

Workforce Delivery System Common Identifier

WORKFORCE SYSTEM POLICY

Workforce Development System Administration

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Policy Owner: Pennsylvania Department of Labor & Industry Press Office

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Purpose of the Policy

This policy provides information regarding the use of the American Job Center[®], or AJC, brand as the common identifier for the one-stop delivery system and the 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.

Policy Statement

PA CareerLink[®] and AJC branding will be used to ensure recognition of the statewide, seamless, one-stop workforce delivery system.

Scope

This policy applies to employees within all bureaus, division, boards, commissions, councils, agencies and business partners supported by L&I-allocated workforce development funds who reference, or have the potential to reference, Pennsylvania’s branded one-stop workforce delivery system.

Audience

Local systems including chief elected officials, local workforce development boards and other local workforce system stakeholders must adhere to the prescribed style guide and the condition of use and specifications as outlined in this policy.

Related Policies

WSP No. 121-05 PA CareerLink[®] Certification and Continuous Improvement

WSP No. 121-04 PA CareerLink[®] System Operator (Change 1)

WSP No. 121-03 Memorandum of Understanding (MOU) for the One-Stop Delivery System

WSP No. 01-2015 Pennsylvania’s Workforce System of Record (Change 1)

Definitions

American Job Center[®] Network, or AJC, is the common identifier to be used by each one-stop delivery center as required by WIOA, and is to be used alongside 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.

L&I 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.

Procedures

The Pennsylvania Department of Labor & Industry, or L&I, has developed a style guide that contains requirements and specifications for using the PA CareerLink® and AJC names and logos for print and web files. *Attachment A* of this policy contains a portion of L&I's style guide. Local systems must adhere to the prescribed style guide at *Attachment A*, the condition of use and specifications as outlined in this policy and the approval process described in *Attachment B*.

L&I is engaged in the trademark application process for the PA CareerLink® logo. During the application process, the following requirements apply:

- The PA CareerLink® 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. L&I will provide updated policy and guidance when the process is completed and the service mark is no longer required.
- The commonwealth has trademarked the name Pennsylvania CareerLink®, which may also be expressed as PA CareerLink®. Therefore, the registered trademark symbol must accompany the name in all instances of use.

Note: L&I requires that logo templates for outsourced print jobs, including signage, be requested through L&I following the procedures prescribed in *Attachment B*.

The workforce delivery system outreach and branding is a shared state and local workforce development board responsibility.

- As of Nov. 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 ensure all comprehensive PA CareerLink® sites, affiliates and specialized centers incorporate the AJC identifier.

Note: Local workforce development boards may continue using existing materials created before Nov. 17, 2016 and without the AJC identifier until supplies are exhausted.

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

Note: Signage outside and inside all comprehensive and affiliate PA CareerLink® sites and specialized centers will reflect PA CareerLink® and AJC 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 L&I.

Resources

- Attachment A: Style Guide for the Implementation of the American Job Center® Network Identifier & PA CareerLink® Rebranding
- Attachment B: Approval Process for Usage of Items Covered in the Style Guide
- Pennsylvania's workforce system directives are available for downloading on L&I's website at <http://www.dli.pa.gov/Businesses/Workforce-Development/Pages/Pennsylvania's-Workforce-System-Directives.aspx>.

Supporting Information

The following is a list of references 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](#)

Policy History

A key Workforce Innovation and Opportunity Act, or WIOA, focus 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 any locally or state-developed identifier. “American Job Center®” is a unifying brand identifying states’ workforce development service systems as part of a single, national network. The one-stop delivery system must use either the common identifier “American Job Center®” or the tagline “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.

Summary of Changes

Revision Date	Author	Description
6/13/2018	Pennsylvania Department of Labor & Industry	On June 13, 2017, the Department of Labor & Industry, or department, issued Workforce System Policy (WSP) No. 121-06, <i>Local Workforce Delivery System – Common Identifier for Pennsylvania’s One-Stop Service Delivery System Network</i> . Change 1, issued on July 13, 2017, provides revisions to Attachment B, <i>Approval Process for Usage of Items Covered in the Style Guide</i> . This change incorporates the original document and Change 1. Change 2 removes all references to “JobGateway®,” the commonwealth’s online job-matching system. This site will change to “PA CareerLink®” to more clearly connect the site to Pennsylvania’s workforce development brand. This change is effective Aug. 10, 2018.
12/16/2019	L&I, BWDA	Updated formatting.

Public Comment

The original policy was posted for public comment on March 23, 2017. L&I 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 *Attachment A: Style Guide for the implementation of the American Job Center® Identifier & PA CareerLink® Rebranding* provides further clarification and addresses those questions; therefore, no epilogue is included with this policy.