



**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](mailto: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



GRAPHIC STYLE GUIDE FOR PARTNERS



UNITED STATES DEPARTMENT OF LABOR

# DISPLAY FONTS & COLORS

## CAMPAIGN FONTS

Frutiger Roman

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

**Frutiger Black**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**

## LOGO TYPE TREATMENT



**Generic**



**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

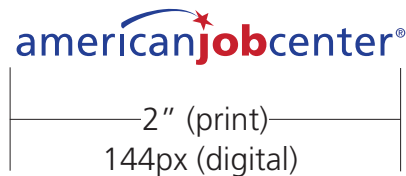


Full color logo:  
For use on white backgrounds only



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

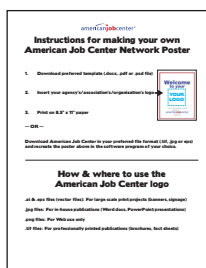
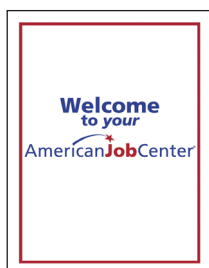


### PRINT COLLATERAL LOGO

.EPS / .JPG / .PNG / .TIF

COLOR & B&W / FOR WEB & PRINT

## PRINT FILES



### PRINTED POSTER (SCALABLE TO SIZE)

.DOCX / .JPG / .PDF / .PSD

AJC-ONLY / PARTNER / INSTRUCTION SHEET

A proud partner of the AmericanJobCenter® network

A proud partner of the



### WEB BANNERS

468 x 60 / 728 x 90

HORIZONTAL & STACKED

## WEB FILES

A proud partner of the



### WEB BUTTONS

120 x 60 / 120 x 90 / 125 x 125

STACKED

# FILES AVAILABLE FOR DOWNLOAD

## IMAGE

## FORMAT / DIMENSIONS

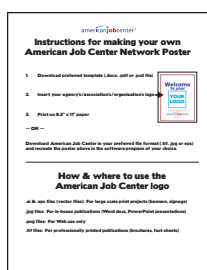


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# WEB SITE BANNER GUIDANCE



## WEB BANNER/BUTTON POSITIONING OPTIONS

144px MINIMUM DIMENSION

TOP SIDE BOTTOM

