



<b>Employ Milwaukee Administrative Memo</b>			
Issue Date	8-29-18	#	18-6
Routing	CEO	EVP	CFO
	CPO	CDO	ALL STAFF

**TO:** Employ Milwaukee Staff and Workforce Partners

**FROM:** Patti Porth; Chief Financial Officer

**RE:** American Job Center Network Branding Requirements

**PURPOSE:** This memorandum communicates the continuing requirement of Employ Milwaukee and its US DOL-funded subrecipients to use the American Job Center network branding.

**BACKGROUND:** The federal Workforce Innovation and Opportunity Act (WIOA) requires that each One-Stop Delivery System use a unifying name and brand that identifies online and in-person workforce development services as part of a single network. The US Departments of Labor and Education announced, in [DOL Training and Guidance Letter # 36-11](#), “American Job Center” as the common identifier of all One-Stop Career Centers in the United States. A partner tagline, “A proud partner of the American Job Center network,” is also available as the second option for branding. The Wisconsin Department of Workforce Development (DWD) issued [WIOA Policy Update 16-04](#) to ensure that all local Workforce Development Boards (WDBs) comply with the national brand identifier as an easy way for job seeking and employer customers to locate, recognize and access workforce development services.

**ANALYSIS:** Employ Milwaukee’s leadership role in the local American Job Center network dictates that communications and materials from the agency be properly branded.

**POLICY:** Employ Milwaukee requires the American Job Center logo to be identified on materials relating to products, programs, activities, services, facilities, and related property of the Workforce Development Area (WDA) 2 AJC System. All official correspondence from Employ Milwaukee must incorporate the AJC logo or partner tagline. Official Employ Milwaukee letterhead has been updated on the Intranet and is attached for use, effective immediately.

Other examples of materials that must have AJC branding include those designed for workforce partners, clients and/or employer customer-audiences, such as:

- Presentations;
- Flyers;
- Forms;
- Reports; and
- Signage.

The American Job Center Branding Guide for Partners is available as a resource at [https://www.dol.gov/ajc/ajc\\_style\\_guide.pdf](https://www.dol.gov/ajc/ajc_style_guide.pdf).

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**ATTACHMENT(S):** Employ Milwaukee Letterhead



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