

American Job Center (AJC) Branding Initiative

The Massachusetts Executive Office of Labor and Workforce Development (EOLWD) agrees, on a pilot basis, to adopt elements of the American Job Center 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.

Specifically, DCS will replace the existing One-Stop Career Center logo with the revised logo below, where appropriate. This will include website pages and documents accessed through the EOLWD web portal and Intranet. Existing printed materials that are copied and distributed for specific events, meetings, and handouts and include the One-Stop Career Center logo will also be updated with the revised logo when they are exhausted and need to be reprinted.



Guidelines for Career Center Use of the American Job Center (AJC) Branding

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.

Attached are two versions of the revised One-Stop Career Center logo in color, and in black and white. They are provided in small and large sizes using png format which will work for both print and web. We can also provide the original One-Stop Career Center logo (without AJC tagline) and the new tagline separately, to allow for alternate placement of the two, if necessary. Please note that the AJC tagline replaces the *Connecting Workers and Employers* tagline, which has not been consistently used.

If you have any questions or need a variant of the logo, please contact Customer Outreach:

- Laurie Pinkham (617-626-6453, lpinkham@detma.org)
- Yean-Ai Long (617-626-6450, ylong@detma.org).

Logo Guidelines

1. Size: For most materials, the optimal size logo is 1.5 to 2.0 inch in width – the smaller logo should be used. If you need to resize the logo, do not make it any smaller than 1.5 inch in width as it will render the AJC tagline unreadable. If you need a bigger image, please use the larger logo provided as it has higher resolution and will display/print better.

2. Color: Black or color. A reverse white logo may be used if the background is dark. Please contact Customer Outreach if you need this version. See Website Example 2 below.
3. Placement of logo: The logo may be placed on the left or right side of your material. If you use the One-Stop Career Center and AJC tagline separately, they should be in close proximity and well-balanced with each other. See Website Example 3 below.
4. Logo Integrity: This logo must not be graphically altered in any way. It does not require a border, background color, shadow nor should it be graphically joined with another logo. Examples of incorrect ways to use the logo.



Issue: Border used



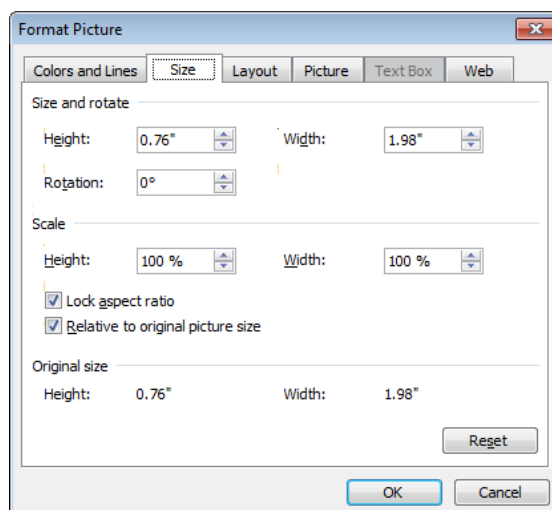
Background color



Joined with another logo

Instructions for resizing the logo, if needed:

1. After you import or copy the logo into your materials, simply right-click on the image. Select **Format Picture**.
2. Then select the **Size Tab**. Make sure the **Lock aspect ratio** and **Relative to original picture size ratio** are clicked on. This will ensure that your logo will not be distorted when you resize the logo.
3. You can change the width to fit into your material, for example from 2.0 inch width to 1.5 inch and the height of the logo will automatically change. You may also adjust the size by changing the scale.



4. Do not drag the edge of the logo to resize it. If you're not careful, you may distort the logo. Examples of distorted logos.



Issue: Too tall



Too wide

How to incorporate the new AJC branding.

1. Include the revised OSCC logo in **new** materials distributed to customers. Examples include: workshop curricula; job fair posters, handouts, and flyers; meeting agendas; and posted notices.
2. Replace the current OSCC logo with the revised OSCC logo in **existing** materials when you run out and need to reprint them.
3. Include/replace the OSCC logo on the homepage of your website.

Below are examples of how the revised OSCC logo can be applied to your websites and materials.

Website

Example 1: The existing OSCC logo was replaced with the revised OSCC logo.



Example 2: The existing OSCC logo was also replaced. In this case, the banner was dark in color, so a reverse white logo was used.



Example 3: Given the tight spacing, the AJC tagline was positioned below all three logos.

[News & Events](#)
[Unemployment Insurance](#)

[JobQuest](#) [Find a Job...](#)

Our team of experienced staff provides employment services for the City of Worcester and the 37 surrounding towns at one of 3 central locations: Worcester, Milford or Southbridge. Please browse our website or [Contact Us](#) to find out more!


[Worcester](#)


[Milford](#)


[Southbridge](#)

Operated by the City of Worcester - Division of Workforce Development in partnership with the Massachusetts Division of Career Services. An equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.





A proud partner of the [americanjobcenter](#) network

©2012 | Copyright Workforce Central Career Center | All Rights Reserved. | [Login](#) | [Disclaimer](#) | [Site Map](#)

Outreach Materials

Example 1: The OSCC logo on the Career Center Flyer was replaced.

On-Site Recruitments

Employer: FedEx

Job Order #1492417

Temporary / Seasonal Drivers

Drug Screen / CORI
Clean Driving Record

At Least 6 Months Commercial Driving Experience in the Last Three Years

Workforce Central Career Center
44 Front Street, 6th Floor, Worcester, MA 01608

- Thursday, August 30, 2012 @ 11:00 a.m. – 1:00 p.m.
- Thursday, September 13, 2012 @ 11:00 a.m. – 1:00 p.m.
- Thursday, September 27, 2012 @ 11:00 a.m. – 1:00 p.m.
- Thursday, October 11, 2012 @ 11:00 a.m. – 1:00 p.m.
- Thursday, October 25, 2012 @ 11:00 a.m. – 1:00 p.m.

Operated by the Worcester City Manager's Division of Workforce Development in partnership with the Massachusetts Division of Career Services.
An equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.






On-Site Recruitments

Employer: FedEx

Job Order #1492417

Temporary / Seasonal Drivers

Drug Screen / CORI
Clean Driving Record

At Least 6 Months Commercial Driving Experience in the Last Three Years

Workforce Central Career Center
44 Front Street, 6th Floor, Worcester, MA 01608

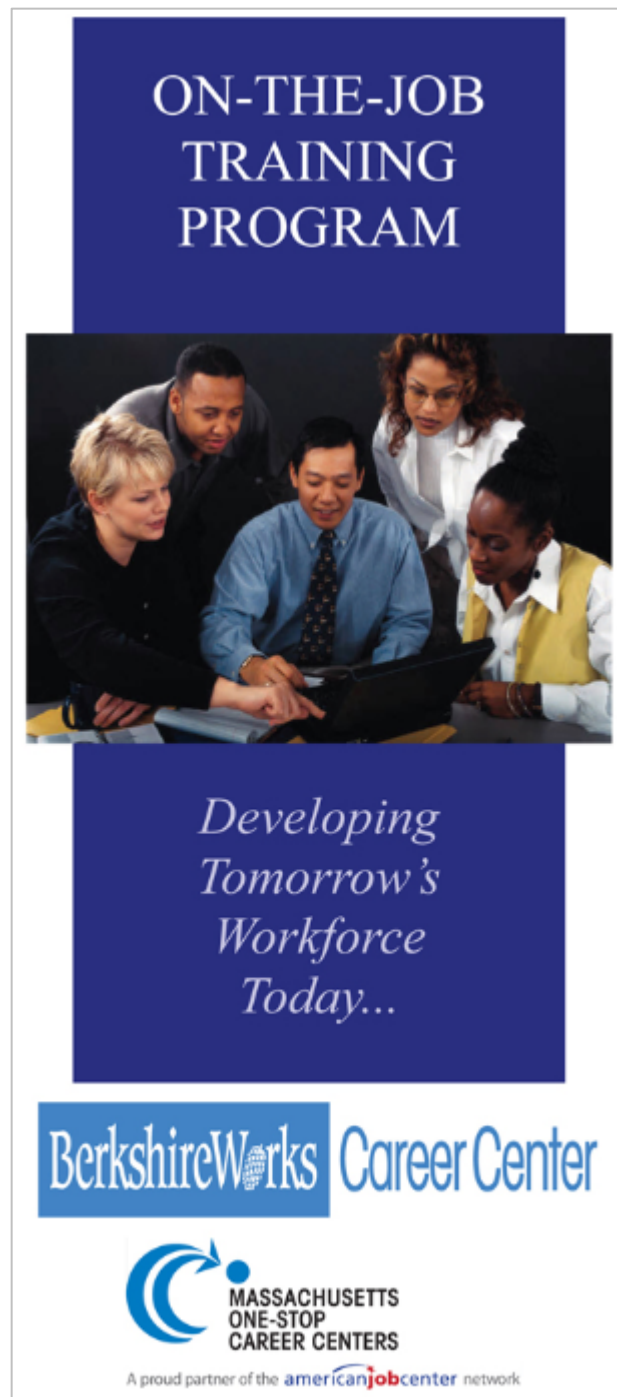
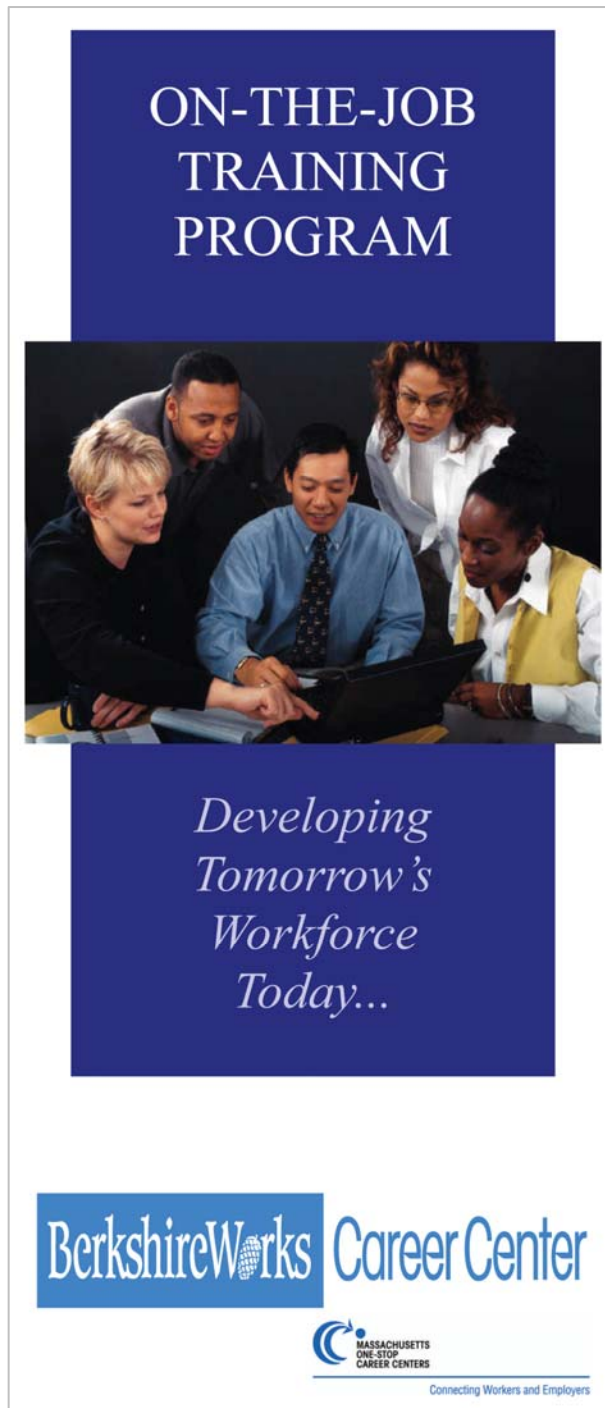
- Thursday, August 30, 2012 @ 11:00 a.m. – 1:00 p.m.
- Thursday, September 13, 2012 @ 11:00 a.m. – 1:00 p.m.
- Thursday, September 27, 2012 @ 11:00 a.m. – 1:00 p.m.
- Thursday, October 11, 2012 @ 11:00 a.m. – 1:00 p.m.
- Thursday, October 25, 2012 @ 11:00 a.m. – 1:00 p.m.

Operated by the Worcester City Manager's Division of Workforce Development in partnership with the Massachusetts Division of Career Services.
An equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.








Example 2: The OSCC logo on the existing brochure was replaced and both logos were moved slightly.



Example 3: The OSCC logo in the form was replaced and moved up.


UMASS DONAHUE INSTITUTE

Connecting Workers and Employers


JOB POSTING REQUEST

Company Name: _____
 Address: _____ City: _____ State: _____ Zip: _____
 Contact: _____ Title: _____ Telephone #: _____
 Web Address: _____ E-Mail: _____
 Federal ID Number (FEIN – Required): _____ Federal Contractor: *Y or N*
 Primary Product or Service: _____

POSTING INFORMATION

Title: _____ Number of Positions Available: _____
 Job Location: _____ Job Location Zip: _____ Public Transportation: *Y or N*
 Shift: 1st ☐ 2nd ☐ 3rd ☐ Split ☐ Rotating ☐ Work From: ____ to ____ Hours per Week: ____
 Position Description/Minimum qualifications (or attached job description): _____

 Required years of experience: _____ Minimum Age: _____
 Required Education: _____
 Special Skills: (including training, licenses, language fluency, etc.) _____
 Computer Skills: _____


SALARY RANGE *(required for computerized job matching)*


Minimum pay: _____ Maximum pay: _____
 Job Status: *(Check all that apply)* Full-Time ☐ Part-Time ☐ Temporary ☐
 Temp-Hire ☐ Contract ☐ Length of time if Temp/contract: _____
 Benefits: *(Check all that apply)* 401K ☐ Retirement Plan ☐ Short/Long Term Disability Leave ☐
 Major Medical ☐ Dental ☐ Vision ☐ Life Insurance ☐ Sick Leave ☐ Vacation ☐
 Education Cost Reimbursement ☐ Other: _____

HOW DO YOU WANT CANDIDATES TO APPLY?

Mail Resume ☐ Fax Resume ☐ Email Resume ☐
 Call Direct ☐ Apply in Person ☐ List on AJB (America's Job Bank) ☐
 Blind Ad ☐ No Calls ☐ Refer by Career Center Only ☐
 Other, specify: _____

All Career Centers use MOSES, the Massachusetts One-Stop Employment System


UMASS DONAHUE INSTITUTE


A proud partner of the americanjobcenter network

Connecting Workers and Employers **JOB POSTING REQUEST**

Company Name: _____
 Address: _____ City: _____ State: _____ Zip: _____
 Contact: _____ Title: _____ Telephone #: _____
 Web Address: _____ E-Mail: _____
 Federal ID Number (FEIN – Required): _____ Federal Contractor: *Y or N*
 Primary Product or Service: _____

POSTING INFORMATION

Title: _____ Number of Positions Available: _____
 Job Location: _____ Job Location Zip: _____ Public Transportation: *Y or N*
 Shift: 1st ☐ 2nd ☐ 3rd ☐ Split ☐ Rotating ☐ Work From: ____ to ____ Hours per Week: ____
 Position Description/Minimum qualifications (or attached job description): _____

 Required years of experience: _____ Minimum Age: _____
 Required Education: _____
 Special Skills: (including training, licenses, language fluency, etc.) _____
 Computer Skills: _____

SALARY RANGE *(required for computerized job matching)*

Minimum pay: _____ Maximum pay: _____
 Job Status: *(Check all that apply)* Full-Time ☐ Part-Time ☐ Temporary ☐
 Temp-Hire ☐ Contract ☐ Length of time if Temp/contract: _____
 Benefits: *(Check all that apply)* 401K ☐ Retirement Plan ☐ Short/Long Term Disability Leave ☐
 Major Medical ☐ Dental ☐ Vision ☐ Life Insurance ☐ Sick Leave ☐ Vacation ☐
 Education Cost Reimbursement ☐ Other: _____

HOW DO YOU WANT CANDIDATES TO APPLY?

Mail Resume ☐ Fax Resume ☐ Email Resume ☐
 Call Direct ☐ Apply in Person ☐ List on AJB (America's Job Bank) ☐
 Blind Ad ☐ No Calls ☐ Refer by Career Center Only ☐
 Other, specify: _____
