

March 8, 2013

TO: LOCAL WORKFORCE INVESTMENT BOARD DIRECTOR AND CHAIRPERSONS

Re: WORKFORCE INVESTMENT ACT (WIA) ONE-STOP CAREER CENTER SYSTEM
BRANDING: "AMERICA'S JOB CENTER OF CALIFORNIA" NETWORK

The purpose of this correspondence is to inform local workforce investment boards (local boards) of the upcoming rollout of the universal branding effort of the "America's Job Center of California" (AJCC) network. The undertaking of strategically connecting the local boards within California has been a long going effort and we at the California Workforce Investment Board (State Board) are pleased to inform you that the launch will officially take place on July 1, 2013. But there is much to do in preparation of this date.

A branding toolkit has been developed to establish the AJCC brand in your area. The toolkit includes:

- The official AJCC logo.
- Templates for letterhead, business cards, PowerPoint presentations, and fax cover sheet.
- Decals to be prominently displayed in your service centers.
- AJCC Style Guide which provides specific instructions on the proper use of the logo, tools, and co-branding guidelines.

In addition to the branding toolkit, an "America's Job Center of California" Web portal is being developed to help link all of California's state and local workforce services and resources. This website will include an office locator; information for job seekers, employers, and workforce partners; current events; and an area to highlight upcoming events or news items from local offices.

As addressed in the federal Training and Employment Guidance Letter (TEGL) [36-11](#), issued June 14, 2012, announcing the creation of the American Job Center Network and Information Notice [12-7](#) released by the Employment Development Department (EDD) on August 20, 2012, the toolkit and additional information will be issued in the weeks ahead that will provide detailed and complete instructions on branding procedures to ensure consistent and uniform usage of branding materials throughout California's network of One-Stop Career Centers and local boards\agencies.

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While it is recognized that some local agencies may have begun the process of branding on an individual basis, your cooperation is greatly appreciated. It is the goal of the State Board that local efforts be converted to adopt California's universal brand within the established timelines. We hope that universal branding of the "America's Job Center of California" will create a network of agencies that are recognized as a valuable resource for those seeking employment and training services, as well as businesses looking to train and employ qualified workers within California.

If you have any questions, please contact Jessica Dailey at (916) 324-3437 or email at Jessica.Dailey@cwib.ca.gov.

Sincerely,



Tim Rainey
Executive Director

cc: Michael Evashenk, EDD
California Workforce Association
Pam Harris, EDD
Loree Levy, EDD