CONTENTS

I. Policy Statement
II. Purpose of Policy
III. Policy Scope
IV. Definitions
V. Policy & Procedures
VI. Compliance
VII. Roles & Responsibility
VIII. References
IX. Review and Revision History
X. Appendices, Forms, and Related Materials
XI. Adoption

I. Policy Statement

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 (SAE) for the implementation and oversight of WIOA, has adopted the new logo "America's Job Center New Mexico" (AJCNM) variation of "American Job Center." DWS has submitted a written notification with the words "Usage Notice" to ETA and a description of the organization that intends to sublicense (use) the approved ETA logos. 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 that has been renamed New Mexico Jobs, 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 AJCNM must also include the revised logo and adhere to the branding guidelines.

The goal of the proposed logo adoption is to place New Mexico into a nationally recognized One-Stop system among over 2,300 American Job Centers nationwide. This unifying name identifies online and in-person workforce development services as part of a single network. The new logo provides 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 centers across the state.

America's Job Center NEW MEXICO

II. Purpose of Policy

To provide guidance, process, and deadlines for the implementation 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.

III. Policy Scope

This policy applies to all Local Workforce Development Boards.

IV. Definitions

N/A

V. Policy & Procedures

LOGO USAGE AND BRANDING GUIDELINES:

The following guidelines and instructions will ensure that the America's Job Center's across New Mexico follow a consistent style and use:

1. *Use only the approved, official AJCNM and local city logo* - The AJCNM or local city name logo may not be reproduced, altered, distorted, redrawn, or used in any way without the consent of the NMDWS Office of Communications Marketing Government Affairs (OCMGA). The NMDWS OCMGA will provide the logo in the required format and size upon request.
2. Only the official logo on the preceding page may be used. Additional parameters and usage guidelines may be applicable and required. The NMDWS OCMGA will 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 OCMGA.
3. *Prior permission for use of the AJCNM logo* - In order to use the AJCNM logo or specific AJC city logo on promotional items, such as printed material and signage, prior permission must be obtained from NMDWS OCMGA

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) 250-3926
NMDWS.Communication@dws.nm.gov

ACTION, REQUIREMENTS, & TIMEFRAMES. To identify the AJCNM as part of the American Job Centers Network, each one-stop and every Local Workforce Development Board is required to use the revised AJCNM logo on websites and in outreach materials whenever the AJCNM logo or LWDB name is displayed. The NMDWS OCMGA will be providing all the AJCNM offices with publications and outreach materials that include the new logo on a continual basis and upon request.

If you are advertising an event in a specific city the specific city AJC logo may be used, for example America's Job Center Roswell or you may use the AJCNM logo. If there is an event that is taking place in more than one location or across several counties, the AJCNM logo must be used.

As part of the rebranding efforts, new signage is required for all AJCNM locations**.** This includes updating building signage and ensuring that the appropriate AJCNM logo is used for all physical locations.

AJCNM handles have been created by the SAE on social media platforms. LWDB and AJC New Mexico centers that have social media handles must tag @AJCNewMexico or invite to be a collaborator on all social posts if the platform allows. The main AJC New Mexico account will amplify all events, notices, and local information for the state. When requesting to be a collaborator on social media platforms such as Instagram or Facebook, it allows both parties to co-manage a post or piece of content. The collaboration feature lets both accounts share visibility and credit for the post.

For example, when you tag @AJCNewMexico as a collaborator, the post will appear on both your profile and AJC New Mexico's profile, and any engagement (likes, comments, shares) will be visible to both audiences. This will help to boost exposure and build a stronger, more unified presence around the new brand.

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

- January 1, 2025, each one-stop center must begin incorporating the new logo AJCNM on all primary electronic resources used by the one-stop delivery system and on any newly printed, purchased, or created materials. The specific AJC city logo will be used for building signage and may be used on printed materials when referring to the specific office. If referring to several offices, the AJCNM logo will be used.
- June 30, 2025, each one-stop delivery system must incorporate the new logo AJCNM on all products, programs, activities, services, electronic resources, facilities and related property, and new materials used in the one-stop delivery system. The specific AJC city logo will be used for building signage and may be used on printed materials when referring to the specific office. If referring to several offices, the AJCNM logo will be used.

Email Signature Block: To maintain consistency and alignment with branding guidelines, email signature blocks must adhere to the following standard:

- *Left Side:* The elements on the left side of the signature block must remain unchanged. This includes the ACJ New Mexico logo, New Mexico Jobs website, and AJC New Mexico social media icons.
- *Right Side:* The right side of the signature block may be modified to reflect individual contact details. This includes name, title, phone number, email, and any other relevant professional contact information. Formatting and font styles must remain consistent as provided.
- For questions or requests for modification of the signature block may be sent to the SAE for consideration. New signature block templates will be provided upon updates to social media platforms or any changes as designated by the SAE.



Business Cards: To maintain consistency and alignment with branding guidelines, business cards must adhere to the following standard:

- *Front Side:* The front of all business cards for AJCNM staff will remain the same across all offices to maintain brand consistency.
- *Back Side:* The back of the business card may be modified to reflect specific area details using the provided template. If further customization is needed, coordination may be done through the NMDWS Office of Communication, Marketing, and Government Affairs for assistance (OCMGA).

NMDWS will not object if the one-stop center continues to use printed materials that do not contain the new ACJNM logo if they were created before January 1, 2025. Those materials may be used until they run out.

VI. Compliance

The local boards are required to follow written policies and procedures which adhere to this guidance.

All recipients, and subrecipients/sub-grantees must comply with WIOA's Equal Opportunity and Nondiscrimination provisions which prohibit discrimination on the basis of race, color, religion, sex (including pregnancy, childbirth, and related medical conditions, transgender status, and gender identity) national origin (including limited English proficiency), age, disability, political affiliation or belief, or, for beneficiaries, applicants, and participants only, on the basis of citizenship status or participation in a WIOA Title-I financially assisted program or activity.

VII. Roles and Responsibility

The NMDWS State Administrative Entity is responsible for this policy. Local Workforce Development Boards are responsible for following this policy in their regions. The local boards are requested to distribute this information to the appropriate local board staff.

VIII. References

- Workforce Innovation and Opportunity Act (WIOA), 29 U.S.C. § 3151(e)(4)
- One-Stop Delivery System: 20 CFR Part 678 (§678.900, §678.910)
- TEGL 17-16: One-Stop Common Identifier Branding and Implementation Guidance
- Americans with Disabilities Act (ADA) Standards for Accessible Design, 28 CFR Part 35 & 36
- State Vocational Rehabilitation Services Program: 34 CFR Part 361 (§361.900)
- Adult Education and Family Literacy Act (AEFLA) Regulations: 34 CFR Part 463 (§463.900)
- Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards: 2 CFR Part 200 (§200.300, §200.313, §200.327, §200.400)
- Office of Career, Technical, and Adult Education (Title II): 20 CFR Part 678 (§678.300, §678.310, §678.800), Part 361 (§361.300, §361.310, §361.800), Part 463 (§463.300, §463.310, §463.800)

IX. Review and Revision History

Rescinded: Workforce Guidance Letter: DWS 16-005 Created: 2/20/2017

X. Appendices, Forms or Related Material

N/A

XI. Adoptions

This policy is hereby adopted on this 27th day of March 2025.

_____

NMDWS Deputy Cabinet Secretary