

**DEPARTMENT OF WORKFORCE SERVICES  
ISSUANCE NUMBER PY 16-05**

**Daryl Bassett, Director**

**November 17, 2016**

**TO:** Local Workforce Development Board Directors  
WIOA Partners

**SUBJECT:** American Job Center Branding Requirements under the Workforce Innovation and Opportunity Act (WIOA)

- I. **Purpose:** The purpose of this workforce system guidance is to provide instructions to local workforce development boards and WIOA partners regarding the use of the common identifier American Job Center on all workforce system products, programs, activities, services, electronic resources, facilities, and related property and new materials used in the one-stop delivery system.
- II. **General Information:** The U.S. Department of Labor Employment and Training Administration (ETA), in coordination with the Department of Education, has established the **American Job Center network**, a unifying name and brand that identifies online and in-person workforce development services as part of a single network. In connection with this activity, ETA established trademark ownership of the following logos: 1) “American Job Center network”; and 2) “a proud partner of the American Job Center network” (“Logos”) for use in the public workforce system.

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 WIOA 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.” 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.

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, “The 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.”

**III. Action Required:** No later than November 17, 2016, WIOA partner programs should 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.

No later than July 1, 2017, each WIOA partner 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.

**IV. Inquiries:** Any and all questions or concerns are welcome and may be submitted to the following email: [wioa@arkansas.gov](mailto:wioa@arkansas.gov)

**V. Resources:**  
American Job Center – Graphics Style Guide for Partners - <https://www.dol.gov/ajc/>

**VI. Expiration Date:** Ongoing