

INFORMATION NOTICE

WORKFORCE SERVICES

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TO: WORKFORCE DEVELOPMENT COMMUNITY

SUBJECT: NEW ONE-STOP BRANDING—AMERICA'S JOB CENTER OF CALIFORNIA NETWORK

The purpose of this Information Notice is to inform Local Workforce Investment Boards of the upcoming rollout of the universal branding of California's one-stop centers as America's Job Center of California (AJCC) network. The rollout will officially begin on July 1, 2013. This branding effort was completed under the auspices of the California Workforce Investment Board (CWIB).

A branding toolkit has been developed to establish the AJCC brand in your area. The toolkit includes:

- The official AJCC logo
- Templates for letterhead, business cards, PowerPoint presentations, and fax cover sheet
- Decals to be prominently displayed in your service centers
- AJCC Style Guide which provides specific instructions on the proper use of the logo, tools, and co-branding guidelines

In addition to the branding toolkit, an America's Job Center of California Web portal is being developed to link all of California's local workforce services and resources. This website will include an office locator; information for job seekers, employers, and workforce partners; current events; and an area to highlight upcoming events or news items from local offices.

The federal Training and Employment Guidance Letter [TEGL 36-11](#) issued June 14, 2012, and the Workforce Services Information Notice [WSIN12-7](#) released on August 20, 2012, announced the creation of the American Job Center Network. The toolkit and additional information will be issued in the weeks ahead that will provide detailed and complete instructions on branding procedures to ensure consistent and uniform usage of branding materials throughout California's network of One-Stop Career Centers and local boards/agencies.

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If you have any further questions please contact Jessica Dailey from the CWIB at (916) 324-3437 or by e-mail at Jessica.Dailey@cwib.ca.gov.

/S/ MICHAEL EVASHENK, Chief
Workforce Services Division