

Fresno Regional Workforce Investment Board

A proud member of America's Job Center of CaliforniaSM Network

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Blake Konczal, Executive Director

OPERATIONAL DIRECTIVE

FRWIB OD # 16-13

Date Released: August 22, 2013

To: All Fresno Regional Workforce Investment Board Providers of Services

From: Blake Konczal, Executive Director

Effective Date: August 22, 2013

Subject: America's Job Center of California (AJCC) Network Branding Requirements

Applicable Program: All

Revision History: Initial Release

Effective immediately, all providers of services are to implement this Operational Directive (OD).

The California Workforce Investment Board launched the new statewide One-Stop brand name known as America's Job Center of California (AJCC), effective July 1, 2013. The AJCC network is a unifying name and brand that identifies online and in-person workforce development services as part of a single network via outreach materials, websites and other communications. Our partnership with the AJCC network will make it easier for job seekers and employers to locate, recognize, and access workforce development services. The AJCC web portal (www.americasjobcenter.ca.gov) links all of California's 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.

To achieve this end, providers of services and/or subcontractors are to adhere to the following mandate:

1. Use of AJCC slogan in conjunction with the Workforce Connection and All Youth One System trademarks

In order to promote the AJCC identity as outlined by the California Workforce Investment Board all WIA documents, including, but not limited to, marketing materials, business cards, letterhead fliers and fax cover sheets must include the AJCC slogan. Current stock of materials must be exhausted before ordering new materials with the branding except where appropriate and easily implemented, i.e., fliers, fax cover sheets etc.

2. Logos with the slogan are provided for your use – see attachments below.

If any questions, please contact the FRWIB Marketing & Communications Manager

[Attachment 1](#): Workforce Connection logo

[Attachment 2](#): All Youth One Stop logo