

New Mexico Department of Workforce Solutions State Administrative Entity (NMDWS) Workforce Innovation and Opportunity Act (WIOA)	Workforce Guidance Letter: DWS 16-005
	Subject: One-Stop Common Identifier
	Date: February 20, 2017

PURPOSE. To provide guidance, process, and deadlines for the implantation of Section 121(e)(4) of WIOA requiring each one-stop delivery system to use a common identifier on all products, programs, activities, services and electronic resources, facilities, and related property and new material.

REFERENCE(S).

- Workforce Innovation and Opportunity Act (WIOA), July 22, 2014.
- WIOA Joint Final Rules for One-Stop System Joint Provisions – U.S. Department of Labor (Title I), Rehabilitation Services Administration (Title IV), Office of Career, Technical, and Adult Education (Title II): 20 CFR, Parts §678.300, §678.310, §678.800, §361.300, §361.310, §361.800, §463.300, §463.310, §463.800, One-Stop Certification.

BACKGROUND. The U.S. Department of Labor’s Employment and Training Administration (ETA), Education’s Office of Career, Technical, and Adult Education (OCTAE), Office of Special Education and Rehabilitative Services’ Rehabilitation Services Administration (RSA), and HHS’s Administration for Children and Families 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. The one-stop delivery system must use either that common identifier as its name, or use the tag line phrase, “a proud partner of the American Job Center network.”

New Mexico Department of Workforce Solutions (NMDWS), as the State Administrative Entity for the implementation and oversight of WIOA, has adopted the tag line phrase, “A Proud Partner of the American Job Center Network.” Specifically, NMDWS is requiring the replacement of existing New Mexico Workforce Connection Center logos with the revised logo below where appropriate. This includes updates to website pages and documents accessed through the New Mexico Workforce Connection online system, NMDWS web portal, NMDWS Intranet, and other related sites. In addition, all printed materials that are copied and distributed for specific events and meetings, and all related publications and handouts which include references to the New Mexico Workforce Connection Center logo must also include the revised logo and adhere to the branding guidelines.

The goal of the proposed logo adoption is to provide an easy way for job seekers and employers to locate, recognize, and access workforce development services. The adoption of the new brand will also provide a consistent identity of our network of Workforce Connection Centers across the state.



A Proud Partner of the American Job Center Network

Logo Usage and Branding Guidelines. The following guidelines and instructions will ensure that the New Mexico Workforce Connection Centers follow a consistent style and use across the state:

1. *Use only the approved, official New Mexico Workforce Connection logo* - The New Mexico Workforce Connection official logo may not be reproduced or used in any way without the consent of the NMDWS Office of Communications, Marketing & Government Affairs. The NMDWS Office of Communications, Marketing & Government Affairs will provide the logo in the required format and size upon request.
2. *How to properly use the New Mexico Workforce Connection logo* - In general, do not place elements near or on the logo, and do not alter, redraw, or distort the New Mexico Workforce Connection logo in any way. Only the official logo on the preceding page may be used. Additional parameters and usage guidelines may be applicable and required. The NMDWS Office of Communications, Marketing & Government Affairs will be also provide direction, clarification, and feedback regarding colors, file types, minimum and maximum size requirements, safe space, and logo choices when used with light or dark-colored backgrounds. If you have questions about logo use, such as interpretations of logo use guidelines, reviewing logo executions, file types, or to get help determining the proper file for a specific use, please contact the NMDWS Office of Communications, Marketing & Government Affairs.
3. *Prior permission for use of the New Mexico Workforce Connection logo* - In order to use the New Mexico Workforce Connection logo on promotional items, such as printed material and signage, prior permission must be obtained from NMDWS Office of Communications, Marketing & Government Affairs.

To request the official logo, to obtain permission for the use, or if you have any questions, please contact:
New Mexico Department of Workforce Solutions
Office of Communications, Marketing & Government Affairs
(505) 841-9004
NMDWS.Communication@state.nm.us

Action, Requirements & Timeframes. To identify the Workforce Connection Centers as part of the American Job Centers Network, each one-stop New Mexico Workforce Connection Center and every Local Workforce Development Board is required to use the revised New Mexico Workforce Connection Center logo on websites and in outreach materials whenever the New Mexico Workforce Connection Center or LWDB name is displayed. This effort should be undertaken wherever practical, and without a great deal of effort or redesigning of your materials and websites. The NMDWS Office of Communications, Marketing & Government Affairs will be providing all the New Mexico Workforce Connection Centers with publications and outreach material that include the new logo on a continual basis and upon request.

Efforts are currently underway to purchase new signage for all state owned facilities. NMDWS has begun the process to evaluate signage needs and has funds available for the purchase of new signs. Locations under lease agreements are encouraged to review cost for changing signage to adopt the new logo.

The timeframe for adopting the required rebranding varies depending on the material:

- March 1, 2017, each one-stop center must begin incorporating the new logo that includes the tag line phrase “A Proud Partner of the American Job Center Network” on all primary

electronic resources used by the one-stop delivery system and on any newly printed, purchased, or created materials.

- July 1, 2017, each one-stop delivery system must incorporate the new logo that includes the tag line phrase “A Proud Partner of the American Job Center Network” on all products, programs, activities, services, electronic resources, facilities, and related property and new materials used in the one-stop delivery system.

NMDWS will not object if the one-stop center continue to use printed materials that do not contain the logo with the tag line phrase if they were created before March 1, 2017.