



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

**OKLAHOMA WORKFORCE DEVELOPMENT ISSUANCE #20-2017**

**TO:** Workforce Development Board Chairs  
Workforce Development Board Staff  
Workforce Development Fiscal Agents  
WIOA Core Partner Directors

**FROM:** Erin E. Risley-Baird, Executive Director

**DATE:** October 16, 2017

**SUBJECT:** Oklahoma Works Branding

**PURPOSE:** The Oklahoma Office of Workforce Development (OOWD) as the Governor’s chosen Workforce Innovation and Opportunity Act (WIOA) administrative entity provides this issuance as guidance to communicate Oklahoma’s common identifier, consistent with the law and regulations. The State elected to use the identifier: Oklahoma Works a Proud Partner of the American Job Center Network. The brand must be prominently displayed to identify One-Stop centers across the state. The following message guides the usage of the Oklahoma Works a Proud Partner of the American Job Center Network brand as part of all external communications.

**REFERENCES:**

- WIOA Sec. 121(e)(4)
- 20 CFR 678.900
- Training and Employment Guidance Letter (TEGL) 36-11

**MESSAGE:** WIOA sec. 121(e)(4) and 20 CFR 678.900 requires the one-stop delivery system and all one-stop centers 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.

Each one-stop delivery system is required 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.

<b>RESCISSIONS</b> None	<b>EXPIRATION DATE</b> Continuing
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## **Using Oklahoma Works**

Specifically, the state-developed one-stop delivery system identifier, “Oklahoma Works” to be used in conjunction with the federal identifier “a proud partner of the American Job Center Network.” The one-stop delivery system must use this common identifier, Oklahoma Works a Proud Partner of the American Job Center Network, at and within all job center locations. The unifying name and brand identifies online and in-person workforce development services as part of a single network, recognizable within the state and within the nation.

The common identifier must be used in outreach materials, websites, and other communications. Local areas may also use a local identifier as a supplement to the state’s primary common identifier, so long as it does not supplant the common identifier, or pose a barrier to job seekers and employers in locating, recognizing, and accessing the workforce development services available online and in-person.

Joint logo graphic files are provided in the attached toolkit. The logo should be used as a visual identifier of the system in most cases. However, in cases where logos are cumbersome, the plain text 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, Addendum, and with the terms of use for the logos, which are available at <https://www.dol.gov/ajc>.

The common identifier or tag line must 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.

**TIMELINE:** All one-stop centers, comprehensive and affiliate alike, must adopt usage of the “Oklahoma Works a proud partner of the American Job Center network” identifier in accordance with the timeframe set forth in 20 CFR § 678.900. As of July 1, 2017, each one-stop delivery system must include the ‘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.” One-stop centers may continue to use materials not using the ‘American Job Center’ branding which were created before November 17, 2016 until those supplies are exhausted.

**RESOURCES:** 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>.

The Oklahoma Works Brand Guide can also be found at this link:

<https://oklahomaworks.gov/docs/2017/10/Oklahoma-Works-Brand-Standards-Guide.pdf>

### **Oklahoma Works Brand Guide Addendum**

The Oklahoma Works brand guide was originally developed prior to specific guidance from the U.S. Department of Labor regarding joint branding.

All Oklahoma Works logo use from this point forward should include the Oklahoma Works logo in conjunction with the “a proud partner of the American Job Center network” tagline logo, per the guidance above. To retain brand identity and consistency, other any other use of an Oklahoma Works logo, without the American Job Center identifier and outside the addendum, requires consultation and permission from the Oklahoma Office of Workforce Development.

### **Oklahoma Works Brand Guide**

Adherence to the Oklahoma Works Brand Guide is required. This guide was designed to maintain the integrity of the brand, which specifies any variations allowed, and is available to all Oklahoma Works (One-Stop) Center staff.

OOWD encourages all WIOA core, required, and additional partners to utilize the Oklahoma Works a proud partner of the American Job Center network brand, when appropriate and required.

**INSTRUCTIONS:** Utilize the Oklahoma Works brand guide and addendum.

**INQUIRIES:** If you have any questions about this issuance, please contact Information Officer Staff in the Oklahoma Office of Workforce Development. Contact information can be found at <http://www.oklahomaworks.gov/about/>.