Organizational Identity and Style Guide
Introduction

The federal Workforce Investment Act (WIA) was enacted to create centers throughout the state that enable residents to find the help they need in the areas of job training, employment services, and other related support services in one location. Over the last decade, the centers have helped Californians manage their careers and have assisted California employers in their search for skilled workers.

These centers have built reputations and defined their purpose through the experiences of their customers. However, these same customers are not necessarily aware of services outside one particular center. According to a survey of residents and businesses in 2009, most Californians are not aware of the One-Stop Career Centers and/or the services available through the system.

Currently, names for One-Stop Career Centers vary from state to state or even from town to town, and online federal, state and local tools are spread across many websites with different names. Job seekers may not realize that these resources are available to connect them to training and other workforce development supports. To increase job seeker and employer awareness of workforce development resources available across the country, the Department of Labor Employment and Training Administration (ETA) created a unifying brand to further define the system or organizational identity.

What is an Organizational Identity?

An organizational identity is the personification or the defined character of an organization. It defines who an organization is and what they do. An organizational identity is visually depicted by branding the goods, services, and products as provided to both internal and external customers.

According to the American Marketing Association (AMA), a brand is a “name, term, sign, symbol, a design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers.” It is also your customers’ perception of your product and service. In the case of government services, it is our responsibility to have a strong brand to enable our customers to access the services available to them.

An effective brand will:

- Deliver the message clearly.
- Confirm your credibility.
- Connect your target prospects emotionally.
- Motivate the user of your services.
The One-Stop Brand
The One-Stop brand in California is:

America’s Job Center of CaliforniaSM (AJCC)

The Organization/System Defined
Identifying One-Stop Career Centers as America’s Job Centers, and improving partnerships with grantees and other workforce services, is designed to make it easier for workers and businesses to find and access the help and services the workforce system provides in their communities, whether it's provided by states, local areas, or competitive grantees.

The CWIB recognizes that many of the One-Stops have established reputations and names within the community. While each partner within the network offers a unique set of services, the One-Stop system is the integration of these services to better serve the customer. The inclusion of the America’s Job Center of CaliforniaSM logo and slogan on all public materials is a co-branding effort that allows each partner to have products and services associated with the statewide and nationwide effort without losing their individual identities.

The use of publications and advertisements will be key to the establishment of a brand identity for the America’s Job Center of California system as well as marketing the goods and services that will carry the brand. In both branding and marketing, it is important to have a consistent and uniform presentation of the identity in order for it to be remembered and positively associated by our customers.

The purpose of this guide is to provide guidelines and assist you with the use of the America’s Job Center of California name and logo. The guidelines have been developed to ensure a visual consistency to branded products, thereby reinforcing and strengthening the identification made with the America’s Job Center of California network. The success of this branding effort depends on all partners working together to promote a cohesive presentation by all employees.

If you have questions that are not answered in this guide, or about the America’s Job Center organizational identity or branding initiative itself, please contact:

Jessica Dailey, Brand Manager
Michele Green, Brand Manager
California Workforce Investment Board
   Phone: 916-324-3425
   E-mail: CWIBInfo@cwib.ca.gov
About the America’s Job Center℠

Mission
The America’s Job Center of California℠ (AJCC) network links all state and local workforce services and resources across the state and country. The AJCC partners in California are the Employment Development Department, the California Workforce Investment Board, and 49 Workforce Investment Boards that administer the more than 200 One-Stop Centers statewide.

The America’s Job Center of California Vision
In order to achieve sustainable economic growth, meet the demands of global competition in the changing economy, and improve the quality of life for Californians, the state shall have a collaborative, inclusive and flexible workforce development system that fully engages the public and private sectors, integrates education and workforce preparation, and offers Californians lifelong opportunities to maximize their employment potential.

Position/Slogan
Building bridges to employment.

Values
The America’s Job Center of California network has embraced the following core values to ensure Californians receive premier and quality employment services.

- Customer Service – We will be responsive to our customers’ needs and provide quality service.
- Accountability – We are committed to the people of California and stand behind the services we provide.
- Diversity – We listen to, respect, and are considerate of all viewpoints and perspectives.
- Professionalism – We conduct business with integrity, fairness, and efficiency.

Goals
The following are the America’s Job Center of California network’s three strategic goals:

Goal 1
Meet the workforce needs of high demand sectors of the state and regional economies, by providing quality training, employment services, and business resources to California’s workforce system with integrity, accountability, and fiscal responsibility.

Goal 2
Ensure the services and resources throughout the network meet the needs of an evolving economic climate.

Goal 3
Strengthen awareness of network services and resources to California’s workforce by supporting system alignment and continuous improvement efforts.
The Brand

The America’s Job Center of California® (AJCC) name and logo are trademarks of the State of California. The name, acronym, and the logo may only be used in accordance with these guidelines and with permission. The guidelines contained in this document must be followed when using the AJCC brand. Members of the network do have the authority to set stricter guidelines. Additional guidelines may be developed through consultation with approved AJCC partners and other stakeholder groups.

As of the release of this document, a request has been filed with the Secretary of State to service mark the America’s Job Center of California, AJCC acronym, and logo. Starting now, each use of the marks must indicate its status as a mark by including the service mark symbol (SM) for services. If the mark(s) appear numerous times in a printed matter such as a brochure, the service mark notice should follow the mark at least once in each piece of the printed material, usually the first time the mark appears on the page.

The California Workforce Investment Board (CWIB) oversees proper use of the America’s Job Center of California name, AJCC acronym, and AJCC logo. This includes monitoring the use of the marks in the marketplace, and directly contacting those organizations that are using them improperly or without authorization. Consequences of misusing the marks may include the revocation of permission to use the marks. If a member of the network observes a misuse, or a possible use of the mark without authorization, please report it to the AJCC brand manager at 916-324-3425.

Use of the Name

It is important for all One-Stop partners to be familiar with the new brand identity and use the name properly. For all written communication, “America’s Job Center of California” should be spelled out when first referenced in a document followed by the abbreviation. After the first reference, use the abbreviation throughout the remainder of the document as a substitute for the full name.

America’s Job Center of California® (AJCC)

Use of the Logo

To effectively promote the America’s Job Center of California network, we must consistently reinforce and strengthen the brand identity. The logo represents the network and is a visually significant part of the overall branding strategy. A familiar brand can easily identify a product, inspire consumer confidence, and communicate value. These guidelines will outline how, when, and in what graphical format the logo should be used.
1. General Rules of Use

- No adaptations or changes of the logo are allowed.
- The logo may be resized but you must maintain the original proportions when doing so. However, the logo may be no smaller than one inch (1") in length.
- The logo may be reproduced in color, black and white, or reverse black and white, as outlined below.
- The logo may not be integrated into another graphical element or logo.

2. Color

Color is an important part of the brand to maintain consistency and promote recognition amongst customers. The logo consists of two colors and may not be altered:

The PMS-286 Blue
100% Cyan, 66% Magenta, 0% Yellow, 2% Black

The PMS-485 Red
0% Cyan, 95% Magenta, 100% Yellow, 0% Black

3. Sizing and Spacing

The logo may be resized but you must maintain the original proportions when doing so. However, the logo may be no smaller than one inch (1") in length.

A clear zone equivalent to one eighth of an inch (1/8") must surround the logo on all sides except where the tagline appears immediately adjacent to the logo.

4. Configurations

- Standard Logo Configuration:

The standard configuration should be used wherever possible. Use the PMS colors 286 (blue) and 485 (red) as outlined above or the process color equivalents.

Filename: AJCC_Logo.jpg
Optional usage of logo when printing requirements call for an alternative:
• Black and White Configuration:

When printing the logo in black, you may print the entire logo in 100% black

Filename: AJCC_LogoB&W.jpeg

• Black and White Screened Configuration:

Filename: AJCC_LogoB&WScreen.jpeg

When printing on a dark background, the logo must be printed in white.

• Reverse Black and White Configuration:

Filename: AJCC_LogoReverseB&W.jpeg
Co-Branding

Many of the local areas and individual entities have already established their own brand identity. This effort does not require those pre-existing brands to be abandoned in order to adopt the America’s Job Center of California^SM brand. Instead, it is expected that the AJCC logo be used in conjunction with the logo or mark of another entity.

When the America’s Job Center of California logo is used in a co-branding situation, the logo must print at least one-third the size (or larger) than the other logo used, but never smaller than one inch (1”) minimum size required by the guidelines.

Another option is to use the slogan or tagline in conjunction with the local brand logo. For example:

![The Tulare County Employment Connection is a proud partner of America’s Job Center of California^SM network.]

This can maximize the value of being a member of the network.

The tagline to be used is:

_The [Program Name] is a proud partner of America’s Job Center of California^SM network._

The slogan, which is to be printed in Arial typeface, shall appear immediately adjacent to the logo and can be proportional to the size of the logo; however, in no case shall the text be smaller than 8 points. It is also permissible to use the slogan “A proud partner of America’s Job Center of California^SM network.” without the logo.

Informational Brochures

The full America’s Job Center of California^SM logo must be included in all executive panels, if not already included elsewhere in the document/publication.
Stationery

Letterhead (DE 8160)
An electronic letterhead template has been created to allow flexibility and reduce the initial printing cost.
Fax Cover Sheet (DE 8162)

Fax Transmittal

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MESSAGE:
Business Cards

John Doe
Employment Program Representative

Tulare Employment Connection
4025 W. Noble Avenue #B
Visalia, CA 93277-1631

Phone: XXX-XXX-XXXX
Fax: XXX-XXX-XXXX
johndoe@email.com

A proud partner of America’s Job Center of California™ network

E-mail Signatures
Use the following format to ensure a consistent and professional appearance.

John Doe
Name of One-Stop Career Center
America’s Job Center of California
Phone: XXX-XXX-XXXX

Window Decal (DE 8163)
PowerPoint Template

Click to add title

Click to add subtitle

Click to add title

- Click to add text
Grant/Contract Language

Network members are authorized to require grantees, subgrantees, and contractors to use the America's Job Center\textsuperscript{SM} brand. Suggested grant/contract language is as follows:

The official name for the statewide system of providing employment and training through the Workforce Investment Act (WIA) partnerships and various other local programs is "America's Job Center\textsuperscript{SM}." To achieve the goals of this grant, it is important that the public has a quick and easy method to identify that the projects or programs they are taking part in are part of the "America's Job Center." To provide this information to the public, the [Grantee/Subgrantee/Contractor] agrees to place the America's Job Center logo, in accordance with the State of California guidelines for such use, on all public materials such as statements, press releases, brochures, advertisements, reports, and other documents describing projects or programs funded in whole or in part with WIA funds.

When the America's Job Center logo is used, Grantee may accompany it with the following statement: "The [Program Name] is a proud partner of the America's Job Center network."

The [Grantee/Subgrantee/Contractor] shall not use the America's Job Center logo in any manner that would imply that the State of California endorses a commercial product, service, or activity.