

# Resume Place<sup>®</sup>

VERSION 1.1  
LAST UPDATED: SEPT 26, 2024

# Brand Book



A group of people in a classroom setting, with a woman standing at the front and others seated and holding up papers. The scene is dimly lit with a blue tint. The text 'Resume Place' is overlaid in the center in a large, white, sans-serif font, with a registered trademark symbol (®) to its upper right.

Resume Place®

Resume Place®

# We wrote the book on federal resumes.

**TURNING OBSTACLES INTO OPPORTUNITIES  
FOR ALMOST 50 YEARS.**

The Resume Place, Inc. was the first-ever federal resume writing service. Since 1973 we've seen a fair share of competitors and imitators, but there is only one original.



**Cut-and-dried but  
certainly not dry or dull.**

THE RESUME PLACE IS:

Visionary

Timeless

Honest

Authentic

Charismatic

Intelligent

Empowering

Visionary

Invigorating

Honest

Irreverent

Charismatic

# Building on a Legacy

## ORIGINATORS AND INNOVATORS

Over 50+ years of responding to Washington's changing rules, regulations, and culture.

### THE RESUMÉ PLACE

will custom design and write your resume

**RESUMES:** A professionally prepared resume is important. It catches the eye of recruiters, who spend only a few minutes scanning most resumes. It shows that you care, that you are organized, and that you know how to communicate. Professionals know how to organize your resume for clarity and grab; they know the catch words recruiters are looking for; they can tailor your resume to show dependability, boldness, creativity ... to speak to your profession.

**SF-171s:** Resume Place professionals know the language that personnel specialists are looking for; they know how to speed advancement; they have published "The SF-171 Workbook," a comprehensive guide to preparing the SF-171; they have used in 171-writing workshops in Federal personnel offices.

### Choose from these services:

- Resume Evaluation/Consultation
- Writing
- Editing
- Design, Organization
- Typesetting
- Printing
- Copying
- Typing: cover letters and 171 forms on special order

Call today for free appointment/review or brochure

**The Resumé Place, Inc.**  
810 18th Street, N. W.  
Washington, D.C. 20006  
737-8637 Just dial: RES-UMES!

**PROFESSIONAL OPPORTUNITIES**

### "SEND RESUME TO . . ."

STOP! This may be THE JOB you have been waiting for . . . don't ruin your chances with a poorly written or poorly presented resume.

Our professional staff can evaluate your resume and provide proven techniques for emphasis and clarity. THE RESUMÉ PLACE specializes in the organization, writing and editing of resumes exclusively!! Call for an appointment in detail.



### Does your resume turn people off?

If prospective employers aren't knocking down your door, you may have a resume problem. We can help. We're the professional resume people - The Resumé Place. Helping people like you prepare carefully worded, to the point resumes that get you in the door is our business. Call for a free sample and descriptive brochure of our services, Mon. - Fri., 10 - 6.

**The Resumé Place**  
1740 N St., NW, Washington, D.C. (202) 293-5353

# The New Institution

## EDUCATORS AND RESOURCE CENTER

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Giving people the tools to transform their careers and their lives. Guiding leaders in finding the most qualified candidates.



# Empowering + Inspiring

## ADVOCATING FOR CHANGEMAKERS

Empowering people to advance themselves by properly highlighting their talents, skills, accomplishments, and being their best selves.



# Logo





# Writing our next chapter.

**HONORING OUR LEGACY,  
RECOMMITTING TO OUR PURPOSE.**

The Resume Place has been the preeminent federal job experts for several decades. We are unmatched in our expertise, insight, and future-forward thinking within the realm of federal careers, agency talent consulting, and publishing.

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When The Resume Place was founded, we were essentially a design and print studio that employed storytellers to help people tell their unique career stories within the confines of a federal resume.

The internet did not exist, everything was done on paper, and people literally showed up at our door to get help. Some of us still remember the smell of ink, paper, and sweat when many eager job seekers would walk into our K Street office on a hot DC summer day.



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**Passing Fashion.** When you've been around since the 1970s, you get fabulous fashion and daring design moments to reflect on.



## Background

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**We are charismatic storytellers, innovators, and leaders committed to helping people see the best in themselves and find meaning and purpose in their work in the federal government.**

We know that a thriving federal workforce is vital for the health of the country and we are determined more than ever to support our government and its citizens in providing resources and tools to keep our federal agencies staffed with the best and brightest.



Wordmark

**Resume Place<sup>®</sup>**

The Resume Place helps people write new chapters in their story of service and commitment to America.

Wordmark Horizontal

**Resume Place<sup>®</sup>**

**Resume Place<sup>®</sup>**

**Resume Place<sup>®</sup>**

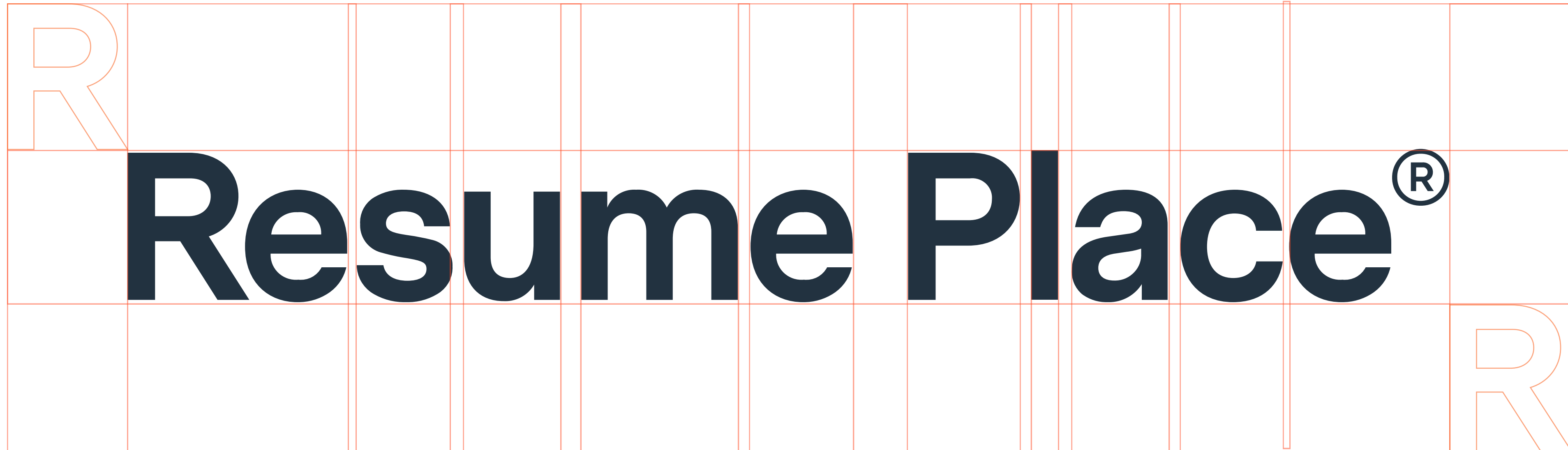
Wordmark Vertical

**Resume  
Place<sup>®</sup>**

**Resume  
Place<sup>®</sup>**

**Resume  
Place<sup>®</sup>**

## Wordmark Spacing

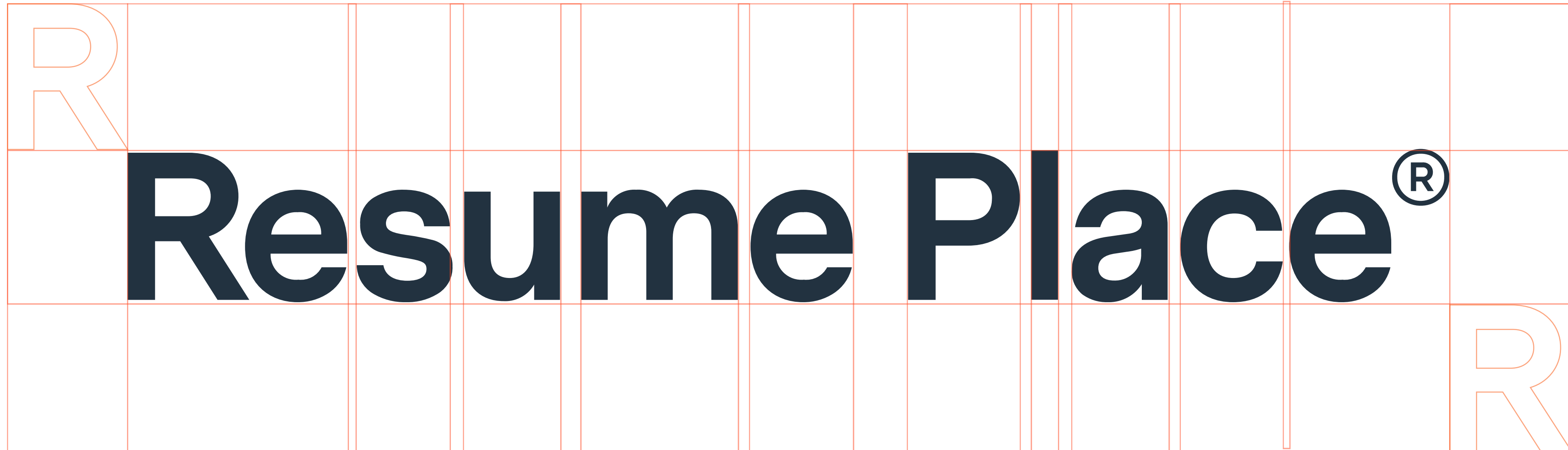


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**Let it breathe.** Clear space helps to isolate the logo from other graphic elements that might interfere with legibility and lessen the overall impact.

The clear space minimum is equal to the Resume Place “R”, regardless of production size.

## Wordmark Spacing



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**Let it breathe.** Clear space helps to isolate the logo from other graphic elements that might interfere with legibility and lessen the overall impact.

The clear space minimum is equal to the Resume Place “R”, regardless of production size.

Logomark



Logomark



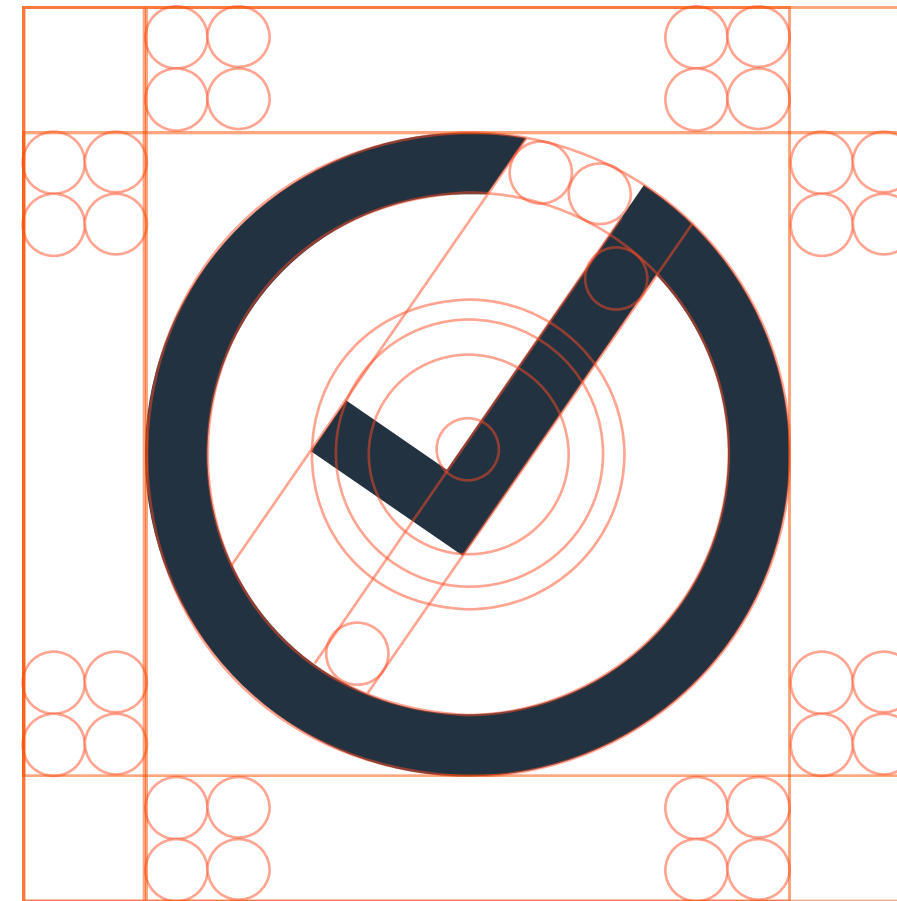
Logomark



Wordmark Vertical



## Logomark



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**Let it breathe.** Clear space helps to isolate the logo from other graphic elements that might interfere with legibility and lessen the overall impact.

The clear space minimum is equal to the size of the Resume Place “checkmark” negative space.

**Resume Place<sup>®</sup>**  
*Online Learning*

**Resume Place<sup>®</sup>**  
*Online Learning*

**Resume Place<sup>®</sup>**  
*Online Learning*



By Resume Place®



By Resume Place®



By Resume Place®



By Resume Place®



**Ten Steps to a  
Federal Job<sup>®</sup>**

**Resume Place<sup>®</sup>**  
*Online Learning*

**Resume Place<sup>®</sup>**  
*Online Learning*

# Logo Usage



## Basic Logo Usage

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No element of the logo artwork may be recreated, deleted, cropped or reconfigured.

A minimum clear space must be maintained to the perimeter surrounding logo artwork as outlined on corresponding pages.

Logo artwork must be uniformly scaled. Non-uniform scaling distorts the proportions of the artwork and the relationship between the icons and letterforms.

Logo artwork should always appear upright.

SVG files are vector artwork and are infinitely scalable, thus eliminating the need to ensure proper resolution for reproduction.

Logo artwork should appear against a solid background to ensure maximum and proper contrast.

When placed on an image, the logo must remain legible. If contrast is poor, an 80% opacity Midnight Blue can be applied to the background.

Logo artwork should only be reproduced directly from a digital file. Never reproduce logos from previously printed materials.

Do not put a white box around the logo when placed on a dark background.

Do not reproduce the logo in colors other than those specified in these guidelines.

Do not stack logomark and wordmark. For the instances that the logomark and wordmark need to appear together, use the correct logo file.

Do not combine marks with other elements such as text if they can be mistaken for fully realized compositions.

## Logo Usage



Logo artwork must be uniformly scaled.



Logo artwork should appear against a solid background.



When placed on an image, the logo must remain legible.



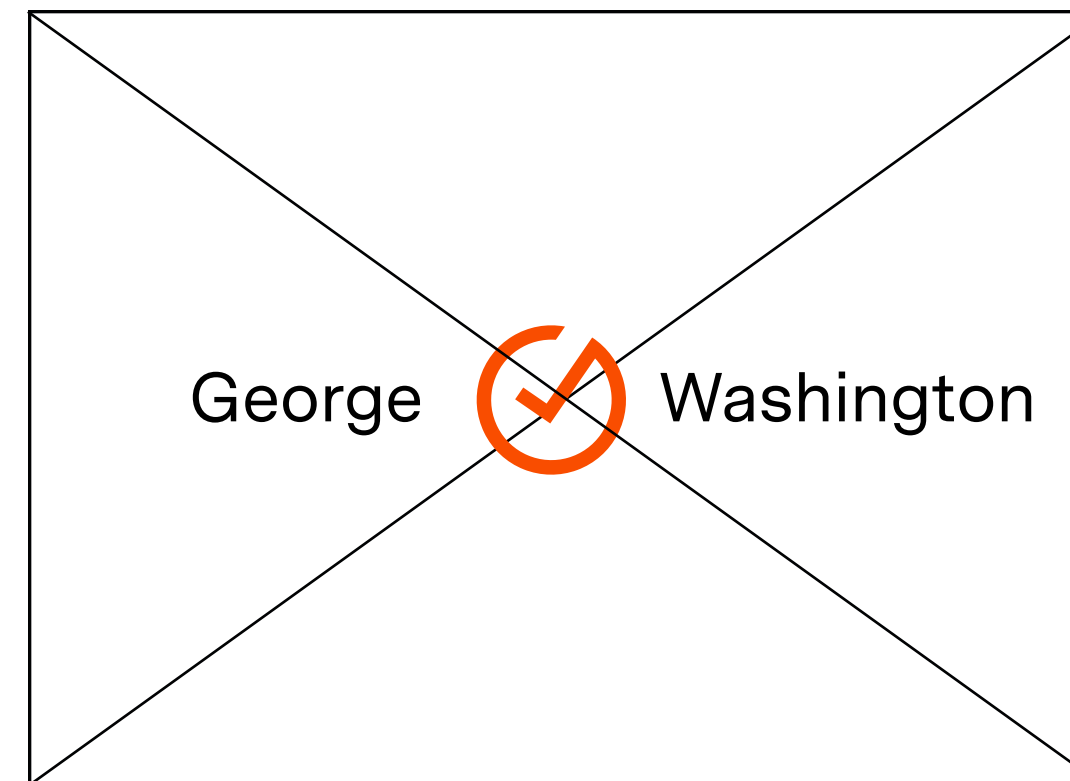
Do not put a white box around the logo when placed on a dark background.



Do not reproduce the logo in colors other than those specified in these guidelines.



Do not stack wordmark and logomark.



Do not combine marks with other elements.

## Logo Hierarchy

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The Resume Place wordmarks is the primary mark. The checkmark should be used as a separate element that can be used as a shorthand for the identity but should rarely be paired together.

Programs and initiative names can be set in the brand serif at the appropriate weight and size to be used in places where it may be the only visual brand asset seen, such as on third party platforms.

**Resume Place<sup>®</sup>**



**Resume Place<sup>®</sup>**  
*Online Learning*



By Resume Place<sup>®</sup>



# Secondary Brand Elements



# A fresh but familiar face.

## BALANCING NOVELTY AND FAMILIARITY.

We have designed the secondary brand elements to give people a simple bridge from the old identity to the new—helping avoid confusion and giving them an opening to refamiliarize themselves with our brand.



Secondary Elements - Ten Steps

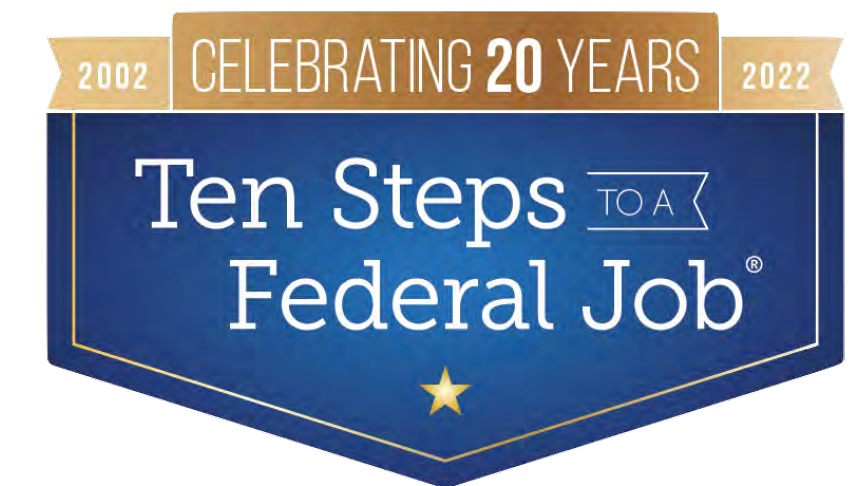


# Ten Steps to a Federal Job<sup>®</sup>

## Secondary Elements - Ten Steps

The "Ten Steps to a Federal Job" brand is one of the most prominent ways customers engage with the Resume Place through the many book editions, training sessions, and the sheer wealth of information and opportunity associated with the brand.

Familiar design elements from the previous "Ten Steps" brand—such as banners, stars, and flags—are combined with new brand elements such as color and logomarks to enforce the connections between the Resume Place's legacy and its future.



Secondary Elements - Ten Steps



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**Familiar motifs.** Legacy elements such as banners, stars, and flags are subtly utilized to invoke familiarity with the brand.

## Secondary Elements - Certifications



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**Certification Badges.** Badges are streamlined to be more of a solid design element that can better easier utilized.

## Secondary Elements - Certifications



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**Certification Badges.** Badges are streamlined to be more of a solid design element that can better easier utilized.

# Typography



## The Resume Place Typeface Family

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### Messina Sans

Messina consists of three styles. She is designed for large editorial projects, corporate identities, or advanced online applications. The Sans Version reflects the 20th century and its affinity for reduction.

#### STYLES

Normal

MONO

CONDENSED

#### WEIGHTS

Light

Book

Semibold

**Black**

*Light Italic*

*Book Italic*

*Semibold Italic*

***Black Italic***

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

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

0 1 2 3 4 5 6 7 9

## The Resume Place Typeface Family

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### Messina Serif

Messina consists of three styles. She is designed for large editorial projects, corporate identities, or advanced online applications. The Serif Version works with French Renaissance proportion and translates the 17th-century design into today's needs.

#### WEIGHTS

Light      *Light Italic*

Book      *Book Italic*

Semibold   *Semibold Italic*

**Bold**      ***Bold Italic***

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

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

0 1 2 3 4 5 6 7 9

# Messina Sans

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## MESSINA SANS MONO

Messina Sans Mono is for secondary information such as kickers, data, and figures. The best use of this font is in all uppercase with added tracking for space.

### USAGE

- Numbers, and table elements
- Meta-data and Secondary Information
- Kickers/Straps



## Messina Sans Black

Messina Sans Black is best used in headlines or in places to add emphasis to text elements. It is not to be used for long body copy as the heavy weight reduces readability.

### USAGE

- Headlines and Display Titles
- Added Emphasis



## MESSINA SANS CONDENSED BOLD

Messina Sans Condensed is best used in subheadlines or for secondary display-typeface purposes. The best use of this font is in all uppercase with added tracking for space.

### USAGE

- Subheadlines and Titles
- Short, Secondary Information

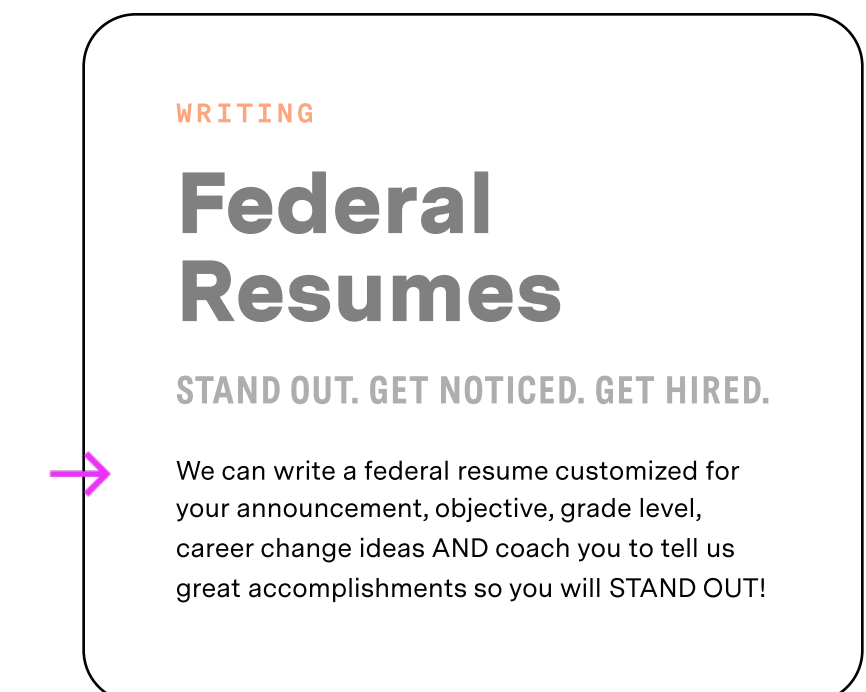


## Messina Sans Book

Messina Sans Book can be used for body copy and larger bodies of text, though the main body copy typeface is Messina Serif Book. This font is best used for text set over 10pt.

### USAGE

- Body Copy
- Large blocks of text
- Lists



# Messina Serif

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## Messina Serif Book

Messina Serif Book should be used for body copy and larger bodies of text. This font is best used for text set over 10pt.

### USAGE

- Body Copy
- Longform Writing

## Messina Serif Semibold

Messina Serif Semibold should be used for body copy and to lead or break up larger bodies of text. When used with Messina Serif Book, it can be used to lead paragraphs or add emphasis.

### USAGE

- Paragraph Leads
- Added Emphasis

## Messina Serif Light

Messina Serif Light is best used in headlines or in places to add emphasis to text elements. It is not to be used for long body copy as the light weight reduces legibility.

### USAGE

- Headlines and Display Titles
- Added Emphasis

## Messina Serif Black

Messina Sans Black is best used in headlines or in places to add emphasis to text elements. It is not to be used for long body copy as the heavy weight reduces readability.

### USAGE

- Headlines and Display Titles
- Added Emphasis



  
**Ten Steps to a Federal Job®**

CONGRATULATIONS! You have completed all requirements to become a Ten Steps Certified Federal Resume Writer. You have completed 4 federal resume writing projects with the mentoring, editorial review and coaching of a Certified Federal Resume Writing at Resume Place, Inc., in Baltimore, Maryland.



  
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# Color

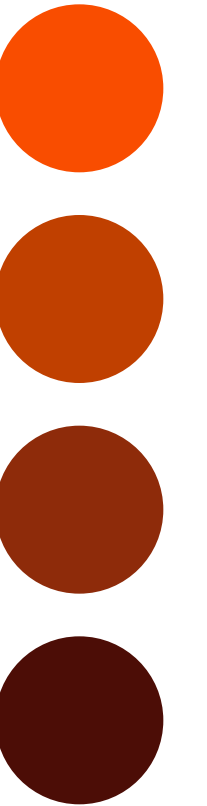


Color

# Inspired by a colorful cast of characters.

## FINDING OUR TRUE COLORS.

For almost half a century, we've helped people further their careers and build a legacy in the service of our country. The brand's colors are as warm, vibrant, and sharp as the people who have come through our doors over the decades.



# Color

## The Resume Place Brand Colors

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### Tangelo Orange

Pantone: 1655 C  
HEX: #f94d00  
RGB: 249, 77, 0  
CMYK: 0%, 69%, 100%, 2%

### Mahogany Wood

Pantone: 8923C    HEX: #C04000    RGB: 192, 64, 0    CMYK: 0%, 67%, 100%, 25%

### Spiced Tea

Pantone: 8925C    HEX: #b335c44    RGB: 179, 92, 68    CMYK: 0%, 49%, 62%, 30%

### Deep Blue

Pantone 8783 C  
HEX: #1C3664  
RGB: 28, 54, 100  
CMYK: 72%, 46%, 0%, 61%

### Evening Blue

Pantone: 2767C    HEX: #0F264C    RGB: 15, 38, 76    CMYK: 80%, 50%, 0%, 70%

### Pale Blue

Pantone: 8923C    HEX: #223240    RGB: 192, 64, 0    CMYK: 0%, 67%, 100%, 25%

### Rich Gray

Pantone 433 C  
HEX: #010203  
RGB: 1, 2, 3  
CMYK: 67%, 33%, 0%, 99%

### Dark Gray

Pantone: 8403C    HEX: #5b5e60    RGB: 91, 94, 96    CMYK: 5%, 2%, 0%, 62%

### Light Gray

Pantone: 9423 C    HEX: #D2D9DB    RGB: 210, 217, 219    CMYK: 4%, 1%, 0%, 14%

# Photography

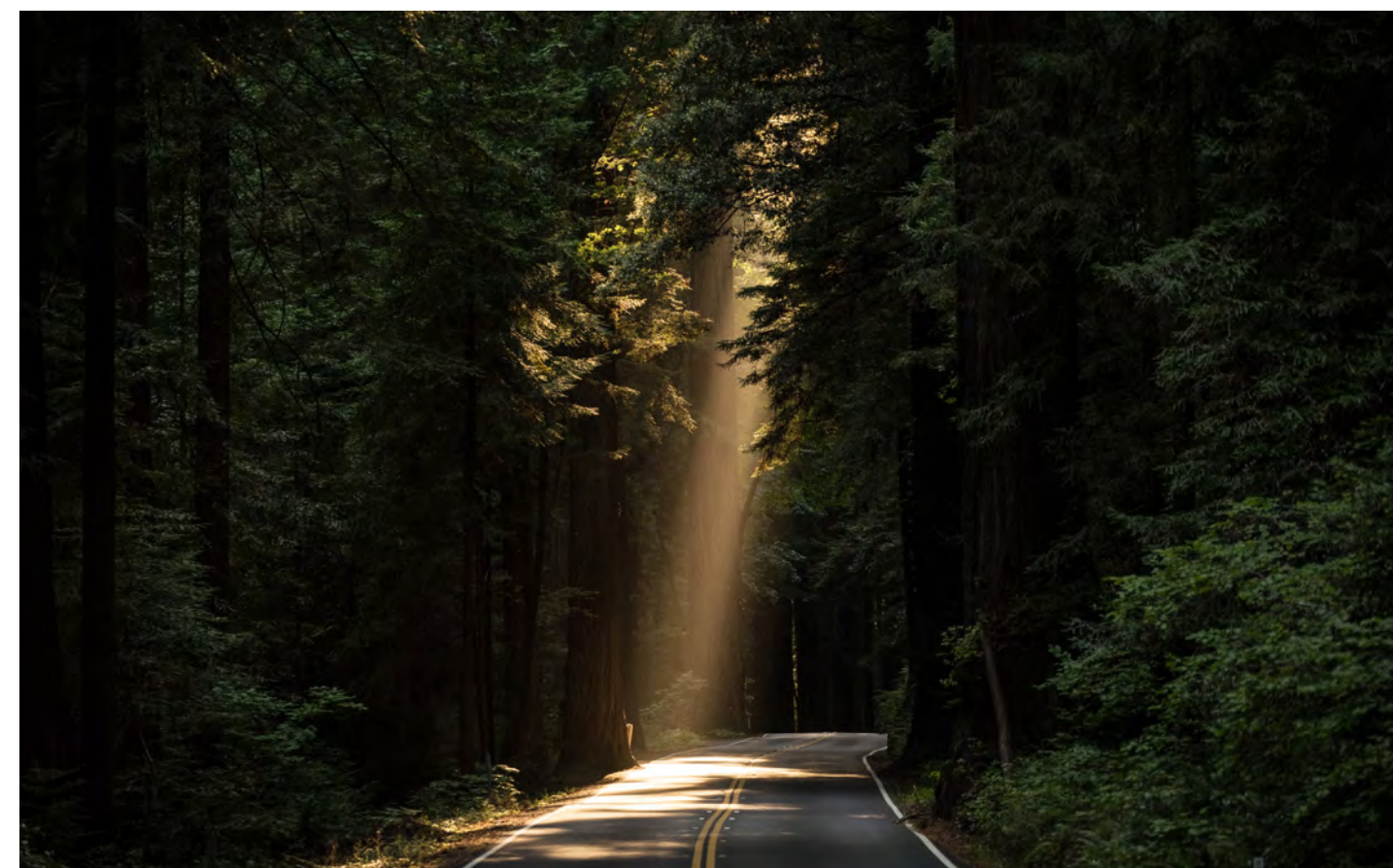


Photography

# Less Talk, More Walk.

## PHOTOGRAPHY SELECTION, MADE SIMPLER.

The following are some basic guidelines to help guide art direction decisions when planning a photo shoot, procuring stock photography, or browsing our back catalog of images.



## Basic Questions To Consider

---

### When Considering Photography, Ask Yourself These Questions:

#### Does this reflect our audience?

One of the benefits of using photography is that it creates a shortcut for your audience to see themselves in your message so make sure you choose photography subjects that look like your audience.

#### What is this image saying?

What are the primary themes of the image? It's always good to let the picture speak for itself but always make sure it is in conversation with surrounding content and not clashing.

#### How do we want our audience to feel?

Our messaging can create joy, inspire action, or be so emotionless that it fades into the background. Making people feel something is good but always make sure you are moving people in your chosen direction.

## People

---

### Does this reflect our audience?

The subjects in our image selection should reflect the federal workforce population, so consider demographic factors, keywords, and composition when selecting images.



# Message

---

## What is this image saying?

The following is a short list of our general themes that can make it easier to select photography.

### Washington, DC

General use for all federal career related content

### Classes and Conferences

Training and consulting

### Families

General use for all career related content

+ Military Families and Spouses

### Studying and Online Learning

General use, Publishing, and Online Learning

Washington, DC



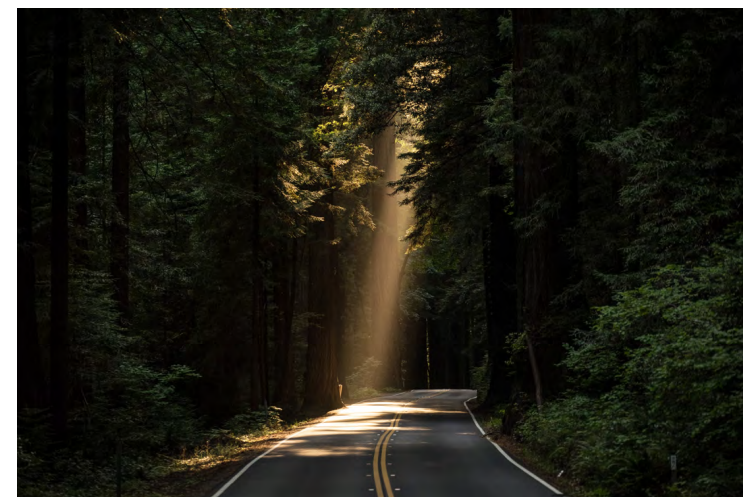
Classes and Conferences



Families



Guiding



Studying and Online Learning



## Emotion

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### How do we want our audience to feel?

The simplest way to gauge the emotion of an image is to reference our brand character list. For instance, if we were trying to invoke optimism, we could focus on the brand character words that best align with that emotion, like visionary, charismatic, empowering, etc.



# Brand Applications

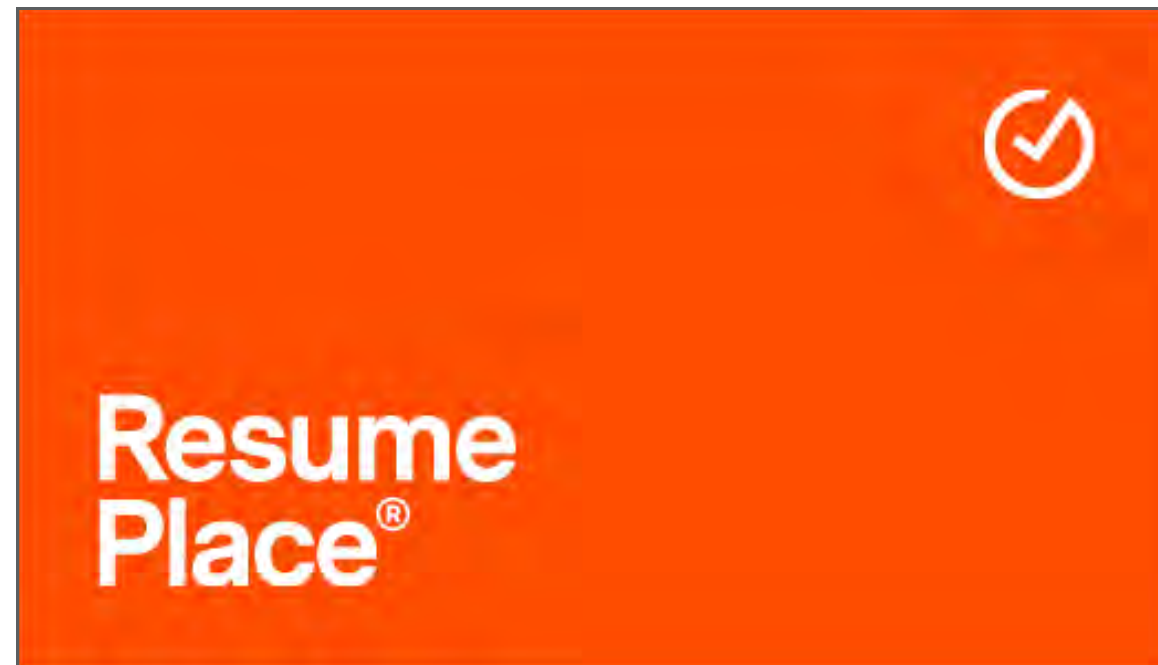
BRAND IDENTITY GUIDELINES

Resume Place<sup>®</sup>



Brand Applications

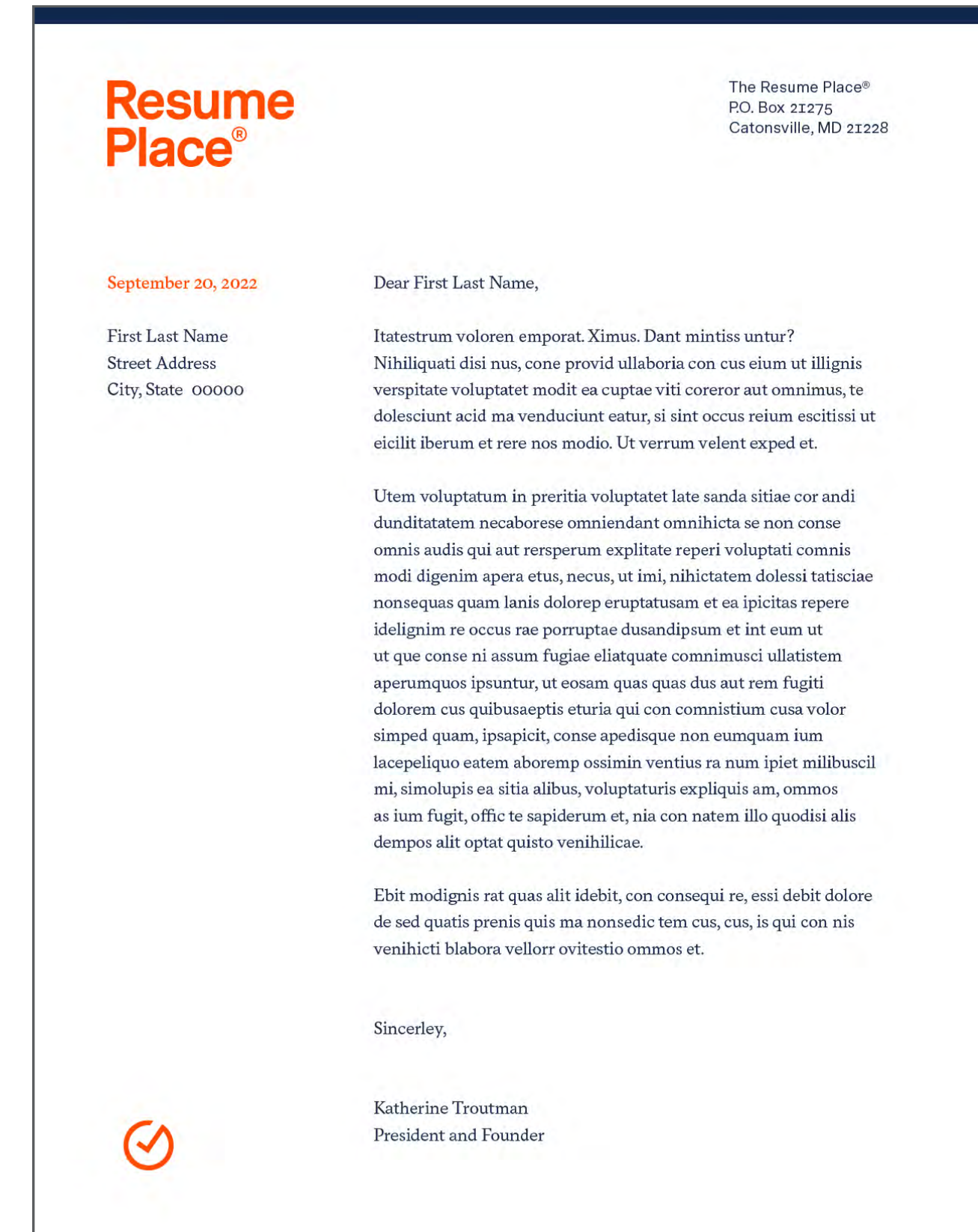
# Business Identity Set



Full Color, print specs tba



Full color, print specs tba



# Certificate

  
**Ten Steps to a Federal Job® Certification Program**

**CERTIFIED FEDERAL JOB SEARCH TRAINER  
& CERTIFIED FEDERAL CAREER COACH**

*This Certificate is Presented to:*  
**First Name, Last Name**

PROJECT MANAGER, U.S. DEPARTMENT OF THE INTERIOR  
WASHINGTON, DC 20002

Has completed all the requirements for the Certified Federal Job Search Trainer and Certified Federal Career Coach federal employment training program. You are hereby trained, certified, and licensed to teach the Ten Steps to a Federal Job® curriculum.

The program has been approved for 24 continuing education hours for the Center of Credentialing and Education's Global Career Development Facilitator (GCDF) certification.

**You are trained to advise job seekers in successful federal job search methods:**

- Federal resume writing in the Outline Format
- Interpreting OPM's Classification Standards for Federal Jobs
- USAJOBS Application Processes and Announcement Analysis for Keywords
- Coaching on Hiring Programs for Veterans, Military Spouses, Students, and Persons with Disabilities, Pathways, and Special Hiring Programs for Federal Jobs.

  
**KATHRYN TROUTMAN**  
TEN STEPS PROGRAM DIRECTOR  
FOUNDER/ PRESIDENT/ AUTHOR

  
**Resume Place®**  
BUILDING CAREERS IN THE  
FEDERAL GOVERNMENT



CERTIFICATION ISSUED:
00/00/00
CERTIFICATION EXPIRES:
00/00/00


# Presentation Template

JANUARY 18 AND 19, 2023

## PRISE: STRATEGIC WRITING

INSTRUCTORS: STEVEN MCKENNA, PHD AND KATHRYN TROUTMAN

CECOM G1 - Talent Management Division, Aberdeen Proving Ground  
Kate S. Calvert, Human Resources Specialist

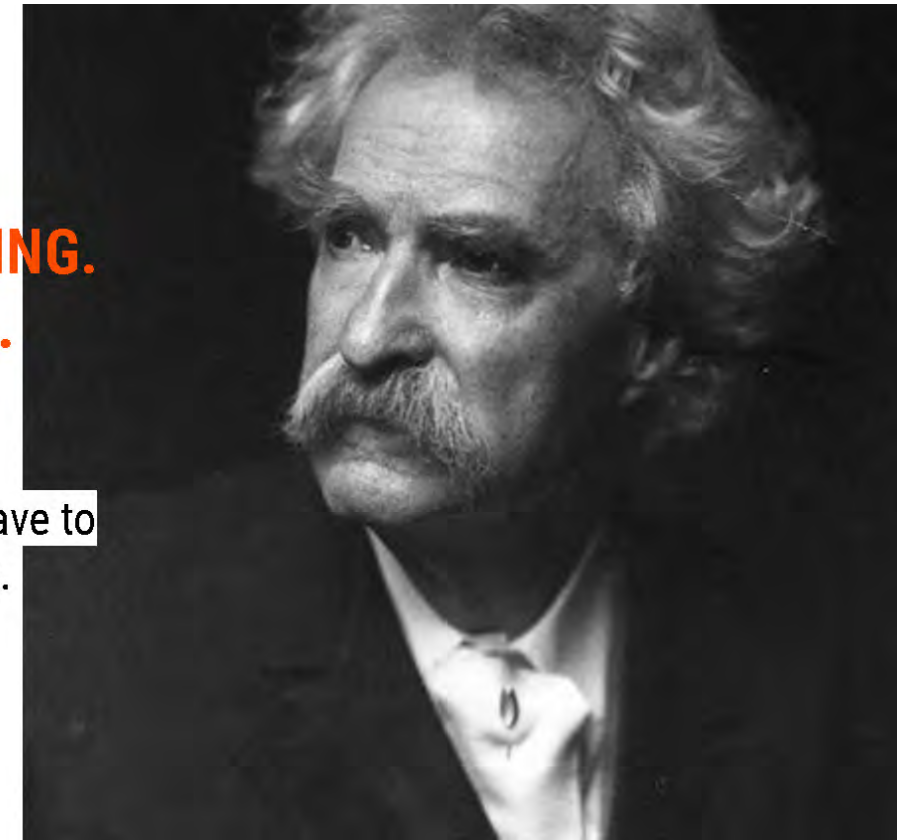
Resume Place®  

PRISE: STRATEGIC WRITING  
JANUARY 18 AND 19, 2023

**WRITING IS THINKING.  
WRITING IS HARD...  
OR IS IT.**

Writing is easy. You just have to  
leave out the wrong words.

MARK TWAIN

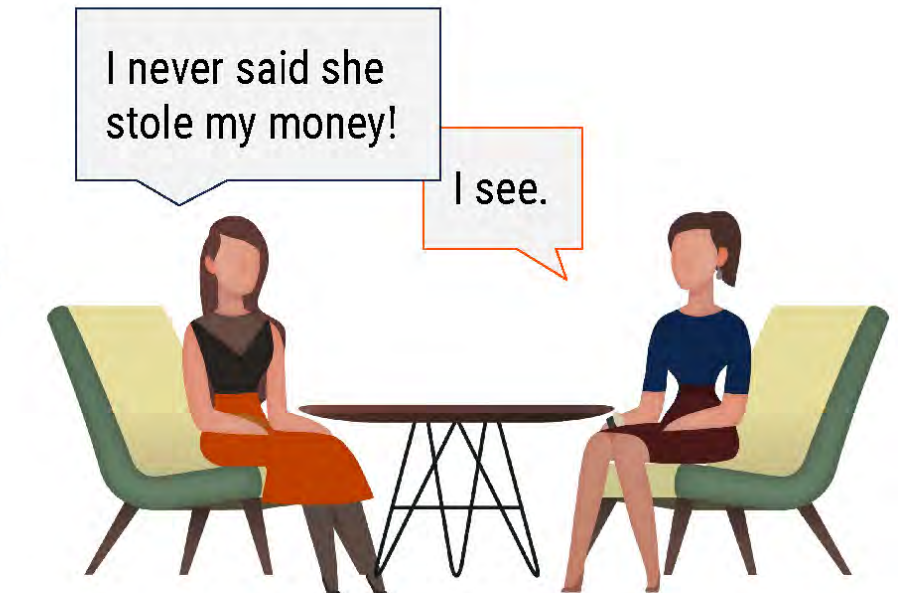


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PRISE: STRATEGIC WRITING  
JANUARY 18 AND 19, 2023

COMMUNICATION IS HARD

**IN-PERSON  
COMMUNICATION:  
CONTEXT IS  
MANIFEST**



Copyright Resume Place, Inc., 2023

PRISE: STRATEGIC WRITING  
JANUARY 18 AND 19, 2023

## INTRODUCTIONS

- Introduce yourself and what you do.
- What are your top two writing challenges or recurrent issues?
- Where do you run into bad writing in your workday?
- What problems does it cause?



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PRISE: STRATEGIC WRITING  
JANUARY 18 AND 19, 2023

**COMMUNICATION  
IS HARD**



Copyright Resume Place, Inc., 2023

PRISE: STRATEGIC WRITING  
JANUARY 18 AND 19, 2023

## Communicating Clear Meaning in Context

**DICTION**  
Correct use of **words**, especially **verbs**.

**GRAMMAR**  
Correct structuring of **sentences**, following the rules of standard English.

**STYLE**  
Effective structuring of **sentences**.  
--creating sentences that do the intended work effectively, both individually and in combination.

**WRITING**  
Creating cohesive, coherent **paragraphs** and **documents**.

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