

# Attachment B: Approval Process for Common Identifier Use

Pennsylvania Department of Labor & Industry  
Bureau of Workforce Development Administration  
Policy & Planning Coordination Services

DRAFT

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### Introduction

This process applies to all materials which bear Pennsylvania's Workforce System common identifier. New materials created which have not been previously approved through this process must be submitted to the following resource account for review and approval:

[RA-LIPACL-BRAND@pa.gov](mailto:RA-LIPACL-BRAND@pa.gov).

Previously approved materials or templates contained in the toolbox do not require further approval provided the required elements have not been altered.

Local approval processes should be in alignment with LWDB policies and procedures. L&I advises all partners to follow local approval processes prior to submitting content to the resource account for approval.

### What to Submit in the Request for Approval

- a. Attachment(s) or link(s) to material(s)
- b. The program or project title the material(s) will be used for
- c. Funding information (e.g., "federal WIOA Title I, Statewide Activity Fund)
- d. Medium of distribution (e.g., print, social media, billboard, TV, radio, etc.)

### Required Elements for Materials

BWDA will review submissions to ensure compliance with federal requirements. Please check to make sure your material includes all required elements:

- The **PA CareerLink® logo** displayed in accordance with the guidance set forth in the *PA CareerLink® Brand Style Guide*
- The **American Job Center network partner tagline** displayed in accordance with the guidance set forth in the *PA CareerLink® Brand Style Guide*
- If applicable, **Federal funding notification** (commonly called "Stevens Amendment notification") in compliance with federal appropriations provisions which read:

*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.*

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- 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.”**
- 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.

### Timeline for Approval

The Department of Labor & Industry will make every effort to reply to the request with an approval or notes for revision as soon as administratively possible. The turnaround time may take longer for:

- Materials with wide public reach (e.g., TV commercials, billboard campaigns, bus wraps) may require additional review to ensure alignment with the administration’s goals and voice.
- Lengthier materials (e.g., five-minute video or multipage orientation packets)

**NOTE:** Submit requests a minimum of seven (7) days prior to planned distribution or deadline for delivery to vendors. This allows for potential revisions or possible additional review requirements.

### Approval Flow

