



Illinois
Department of Commerce
& Economic Opportunity

OFFICE OF EMPLOYMENT & TRAINING
Bruce Rauner, Governor

WIOA NOTICE NO. 16-NOT-03

TO: Chief Elected Officials
Local Workforce Innovation Board Chairpersons
Local Workforce Innovation Board Staff
WIOA Fiscal Agents and Grant Recipients
WIOA Program Services Administrators
Illinois workNet® Operators
WIOA State Agency Partners
Other Interested Persons

SUBJECT: American Job Center Branding

DATE: October 17, 2016

I. SUBJECT INDEX

General Administration
Governance

II. PURPOSE

This notice provides interim guidance and information on the use of the American Job Center brand.

III. ISSUANCES AFFECTED

A. References:

Workforce Innovation and Opportunity Act Section 121(e)(4)
WIOA Final Rule 20 CFR § 678.900

B. Rescissions:

None

IV. BACKGROUND

Under the Workforce Innovation and Opportunity Act (WIOA) the one-stop system must adopt a national brand in addition to any State or local identifier, to help job seekers and employers readily access services. This brand must be included in products, programs, activities, services, facilities as well as in related property and materials. The WIOA Final Rule at 20 CFR § 678.900 (81 Fed. Reg. 55791 (Aug. 19, 2016)) provided specific guidance on the use of this common identifier.

The U.S. Department of Labor Employment and Training Administration in coordination with the Department of Education established that the “American Job Center network” is the unifying name and brand that identifies online and in-person workforce development services as part of a single network.

V. COMPONENTS

While Illinois will be issuing further guidance on integrating the “American Job Center network” or “a proud partner of the American Job Center network” into the current State and local brands, the DOL requirements are provided below.

- A. The common identifier that the state must adopt is either the “American Job Center” or the tag line phrase “a proud partner of the American Job Center network.”
 1. Either the plain text or one of the logos may be used. If a logo is used, it must be used in accordance with the guidelines contained in the Graphic Style Guide for Partners (attached), and with the terms of use for the logos, which are available at <https://www.dol.gov/ajc>.
- B. As of November 17, 2016, each LWIA must include the “American Job Center” identifier or “a proud partner of the American Job Center network” on all primary electronic resources used at the comprehensive and affiliate sites, and on any newly printed, purchased, or created materials.
 1. Neither the common identifier nor the tag line is required to be added to resource room materials distributed to customers, if those materials were not printed, purchased, or created by the one-stop delivery system.
 2. LWIAs may continue to use materials without the “American Job Center” branding that were created before November 17, 2016 until those supplies are exhausted.
- C. By July 1, 2017, each LWIA must include the “American Job Center” identifier or “a proud partner of the American Job Center network” on all products, programs, activities, services, electronic resources, facilities, and related

property and new materials at the Illinois workNet Centers.

D. The U.S. Department of Labor, Employment and Training Administration and the Department of Education will clarify in subsequent guidance, the use of the common identifier, implementation expectations, and suggestions for adoption at various price points.

VI. ACTION REQUIRED

This notice is for informational purposes only, until further State guidance is issued.

VII. INQUIRIES

Inquiries should be directed to Lisa Jones at 217.558.2443 or Lisa.D.Jones@illinois.gov.

VIII. EFFECTIVE DATE

This policy is effective October 17, 2016.

IX. EXPIRATION DATE

This notice will remain in effect until amended or rescinded by the Office of Employment and Training.

Sincerely,

A handwritten signature in black ink, appearing to read "Julio Rodriguez", with a stylized flourish at the end.

Julio Rodriguez, Deputy Director
Office of Employment and Training

JR:mb

Attachment: AJC Style Guide

american**job**center®

GRAPHIC STYLE GUIDE FOR PARTNERS



UNITED STATES DEPARTMENT OF LABOR

DISPLAY FONTS & COLORS

CAMPAIGN FONTS

Frutiger Roman

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Frutiger Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

LOGO TYPE TREATMENT

The logo for American Job Center features the word "american" in blue lowercase letters, "jobcenter" in red lowercase letters, and a registered trademark symbol. A blue arc with a red star is positioned above the "j" in "jobcenter".

americanjobcenter®

Generic

The logo for American Job Center California features the word "american" in blue lowercase letters, "jobcenter" in red lowercase letters, and "CALIFORNIA" in red uppercase letters below it. A blue arc with a red star is positioned above the "j" in "jobcenter".

americanjobcenter®
CALIFORNIA

State-specific

State name typed in Frutiger Black in lower case initial caps; state name only; state name justified right

CAMPAIGN COLORS



PMS 661
100C 88M 9Y 0K
47R 66G 142B
#2f428e



PMS 1797
14C 100M 92Y 4K
173R 37G 49B
#ad2531

LOGO

CAMPAIGN LOGO

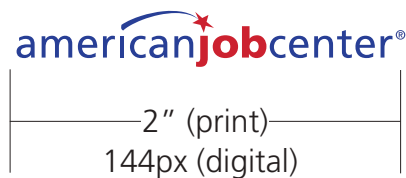


Full color logo:
For use on white backgrounds only



Knock-out logo:
For use on solid campaign color backgrounds
(see page 3). Knock out always to be at 100%.
Logo never appears transparent.

MINIMUM SIZE REQUIREMENTS



Recommended minimum size

LOGO CLEARSPACE



The logo requires one "o" shape of
clearspace on all sides

FILES AVAILABLE FOR DOWNLOAD

IMAGE

FORMAT / DIMENSIONS

PRINT FILES



PRINT COLLATERAL LOGO

.EPS / .JPG / .PNG / .TIF

COLOR & B&W / FOR WEB & PRINT



PRINTED POSTER (SCALABLE TO SIZE)

.DOCX / .JPG / .PDF / .PSD

AJC-ONLY / PARTNER / INSTRUCTION SHEET

WEB FILES

A proud partner of the  network

A proud partner of the



WEB BANNERS

468 x 60 / 728 x 90

HORIZONTAL & STACKED

A proud partner of the



WEB BUTTONS

120 x 60 / 120 x 90 / 125 x 125

STACKED

FILES AVAILABLE FOR DOWNLOAD

IMAGE

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STACKED

WEB SITE BANNER GUIDANCE

A proud partner of the **AmericanJobCenter**[®] network

YOUR SITE

RESOURCES LEARN MORE CONTACT WATCH

A proud partner of the **AmericanJobCenter**[®] network

CLICK CLICK

CLICK

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam gravida, elit non rutrum sodales, quam odio posuere dui, facilisis fermentum odio ipsum non elit. Donec lobortis neque ac massa auctor eleifend. Aenean luctus tortor eget ligula hendrerit tincidunt. Quisque purus eros, dictum non venenatis in, ullamcorper sit amet lectus. Pellentesque faucibus fermentum consectetur. Cras consectetur tempor est, ultricies fermentum massa dignissim quis. Sed luctus ante ut eros commodo elementum.

consectetur adipiscing elit. Nullam gravida, elit non rutrum sodales, quam odio posuere dui, facilisis fermentum odio ipsum non elit. Donec lobortis neque ac massa auctor eleifend. Aenean luctus tortor eget ligula hendrerit tincidunt. Quisque purus eros, dictum non venenatis in, ullamcor-

Nunc lacinia imperdiet nibh porttitor molestie. Aenean vel turpis nibh, eget rhoncus leo. Nunc egestas, lorem id ullamcorper interdum, augue mauris imperdiet magna, mollis vestibulum lectus felis et orci. Morbi sit amet tortor nulla. Quisque non nulla ut nulla commodo cursus nec non diam. Maecenas

A proud partner of the **AmericanJobCenter**[®] network

WEB BANNER/BUTTON POSITIONING OPTIONS

144px MINIMUM DIMENSION

TOP SIDE BOTTOM

