

# Washington State WorkSource Information Notice (WIN)

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**WIN Number:** 0025, Change 1

**WIN Title:** American Job Center (AJC) Network Branding Requirements

**Date:** February 14, 2022

**Expiration:** N/A

## **Purpose:**

To provide the WorkSource System with an update on the Employment Security Department's (ESD's) response to Training and Employment Guidance Letter (TEGL) [36-11](#) and TEGL [16-16](#) regarding the American Job Center (AJC) identity.

## **Action Required:**

Local Workforce Development Boards and their contractors, as well as Employment Security Regional Directors, must distribute this guidance broadly throughout the system to ensure that WorkSource System staff are familiar with its content and requirements.

## **Content:**

The U.S. Department of Labor (USDOL) established the "American Job Center" network, a unifying name and brand, that identifies online and in-person workforce development services as part of a single network of publicly-funded services (20 CFR 678.900, 34 CFR 361.900, and 34 CFR 463.900). Section 121(e)(4) of WIOA requires each one-stop delivery system to use a common identifier on all products, programs, activities, services, electronic resources, facilities, and related property and new materials. In Washington state, the system is called WorkSource.

The one-stop delivery system must align with guidance set-forth by USDOL and use the WorkSource brand, as well as the tag line phrase or logo "a proud partner of the American Job Center network." USDOL provides additional information on the WorkforceGPS [website](#) so that states and local areas can proactively identify one stop centers as "American Job Centers" in outreach materials, web sites, and other communications. The resources provided can be used as an easy way for job seekers and employers to locate, recognize and access workforce development services, and are appropriate for physical one-stop centers or web sites. When using a localized WorkSource logo with the geographic identifier included (i.e. WorkSource Spokane), the American Job Center tagline or logo will not appear under the logo, but should be included somewhere on the page or in the document according to USDOL's "Graphic Style Guide for Partners" and with the terms of use for the logos, all of which can be found [here](#).

The WorkSource system has created logos with the American Job Center Network tagline phrase

included for most applications. For WorkSource system branding and marketing information click [here](#).

**References:**

- [Workforce Innovation and Opportunity Act \(WIOA\) Section 121\(e\)\(4\)](#)
- [20 CFR 678.900](#)
- [34 CFR 361.900](#)
- [34 CFR 463.900](#)
- Training and Employment Guidance Letter (TEGL) [16-16](#) One-Stop Operating Guidance for the Workforce Innovation and Opportunity Act
- TEGL [36-11](#) Announcement of American Job Center Network
- [WorkSource Brand Basecamp](#) (Marketing and branding website)

**Website:**

[Workforce Professionals Center](#)

**Direct Policy Inquiries To:**

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Employment System Policy and Integrity Division  
Employment Security Department  
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**Direct Branding & Marketing Inquiries To:**

WorkSource Brand Basecamp [Contact Us](#)

**Attachments:**

None