



Catawba Local Area Instruction Number 17-01

To: Local Workforce Area

Subject: Local American Job Center Branding Policy

Issuance: July 1, 2017

Effective: Immediately

**Purpose:** To establish guidelines for using the American Job Center Network Branding on all SC Works System outreach materials and signage in the Local Catawba Workforce Development Area.

**Background:** The U.S. Department of Labor Employment and Training Administration (ETA), in coordination with the Department of Education, has established the American Job Center network, a unifying name and brand that identifies online and in-person workforce development services as part of a single network. In connection with this activity, ETA established trademark ownership of the following logos: 1.) "American Job Center network"; and 2.) "a proud partner of the American Job Center network" ("Logos") for use in the public workforce system.

**Policy: Use of the Common One-Stop Delivery System Identifier**

Beginning Immediately, all SC Works system partners in the Catawba region shall include the common identifier on all products, programs, activities, services, facilities, and related property and materials.

**The common one-stop delivery system identifier is "American Job Center."**

The logo and style guide toolkit for "American Job Center" (AJC) network branding is available at [www.dol.gov/ajc](http://www.dol.gov/ajc) and its use, implementation expectations, and suggestions for adoption at various points are provided. This website includes the master files for the logos (including appropriate variations) to be used by the one-stop partners. Further guidance is attached to this instruction letter, see Attachment A: AJC Style Guide and Attachment B: AJC Log instruction.

*Serving Chester, Lancaster, Union, & York Counties*

The American Job Center logo and/or phrase shall be included in such a way that it informs users of the one-stop system and its products, programs, activities, services, facilities, property, or materials are being provided through such system. The American Job Center logo/phrase is required to be present on all of these items: 1) when funded by ETA; 2) when representing the SC Works system in the Catawba region; 3) and/or when using the SCWorks brand.

One-Stop partners, states, and local areas may use additional identifiers on their products, programs, activities, services, facilities, and related property and materials. No part of this instruction letter should be construed to prohibit one-stop partners or local areas from having additional identifiers.

The Joint Final Rule Preamble state that one-stop centers may continue to use their existing name or brand with the tagline “a proud partners of the American Job Center network.” Therefore, any partner wishing to represent the SC Works System through their outreach and signage must include both the SC adopted logo of “SC Works” and the American Job Center network logo/phrase on their materials and signage. Partners should note that other variations of the American Job Center logo/phrase are not permissible; for example, the use of “a partner in America’s Workforce System” would not meet the requirement.

For further details and instructions on the “SCWorks and “American Job Center” branding requirements, partners should contact Catawba Workforce Development Board staff.

### **Timeframe for Implementation**

1. Immediately, each one-stop delivery system must include the “American Job Center” identifier or ‘a proud partner of the American Job Center network’ on all primary electronic resources used by the one-stop delivery system, and on any newly printed, purchased, or created materials.
2. As of July 1, 2017, each one-stop delivery system 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 used in the one-stop delivery system.
3. The one-stop centers may continue to use materials not using the “American Job Center” branding which were created before November 17, 2016 until those supplies are exhausted.

**ACTION:** Catawba Workforce Development Area grantees must abide by the policy as stated. All SCWorks Center staff and partners utilizing the SCWorks brand must be familiar with this policy.

**Please copy and distribute this information appropriately within your agency.**

**INQUIRES:** If you have any questions regarding this instruction, please contact Nicole Lawing at 327-9041 or [nlawing@catawbacog.org](mailto:nlawing@catawbacog.org) .

*Nicole Lawing*  
Nicole Lawing  
WIOA Administrator

american**job**center<sup>®</sup>  
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

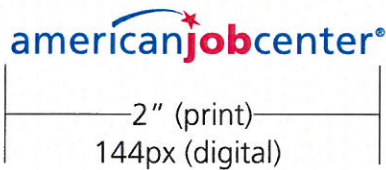


Full color logo:  
For use on white backgrounds only



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

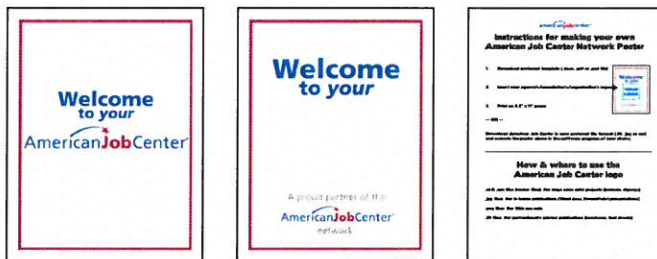
FORMAT / DIMENSIONS

PRINT 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  
  
network

## WEB BANNERS

468 x 60 / 728 x 90  
HORIZONTAL & STACKED

A proud partner of the  
  
network

## WEB BUTTONS

120 x 60 / 120 x 90 / 125 x 125  
STACKED

# FILES AVAILABLE FOR DOWNLOAD

IMAGE

FORMAT / DIMENSIONS

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STACKED



# WEB SITE BANNER GUIDANCE



## WEB BANNER/BUTTON POSITIONING OPTIONS

144px MINIMUM DIMENSION

TOP    SIDE    BOTTOM





# Instructions for making your own American Job Center Network Poster

1. **Download preferred template (.docx, .pdf or .psd file)**
2. **Insert your agency's/association's/organization's logo** →
3. **Print on 8.5" x 11" paper**



— OR —

**Download American Job Center in your preferred file format (.tif, .jpg or eps) and recreate the poster above in the software program of your choice.**

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## How & where to use the American Job Center logo

- .ai & .eps files (vector files): For large scale print projects (banners, signage)**
- .jpg files: For in-house publications (Word docs, PowerPoint presentations)**
- .png files: For Web use only**
- .tif files: For professionally printed publications (brochures, fact sheets)**