

American Job Center Brand Policy

Reference:

Workforce Investment Act of 1998; WIA Five-Year Integrated State Plan (7/1/2013 – 6/30/2017); TEGL 36-11; and TEGL 21-11, Change 1.

Background:

In his State of the Union address, President Obama called for a streamlined re-employment system to help unemployed jobseekers return to work. A key part of this effort is to raise awareness of Federal resources available to the public by visually identifying these in-person and virtual employment resources under a single recognizable identity — the American Job Center network. Currently, names for One-Stop Career Centers vary from state to state, or even from town to town, and online Federal, state and local tools are spread across many Web sites with different names. Jobseekers may not realize these resources are available to connect them to training and other workforce development supports. Identifying One-Stop Career Centers as American Job Centers, and improving partnerships with grantees and other workforce services, is designed to make it easier for workers and businesses to find and access the help and services the workforce system provides in their communities.

In formulating this policy on the American Job Center brand, NDOL's personalized logos and their use (shown below) were shared with the Greater Lincoln, Greater Nebraska, and Greater Omaha Local Areas at a WIA Local Area Administrators' meeting on January 30, 2013. At their February 13, 2012 meeting, the Performance Committee of the Nebraska Workforce Investment Board, discussed the State's proposed policy on using the American Job Center Brand and provided their recommendation to the Commissioner of the Nebraska Department of Labor for consideration in the final policy development.

Action:

After the 10 day public review period, this policy is considered final. Questions and comments should be submitted in writing to Jan Fox, Policy Coordinator, jan.fox@nebraska.gov.

Policy:

Establishing a well-known unified brand, the American Job Center brand, will make it easier for workers and businesses to find and use One-Stop Career Centers in Nebraska. The unifying brand will help increase awareness of the network of workforce development programs, and increase coordination of publicly-funded workforce development services available to job-seekers and businesses.

In 2012, the Nebraska Department of Labor (NDOL) co-branded their virtual and in-person resources as "a proud partner of the American Job Center network" and began displaying it on the "NEworks" page of their website at www.dol.nebraska.gov, and incorporating it in outreach materials and other communications, including the WIA Five-Year Integrated State Plan (7/1/2013 – 6/30/2017) and the WIA Annual Report for PY 2011.



The American Job Center Logo for Local Workforce Investment Boards

To be eligible to receive WIA funds, as available, Nebraska's three Local Workforce Investment Boards (LWIBS) shall adopt one of the following logos, as appropriate:

1. Certified Comprehensive One-Stop Career Centers

The "American Job Center" logo will be used to designate the local WIB certified comprehensive One-Stop Career Centers. The logo may be used either with or without the red NDOL starburst graphic as in a) or b) below:

a)



b)



2. WIA Service Locations

The "Nebraska Department of Labor American Job Center" logo will be used by NDOL offices that provide services but are not one-stop certified by a local WIB:



3. NDOL Offices

The "Nebraska Department of Labor, a proud partner of the American Job Center network" logo would be used by those who are part of the network but do not provide direct services or designate a location:



LWIBS can immediately begin using one of the logos above, as appropriate, for their virtual and in-person resources, for the activities delivered in American Job Centers, including Wagner-Peyser and Workforce Investment Act Adult, Youth, or Dislocated Worker activities. The logo should be incorporated anywhere in-person or virtual services are available, as signage and/or door decals, on websites, letterhead, business cards, brochures, participant or employer outreach materials or activities.

LWIBS shall begin the transition to the new branding no later than **July 1, 2013** with full use of the logo by **January 1, 2014**. LWIBS should discontinue any remaining use of the national American Workforce Network brand.

In planning and executing outreach as part of the American Job Center network, LWIBS may use funds for program and employer outreach, or for recruitment and public relations purposes, directly related to grant activities as specified in the grant's Statement of Work. Some examples of allowable outreach and recruitment activities that may be paid for with grant funds include incorporation of the logo in a grantee's Web site presence, participant recruitment materials, and

employer recruitment materials. The definition of advertising and public relations and the conditions for charging these costs may be found in the Office of Management and Budget (OMB)

Cost Principles at 2 CFR Part 225, Appendix B, # 1 for state and local governments or 2 CFR Part 230, Appendix B, # 1 for non-profit organizations. The only allowable costs for any branding, advertising or public relations are those costs that meet the conditions of the Cost Principles and support allowable public relations activities specifically related to the grant and its authorizing legislation. In addition, please note that any materials developed with grant funds and disseminated to the public must acknowledge the Federal funding source.

Graphics Style Guide – Attachment “A”

In implementing graphical elements to identify and promote American Job Centers, LWIBS shall follow the specific guidance established by the U.S. Department of Labor Employment and Training Administration (ETA). ETA's "Graphics Style Guide" specifies the approved fonts, colors, minimum size requirements, etc., and contains downloadable files in these formats: .eps / .jpeg / .png / .tif. The guide is included as "Attachment A" of this policy, and is accessible at <http://www.dol.gov/ajc/> where a zip file containing the "Frutiger" font may also be downloaded.

NDOL's Logos

NDOL's customized logos shown on page 2 of this policy may be obtained upon request by contacting NDOL's Public Information Officer, Grace Johnson, at grace.johnson@nebraska.gov.

Terms of Use – Attachment “B”

The use of logos will be governed by terms and conditions included as "Attachment B" of this policy (also available with the online toolkit at www.dol.gov/ajc/). These terms and conditions are subject to change. As described in the terms and conditions, select organizations have an "automatic" license to use the logo, including state workforce agencies, state workforce investment boards, and local workforce investment boards.

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ATTACHMENT A – Graphics Style Guide

American Job Center Brand Policy



UNITED STATES DEPARTMENT OF LABOR

DISPLAY FONTS & COLORS

CAMPAIGN FONTS

Frutiger Roman

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Frutiger Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

LOGO TYPE TREATMENT

The logo for the American Job Center. It features the word "american" in a blue sans-serif font, followed by "jobcenter" in a red sans-serif font. A blue arc with a red star at its end is positioned above the word "jobcenter".

american**jobcenter**

Generic

The logo for the American Job Center in California. It features the word "american" in a blue sans-serif font, followed by "jobcenter" in a red sans-serif font, and "CALIFORNIA" in a smaller blue sans-serif font below "jobcenter". A blue arc with a red star at its end is positioned above the word "jobcenter".

american**jobcenter**
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







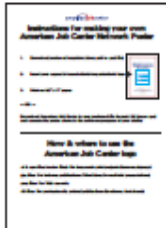



Recommended minimum size

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

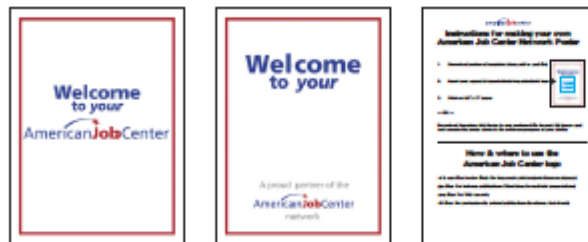
FORMAT / DIMENSIONS

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 AmericanJobCenter network



WEB BANNERS

468 x 60 / 728 x 90
HORIZONTAL & STACKED



WEB BUTTONS

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

WEB SITE BANNER GUIDANCE



ATTACHMENT B – Terms of Use American Job Center Brand Policy

The U.S. Department of Labor Employment and Training Administration (ETA) 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 has 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.

By clicking-on your assent below, your organization (You) agrees to the following Terms of Use for use of the Logos:

1. You represent and warrant that your organization is one of the following:
 - a. State Workforce Agency;
 - b. State Workforce Investment Board (SWIB) as defined in Workforce Investment Act of 1998 (WIA) Section 111; or
 - c. Local Workforce Investment Board (LWIBs) as defined in WIA Section 117.
2. Upon your written notification to ETA via e-mail to amerjobctr@dol.gov with the words "Usage Notice" in the subject line of the message, ETA, as owner of the Logos, grants You a royalty-free, non-exclusive right to use (License) the Logos solely for ETA-funded workforce development activities specified in the grant agreement between you and ETA. Except as expressly provided for in these Terms of Use, use of the Logos for any other purpose, including but not limited to for-profit commercial activities, is prohibited.
3. LWIBs may sublicense use of the Logos only to other organizations that operate One-Stop Career Centers or American Job Centers, and only as consistent with these Terms of Use, upon written notification to ETA via e-mail to amerjobctr@dol.gov with the words "Sublicense Notice" in the subject line of the message. Such sublicense shall terminate either upon expiration of the LWIB's license or immediately if the sublicensee ceases to operate a One-Stop or American Job Center. In the notification LWIBs must describe the organization to which it intends to sublicense use of the Logos, and a description of the LWIB relationship to the organization. Upon notifying ETA, the LWIB may sublicense use of the Logos solely for the purpose stated in the notification.
4. SWIBs may sublicense use of the Logos to only other organizations that operate One-Stop Career Centers or American Job Centers, and only as consistent with these Terms of Use, upon written notification to ETA via e-mail to amerjobctr@dol.gov with the words "Sublicense Notice" in the subject line of the message. Such sublicense shall terminate either upon expiration of the SWIB's license or immediately if the sublicensee ceases to operate a One-Stop or American Job Center. In the notification SWIBs must describe the organization to which it intends to sublicense use of the Logos, and a description of the SWIB relationship to the organization. Upon notifying ETA, the SWIB may sublicense use of the Logos solely for the purpose stated in the notification.
5. ETA reserves the right to update these Terms of Use at anytime without notice to You. The most current version of the terms of use can be viewed on our Web site at www.dol.gov/ajc/.
6. This License is not assignable. Any attempt to assign or sublicense rights in the Logos, except as expressly provided by these Terms of Use or otherwise as expressly agreed upon by ETA, will be deemed a breach of this agreement and result in immediate termination of the License. Where the right to sublicense is authorized, You agree that You will not charge others a license or royalty fee for the right to use either Logo.
7. Except as otherwise provided for in an existing grant agreement between You and ETA ("Parties"), this License shall expire three years from the date of your acceptance of these Terms of Use, unless otherwise mutually agreed upon by the Parties during the term of the License. Either party may terminate the License upon ninety days written notice to the other party. Upon expiration of the License, the License may be renewed for successive five year periods upon mutual agreement of the Parties. Upon termination of the License, You agree to immediately cease all use of the Logos. In the event that ETA determines that You have breached these Terms of Use, You will be notified by ETA and given thirty days to cure such breach. In the event that You do not cure the breach within thirty days, ETA may immediately terminate the License and will notify You of such termination within five days of such termination.
8. You agree that You will not take any action to disparage, tarnish, or otherwise adversely affect ETA's rights in and goodwill associated with the Logos.
9. You agree to indemnify and hold harmless ETA and the U.S. Department of Labor from any and all claims, damages, including attorneys' fees, arising from your organization's use of the Logos; except to the extent that any such claims, damages or attorneys' fees arose in connection with any act or failure to act on the part of ETA and/or the U.S. Department of Labor.
10. These Terms of Use shall be governed by the federal laws of the United States.
11. Should any provision or part of a provision of these Terms of Use be determined invalid by a court of competent jurisdiction, such invalidation shall not invalidate the remaining portions thereof, and they shall remain in full force and effect.