

Workforce Delivery System Common Identifier

WORKFORCE SYSTEM POLICY

Workforce Development System Administration
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Policy Owner: Pennsylvania Department of Labor & Industry Office of Communications

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I. Purpose

This policy and associated guidance provide information regarding the use of Pennsylvania’s Workforce Delivery System Identifier (also referred to as the logo) and national requirements for identification of the one-stop delivery system. The Workforce Innovation and Opportunity Act (WIOA) Section 121 (e)(4) requires that, in addition to using any State or locally developed identifier, each one-stop delivery system shall include in the identification of products, programs, activities, services, facilities, and related property and materials, a common one-stop delivery system identifier.

WIOA Final Rule at 20 CFR § 678.900 establishes the national one-stop delivery system’s common identifier as “American Job Center” and requires that each one-stop delivery system include “American Job Center” or “a proud partner of the American Job Center network” on any printed, purchased, or created materials.

Pennsylvania elects to use “a proud partner of the American Job Center network” along with its own identifier as allowed in § 678.900(d). This policy defines Pennsylvania’s common identifier as “Pennsylvania CareerLink®” or “PA CareerLink®” along with the American Job Center network tagline, and outlines requirements for its use. State and local partners are required to follow all articulated requirements for the use of Pennsylvania’s common identifier in all communications materials, electronic and print.

II. Statement

A policy governing the use of Pennsylvania’s PA CareerLink® common identifier and American Job Center network logo is crucial for maintaining brand consistency, credibility, and legal integrity. A well-defined policy ensures that the logo is used appropriately across various platforms and materials, preventing unauthorized or inconsistent usage that could dilute the organization’s visual identity. The policy and associated guidance establish requirements for size, color, placement, and other key elements to create a professional and cohesive brand. Outlining proper usage and restrictions protects Pennsylvania’s brand from misuse or misrepresentation.

Consistent application of Pennsylvania’s common identifier according to the policy’s requirements reinforces the Pennsylvania Workforce Delivery System’s commitment to professionalism, enhances brand recognition, and fosters trust among clients, stakeholders, and the wider community.

III. Scope

This policy applies to employees within all bureaus, divisions, boards, commissions, councils, agencies, and business partners supported by L&I allocated workforce development funds, including third-party contracted entities, as well as staff of partner organizations that are part of the Pennsylvania one-stop delivery system but do not receive funding from L&I. This includes anyone who references or has the potential to reference Pennsylvania's one-stop delivery system.

IV. Audience

Local systems, including chief elected officials, local workforce development boards, and other local workforce system partners in the one-stop delivery system. It also includes staff from partner organizations that are part of the Pennsylvania one-stop delivery system, whether or not they receive funding from L&I. All these entities must adhere to the prescribed conditions and specifications articulated in this policy and associated guidance.

V. Related Policies

- A. PA CareerLink® Certification and Continuous Improvement
- B. PA CareerLink® System Operator
- C. Memorandum of Understanding (MOU) for the One-Stop Delivery System
- D. Pennsylvania's Workforce System of Record (Change 1)

VI. Definitions

- A. **American Job Center, or AJC**, is the common identifier that the United States Department of Labor (USDOL) created to identify nationwide one-stop delivery centers as WIOA requires. It is a unifying name and brand that identifies online and in-person workforce development services as part of a single network (Title 20 Section 678.900).
- B. **Brand** is a design, symbol, words -- or a combination of these -- employed in creating an image that identifies a product and differentiates it from its competitors. Over time, this image becomes associated with a level of credibility, quality, and service for the public.
- C. **Common Identifier** is a unifying brand that identifies online and in-person workforce development services as part of a single national network. WIOA directs the Secretary of Labor to develop "a logo, phrase, or other identifier" to serve as a common identifier that informs users of the one-stop delivery system that such products, programs, activities, services, facilities, property, or materials are being provided through (20 CFR § 678.900(a), WIOA Section 121 (e)(4)).
- D. **L&I** is the Pennsylvania Department of Labor & Industry, which serves as the state administrative entity/state workforce agency.
- E. **Logo** is a unique symbol or other graphic design adopted by an organization to identify its products, sites, and publications.
- F. **"Pennsylvania CareerLink®" or "PA CareerLink®"** is the registered trademark and additional common identifier for Pennsylvania's one-stop service delivery system and its local centers/sites/network.

VII. Policy

A. Common Identifier One-stop Delivery System Requirements

WIOA Section 121(e)(4) requires each one-stop delivery system to use a common identifier, developed by the Secretary, on all products, programs, activities, services, electronic resources, facilities, and related property and new materials. The federal regulations require states and local areas to use the national common identifier and permit the use of other state and locally developed, unique identifiers. Local areas must take steps to ensure all one-stop centers, including affiliates, adopt usage of the applicable national and state identifier.

B. National One-stop Delivery System Common Identifier

The common one-stop delivery system identifier is “American Job Center” (20 CFR § 678.900(a)). USDOL and the U.S. Department Education (ED) established the American Job Center Network, a unifying name and brand, that identifies online and in-person workforce development services as a single network of publicly funded services (34 CFR § 361.900).

Each one-stop delivery system must include 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 materials used in the one-stop delivery system (20 CFR § 678.900(c)).

Pennsylvania elects to use “a proud partner of the American Job Center network” to meet this requirement.

C. Pennsylvania’s One-stop Delivery System Brand

Pennsylvania uses an additional identifier, “Pennsylvania CareerLink® or PA CareerLink®, which must also appear on all the one-stop system’s products, programs, activities, services, electronic resources, facilities, and related property and materials. This identifier must be written in its entirety, maintaining the specified capitalization and spacing.

The term “Pennsylvania CareerLink®” or “PA CareerLink®” can be used in both singular and plural contexts and may be paired with singular or plural nouns for clarity. For example:

“...awareness days provide opportunities for job seekers to connect with companies at multiple PA CareerLink® offices in the region.”

Or

“Thousands have received financial support for training from PA CareerLink®.”

Workforce system partners are required to use the federal tagline, “a proud partner of the American Job Center network,” along with Pennsylvania’s PA CareerLink® identifier.

1. **Distinction Between Written Identifier and Visual Identifier (Logo):** There is a small but critical distinction between Pennsylvania’s written identifier and the visual identifier (“logo”):

- (a) **Written Identifier:** Pennsylvania holds a standard character trademark for its common identifier. When written, the identifier must always include the registered trademark in superscript (®). For example:

“...L&I has installed kiosks at 17 **PA CareerLink®** locations.”

Or

“...L&I has installed kiosks at 17 **Pennsylvania CareerLink®** locations.”

- (b) **Graphical Identifier (Logo):** Pennsylvania’s graphical identifier, the PA CareerLink® logo, is not yet a registered trademark. Therefore, any version of the logo must include a service mark superscript (SM). For example:



NOTE: For additional information refer to the **Attachment A: PA CareerLink® Brand Style Guide**.

D. Locally Developed Identifiers

WIOA Section 121(e)(4) specifies that States, local areas, or one-stop partners are not prohibited from having locally developed identifiers in addition to the federally mandated American Job Center network identifier.

1. Pennsylvania allows local areas and one-stop partners to use their own locally developed identifiers alongside the national tagline and the Pennsylvania Workforce Delivery System Common Identifier.
2. All locally developed identifiers must be clearly distinct from and secondary to the primary Pennsylvania common identifier and federal tagline in every instance of use. This applies to use of the Pennsylvania common identifier on all products, programs, activities, services, facilities, property, or materials, to include all electronic resources, such as social media and email communication.

E. Electronic Resources

CFR § 678.900(c) requires that the American Job Center Network designation be included on all electronic resources used in the one-stop delivery system. Pennsylvania additionally requires that the PA CareerLink identifier, along with “a proud partner of the American Job Center network” be displayed on all electronic resources used in the one-stop delivery system.

1. Social media.

(a) **Social media pages:** USDOL Employment and Training Administration (USDOL ETA) regards a social media page as an electronic resource. Therefore, the requirement to use the common identifier does apply to social media pages and the PA CareerLink® logo along with the AJC network tagline must be displayed.

(b) **Individual Social Media Posts:** The requirement to use a common identifier does not apply to individual messages sent via social media (USDOL ETA WIOA Fact Sheet on The American Job Center (AJC) Network).

2. **Websites.** Local Workforce Development Boards, one-stop partners, and third parties must use the approved PA CareerLink® and “a proud partner of the American Job Center network” tagline within their **own** websites to refer to the Pennsylvania one-stop workforce delivery system. When local workforce development boards, one-stop partners, and third-party entities provide a link within their own websites to navigate to www.pacareerlink.pa.gov, the hyperlink must be renamed to the common identifier, the text PA CareerLink® or the PA CareerLink® logo along with the AJC tagline to consistently identify Pennsylvania’s workforce system brand.
 - (a) Pennsylvania permits local workforce development boards to develop and maintain independent local PA CareerLink® branded websites. Local workforce development boards must adhere to this policy, the established **PA CareerLink® Brand Style Guide**, and **Local PA CareerLink® Branded Website Guidance** in the development, content, and maintenance of local branded websites.
 - (b) Further information on Website requirements can be found on L&I’s Landi page [future link insert].

F. Common Identifier One-stop Delivery System Guidance Resources

In accordance with USDOL regulation and Pennsylvania’s designation, all workforce system partners, including third-party contracted entities, must follow the appropriate guidelines in the use and request for approval of the common identifier on outreach materials, websites, and other forms of communications.

Defined by parameters of use, the policy’s associated guidance may be accessed by clicking the links below.

1. **Attachment A: PA CareerLink® Brand Style Guide** contains specific guidance on the implementation of all graphical elements required to identify and promote the American Job Center and PA CareerLink® brand.
 - (a) In the development of content displaying the common identifier, workforce system partners must ensure all outreach materials align with the guidance contained in the PA CareerLink® Style Guide.
 - (b) Once outreach material’s graphical elements are in alignment with guidance, workforce system partners are required to seek approval by following the steps defined in the **Approval Process for PA CareerLink® Brand Use** (Attachment B).
 - (c) Click L&I’s Landi page to access the **PA CareerLink® Brand Style Guide**. (future link insert).
2. **Attachment B: Approval Process for PA CareerLink® Brand Use** defines the procedural steps all workforce system partners must initiate to request content approval of materials developed using the PA CareerLink® Style Guide.
 - (a) Once outreach materials are developed using the **PA CareerLink® Brand Style Guide**, all workforce system partners are required to seek approval by following the steps defined in the Approval Process for Common Identifier.
 - (b) Materials that have already been approved through the process outlined in Attachment B do not require additional approval provided required elements have not been altered.

(c) Click L&I's Landi page to access the Approval Process. [future link insert].

Note: 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.

3. **Attachment C: Local PA CareerLink® Branded Website Guidance** outlines parameters for LWDB's who elect to develop and maintain an independent local PA CareerLink® branded websites.
 - (a) The guidelines contained within this resource apply to LWDBs as L&I designate only board governance to develop and maintain local websites so long as all common identifier branding requirements and guidance are attained.
 - (b) Click here to access the **Local PA CareerLink® Branded Website Guidance** on L&I's Landi page [future link insert].
4. **Toolbox:** The **Toolbox** is a centralized repository containing pre-approved templates available for workforce system partners to use when developing materials for outreach efforts.
 - (a) All items contained in the repository provide immediate, self-service access to approved materials ready for use, including local designation templates. Materials accessed through the Toolbox are pre-approved and do not require workforce system partners to seek approval required by Attachment B.
 - (b) Access to this resource will be provided upon publication of the policy.

VIII. Resources

- A. Attachment A: *PA CareerLink® Brand Style Guide*
- B. Attachment B: *Approval Process for PA CareerLink® Brand Use*
- C. Attachment C: *Local PA CareerLink® Branded Website Guidance*
 1. Pennsylvania's workforce system directives are available for downloading on L&I's website at <https://www.pa.gov/en/agencies/dli/resources/forms-and-documents/workforce-development/workforce-policies-and-forms.html>

IX. Supporting Information

- A. Workforce Innovation and Opportunity Act (WIOA), 29 U.S.C. §§ 3101-3361
- B. Code of Federal Regulations (CFR), Chapter 20, WIOA Final Rules and Regulations
- C. USDOL Employment and Training Administration's (ETA) Training and Employment Guidance Letter (TEGL) No. 16-16, Announcement of American Job Center Network
- D. USDOL ETA WIOA Fact Sheet
- E. US Department of Labor Employment and Training Administration, American Job Center Graphic Style Guide for Partners
- F. US Department of Labor Employment and Training Administration, FAQs: Common Identifier and Branding

X. History

A key WIOA focus is to raise awareness of publicly available, in-person and virtual employment resources by visually identifying under a single, recognizable identity – the American Job Center Network. WIOA requires each one-stop delivery system to include the identifier, “American Job Center,” in addition to any locally or state-developed identifier. USDOL ETA requires the one-stop delivery systems to use either the common identifier “American Job Center” or the tagline “a proud partner of the American Job Center network.” Pennsylvania elects to use “a proud partner of the American Job Center network” along with its own identifier, PA CareerLink® logo to identify its one-stop service delivery system. The Department issued Workforce Delivery System Common Identifier Policy will be rescinded upon the effective date of this policy.

XI. Public Comment

This policy has not yet been posted for public comment.

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