

# Mass Workforce Issuance

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**Workforce Issuance No. 12-52**

Policy  Information

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**To:** Chief Elected Officials  
Workforce Investment Board Chairs  
Workforce Investment Board Directors  
Title I Administrators  
Career Center Directors  
Title I Fiscal Officers  
DCS Operations Managers

**cc:** WIA State Partners

**From:** Massachusetts Department of Career Services

**Date:** October 2, 2012

**Subject:** **Guidelines for American Job Center Branding**

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**Purpose:** To provide you with notification of the American Job Center (AJC) branding initiative at the state level across the One-Stop Career Centers and Workforce Investment Boards.

**Background:** The Massachusetts Executive Office of Labor and Workforce Development (EOLWD) has agreed, on a pilot basis, to adopt elements of the AJC branding initiative at the state level and encourage One-Stop Career Centers and Workforce Investment Boards to adopt a similar approach at the local level, wherever practical.

## **Action**

**Required:** In order to identify the One-Stop Career Centers as part of the American Job Centers network, One-Stop Career Centers and Workforce Investment Boards are encouraged to use the revised One-Stop Career Center logo on websites and in outreach materials whenever the center/WIB name is displayed. This effort should be undertaken wherever practical, and without a great deal of effort or redesigning your materials or websites. No changes are necessary to permanent signage.

Please review the attached guidance regarding the incorporation of the new AJC branding, and ensure that all staff are appropriately informed with regard to logo usage.

**Inquiries:** Questions related to the logo should be directed to Laurie Pinkham (617-626-6453), [lpinkham@detma.org](mailto:lpinkham@detma.org) or Yean-Ai Long (617-626-6450), [ylong@detma.org](mailto:ylong@detma.org)

**Attachment:** A: Guidelines for Use of the American Job Center (AJC) Branding