to satisfy their needs with quality products and services at fair market prices.
- Is a critical part of the U.S. military industrial base, providing support to the Warfighters and international relief through the provision of products and services.
- Is designed to minimize impact on small businesses and incumbent contractors. Of all federal contracts considered by the AbilityOne Program, tens of millions of dollars are not added to the Procurement List annually because of the potential severe adverse impact.
- Allows for a federal agency's AbilityOne spending to be removed from the total agency procurement base against which the small business percentage goal is applied (Small Business Administration guidelines).
- Promotes integrity and good stewardship of federal contracting dollars through efficient and effective policies, procedures, and processes, which will increasingly be made available on [www.abilityone.gov](http://www.abilityone.gov).

Fulfilling the **PROMISE:**  
The **BENEFITS** to Your  
Nonprofit Agency





## SAMPLE NEWS RELEASE

A news release is simply the presentation of your “key messages” to the news media in a concise, standard format for reporters and editors. The news release is one of the most commonly used media tools to “get the word out.” Most news outlets use news releases for background information when writing a story. In some cases, a news release merely catches an editor’s attention so that a reporter is assigned to the story, but some publications reprint news releases verbatim. If you are hosting an event, you should send out a media alert (see example) before and a news release after the event. This will allow reporters to cover the event even if they weren’t present. For reporters who were present at the event, it gives them quick access to details they may have missed. Whenever possible, you should:

- Provide a high-resolution photograph with caption
- Create a provocative headline
- Include a colorful quote in the second or third paragraphs
- Provide as many answers as possible to logical questions about who, what, when where, why, and how
- Format release clearly—type, double space, and limit to two pages.

[TO BE COPIED ON YOUR LETTERHEAD]

FOR IMMEDIATE RELEASE

Contact: [Contact name/title]

Phone: [Phone number]

E-mail: [E-mail address]

### **[YOUR LOCAL NONPROFIT] Rolls Out New Brand Identity for Federal Employment Program for People Who are Blind or Have Other Severe Disabilities**

[Town in which you are located], [date]—[NPA] announced today that it will implement changes to adopt the new brand identity and new logo for the AbilityOne (formerly Javits-Wagner-O’Day) Program.

[NPA] is an integral part of the AbilityOne Program with [#] employees currently working with the federal government on AbilityOne Program contracts for [type of goods and services that are being provided].

The brand design represents different parts of the program coming together to become a unit. The three boxes represent people working together for one cause. The red box stands strong at the top, holding the name AbilityOne, while the navy blue box holds a star, representing quality or “a job well done.” The light blue box represents the people and entities that make AbilityOne possible. The light blue is a field of color that stands alone or can hold different entity names such as “Program,” “Network” or “Team Member.” The logo also works as a symbol of quality, a stamp of approval.

“The Committee and the Central Nonprofit Agencies—NIB and NISH—have worked tirelessly to develop a brand identity that would be universal to all participants in the program,” said Mr. Andrew Houghton, Chairperson for the Committee for Purchase From People Who Are Blind or Severely Disabled. “Our objective is for people to recognize our brand and immediately know who we are, “AbilityOne,” the program that provides nearly 48,000 jobs for people who are blind or have other severe disabilities while delivering quality products and services to our federal government customers.”

On November 27, 2006, the Committee—the independent federal agency that administers the Javits-Wagner-O’Day (JWOD) Program—announced in the Federal Register a change in the umbrella name from “JWOD” to “AbilityOne.” The AbilityOne Program’s mission is to provide employment opportunities for people who are blind or have severe disabilities in the manufacture and delivery of products and services to the federal government.

The name of the program was changed to provide a stronger, more unified program identity and to show a connection between the program name and the abilities of people who are blind or have other severe disabilities.



The Committee selected AbilityOne as the new name because it best fit several criteria for a more informative and compelling identity—both the program and the name show the power of individuals to fulfill their potential. The new name reflects the intersection of public and private sector agencies unified under one program with a common employment goal.

As the largest source of employment of people who are blind or have severe disabilities in the United States, the AbilityOne Program taps into the abilities of more than 48,000 individuals nationwide.

The Javits-Wagner-O'Day [JWOD] Program name will co-exist for the next 12 months alongside the AbilityOne brand. This transition period will enable customers and supporters to recognize the transformation to the AbilityOne Program.

#### **Your NPA**

Short explanation of what your agency does, how long it has been in business, website.

#### **AbilityOne Program**

Providing employment opportunities to nearly 48,000 people, the AbilityOne Program is the largest single source of employment for people who are blind or have other severe disabilities in the United States. More than 600 participating nonprofit organizations employ these individuals and provide quality goods and services to the federal government at a fair market price. The AbilityOne Program is administered by the Committee for Purchase From People Who Are Blind or Severely Disabled ([www.jwod.gov](http://www.jwod.gov)), an independent federal agency, with assistance from National Industries for the Blind [NIB, [www.nib.org](http://www.nib.org)] and NISH-Creating Employment Opportunities for People with Severe Disabilities ([www.nish.org](http://www.nish.org)).

#### **NISH—Creating Employment For People With Severe Disabilities**

Established in 1974, NISH ([www.nish.org](http://www.nish.org)) is one of two national, nonprofit agencies designated by the Committee for Purchase From People Who Are Blind or Severely Disabled to support nonprofit agencies (NPAs) participating in the AbilityOne Program, which provides employment opportunities for people who are blind or have other severe disabilities by procuring federal contracts for goods and services. Headquartered in Vienna, Va., NISH supports a network of more than 2,100 NPAs as well as Federal customers by providing the legislative and regulatory assistance, communications and public relations materials, information technology support, engineering and technical assistance, and extensive professional training needed for successful contract management.

In FY 2006, through the AbilityOne Program, NISH-affiliated agencies operating in all 50 states, the District of Columbia, Puerto Rico, and Guam reported a record 43,344 jobs for people with severe disabilities. During this same period, AbilityOne-producing NPAs reported more than 136,000 jobs for people with disabilities supporting a wide range of companies, organizations, and federal customers.

#### **About National Industries for the Blind**

In the United States, seven out of ten people who are blind are not employed. National Industries for the Blind (NIB) enhances the opportunities for economic and personal independence of persons who are blind, primarily through creating, sustaining, and improving employment. NIB and its 88 associated agencies serve as the largest program responsible for the employment of people who are blind. Employment is created through the AbilityOne Program, a federal procurement program that allows for the provision of products and services to the federal government. NIB and its associated agencies employ 5,600 people who are blind and deliver millions of dollars worth of products and services each year to federal, state, and commercial markets.





## Summary of CD Contents

### Chapter 1: Local Marketing Support

Two-page AbilityOne overview. May be re-printed for local agency collateral. [Space has been set aside for local agency logo].

Sample press release

Key messages

Sixty-second local radio spot with :33 opening for local agency copy.

Local print ad in 3 sizes for local agency use.

Chapter 2: AbilityOne Identity Standards

Chapter 3: AbilityOne logos

Chapter 4: AbilityOne Song. May be used to open meetings, played when telephone goes on hold.

Chapter 5: AbilityOne Launch Video. A 4-minute video about the Program and the new brand identification from the employees' perspective.



TM