

Workforce Arizona Council
ARIZONA@WORK Brand Style Guide Policy

POLICY NAME: ARIZONA@WORK Brand Style Guide Policy

POLICY NUMBER: 08

EFFECTIVE DATE: ~~February 23, 2023~~ **PENDING**

ISSUING AGENCY: Workforce Arizona Council

SCOPE: This policy applies to all service providers operating Workforce Innovation and Opportunity Act (WIOA) core programs, WIOA Title I program manager(s), WIOA One Stop Operators, WIOA fiscal agents, WIOA Eligible Training Providers and Partners, Arizona Department of Economic Security (DES) staff, Local Workforce Development Boards (LWDBs) and their staff, and the State Workforce Development Board (“The Council”).

REFERENCES: Workforce Innovation and Opportunity Act (WIOA) of 2014; 20 CFR § 678; ARIZONA@WORK Brand Style Guide.

OBJECTIVE: This policy provides the information and direction, required under WIOA, regarding how Arizona’s workforce system stakeholders must use the ARIZONA@WORK brand.

BACKGROUND: Under WIOA, “one-stop system” or “one-stop network” describes the workforce development service delivery system collectively. One-stops are the locations where services are provided and are known as “American Job Centers”. In Arizona One-Stop partners are referred to as ARIZONA@WORK partners.

American Job Centers have required branding for everything associated with the one-stop system. Approximately 20 federal programs must provide their services within the one-stop system. WIOA also lists many other federal programs promoted as part of the one-stop system and allows other government and private programs to participate. Entities administering the programs are called one-stop partners.

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I. General

Per 20 CFR § 678.900 of the Workforce Innovation and Opportunity Act (WIOA), final regulations, published August 19, 2016, inclusion of a common identifier is required for all primary print and electronic resources used by the one-stop delivery system. This common identifier must be either “American Job Center” or “A proud partner of the American Job Center network”. The U.S. Department of Labor has provided guidance on the use of American Job Center branding by one-stop operators, as required by WIOA, in its [American Job Center – Graphics Style Guide for Partners](#). Other partner programs, sites, electronic resources, or other related materials may also be branded “A proud partner of the American Job Center network” according to State policy.

This policy establishes a statewide brand identity including, but not limited to, a unified brand and logo for Arizona’s statewide workforce development system. Arizona has adopted the ARIZONA@WORK brand and the tag line phrase “A proud partner of the American Job Center network” logo as its one-stop branding for the Workforce Arizona Council, the 12 Local Workforce Development Boards (LWDBs), and the career centers they manage. No other branding including modifications to the ARIZONA@WORK brand and tag line phrase shall be used. A comprehensive, unified, and aligned system of world-class services for job seekers, workers, employers, and businesses is communicated through the ARIZONA@WORK brand.

This policy strengthens the identity of Arizona’s workforce development system and eliminates the potential for market confusion. Through a unified brand identity, Arizona’s workforce development system has greater statewide influence. A comprehensive, unified, and aligned system facilitates improved efficiency in Arizona’s workforce development system and increases awareness for job seekers, workers, employers, and businesses of the career and business resources available to them. A comprehensive, unified, and aligned workforce development system also complies with Arizona’s gubernatorial initiatives and legislation. The scope of this policy is limited to State and LWDB brands and ensures compliance with branding requirements for corporate offices, career centers, online tools, and publications.

II. Policy

The Workforce Arizona Council adopts a unified brand for the State Board, all 12 LWDBs, and local career centers. A brand charter, name, and logo are established with “ARIZONA@WORK” as the single, statewide unified brand identity for Arizona’s workforce development system.

The ARIZONA@WORK job center brand is for the exclusive use of the ARIZONA@WORK job center-required one-stop network partners. The ARIZONA@WORK job centers and network partners are the only entities in Arizona that may identify as “A proud partner of the American Job Center network”.

III. Brand Usage

All LWDBs will use the master brand mark prescribed in the ARIZONA@WORK Brand Style Guide, as referenced in Section V of this policy. LWDBs must display the tag line phrase “A proud partner of the American Job Center network” language on their outreach materials, etc. Procedures and policy for naming structure, brand standards, branded materials, signage, websites, and the use of the ARIZONA@WORK statewide affiliate brand are described in the ARIZONA@WORK Brand Style Guide and include how to apply the brand:

- On published information and materials accessed by ARIZONA@WORK one-stop customers, job seekers, and employers, in an American Job Center or network partner location; and
- On digital information and materials accessed by ARIZONA@WORK one-stop customers, job seekers, and employers.

Any Arizona American Job Center network partner may use the tag line phrase “A proud partner of the American Job Center network” at their physical locations, on other electronic or written materials, or on other products.

IV. Training Providers, Vendors, and other Organizations

Training providers, vendors, and other organizations collaborating with the ARIZONA@WORK network may use the ARIZONA@WORK logo and tag line to promote and share information with the public about specific joint projects. This usage must comply with the ARIZONA@WORK Brand Style Guide and receive prior approval from the relevant ARIZONA@WORK entity or the ARIZONA@WORK main point of contact involved in the project. The ARIZONA@WORK logo may not be used to promote and receive financial benefits through the Workforce Innovation and Opportunity Act and affiliated programs.

When using the ARIZONA@WORK logo and tag line, it must be displayed alongside the logos of the collaborating organizations to signify the collaborative partnership. The ARIZONA@WORK logo and tag line shall not be used as a standalone logo or as the primary logo of any training provider, vendor, or other organization. This ensures that the ARIZONA@WORK logo accurately represents collaborative partnerships and maintains brand integrity.

V. ARIZONA@WORK Brand Style Guide

- [ARIZONA@WORK Brand Style Guide](#) and [ARIZONA@WORK Internal Resources \(reference materials\)](#)
 - Logo types
 - Colors
 - Fonts

- Website design

CONTACT ENTITY: Inquiries regarding this policy should be directed to the Workforce Arizona Council Research and Policy Manager at Workforce.Council@oeo.az.gov.

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