



Pennsylvania's Workforce Delivery System Common Identifier Policy





Common Identifier Policy Package

- Common Identifier Policy Revisions
- Appendix 1: Epilogue
- Attachment A: PA CareerLink® Brand Style Guide
- Attachment B: Approval Process for PA CareerLink® Brand Use
- Attachment C: Local PA CareerLink® Branded Website Guidance
- Common Identifier – PA CareerLink® Brand Toolbox





Common Identifier Policy

- **New definitions** – Definitions for “Common Identifier” and “Logo” added to the policy
- **PA CareerLink® Brand** – Language added to clarify correct usage of the plain text PA CareerLink® name as well as the graphic Pennsylvania CareerLink® logo and American Job Center(AJC) tagline.
- **Locally Developed Identifiers** – Allows workforce partners to use their own identifiers provided they are distinct from and secondary to the PA and national identifiers.
- **Electronic Resources** – Establishes guidelines for use of the common identifier on electronic resources such as social media and websites.





Attachment A: PA CareerLink® Brand Style Guide

- Redesigned in a modern format to enhance readability and usability.
- Clear descriptions for use of the PA CareerLink® name and logo, including local designations, and AJC tagline, with examples of use and misuse.
- Co-branding information.
- Accurate color codes and typeface for legibility.
- Required Content – Stephens Amendment, EOE statement, TTY
- Apparel guidelines





Attachment B: Approval Process for Common Identifier Use

- The approval process for all PA CareerLink® branded materials.
- New email resource account, RA-LIPACL-BRAND@pa.gov, to submit approval requests
- What to submit with your approval request
- Required elements
- Lead time and request turn around time info.





Attachment C: Local PA CareerLink® Branded Website Guidance

- Guidelines for LWDB managed PA CareerLink® branded websites and branded pages within LWDB websites.
- Accessibility
- Content requirements
- Security Considerations, PII, and Data Collection
- Local Policy Requirements
- Monitoring and Compliance, L&I rights to PA CareerLink® Brand





PA CareerLink[®] Brand Toolbox

- Email dlipress@pa.gov to request access to the Toolbox
- Approved image files of all PA CareerLink[®] logos, including those with local/county designation.
- Pre-approved templates that do not require additional approval, provided required elements are unchanged.
- PA CareerLink[®] PowerPoint template, Stevens Amendment info, Accessibility Guidelines, and more...
- Have a request or recommendation for something to be added to the Toolbox? Email the information to PPCS at ra-li-bwda-policy@pa.gov.





Thank you!



Cheryl Uhler



717-996-8519



cuhler@pa.gov



Workforce Development Analyst II
Policy & Planning Coordination
Services

