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## MEMORANDUM

**DATE:** April 25, 2017

**TO:** Local Workforce Board Executive Directors

**FROM:** Tom Clendenning, Director of Workforce Services 

**SUBJECT:** American Job Center Branding

The purpose of this memorandum is to remind Local Workforce Development Boards (LWDBs) of the American Job Center branding requirements under the Workforce Innovation and Opportunity Act.

As of July 1, 2017, each one-stop delivery system, including local one-stop career centers and partners, must include “a proud partner of the American Job Center network” identifier on all products, programs, activities, services, electronic resources, facilities, and related property and new materials used in the one-stop delivery system. The logo for “a proud partner of the American Job Center network” is available at [www.dol.gov/ajc](http://www.dol.gov/ajc). Logos and guidelines are also available on the CareerSource Florida Brand Portal in the newly-created [AJC Logos](#) page in the logos section.

Attached are questions and answers regarding the American Job Center branding requirements. More information about the specific branding requirements can be found at: <https://ion.workforcegps.org/resources/2016/09/30/12/11/AJC-Common-Identifier-and-Branding>.

Please send related questions to [WIOA@deo.myflorida.com](mailto:WIOA@deo.myflorida.com).

TJC/oss

Attachment: [American Job Center Branding Questions and Answers](#)

cc: Mary Lazor  
Trina Travis  
James Finch  
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