



Oklahoma Office of Workforce Development
900 N. Portland Ave.
Oklahoma City, OK 73107

TECHNICAL ASSISTANCE - #TA-03-2016

DATE: November 9, 2016

RE: Branding and Logo Technical Assistance

Q: “Are core and center partners required to add the AJC logo to all their signage and printed materials? Or does this only apply to the comprehensive center location and the resource room materials distributed to customers?”

A: The question raises several important points about the use of a common identifier, which is required under the Workforce Innovation and Opportunity Act (WIOA) sec. 121(e)(4).

WIOA sec. 121(e)(4) requires each one-stop delivery system to include in the identification of products, programs, activities, services, facilities, and related property and materials, a common one-stop delivery system identifier, in addition to using any State- or locally-developed identifier.

The Final Rule at 20 CFR § 678.900 ([81 Fed. Reg. 55791](#) (Aug. 19, 2016)) provides more specific requirements of the common identifier, which was developed by the Secretary of Labor in consultation with other entities, as required by WIOA sec. 121(e)(4). Specifically, the common identifier that must be used by the one-stop delivery system is the “American Job Center.” The one-stop delivery system must use either that common identifier or the tag line phrase “a proud partner of the American Job Center network.” **Oklahoma elected to use the tag line “Oklahoma Works a proud partner of the American Job Center network.”** Either the plain text or one of the logos may be used. If a logo is used, it must be used in accordance with the guidelines contained in the Graphics Style Guide for Partners, and with the terms of use for the logos, which are available at <https://www.dol.gov/ajc>.

The question also raises the issue of to what materials the requirement applies. The Final Rule at 20 CFR § 678.900, once it takes effect, will require that the common identifier or tag line be used on “all products, programs, activities, services, electronic resources, facilities, and related property and new materials used in the one-stop delivery system,” which includes signage and materials printed, purchased, or created by the one-stop delivery system. Neither the common identifier nor the tag line is required to be added to resource room materials distributed to customers, if those materials were not printed, purchased, or created by the one-stop delivery system.



The question also asks to whom or what partners the rule applies. The Departments will clarify this question in subsequent guidance, but in the meantime, States and local areas should take steps to make sure that all one-stop centers, comprehensive and affiliate alike, adopt usage of the “American Job Center” identifier or the tag line “**a proud partner of the American Job Center network,**” in accordance with the timeframe set forth in 20 CFR § 678.900 and below.

The timeframe for adopting the required rebranding varies depending on the type of material. The Final Rule at 20 CFR § 678.900(b) requires that, “As of November 17, 2016, 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.” The Final Rule at 20 CFR § 678.900(c) further requires that “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.” Finally, as the Departments of Labor and Education stated in the Preamble to the Final Rule, “[T]he Departments will not object if the one-stop centers continue to use materials not using the ‘American Job Center’ branding which are created before November 17, 2016 until those supplies are exhausted.”

Additional information regarding the common identifier, including downloadable files containing the logos, fonts, terms of use for the logos, and the Graphics Style Guide for Partners, is available at <https://www.dol.gov/ajc>. {Note: the Departments are in the process of updating this website with the WIOA Terms of Use and an announcement will be made once it is updated.} Additional information regarding the use of the common identifier, implementation expectations, and suggestions for adoption at various price points will be released in upcoming guidance and technical assistance.

The WIOA joint final rule was published in the Federal Register on August 19, 2016 at 81 Fed. Reg. 55791, with the rule (20 C.F.R. § 678.900) at page 56022, and the preamble discussion at pages 55919 to 55920. See <https://www.federalregister.gov/articles/2016/08/19/2016-15977/workforce-innovation-and-opportunity-act-joint-rule-for-unified-and-combined-state-plans-performance>.