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Scott Walker, Governor
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Date: October 28, 2016

To: Workforce Development Board Directors

From: Phil Koenig, Director 
Bureau of Workforce Training

Subject: **Workforce Innovation and Opportunity Act Policy Update 16-04: American Job Center Network Branding Guidance**

Per section 678.900 of the Workforce Innovation and Opportunity Act (WIOA), final regulations published on August 19, 2016, a common identifier is required to be on all primary electronic resources used by the one-stop delivery system as of November 17, 2016. This common identifier is the "American Job Center" or "a proud partner of the American job Center network". The Department of Labor provided guidance on the use of the American Job Center Branding by One-Stop operators as required by WIOA in their [American Job Center – Graphics Style Guide for Partners](#).

The Department of Workforce Development (DWD) used the American Job Center Style Guide to create an image that integrates the DWD, Job Center of Wisconsin and the American Job Center brand. DWD recommends the use of the attached images when updating materials to comply with the American Job Center Branding requirement as materials, electronic items and products are updated.

The DWD Communications Office has offered assistance with incorporating these images in print or web-based materials; including providing resizing of the images or creating different versions to fit your needs. Please contact DWDSOCommunicationsOffice@dwd.wi.gov for assistance.

The American Job Center Network identifier is required to be on all products, programs, activities, services, electronic resources, facilities and related property and new materials used in the one-stop delivery system as of July 1, 2017. Future guidance will be forthcoming relating to this requirement.

Please confirm with your local program liaison once you have completed the required updates to your primary electronic resources.

Attachments