WYOMING RESIDENT CONTRACTOR MARK
SUGGESTED USE GUIDELINES
INTRODUCTION

The Wyoming Resident Certification mark was developed to allow certified Wyoming resident companies the opportunity to display their state pride and commitment to doing business in Wyoming.

The mark will allow consumers, government entities and other companies to recognize the commitment your business has in operating the Wyoming way.

The mark shares its colors with the flag of the state of Wyoming and uses the iconic bison image from the flag. The red represents the leadership displayed by Wyoming companies; the blue represents the loyalty to the people of our state; and the white represents a commitment to safety and compliance with state laws. The bison stands for the determination shown by Wyoming resident companies, and the DWS logo embodies the partnership between the department and resident companies to build a prosperous Wyoming economy.

The DWS, Division of Labor Standards, allows certified Wyoming resident companies to place the mark on their websites, literature and signage.
To be eligible to utilize this mark, companies must be currently certified as Wyoming resident contractors. In addition, the company must complete a separate application for use of the mark. Companies are required to be currently registered to display the logo on their websites, literature and signage.

To apply to use the mark, or to learn more about becoming a certified resident contractor to gain a 5% bidding preference on public works projects, please go to our website at: http://wyomingworkforce.org/businesses/labor/info/ or call Labor Standards at (307)777-7261.
SUGGESTED USE GUIDELINES

PRIMARY MARK
The primary mark utilizes red, white and blue colors similar to the Wyoming state flag.
No other colors should be used in multi-color production.
The primary mark should be used whenever possible.

MARK SPACING
To preserve the visual independence of the mark and separate it from other images or text, a clear space 1/4 the width of the mark must be maintained. As an example, if the mark is 4 inches wide, the clear space on all sides should be at least 1 inch.

MARK SIZING
The mark should be a minimum of 1 inch in all usages to help preserve the visual legibility.
The mark is not intended to be the focal point in any usage and should not be incorporated with any logo.
The aspect ratio of the mark should remain the same in any resizing.
If the mark is made too large, it may become blurry. Please proof prints.

SINGLE COLOR MARK
In the event that a single color is needed for printing purposes, a single color image will be provided. If possible this should be in the red, white or blue color of the original, but the color can be changed to match the rest of the printing or signage.

COLOR SPECIFICS
<table>
<thead>
<tr>
<th>Color</th>
<th>Hex</th>
<th>RGB</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red</td>
<td>#BF0A30</td>
<td>(191, 10, 48)</td>
<td>0, 92, 76, 0</td>
</tr>
<tr>
<td>White</td>
<td>#FFFFFF</td>
<td>(255, 255, 255)</td>
<td>0, 0, 0, 0</td>
</tr>
<tr>
<td>Blue</td>
<td>#002868</td>
<td>(0, 39, 104)</td>
<td>98, 88, 12, 58</td>
</tr>
</tbody>
</table>
RESIDENT CONTRACTOR RESPONSIBILITIES

It is the certified Wyoming resident company’s responsibility to ensure the appropriate use of the mark. If the company has questions or concerns about usage, it is recommended that they reach out to the Department of Workforce Services, Division of Labor Standards, for clarification and assistance. Residents using this mark will have a special logo created with their residency number.

Images will be provided directly to companies from the Wyoming Department of Workforce Services. These are the only images that should be used. The mark should only be used in its entirety, and no modifications should be made. Do not use scanned or other versions of the mark. The mark is not to be stretched or skewed out of proportion; it must maintain its circular shape. No elements from the mark can be removed. The mark is the property of DWS.
Please contact the Department of Workforce Services, Division of Labor Standards, with any questions at DWS-Labor Standards 5221 Yellowstone Road Cheyenne, WY 82002 Phone: 307-777-7261 Fax: 307-777-5633 Email: DWS-Residency@wyo.gov

Photographs courtesy of David Halter Photography from Rock Springs, Wyoming