



Pennsylvania **CareerLink**SM

Brand Style Guide

A proud partner of the American  **Job**Center network

Introduction

The success of Pennsylvania’s workforce system depends on successful outreach to job seekers and employers.

We must strive to clearly communicate the benefits of PA CareerLink® programs and services; such efforts demand a consistent, approachable, and trustworthy brand.

The PA CareerLink® Brand Style Guide outlines requirements and recommendations that will help designers and workforce professionals to implement our brand in a way that will promote and cultivate trust in our workforce system.



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What is the Common Identifier?

Federal regulations state that “each one-stop delivery system must include [either] the ‘American Job Center’ identifier or ‘a proud partner of the American Job Center network’ on all products, programs, activities, services electronic resources, facilities, and related property and new materials used in the one-stop delivery system” (20 CFR 678.900 (c)).

Pennsylvania chooses the **second option** to accompany its own identifier. **Together**, Pennsylvania’s identifier and the American Job Center (AJC) tagline constitute Pennsylvania’s common identifier for our statewide workforce system:

Pennsylvania CareerLink®



PA CareerLink®

(a)



(b)

AND

A proud partner of the **americanjobcenter®** network

OR

A proud partner of the **AmericanJobCenter®** network

An important note about trademarks: The PA Department of Labor & Industry (L&I) holds an active “standard character trademark” for the plain text version of our common identifier.

(a) Whenever you use the system’s identifier in writing, include the registered trademark.

(b) A “service mark” (SM) appears in the logo because L&I does not yet hold a trademark for it.

Writing the Common Identifier

Whenever you refer to Pennsylvania's one-stop delivery system in text, this reference must appear as:

PA CareerLink[®] [local designation]

or

Pennsylvania CareerLink[®] [local designation]

Include a registered trademark symbol in superscript. In Word and PowerPoint, type the following three characters: (r)

“...visit the **CareerLink[®]** for...”

“...visit the **CareerLink** for...”

“...visit your local **PA CareerLinkSM** for...”

“...visit your local **PA CareerLink** for...”

“visit any local **PA CareerLinks** for...”

“visit any local **PA CareerLinks[®]** for...”



“...visit **PA CareerLink[®]** for...”

“**PA CareerLink[®] ABC County** provides...”



PA CareerLink® Statewide Logo

The primary PA CareerLink® logo **(a)** appears in two colors with blue text and a red keystone outline. Use the full white logo **(b)** or two-color alternative **(c)** where appropriate to preserve legibility, accessibility, and contrast.



The logo does not appear with ® because it is not yet a registered trademark.

(a) Statewide Logo - Primary



(b) Statewide Logo - White



(c) Statewide Logo - Alternate

 Find all versions of PA CareerLink® statewide logos in the PA CareerLink® Brand Toolbox.

Examples of Use and Misuse

Whenever possible, place the PA CareerLink® logo in the upper left, center, or lower left portion of a page.

Any version of the logo must sufficiently contrast its background to maintain legibility.

If there are illustrations behind the logo, ensure sufficient contrast between the logo and its background:



Do not:

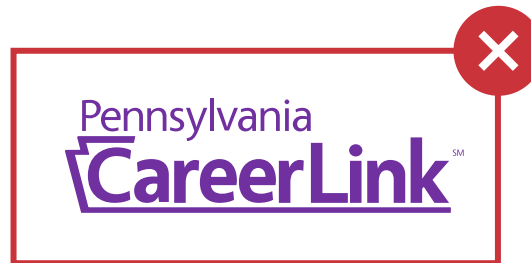
- (a) Alter the proportions of (or “stretch”) the logo
- (b) Use low-resolution versions of the logo
- (c) Recolor the logo
- (d) Use unofficial identifiers to represent PA CareerLink®



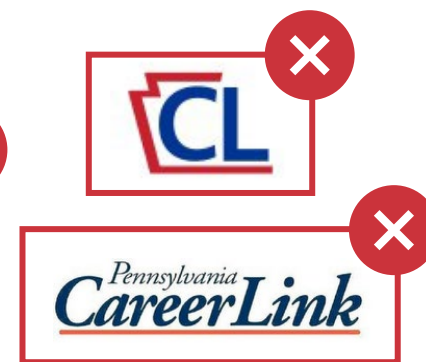
(a)



(b)



(c)



(d)

Local Designations

Use of the PA CareerLink® logo with the local designation is appropriate for outreach specific to local programming. L&I provides official local designation logo files for use. **Do not attempt to recreate these logo configurations.**



 Find all versions of PA CareerLink® local designations in the PA CareerLink® Brand Toolbox.

American Job Center Network Tagline

States that elect to use their own identifiers must use their chosen name along with the tagline which reads “a proud partner of the AmericanJobCenter® network.”

Use either the stacked or single-line version where visually appropriate.

There is no articulated distinction between the uppercase and lowercase versions of the tagline.

USDOL specifies that two-color version must appear on a white background only **(a)**. The white (“knock-out”) banner may only appear on the system’s primary campaign colors **(b)**.

A proud partner of the americanjobcenter® network

Recommended minimum size: 5” (print) or 350 px (digital)

(a)

A proud partner of the

AmericanJobCenter®
network

Recommended minimum size:
2” (print) or 144 px (digital)



(b)

 All configurations of the American Job Center tagline are available in the PA CareerLink® Brand Toolbox.

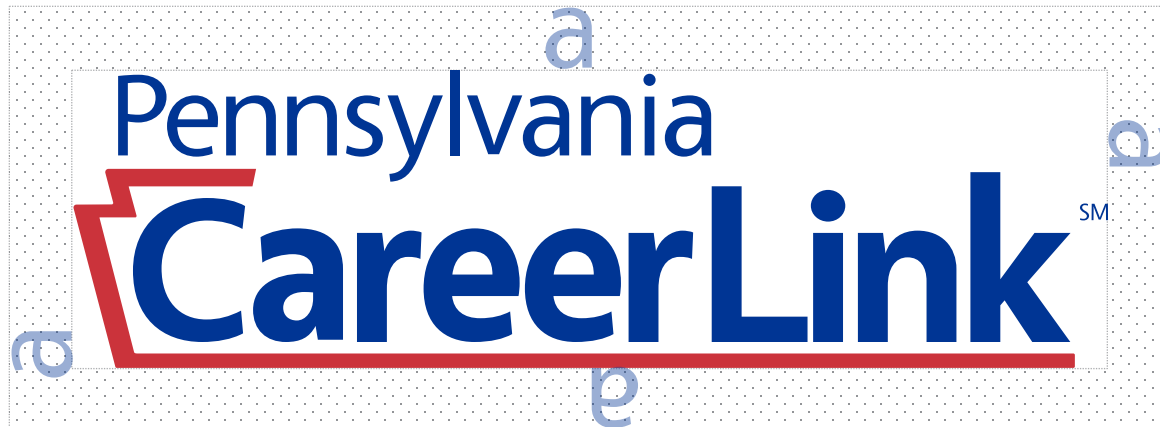
Clear Space

Clear space helps the identifiers to stand out, remain distinct, and avoid cluttered or cramped placement.

Once the logos are scaled, clear space around the logo shall be, at minimum:

- A. **Pennsylvania CareerLink®**: equal to the height of the lower case "a" in “**Pennsylvania**”.
- B. A proud partner of the **americanjobcenter®** network: equal to the height of the bold letter "o" in “**job**”.

NOTE: The clear space measurement is relative to the scaled logo size.



Co-Branding

Wherever Pennsylvania's common identifier is applied, locally developed identifiers must be clearly distinct from and secondary to the primary identifier. See examples below.

L&I will consider layouts containing locally developed identifiers when submitted through the approval process.

✗



www.pacareerlink.pa.gov
 Phone: (717)-777-7777
 TTY: (818)-888-8888

Training and job assistance at no cost

Get help to prepare for in-demand careers








- 🖥 Computer access
- 💻 Improve digital skills
- 🌐 Internet basics & safety
- ✉ Using email
- ✉ Writing professional emails

- ✍ Resume writing
- 🗣 Interviewing skills
- 💰 Personal finance basics
- 🔍 Online job search
- 📄 Filling out online applications

- 👤 Skills matching of military veterans
- 🏢 On-the-job training
- 🎓 Apprenticeships
- 📅 Career training programs
- 🛠 Develop a new career pathway




A proud partner of the
AmericanJobCenter
 network



PA CareerLink® Pittsburgh is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Pittsburgh and Allegheny County WIOA Programs are fully funded by federal dollars. See <https://www.partner4work.org/about/stevens-amendment/> for information.

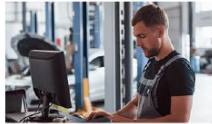





✓



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 network
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Training and job assistance at no cost


Get help to prepare for in-demand careers









- 🖥 Computer access
- 💻 Improve digital skills
- 🌐 Internet basics & safety
- ✉ Using email
- ✉ Writing professional emails


- ✍ Resume writing
- 🗣 Interviewing skills
- 💰 Personal finance basics
- 🔍 Online job search
- 📄 Filling out online applications

- 👤 Skills matching of military veterans
- 🏢 On-the-job training
- 🎓 Apprenticeships
- 📅 Career training programs
- 🛠 Develop a new career pathway





PA CareerLink® Pittsburgh is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Pittsburgh and Allegheny County WIOA Programs are fully funded by federal dollars. See <https://www.partner4work.org/about/stevens-amendment/> for information.

 The PA CareerLink® Brand Toolbox offers customizable flyer templates, allowing users to tailor them with local information.

Colors

Primary Palette

To ensure the consistency of the PA CareerLink® identity, it is important to use accurate colors in print and digital applications. The U.S. Department of Labor defines these one-stop campaign colors. Use provided Hex, RGB, and CMYK values.



Campaign Red

PMS 1797 C

HEX: #cb333b

RGB (203, 51, 59)

CMYK (0, 75, 71, 20)



Campaign Blue

PMS 661 C

HEX: #003594

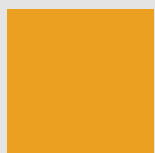
RGB (0, 53, 148)

CMYK (100, 64, 0, 42)

Secondary Palette

This palette consists of colors from various state and federal sources.

Unlike the primary campaign colors, L&I recommends these colors as accents in designs.



Harvest Gold

PMS 1235 C

HEX: #eca021

RGB (236, 160, 33)

CMYK (0, 75, 71, 20)



Brotherly Blue

PMS 533 C

HEX: #112e47

RGB (17, 46, 71)

CMYK (96, 78, 46, 45)



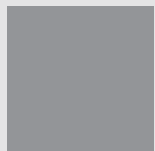
Talon Taupe

PMS 467 C

HEX: #C0B199

RGB (192, 177, 153)

CMYK (26, 27, 41, 0)



AJC Gray

Cool Gray 7 C (*approx.)

HEX: #939598

RGB (147, 149, 152)

CMYK (3, 2, 0, 40)



Keystone Green

PMS 348 C

HEX: #00843d

RGB (0, 132, 61)

CMYK (100, 0, 54, 48)




USDOL Orange

PMS 2026 C (*approx.)

HEX : #F15D2F

RGB (241, 93, 47)

CMYK (0, 61, 80, 5)

 The PA CareerLink® Brand Toolbox contains resources and tools for ensuring sufficient color contrast and accessibility.

Typeface

Legibility creates impact. Use simple, readable type and clear hierarchies in outreach materials to ensure that PA CareerLink® customers can easily access and absorb key information.

Recommended Typefaces

The Commonwealth of Pennsylvania brand implements **Jakarta Sans**. Other recommended typefaces include **Calibri** and **Ariel**.

Zz

Jakarta Sans

ABCDEFGHJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&?,:.

Zz

Calibri

ABCDEFGHJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&?,:.

Zz

Ariel

ABCDEFGHJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&?,:.

The United States Digital Service (USDS) recommends **Source Sans Pro**, which is “designed for legibility,” as well as **Public Sans**, a “strong, neutral... straightforward” typeface legible at small sizes.

Zz

Source Sans Pro

ABCDEFGHJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&?,:.

Zz


Public Sans

ABCDEFGHJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&?,:.

 Ariel, Calibri, and Source Sans Pro fonts are standard in Microsoft Office products. Jakarta Sans and Public Sans fonts are available online for downloading.

Statements and Disclosures

(a) If applicable, provide a Federal funding notification (commonly called “Stevens Amendment notification”):

“When issuing statements, press releases, requests for proposals, bid solicitations and other documents describing projects or programs funded in whole or in part with Federal money, all grantees receiving Federal funds included in this act, shall clearly state—

- (1) the percentage of the total costs of the program or project which will be financed with Federal money;
- (2) the dollar amount of Federal funds for the project or program; and
- (3) percentage and dollar amount of the total costs of the project or program that will be financed by non-governmental sources.”

NOTE: When necessary, it is allowable for print material to direct the public to a website that contains full funding information.

(b) 29 CFR 38.38(a) requires display of the following statement for any program or activity financed with WIOA Title I dollars: “Equal Opportunity Employer/Program. Auxiliary aids and services are available upon request to individuals with disabilities.”

(c) If a material provides a contact number, 29 CFR 38.38(c) requires that a material must also provide a text telephone (TTY) number or equally accessible method of telecommunications contact.

For Example...

Call: 1-888-555-WORK TTY: 1-888-555-1234

Email us: info@paclimaginarycounty.org

A proud partner of the  **americanjobcenter**® network

Equal opportunity employer/program. Auxiliary aids and services available upon request to individuals with disabilities. Workforce Innovation and Opportunity (WIOA) Programs at PA CareerLink® Imaginary County are 100% federally funded by an award from the U.S. Department of Labor’s Employment and Training Administration totaling \$6,057,296.00.

 For more on the Stevens Amendment, see the Stevens Amendment FINAL.pdf document in the PA CareerLink® Brand Toolbox.

Stationery



PA CareerLink® Capitol Region
100 N Cameron Street Suite 101, Harrisburg, PA 17101
717-783-3270 | TTY: 717-236-7144 | www.pacareerlink.pa.gov

Day, Month XX, 20XX
Mrs. Jane Doe
123 Main Street
Anytown, Pennsylvania 00000

Dear Jane,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut nisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisi.

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Sincerely,

Your Name
Your Title

Equal Opportunity Employer/Program.
Auxiliary aids and services are available upon request to individuals with disabilities.

A proud partner of the americanjobcenter network

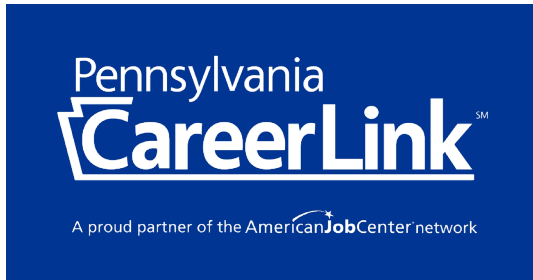


Apparel

L&I allows only polo shirts in Campaign Blue (or the closest possible match) with the white PA CareerLink® logo and American Job Center (AJC) partner tagline.

No other markings/logos can be included on the apparel. Original guidance allows only the following configurations. **Submit any variations for review and approval.**

- (a) The PA CareerLink® logo and horizontal AJC tagline together on the front left chest (pictured)
- (b) The PA CareerLink® logo on the front left chest and the stacked AJC tagline on either sleeve



(a)



(chest)



(b)

(sleeve)

