

WORKFORCE SYSTEM POLICY (WSP) No. 121-06 (Change 1)

July 13, 2017

Local Workforce Delivery System—Common Identifier for Pennsylvania’s One-Stop Service Delivery System Network

- I. **Purpose.** To provide information to chief elected officials, local workforce development boards, and other local workforce system stakeholders regarding the use of the American Job Center® (AJC) brand as the common identifier for the one-stop delivery system and to introduce the new, rebranded PA CareerLink® logo. States and local areas are required to identify the workforce delivery system with the AJC Network logo or the tag line phrase “A proud partner of the American Job Center® Network” consistent with the WIOA Final Rule at 20 CFR Part 678.
- II. **Summary of Changes.** On June 13, 2017, the Department issued Workforce System Policy (WSP) No. 121-06, *Local Workforce Delivery System—Common Identifier for Pennsylvania’s One-Stop Service Delivery System Network*. This change provides revisions to Appendix B, *Approval Process for Usage of Items Covered in the Style Guide*.
- III. **Background.** A key part of the Workforce Innovation and Opportunity Act (WIOA) is to raise awareness of resources available to the public by visually identifying in-person and virtual employment resources under a single recognizable identity — the American Job Center Network. WIOA requires each one-stop delivery system to include the identifier, “American Job Center®,” in addition to using any state- or locally-developed identifier. The “American Job Center®” is a unifying name and brand that identifies the nation’s workforce development service system as part of a single network. The one-stop delivery system must use either the common identifier “American Job Center®” or the tag line phrase “a proud partner of the American Job Center Network.” The commonwealth will use the re-branded “PA CareerLink®” logo to identify its one-stop service delivery system.
- IV. **Definitions:**
 - **American Job Center® Network (AJC)** is the common identifier to be used by each one-stop delivery center as required by WIOA and is to be used in conjunction with the PA CareerLink® brand. It is a unifying name and brand that identifies online and in-person workforce development services as part of a single network.
 - **Brand** is a design, symbol, words, or a combination of these, employed in creating an image that identifies a product and differentiates it from its competitors. This image then becomes associated with a level of credibility, quality and service to the public over time.
 - **Department** is the Pennsylvania Department of Labor & Industry, which has been designated by the governor to serve as the state administrative entity/state workforce agency.
 - **Pennsylvania CareerLink®/PA CareerLink®** is the registered trademarked name for Pennsylvania’s one-stop service delivery system and its local centers/sites/network.
- V. **Required Actions.** The workforce delivery system outreach and branding is a shared state and local workforce development board responsibility. The PA CareerLink® and AJC Network branding will be used to ensure recognition of the statewide seamless workforce delivery system.
 - As of November 17, 2016, each one-stop delivery system was required to include the “American Job

Center®” identifier or the tag line “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. Local boards should take steps to make sure that all comprehensive PA CareerLink® sites, affiliates and specialized centers incorporate the American Job Center identifier.

Note: Local workforce development boards may continue to use existing materials that were created prior to November 17, 2016 and that are absent the American Job Center® Network identifier until those supplies have been exhausted.

- As of July 1, 2017, local boards are required to use the new PA CareerLink® logo along with the American Job Center® identifier on all products, programs, activities, services, electronic resources, facilities, and related property and materials. Usage of the AJC Network common identifier must be consistent with guidelines contained USDOL Employment and Training Administration’s Training and Employment Guidance Letter (TEGL) No. 36-11, *Announcement of American Job Center® Network*, and with the terms of use for the logos.

Note: Signage outside and inside all comprehensive and affiliate PA CareerLink® sites and specialized centers will reflect the PA CareerLink® and American Job Center® branding. No single partner or other tenants’ signage will be combined or incorporated on PA CareerLink® signage. Any advertising using the trademarked name not covered in the guidance document must be approved by the Department.

VI. Requirements. The following requirements for the implementation of the use of the common identifier have been developed by the Department:

- The PA Department of Labor and Industry has developed a Style Guide that, among other things, contains the requirements and specifications for usage of the PA CareerLink® and American Job Center® Network names and logos for both print and web files. *Appendix A* of this policy contains pages 28 through 45 of the Department’s Style Guide. Local systems must adhere to the prescribed style guide at *Appendix A*, the condition of use and specifications as outlined in this policy, and the approval process described in *Appendix B*.
- The Department is currently engaged in the trademark application process for the new logo. During the application process, the following requirements apply:
 - The new logo may be used on signage, brochures and other marketing materials; however, a service mark in superscript (SM) must be used in conjunction with the logo. The Department will provide updated policy and guidance when the process is complete and the service mark is no longer required.
 - The commonwealth has successfully trademarked the name Pennsylvania CareerLink®, which may also be expressed as PA CareerLink®. Therefore, the registered trademark symbol (®) must be used in conjunction with the name in documents or in other written text.

Note: The Department requires that logo templates for outsourced print jobs, including signage, be requested through the Department following the procedures prescribed in *Appendix B*.

VII. References and Resources. The following is a list of the resources used in the development of this policy and may provide additional information for implementation:

- [Public Law \(Pub. L.\) 113-128, Workforce Innovation and Opportunity Act \(WIOA\)](#)
- [20 Code of Federal Regulations \(CFR\), WIOA Final Rules and Regulations](#)
- [USDOL Employment and Training Administration’s \(ETA\) Training and Employment Guidance Letter \(TEGL\) No. 36-11, Announcement of American Job Center Network](#)

- [US Department of Labor Employment and Training Administration, American Job Center Graphic Style Guide for Partners](#)
 - [US Department of Labor Employment and Training Administration, FAQs: Common Identifier and Branding](#)
- VIII. **Contact.** Requests and/or inquiries related to this guidance should be forwarded to the Pennsylvania Department of Labor & Industry, Bureau of Workforce Development Administration via the following resource account: RA-LI-BWDA-Policy@pa.gov
- IX. **Rescissions.** Section V, *Outreach and Branding*, of Workforce System Policy (WSP) 02-2014, Version 002, *Workforce Delivery System*, July 1, 2014, is hereby rescinded with the issuance of this policy.
- X. **Public Comment.** This policy was posted for public comment on March 23, 2017. The Department received several comments regarding the proper naming convention for Pennsylvania/PA CareerLink®, as well as comments and questions regarding logo usage and specifications. The attached *Appendix A: Style Guide for the implementation of the American Job Center® Identifier & PA CareerLink® Rebranding* provides further clarification and address those questions. Therefore, no epilogue is included with this policy.
- XI. **Accessibility.** Pennsylvania's workforce system directives are available for downloading on the PA Department of Labor & Industry website at <http://www.dli.pa.gov/Businesses/Workforce-Development/Pages/Pennsylvania's-Workforce-System-Directives.aspx>
- XII. **Appendix.**
 - Appendix A: Style Guide for the Implementation of the American Job Center® Network Identifier & PA CareerLink® Rebranding
 - Appendix B: Approval Process for Usage of Items Covered in the Style Guide

Appendix A: Style Guide for the Implementation of the American Job Center® Identifier & PA CareerLink® Rebranding



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

Pennsylvania CareerLink® Brand

Introduction

As you know, "Pennsylvania CareerLink®" is used as the brand name to ensure recognition of the certified Workforce Innovation and Opportunity Act one-stop sites in Pennsylvania. The commonwealth has drafted the following guidelines for name and logo usage.

Official Name

In order to firmly establish PA CareerLink® as a statewide, integrated system, we've developed the following naming guidelines, recognizing that each local PA CareerLink® has a unique identity and some areas may even have multiple PA CareerLinks®.

Each PA CareerLink® site and access point will use PA CareerLink® as an element of the official title.

- PA CareerLink® sites may carry a unique local geographic designation to distinguish them from other PA CareerLinks® in the Workforce Development Area (WDA). The local designation should follow the PA CareerLink® name. (Example: PA CareerLink® Adams County)
- In Workforce Development Areas where there is more than one PA CareerLink® site per county, then the local designation should include the county name and the specific locale.
- At this time, local designations cannot be established outside of this guidance.

Use of the PA CareerLink® logo for WDBs, partners, and providers, is outlined under Workforce System Policy (WSP) No. 121-06 - Local Workforce Delivery System - Common Identifier for Pennsylvania's One-Stop Service Delivery System Network.

The new logo may be used on signage, brochures and other marketing materials; however, a service mark in superscript (SM) must be used in conjunction with the logo. This Style Guide will be updated when the trademark process is complete and the service mark is no longer required.

The commonwealth has successfully trademarked the name Pennsylvania CareerLink®, which may also be expressed as PA CareerLink®. Therefore, the registered trademark symbol, in superscript (®), must be used in conjunction with the name in documents or in other written text.

American Job Center® Network is the common identifier to be used by each one-stop delivery center as required by WIOA and is to be used in conjunction with the PA CareerLink® brand. It is a unifying name and brand that identifies online and in-person workforce development services as part of a single network.

Signage outside and inside all comprehensive and affiliate PA CareerLink® sites and specialized centers will reflect both the PA CareerLink® and American Job Center® Network branding.

PA CareerLink® Branding | logo configuration

As materials are revised or reprinted, non-approved logos will be removed or replaced. The American Job Center® logo must accompany the PA CareerLink® logo on all materials. There must be plenty of space (proximity) between the two logos.



1 Pennsylvania CareerLink® (stand alone)

The "Pennsylvania CareerLink®" logo prints in Pantone 661 blue and Pantone 1797 red inks. The logo can also be displayed in black ink and/or knockout. Background color for knockout must be one of the following: 1. Pantone 661 blue, 2. Pantone 1797 red, 3. Black (50%), 4. Black (100%).

2 Local Area Name (individual)

The Pennsylvania CareerLink® location name is displayed in Pantone 661 blue ink and placed right justified under the red bar in line with the "K" in PA CareerLink®. Individual logos have already been prepared and are available upon request. Please limit the location name to the local area name only at this time. The Department will provide notification if greater flexibility can be applied.

3 American Job Center®

The "American Job Center logo®" prints in Pantone 661 blue, Pantone 1797 red and Black (50%) inks. The logo can also be displayed in black ink and/or knockout. Background color for knockout must be one of the following: 1. Pantone 661 blue, 2. Pantone 1797 red, 3. Black (50%), 4. Black (100%). The American Job Center logo® must accompany the PA CareerLink® logo on all materials. There must be plenty of space (proximity) between the two logos. There are two logo options (horizontal and stacked).

horizontal logo

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

stacked logo

A proud partner of the
AmericanJobCenter®
network

PA CareerLink® Branding Logo Basics | positioning

The PA CareerLink® logo can be positioned in one of two ways: stand alone or individual. The preferred version is the stand alone. The American Jobs Center® logo must accompany all PA CareerLink® logos (use proximity). When importing the logo, always scale it proportionately, never stretch to fit.

Preferred:



stand alone logo

This logo is most commonly used. It is configured so that it can be positioned in the upper left, center, or lower left portion of the page.

Permitted:



individual logo

Individual logos have already been prepared and are available upon request.

NOTE: Always use the supplied version. Do not recreate the logo.
Always include the American Jobs Center® logo with all materials.

PA CareerLink® Branding Logo Basics | color usage

Depending on the type of publication, budget constraints or method of reproduction, the logo might be represented in two-color, black and white, or knockout to white against a darker background. The two-color version of the logo is its truest form and is preferred whenever possible. When working with outside vendors, always supply an electronic copy of the logo, which can be obtained from the BAS Management Services Division.

Preferred:



Permitted:



Permitted:



two-color

The two-color breakdown is as follows:

- 1** Pantone 661 blue - "Pennsylvania CareerLink®"
- 2** Pantone 1797 red - the keystone underline graphic

black and white

Whenever appearing as black and white, the entire logo is produced in 100 percent black. However, the top of the Keystone is set to 50 percent opacity.

knockout

On a dark background, the logo reverses out to 100 percent white. Background color for knockout must be one of the following:

- 1** Pantone 661 blue
- 2** Pantone 1797 red
- 3** Black (50%)
- 4** Black (100%).

NOTE:

Always include the American Jobs Center® logo with all materials.

PA CareerLink® Branding Logo Basics | clear space and minimum size

In order for the logo to deliver maximum impact, there must be enough clear space around it. To ensure that "Pennsylvania CareerLink®" is readable in all delivery mediums, there is a minimum size in which it can appear. Follow the below spacing requirements for all logo types.



clear space

A minimum amount of space must be maintained around all four sides of the logo. This clear space "X" must be a minimum of .25".

Illustrations, photography and typography should not enter the space as defined.



minimum reproduction size

The minimum reproduction size of the logo is 1.00" wide (horizontal) and .287" high (vertical). Anything smaller than the determined size will result in the logo becoming unreadable.

AJC minimum reproduction size

All logos must maintain a minimum width of 2" printed or 144px on a digital display. Please refer to the "PA CareerLink® Branding - Appendix A" section for more details.

PA CareerLink® Branding Logo Basics | misuse

The logo visually identifies the department to the outside world; therefore, it is imperative that it be used properly. When working with outside vendors, always supply an electronic copy of the logo, which can be obtained from the BAS Management Services Division.



1 Do not use the logo without the Service mark "SM".



2 Do not use unapproved colors in the logo.



3 Do not stretch or condense the logo.



4 Do not use logos or colors that are no longer approved.

The specifications laid out in this document are a result of and in accordance with WIOA sec. 121(e)(4) and WIOA Final Rule at 20 CFR § 678.900 (81 Fed. Reg. 55791)

Section 1: Campaign Logo Set



*Pennsylvania CareerLink® Full Color
(for use on white background only)*



*Pennsylvania CareerLink® Knock-out
(for use on solid campaign color backgrounds only)*



*American Job Center® Partner Horizontal Full Color
(for use on white background only)*



*American Job Center® Horizontal Partner Knock-out
(for use on solid campaign color backgrounds only)*



*American Job Center® Partner Stacked Full Color
(for use on white background only)*



*American Job Center® Partner Stacked Knock-out
(for use on solid campaign color backgrounds only)*

Section 2: Campaign Colors



AJC Blue

Hex #2F428E

RGB 47,66,142

PMS 661

CMYK 100, 88, 9, 0



AJC Red

Hex #AD2531

RGB 173, 37, 142

PMS 1797

CMYK 14, 100, 92, 4



AJC Gray

Hex #939598

RGB 147, 149, 152

PMS 8U

CMYK 3, 2, 0, 40

Section 3: Campaign Fonts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,:?!\$&*)

Frutiger Regular
Weight: 400
Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,:?!\$&*)

Frutiger Bold
Weight: 700
Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,:?!\$&*)

Vegur Regular
Weight: 400
Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,:?!\$&*)

Vegur Bold
Weight: 700
Style: normal

* More details and information about fonts, usage and availability can be found in Section 4.1.

Section 4: Campaign Element Usage Guidelines

4.1 Logo Usage

All logos displayed in 'Section1: Campaign Logo Set' should not be modified in any way that alters the image's colors, layout, composition or aspect ratio (ex. changing the height but not width of the image, creating distortion).

All logos must be displayed at 100% opacity and can never appear with any transparency.

All logos must maintain a minimum width of 2" printed or 144px on a digital display.

All logos can be scaled or resized to meet the needs of the project as long as the aspect ratio is maintained and the minimum size requirements are met.

All logos must appear with at least one "o" (the letter o) of clearsace on all sides (i.e. once the item is scaled to its desired size, there must be blank space on all sides of the logo equal to the width of the letter 'o' in the size of the type displayed in the logo being used.) This applies to printed and digital logo iterations.

The American Job Center® partner logo must be used along with the PA CareerLink® logo on outreach materials, websites and other public-facing communications, products, property and materials.

4.2 Color Usage

The USDOL has established specific colors for all graphic elements used to identify and promote American Job Centers®. These colors have also been used in the PA CareerLink® rebranding for ease and continuity. These colors are detailed in 'Section 3: Campaign Fonts'.

4.3 Document & Media Creation

The USDOL stipulates that all products, programs, activities, services, facilities, and related property and materials must identify the AJC in addition to the state-developed identifier, PA CareerLink®.

Any documents or media applicable to any of the categories mentioned above must contain both the AJC and PA CareerLink® logos as shown and described in 'Section 1. Campaign Logo Set.' This usage must adhere to all the guidelines set forth in this document in its entirety.

Any questions regarding the contents of Appendix A: Style Guide or its implementation can be directed to: **BWDA-RA-LI-BWDA-Policy@pa.gov**.

PA CareerLink® Branding | letterhead

Letterhead is printed with the “preferred” stand alone two-color PA CareerLink® logo. The standard black logo is also permitted. All letterhead must be printed on bright white paper stock. Office location will be denoted in the right-hand corner of the header area. The American Jobs Center® logo is placed in the footer area above the auxiliary statement.



1

Header: the logo and text prints in Pantone 661 blue and Pantone 1797 red inks. The logo can also be displayed in black ink. The office name, address and contact information are typeset in 8 pt. Arial Regular.

2

The body text is typeset in 12 pt. Verdana Regular. Sizing may be reduced but no smaller than 10 pt.

3

Footer: The American Jobs Center® logo prints in Pantone 661 blue, Pantone 1797 red and Black (50%) inks.

4

The auxiliary statement is typeset in 8 pt. Verdana Italic.

5

The L&I form number and revision date are placed in the bottom left corner of all forms and is typeset in 7 pt. Univers ATT Regular.

PA CareerLink® Branding | fax

This standard fax template should be used on all faxes sent by PA CareerLink® locations and will be designed in black ink for best reproduction.

FAX

Pennsylvania — 1
CareerLink™

Office Name
123 Xyz Street, Suite XXX
City, PA 12345

P 717.777.7777
T 717.777.7777
F 717.777.7777
PACareerLink.pa.gov

TO [Enter name]
FAX [Enter fax number]
PHONE [Enter phone number]
RE [Enter subject of fax]

FROM [Enter name]
PAGES [Enter number of pages]
DATE [Enter date]
CC [Enter additional names] — 2

Start text here. — 3

Sincerely,
Your name

NOTICE: This confidential message/attachment contains information intended for a specific individual(s) and purpose. Any inappropriate use, distribution or copying is strictly prohibited. If received in error, please notify the sender and immediately delete or shred the information. — 4

A proud partner of the **AmericanJobCenter** network
Auxiliary aids and services are available upon request to individuals with disabilities.
Equal Opportunity Employer/Program — 5 — 6

1
Header: the logo prints in black ink. The office name, address and contact information are typeset in 8 pt. Arial Regular.

2
The contact information and fax information are typeset in 9 pt. Verdana Bold.

3
The body text is typeset in 12 pt. Verdana Regular. Sizing may be reduced but no smaller than 10 pt.

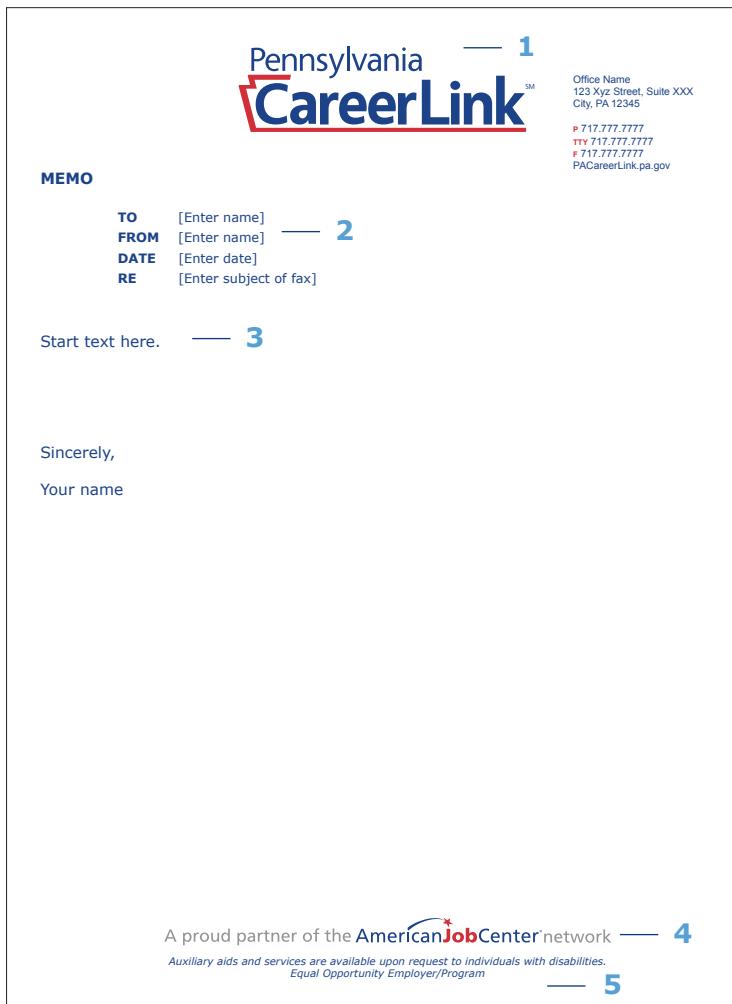
4
Footer: the confidentiality statement is typeset in 8 pt. Verdana Regular.

5
Footer: The American Jobs Center® logo prints in black ink.

6
The auxiliary statement is typeset in 8 pt. Verdana Italic.

PA CareerLink® Branding | memo

Standard memo is printed with the “preferred” two-color logo. This memo template should be used on all memos sent by the department. Memos can be printed in color or black and white based on specific needs.



1
Header: the logo and text prints in Pantone 661 blue and Pantone 1797 red inks. The logo can also be displayed in black ink. The office name, address and contact information are typeset in 8 pt. Arial Regular.

2
The contact information and fax information are typeset in 9 pt. Verdana Bold.

3
The body text is typeset in 12 pt. Verdana Regular.

4
Footer: The American Jobs Center® logo prints in Pantone 661 blue, Pantone 1797 red and Black (50%) inks.

5
The auxiliary statement is typeset in 8 pt. Verdana Italic.

PA CareerLink® Branding | business cards

All PA CareerLink® employees must use the standard PA CareerLink® business card. The business card template is customizable with the office, employee and address information. Business cards must be printed with the American Jobs Center® and PA CareerLink® logos on bright white stock.



1

The logo prints in Pantone 661 blue and Pantone 1797 red inks.

2

The name is typeset in upper/lowercase in 10 pt. Arial Bold. The title is typeset in upper/lower case in 7 pt. Arial Regular.

3

The Local Workforce Development Area (LWDA), office location, address and contact info. are typeset in upper/lower case in 7 pt. Arial Regular. This text prints in blue ink (Pantone 661). Contact number identifiers (i.e. "P" or "F") are typeset in 5 pt. upper case Arial Bold and are printed in Pantone 1797 red. There is space for five total lines (maximum).

4

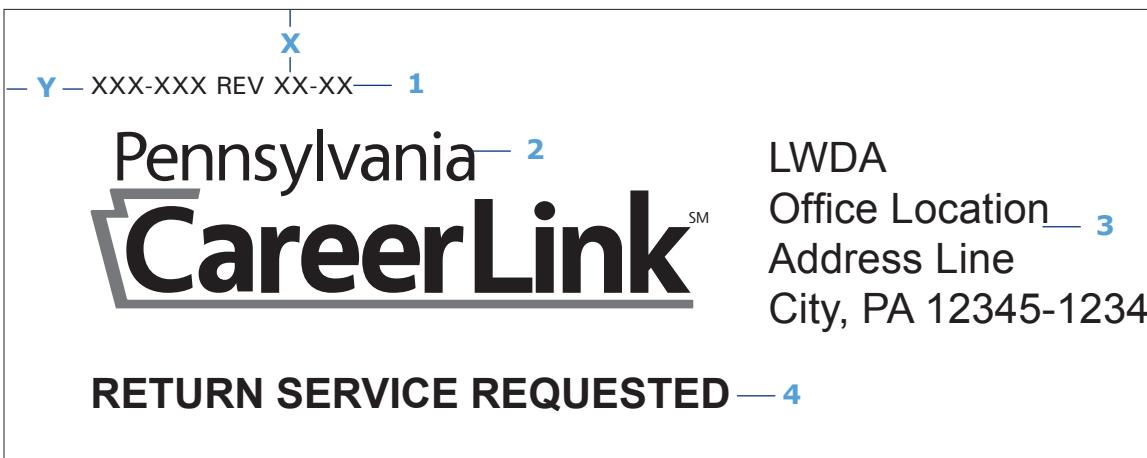
The American Jobs Center® logo prints in Pantone 661 blue, Pantone 1797 red and Black (50%).

5

The union logo (AFSCME or SEIU) prints in Pantone 661 blue when requested.

PA CareerLink® Branding | envelope

Below is an example of the PA CareerLink® return address as it should appear on PA CareerLink® envelopes. These envelopes are printed in black ink. These envelopes are two sided. Below is also an example of the backside of the envelope which includes the American Jobs Center® logo (required to accompany the PA CareerLink® logo).



1

The L&I form number and revision date are placed at the top of all envelopes and are typeset in 7 pt. Univers ATT Regular. (X = 0.25" from the top. Y = 0.375" from the left side.)

2

The PA CareerLink® logo is printed in black.

3

The Local Workforce Development Area (LWDA) goes on line one, office location goes on line two and the address is located on lines three and four. All are typeset in upper/lowercase 8 pt. Arial Regular. There is space for five total lines (maximum).

4

If applicable, "RETURN SERVICE REQUESTED" is typeset in 10 pt. Arial Bold in all caps.

A proud partner of the AmericanJobCenter® network — **5**

X

5

Back of envelope: The American Jobs Center® logo prints in black. (X = 0.50" from the bottom of the envelope.)

PA CareerLink® Branding | miscellaneous items

Citing the PA CareerLink Web site

On all PA CareerLink® correspondence and signage, it is of the utmost importance that the PA CareerLink® URL be consistent and recognizable. Therefore, it is highly recommended that all references to the Web site be phrased in the following manner:

- To visit PA CareerLink® online, go to www.pacareerlink.pa.gov
- To visit PA JobGateway® online, go to www.jobgateway.pa.gov

Telephone Book Listings

For local telephone books (White Pages, Blue Pages, and Yellow Pages), listings should be alphabetized under "C" for CareerLink, followed optionally by a local designation, since most customers recall "CareerLink" more than a local designation or PA. By standardizing the listings, when a person uses Internet based directories, all PA CareerLink® listings will be consistent, enhancing the brand name across the state and outside of the commonwealth.

Signage

The illustration below reflects the basic recommended format for an interior wall-mounted sign and an exterior main entrance sign. This illustration is showing required cell padding around the logo. Please note that there are various ways that these could be fabricated, such as silk-screening, vinyl die-cut letter application, or even 3-dimensional fabricated letters.



Due to the variety of options available and the need for consistency, the Department requires that logo templates for outsourced print jobs, including signage, be requested through the Department.

All printing and design requests should be directed to the Bureau of Workforce Administration following the procedures detailed in **Appendix B** of this policy.

PA CareerLink® Branding | digital applications

Digital Application Usage Guidelines

All previous specifications for logo usage set forth within this document must be adhered to when utilizing the PA CareerLink® Brand for any digital application, including but not limited to – web pages, websites, social media, paid digital media creative, digital video and digital publications.

PA CareerLink® Usage Guidelines

Proximity & Use

The PA CareerLink® logo must appear to be independent of any other logos or official names being utilized within the same web layout, digital media or publication.

The PA CareerLink® logo image must be coded as an active hyperlink pointing to the PA CareerLink® home page URL: <https://www.pacareerlink.pa.gov>.

Clear space

Appropriate blank space must be maintained around all four sides of the logo, equal to 3% of the width of the logo, while never being displayed with less than 18px of surrounding padding regardless of size.

Minimum size requirements

The PA CareerLink® logo must be displayed at no less than 200px in width. Please take responsive designs into account to ensure the minimum width is met as automatic image resizing is occurring.

American Job Center® Usage Guidelines

Proximity & Use

The American Job Center® logo must appear on any web layout, digital media or publication where the CareerLink® logo is being utilized however the layout should ensure the two logos are presently separately and keeping as much physical space between the two brands as the layout will allow and priority of size and placement should be given to the PA CareerLink® brand being displayed.

Clear space

Appropriate blank space must be maintained around all four sides of the logo, equal to 3% of the width of the logo, while never being displayed with less than 18px of surrounding padding regardless of size.

Minimum size requirements

The American Job Center® logo must be displayed at no less than 144px in width. Please take responsive designs into account to ensure the minimum width is met as automatic image resizing is occurring.

PA CareerLink® Branding | digital applications

Web Site Layout Guidance

Web Banner/Button Usage

Websites and pages may meet the AJC branding requirements by utilizing either a web banner or button. The sample below details the preferred layouts for achieving the AJC branding requirement.

PA CareerLink® guidelines allow only for the use of the **upper case** versions of the AJC banners and buttons which can be downloaded using the link below. The use of any other format is not permitted.



Important note: PA CareerLink® guidelines do not recommend placing the AJC banner or button in the top portion of the website or page. Please see the 'American Job Center Usage Guidelines - Proximity & Use Section' for a full explanation.

PA CareerLink® Branding | digital applications

Web Banner/Button Download Links

Web Banners (upper case) Horizontal

- 468 x 60 .JPEG - https://www.dol.gov/ajc/images/AJC_CAPS_BannerLine_468x60.jpg
- 728 x 90 .JPEG - https://www.dol.gov/ajc/images/AJC_LC_BannerLine_728x90.jpg
- 468 x 60 .EPS - https://www.dol.gov/ajc/images/AJC_CAPS_BannerLine_468x60.eps
- 728 x 90 .EPS - https://www.dol.gov/ajc/images/AJC_CAPS_BannerLine_728x90.eps

Web Banners (upper case) Stacked

- 468 x 60 .JPEG - https://www.dol.gov/ajc/images/AJC_CAPS_BannerStack_468x60.jpg
- 728 x 90 .JPEG - https://www.dol.gov/ajc/images/AJC_LC_BannerStack_728x90.jpg
- 468 x 60 .EPS - https://www.dol.gov/ajc/images/AJC_CAPS_BannerStack_468x60.eps
- 728 x 90 .EPS - https://www.dol.gov/ajc/images/AJC_CAPS_BannerStack_728x90.eps

Web Buttons (upper case) Stacked

- 120 x 60 .JPEG - https://www.dol.gov/ajc/images/AJC_CAPS_Stack-120x60.jpg
- 120 x 90 .JPEG - https://www.dol.gov/ajc/images/AJC_CAPS_Stack-120x90.jpg
- 125 x 125 .JPEG - https://www.dol.gov/ajc/images/AJC_CAPS_Stack-125x125.jpg
- 120 x 60 .EPS - https://www.dol.gov/ajc/images/AJC_CAPS_Stack-120x60.eps
- 120 x 90 .EPS - https://www.dol.gov/ajc/images/AJC_CAPS_Stack-120x90.eps
- 125 x 125 .EPS - https://www.dol.gov/ajc/images/AJC_CAPS_Stack-125x125.eps

Department of Labor & Industry | style guide

Appendix B: Approval Process for Usage of Items Covered in the Style Guide

I. Approval Process for Signage

1. Local Board contacts landlord and tells them they would like to update their signage, that it must go through commonwealth style guide approval process, and the local board needs to know any landlord requirements. Ex: Size, mounting, illumination, etc.
2. Landlord will provide exact dimensions and other specifications to the local board.
3. Local Board sends a design request with these specifications to BWDA, PA CareerLink® Finance and Budget Unit at RA-LI-PACL-FINOP@Pa.gov. The request must specify whether or not the LWDA designation will be included with the logo (see page 30 of Appendix A).
4. BWDA will send to Bureau of Administrative Services. (BAS)
5. BAS creates a design mock-up per specifications
6. Local Board approves artwork
7. BAS provides local board approved artwork for vendor
8. Local board sends artwork to vendor and obtains final quote
9. Local board sends a Request for Funds (RFF) to BWDA at RA-LIBWDA-FISCALOPS@pa.gov. The RFF can be found on the Department's [website](#) just below Workforce System Policy (WSP) No. 03-2015, *Financial Management Policy*.

II. Approval Process for Outreach Materials

1. Local Board sends a design request with specifications to BWDA at RA-LI-PACL-FINOP@Pa.gov.
2. BWDA will send to BAS
3. BAS does a design mock-up per specifications
4. Local Board approves artwork
5. BAS provides local board approved artwork for vendor
6. Local board sends artwork to vendor