

*Attachment A: Style Guide for the Implementation of the American Job Center<sup>®</sup>  
Identifier & PA CareerLink<sup>®</sup> Rebranding*



A proud partner of the American  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 completed and the service mark is no longer required.

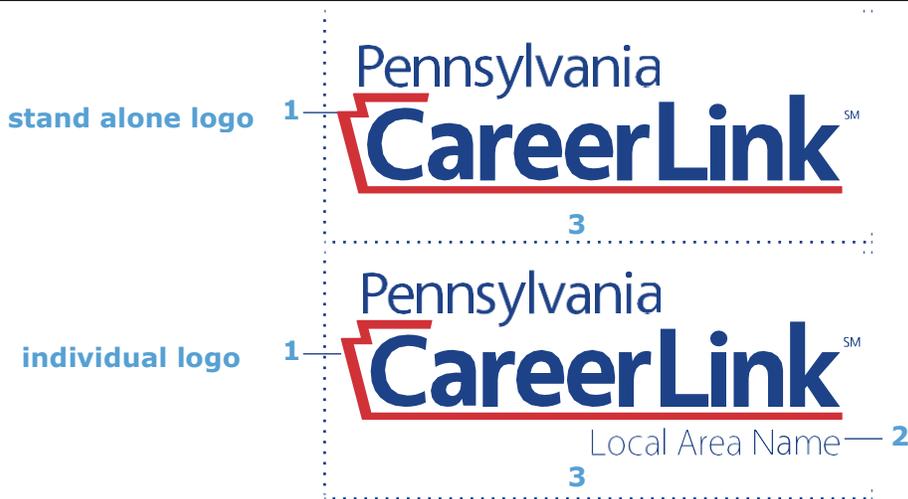
The commonwealth has successfully trademarked the name Pennsylvania CareerLink®, which may also be expressed as PA CareerLink®. Therefore, the registered trademark symbol, in superscript (®), must be used in conjunction with the name in documents or in other written text.

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).



## 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.

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:**



**two-color**

The two-color breakdown is as follows:

- 1 Pantone 661 Blue - "Pennsylvania CareerLink®"
- 2 Pantone 1797 Red - the keystone underline graphic

**Permitted:**



**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.

**Permitted:**



**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.



1.00" wide



0.287" high



2" wide



2" wide



**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 - Attachment 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)*

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## Section 2: Campaign Colors

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**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

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## Section 3: Campaign Fonts

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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.*

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## Section 4: Campaign Element Usage Guidelines

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### *4.1 Logo Usage*

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All logos displayed in 'Section 1: 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 clear space 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*

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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*

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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 Attachment A: Style Guide or its implementation can be directed to: **BWDA-RA-LI-BWDA-Policy@pa.gov**.



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.

**1**

**Pennsylvania CareerLink** SM

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

☎ 717.777.7777  
toll free 717.777.7777  
✉ PACareerLink.pa.gov

**FAX**

**TO** [Enter name]                      **FROM** [Enter name]

**FAX** [Enter fax number]              **PAGES** [Enter number of pages]      **2**

**PHONE** [Enter phone number]      **DATE** [Enter date]

**RE** [Enter subject of fax]              **CC** [Enter additional names]

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 American Job Center network      **5**

Auxiliary aids and services are available upon request to individuals with disabilities.  
Equal Opportunity Employer/Program      **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.

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** Pennsylvania CareerLink<sup>SM</sup>

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

**MEMO**

**TO** [Enter name] — **2**  
**FROM** [Enter name]  
**DATE** [Enter date]  
**RE** [Enter subject of fax]

Start text here. — **3**

Sincerely,  
Your name

A proud partner of the American Job Center network — **4**  
Auxiliary aids and services are available upon request to individuals with disabilities.  
Equal Opportunity Employer/Program — **5**

**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**

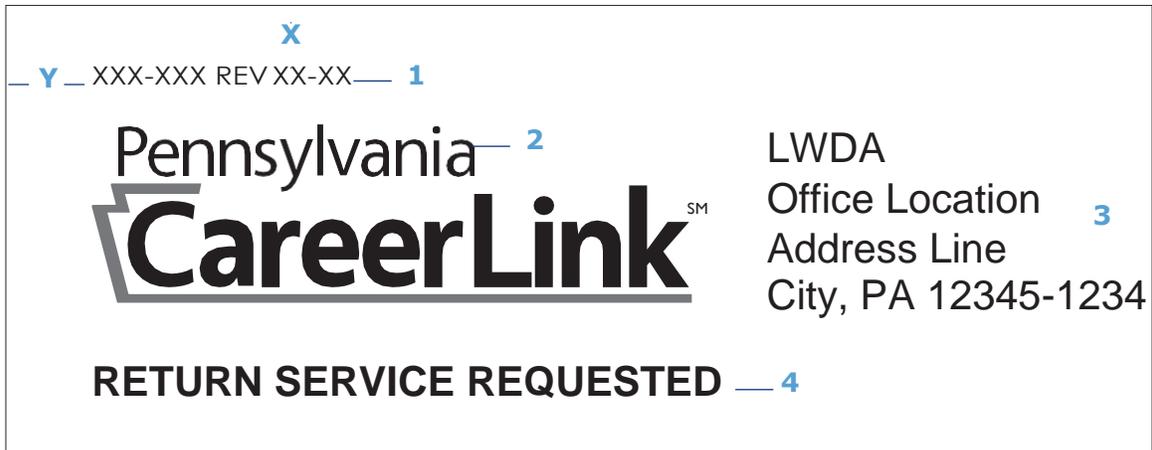
The American Jobs Center® logo prints in Pantone 661 Blue, Pantone 1797 Red and Black (50%).

**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.



**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](http://www.pacareerlink.pa.gov)
- To visit PA JobGateway® online, go to [www.jobgateway.pa.gov](http://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 three-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 **Attachment 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 uppercase versions of the AJC banners and buttons which can be downloaded using the link below. The use of any other format is not permitted.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam proident, elit non rutrum sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Nam quis ipsum eget ut tempus. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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



Lorem ipsum  
dolor sit amet

consectetur adipiscing elit. Sed nisi gravida, elit non rutrum sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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

**Web Banner/Button Positioning Options**

BOTTOM

SIDE

*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](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](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](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](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](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](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](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](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](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](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](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](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](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](https://www.dol.gov/ajc/images/AJC_CAPS_Stack-125x125.eps)