



December 21, 2023

Workforce Innovation and Opportunity Act Policy Letter No. 16-07.1

To: Workforce Innovation and Opportunity Act (WIOA) Local Workforce Development Boards (WDBs), Fiscal Agents, and OhioMeansJobs Center Operators

From: Matt Damschroder Director

Subject: OhioMeansJobs and American Job Center Branding

I. Purpose

The purpose of this policy is to mandate the use of the 2023 branding guidelines for the OhioMeansJobs and American Job Center brands by local workforce development areas on all outreach opportunities.

II. Effective Date

Immediately

III. Recission

Workforce Innovation and Opportunity Act Policy Letter No 16-07, OhioMeansJobs and American Job Center Branding (November 14, 2016)

IV. Background

OhioMeansJobs (OMJ) is recognized as the integrated point of entry to Ohio's workforce system. The state's OMJ centers provide job training, skill upgrades, and other employment services to Ohioans looking for work and to employers seeking workers. Section 6301.08 of the Ohio Revised Code mandates that each OMJ center be named "OhioMeansJobs (name of county) County."

Consistent with section 121 (e)(4) of the Workforce Innovation and Opportunity Act (WIOA), 20 C.F.R. 678.900 designates the name, "American Job Center" or "a proud partner of the American Job Center network," as the common identifier for workforce systems across the nation. The U.S. Department of Labor (USDOL) requires that this identifier be used alongside Ohio's existing branding.

A common name not only provides continuity across the nation and Ohio's workforce systems, but it also enables businesses and individuals to easily identify and connect with workforce resources and professionals. Ohio's workforce system will become more effective in advancing job placement and talent development as a result of the national and statewide workforce branding efforts. Branding will also make it easier for individuals and businesses to find employment services. A single common name will reassure individuals and businesses that they will receive the same high-quality services from any OMJ location.

OhioMeansJobs (OMJ) Branding

OMJ will serve as the official brand for Ohio's workforce system. To fulfill the mandated requirements, local workforce development areas must name their workforce systems and individual centers as "OhioMeansJobs (name of county) County." The three municipal corporations that originally were automatic designations under the Workforce Investment Act of 1998 (Cincinnati, Cleveland, and Columbus) may include the name of the city as part of their workforce system names. Those names would be "OhioMeansJobs (name of city)(name of

county) County."

American Job Center (AJC) Branding

20 C.F.R. 678.900 mandates the use of the brand, "American Job Center," as the nation's common identifier of the workforce delivery system. Workforce delivery systems must include the brand, "American Job Center," or the tagline, "a proud partner of the American Job Center network," on all products, programs, activities, services, electronic resources, facilities, and related property and materials used in the local workforce delivery system.

Ohio, for both state and local workforce systems, will be utilizing the co-brand option of "a proud partner of the American Job Center network" as a tagline to the OMJ branding.

OMJ centers may continue to use their current branded materials until those supplies are exhausted.

V. State Requirements

The Ohio Department of Job and Family Services (ODJFS) will develop and distribute the OhioMeansJobs Brand Guidelines. These guidelines provide direction on the design of outreach materials. Outreach materials include, but are not limited to, websites, social media, screen savers, signage (permanent and temporary signs used to show information regarding the OMJ center), stationary, business cards, brochures, and posters. All printed materials, forms, and reports that will be distributed to the public must be branded according to the brand guidelines.

The OMJ and AJC brands are copyrighted and trademarked to protect them from abuse. The wrongful use of any aspects of the OMJ or AJC co-brand as specified in this policy and the OhioMeansJobs Brand Guidelines may constitute infringement of proprietary rights. Any inappropriate or incorrect usage or printings will be corrected at the expense of the local approving authority without the use of any WIOA or Wagner-Peyser funds.

Local workforce development boards (WDB) and OMJ centers are not permitted to authorize other entities to use the OMJ brand or AJC co-brand. Approval of plans for the use of the OMJ brand/AJC co-brand and logo by other entities must be obtained from the ODJFS Office of Workforce Development (OWD) by sending a written request to OWD-Media@jfs.ohio.gov.

Although the cost of updating the branding of outreach materials is a joint responsibility of all OMJ center partner programs, ODJFS will issue funds statewide to help local WDBs and each OMJ center comply with the 2023 re-branding requirement.

VI. Local Area Requirements

Local WDBs are required to utilize the OMJ brand with the tagline "a proud partner of the American Job Center network" on all outreach opportunities including, but not limited to, phone systems, websites, social media, screen savers, signage (permanent and temporary signs used to show information regarding the OMJ center), stationary, business cards, brochures, and posters. All printed materials, forms, and reports that will be distributed to the public must be branded according to the OhioMeansJobs Brand Guidelines. Each page on the center's websites that have a unique center name/logo must reflect the branded name and adhere to the brand guidelines.

The OMJ/AJC co-brand must be prominently displayed on all outreach materials, banners, and signage. Local WDBs are required to adhere to all aspects of the OhioMeansJobs Brand Guidelines. Any deviations or substitutions from the instructions mentioned in the guide will be considered as unacceptable usage of the OMJ or AJC brand.

Before signage is finalized and produced, local WDBs are required to notify OWD and forward the final proof to OWD-Media@jfs.ohio.gov to receive approval on final design. E-mails submitted for final approval should state, "Requesting OMJ/AJC Signage Approval" in the subject line.

Local workforce areas and the centers have until June 30, 2024, to obligate provided branding funds, with a liquidation period until September 30, 2024.

Web Address

All OMJ centers will have a branded web address. The web address will be consistent for all OMJ centers and will redirect existing websites to the appropriate website by the forward slash and the county name at the end of the address (i.e., OhioMeansJobs.com/Countyname). Any and all changes to the existing web addresses and websites redirects must be sent to OWD-Media@jfs.ohio.gov.

VII. Technical Assistance

For additional information on this policy, you may send your questions to the Office of Workforce Development: OWDPOLICY@jfs.ohio.gov.

VIII. References

Workforce Innovation and Opportunity Act, §§ 106 – 107, Public Law 113-128.

20 C.F.R. § 678.900.

Ohio Revised Code section 6301.08.

American Job Center – Graphics Style Guide for Partners (October 2012).

OhioMeansJobs Brand Guidelines (November 2023).



OhioMeansJobs.com®

Brand Guidelines



The OhioMeansJobs Brand

OhioMeansJobs Center Branding	2
Core Mark	3
Color Palette	9
Photography	10
Typography	12
Visual Language	13



OhioMeansJobs Center Branding

The state's OhioMeansJobs Centers provide job training, skill upgrades, and other employment services to Ohioans looking for work and to employers seeking workers. The centers are known as OhioMeansJobs Adams County, OhioMeansJobs Allen County, etc., with the county name always indicated second. In addition, the centers in Cleveland, Columbus, and Cincinnati are known as OhioMeansJobs Cleveland-Cuyahoga County, OhioMeansJobs Columbus-Franklin County, and OhioMeansJobs Cincinnati-Hamilton County.

Having a common name not only provides continuity across Ohio's workforce system, but also allows businesses and individuals to easily identify and connect with Ohio's workforce resources and professionals. Creating a single brand for the workforce system is one of the Governor's Office of Workforce Transformation's strategies to coordinate and align workforce policies, programs, and resources across state government to improve effectiveness, efficiency, and accountability. Previously, OhioMeansJobs.com was the premier gateway for connecting employers with job seekers. Now, OhioMeansJobs serves as the primary brand for Ohio's workforce system.

The passage of the federal Workforce Innovation and Opportunity Act (WIOA) brought with it another branding requirement, as well. WIOA section 121 (c)(4) and 20 CFR 678.900 mandate that all workforce systems across the nation indicate they are part of the "American Job Center network" or "A proud partner of the American Job Center network." The U.S. Department of Labor requires that this identifier be used alongside Ohio's existing branding. Ohio has chosen to use the tagline "A proud partner of the American Job Center network" as a supplement to its existing OhioMeansJobs branding.

To view the policy that established the OhioMeansJobs branding, see Workforce Innovation and Opportunity Act Policy Letter No. 16-07.1 at jfs.ohio.gov/job-services-and-unemployment/job-services/workforce-professionals/resources/state-policy-guidance



OhioMeansJobs.com®

The OhioMeansJobs Brand Core Mark

Components of the Core Mark

The OhioMeansJobs brand core mark consists of two elements: the Ohio Brand Core Mark and the OhioMeansJobs typeset.

The position, size, color, spatial, and proportional relationships of the elements of the mark have been carefully determined and may not be altered.

The OhioMeansJobs core mark is a registered trademark of the state of Ohio.

Ohio Brand Core Mark

The Ohio Brand Core Mark is a carefully designed script version of the name “Ohio” overlaid on the outline of the state. The Ohio Brand Core mark should never be altered.

OhioMeansJobs Typeset

The OhioMeansJobs name has been carefully typeset and should not be altered in any way.

OhioMeansJobs Spacing

OhioMeansJobs is always written without spaces and with a capital O, M, and J. Use OhioMeansJobs.com only when specifically referring to the website.



The vertical core brand mark.



The horizontal core brand mark.

The OhioMeansJobs Brand Core Mark

Proportion, Sizing, and Clear Space

To make sure the OhioMeansJobs brand core mark is clearly visible and legible, it may not be modified in any way, it must be surrounded by enough clear space, and it may not be less than one-quarter inch tall.

Proportion

The logo is a unique design and cannot be modified in any way. When adding a copy of the logo to any Microsoft Office product, you should hold the “Shift” key while resizing. Doing so will ensure that the logo keeps its proportions and does not become distorted.

Minimum Size of the Core Mark

The OhioMeansJobs brand core mark is primarily type, and that makes it easy to reproduce in many sizes. Please note that it becomes difficult to read when it is smaller than one-quarter inch tall.

Clear Space

Clear space is the area that surrounds the mark and maximizes its visual impact. The clear space may be white, the natural color of the background, or a color from the Ohio brand palette. It should be free of any other element, including text, graphics, borders, or other logos. Enough clear space is about the width of the “O” in the logo you are using.



OhioMeansJobs®

A. Two-Color Mark



OhioMeansJobs®



OhioMeansJobs®

B. One-Color Mark



OhioMeansJobs®



OhioMeansJobs®



OhioMeansJobs®



OhioMeansJobs®



OhioMeansJobs®



OhioMeansJobs®

C. Placement of Mark on Color or Imagery

The OhioMeansJobs Brand Core Mark

Color and Imagery

The color of the OhioMeansJobs core mark can be treated in two ways, depending on its use. Color provides a quick and powerful means of recognition, and for this reason, the two-color mark is the preferred version. When the two-color mark cannot be used – for example, in documents being printed in black and white – the one-color mark may be applied.

A. Two-Color Mark

The two-color mark is used for corporate communications and signage. It is the standard format for all business papers.

The one-color mark is used in limited situations, including, but not limited to, social media graphics. The mark can be used in the approved one-color primary Pantone colors, or in black on a white or light-colored background.

C. Placement of Mark on Color or Imagery

The mark may be placed on a color field or over an image. In all cases, there must be sufficient contrast for easy legibility. The mark may be used in two-color, one-color, or reversed to white when placed on a dominant color field. When the mark is placed over an image, ensure that the image is not busy or distracting.

B. One-Color Mark



A.

OhioMeansJobs®



B.

OhioMeansJobs®



C.

OhioMeansJobs



D.



E.

OhioMeansJobs®



F.

2023
OhioMeansJobs®

Unacceptable Usage - OhioMeansJobs Brand Core Mark

To preserve the integrity of the OhioMeansJobs brand core mark, never alter the approved configuration, substitute elements, or deviate from the guidelines discussed in the preceding sections.

The examples above demonstrate misuses of the OhioMeansJobs brand core mark.

- A. Do not change the approved, Ohio brand colors of the signature.
- B. Do not distort, artificially stretch, or condense the mark.

- C. Do not place the brand on faces or other awkward areas in photos.
- D. Do not co-brand the mark.
- E. Do not alter, rotate, change the size, shape, add shadows or retype the mark.
- F. Do not modify the mark with words or numbers and do not use the two-colored mark on colored backgrounds or a color combination that provides insufficient contrast for legibility.



OhioMeansJobs®

A. Primary Brand



OhioMeansJobs®

Erie County
A proud partner of the
American Job Center network

B. Shared Brand

The OhioMeansJobs Core Mark

Co-Branding

OhioMeansJobs is not an exclusive entity. It is an inclusive ally that builds cooperation, collaboration, and integration into regional job growth among many counties and cities. Connecting other brands with OhioMeansJobs is essential to the goal of a united job market. Use the county or city name to connect the county or city to the OhioMeansJobs identity. Any deviation from the above logos must be authorized by the OhioMeansJobs brand manager.

A. Primary Brand

Applications: regional launch event, websites, TV spots

B. Shared Brand

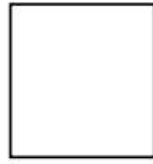
Applications: County or city-specific marketing, print materials, environmental signage



CARDINAL RED
 #C12637
 R:193, G:038,
 B: 055



BUCKEYE BLUE
 #0E3F75
 R:014, G:063,
 B: 117



WHITE
 #FFFFFF
 R:255, G:255,
 B: 255

Primary Colors

Secondary Colors



BLACK
 #000000
 R:000, G:000,
 B: 000



MONUMENTAL GRAY
 #B0B3AF
 R:176, G:179,
 B: 175



TECH BLUE
 #0098D3
 R:000, G:152,
 B: 211



QYARRY BLUE
 #69C2C6
 R:105, G:194,
 B: 198



SOLAR YELLOW
 #F3DF89
 R:243, G:223,
 B: 137



CIRCLEVILLE ORANGE
 #EBA70E
 R:235, G:167,
 B: 014



PAWPAW GREEN
 #BBD36F
 R:187, G:211,
 B: 111



APPALACHIAN GREEN
 #729364
 R:114, G:147,
 B: 100



EARTH BROWN
 #8A5E32
 R:138, G:094,
 B: 050

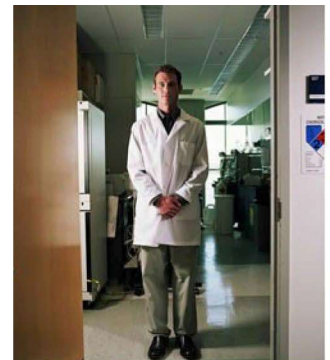
The Ohio Brand Color Palette

Print Specifications Chart

The core colors for the Ohio brand are Cardinal Red, Buckeye Blue, and White. These colors are warm, energetic, and straightforward. They reinforce the distinctiveness of the brand. These core colors are strong tools to effectively communicate the brand in advertising and collateral materials.

A range of other colors has been chosen to complement the core colors, adding personality and flexibility to the palette.

All colors in the palette are common and can be easily reproduced by both in-house and commercial printers. Each color has designated values (shown above) that can be applied in nearly all applications.



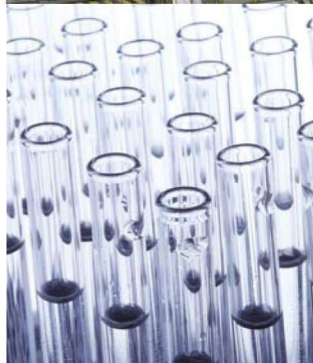
The Ohio Brand Photography

Photography: Portraiture

The preferred photographic style for Ohio materials is straightforward, honest, and approachable, employing natural lighting, capturing real moments, and featuring everyday people. The photos should show subjects engaged in real, everyday activities.

The photographic style is friendly, unassuming, inclusive, and forward-thinking. It should reflect and challenge our preconceptions of what our region is and should represent. Photos should inspire and motivate residents, businesses, and visitors and should reflect positive diversity of today's current workforce.

The above photos are only examples and are not meant for use. However, they illustrate correct usage of proper photography. Care should be made to capture the best images representing the OhioMeansJobs regions.



The Ohio Brand Photography

Photography: Landscape and Environment

Landscape and environment photography should also be straightforward, honest, and approachable. The photos should be friendly, inviting, inclusive, and forward-thinking. Images of our flat plains, surrounding hills, valleys, and rivers, as well as our architecture, should be shot with a dramatic look and tone. Drama can be created through cropping and juxtaposition.



Primary Style

Source® Sans Pro is the primary typeface for the brand. It should be used for all headline and subhead styles, as well as body copy.

Use care when selecting weights to create a contemporary design style across all materials and media. Furthermore, attention should be given to the size and placement of each typographic element to ensure both legibility and a clear hierarchy of information throughout all brand assets.

Secondary Style

Source® Serif Pro is the secondary typeface for the brand. Use should be minimal as a complement to Source® Sans Pro. It's also suitable for long format content such as documents and letters.

Kerning (space between letters)

& Tracking kerning = optical
tracking = -5 for body copy, light and regular weights

Leading (space between lines)

Maintain a comfortable amount of leading that's not too tight or too loose for an optimal readability and design aesthetic.

Alignment

The recommended style is left-aligned and ragged-right. Type may be centered when appropriate. Never use justified text.

Line Length

To aid legibility, please ensure that line lengths are not too long or too short.

Source®
Sans
Pro

Extra Light
Extra Light Italic
Light
Regular
Italic
Semibold
Semibold Italic
Bold
Bold Italic
Black
Black Italic

Source® Serif Pro

Extra Light
Extra Light Italic
Light
Light Italic
Regular
Italic
Semibold
Semibold Italic
Bold
Bold Italic
Black
Black Italic

The Ohio Brand Typography

Ensure Brand Equity

Typography is a strong extension of our brand's personality. Two typefaces are used for Ohio: Source® Sans Pro and Source® Serif Pro. Source® Sans Pro is used primarily for display and headline copy, while Source® Serif Pro is used primarily as body copy. Only these typefaces may be used for Ohio materials.



A. OhioMeansJobs business card

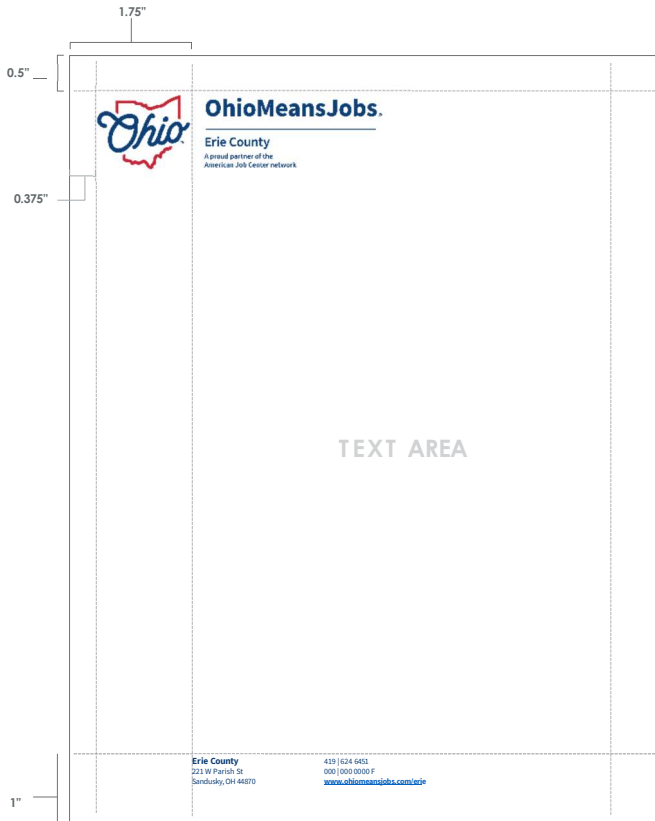
The OhioMeansJobs Brand Visual Language

Business Papers

The OhioMeansJobs business card uses the two-color logo with the county or city contact information arranged in a clear and concise format.

A. OhioMeansJobs business card

When preparing the OhioMeansJobs business card, place the OhioMeansJobs core mark with the county or city name on the left side (1.5”) of the business card. Place the contact information on the right side (2”) of the business card.



A. OhioMeansJobs stationery

The OhioMeansJobs Brand Visual Language

Business Papers

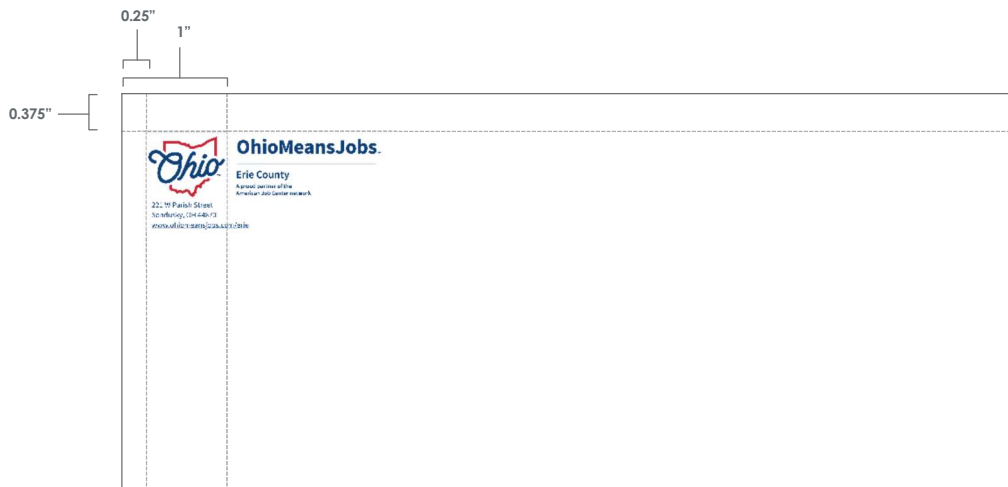
The OhioMeansJobs stationery uses the two-color logo with the county or city name at the top of the page. The county or city contact information is arranged in a clear and concise format on the lower portion of the page.

A. OhioMeansJobs stationery

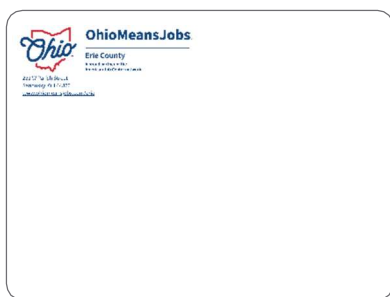
When preparing stationery, place the OhioMeansJobs core mark with the county or city co-branding 0.5" from the top of the page and 0.375" from the left of the page.

Place the county or city contact information 1" from the bottom of the page and 1.75" from the left side of the page.

The margins for the text should be 1.75" from the top of the page, 2" from the left, 0.75" from the right, and 1.25" from the bottom.



A1. OhioMeansJobs #10 envelope



A2. OhioMeansJobs mailing label



A3. OhioMeansJobs pocket or rack card

The OhioMeansJobs Brand Visual Language

Business Papers

Consistency creates brand equity and customer recognition. All OhioMeansJobs county and city business papers should follow the rules in this guide. This includes, but is not limited to, envelopes, labels, pocket or rack cards, thank you cards, forms, certificates, etc.

A1. OhioMeansJobs #10 envelope

Just like the OhioMeansJobs business card, place the core mark with the county or city name 0.375" from the top and 0.25" from the left.

A2. OhioMeansJobs mailing label

Just like the OhioMeansJobs #10 envelope, place the core mark with the county or city name 0.375" from the top and 0.25" from the left.

A3. OhioMeansJobs pocket or rack card

See above for a sample pocket or rack card consistent with other OhioMeansJobs branding.

Looking for a job? There's an app for that!



The new OhioMeansJobs mobile application allows you to search for, save and apply to jobs from your iPhone, iPad or Android device.

Visit OhioMeansJobs.com to post your resume and get more information about internships, assistance for veterans, job training programs and more.

OhioMeansJobs has the information, tips, specialized search tools and targeted exposure to set you apart from the pack.

Mike DeWine, Governor
State of Ohio

Matt Damschroder, Director
Ohio Department of Job and Family Services
JFS #999 (Rev. M/YYYY)

This institution is an equal opportunity provider and employer.
A proud partner of the American Job Center network.



The OhioMeansJobs Brand Visual Language

Outreach / Marketing Materials

Consistency throughout all OhioMeansJobs marketing materials creates brand equity and customer recognition. This includes, but is not limited to, signage, posters, brochures, and flyers.

Some OhioMeansJobs Centers are stand-alone centers. Others are part of larger office complexes. In either case, the sign for each center must reflect approved branding. If a center's primary sign is part of an office complex sign, the center should change its name on the sign.

In addition, any signs at the center's physical entrance also should be branded in accordance with these guidelines.



A. OhioMeansJobs communication

Brand Communication

Communicating the OhioMeansJobs Brand

The OhioMeansJobs brand also must be communicated through social media networks, websites, and phone systems. All OhioMeansJobs Center phone greetings and voicemail systems must identify the OhioMeansJobs brand. When marketing OhioMeansJobs Center services on social media sites or websites, the OhioMeansJobs brand must be prominent and follow the brand guidelines.

Any questions should be directed to the OhioMeansJobs brand manager prior to use.

A. Websites and social media

The OhioMeansJobs core mark should be placed in a visually prominent position on all website and social media platforms.

B. Voice Communication

OhioMeansJobs Centers should answer phones and set voicemails as in the following example: “Good morning/afternoon, OhioMeansJobs Mahoning County. How may I help you?”

C. Web Addresses

Each OhioMeansJobs Center will have a branded web address (OhioMeansJobs.com/county). Each page on the center’s website must reflect the branded name.



Usage rights disclaimer

The OhioMeansJobs Brand Guidelines were prepared by the state of Ohio and may not be copied or altered in any way.

Elements of materials in any format prepared by the state of Ohio must not be used or applied in any way other than the original format created and supplied by the state. These elements include, but are not limited to, still images, design components, artwork, video footage, audio components, language, print or electronic representation, or any other product protected by copyright, trademark, patent, or other intellectual property rights, including that of third-party suppliers. Reproduction, publication, or distribution of the whole or a part of any element in any form is prohibited and includes the distortion or manipulation of the whole or a part of the element (for example, by computer, electronically, digitally by an artist or by any other means), even though the resulting work may not appear to a reasonable person to be derived from the original element.

The OhioMeansJobs and American Job Center brands are copyrighted and trademarked to protect them from abuse. The wrongful use of any aspects of the OhioMeansJobs or American Job Center brand as specified in this policy and the OhioMeansJobs and American Job Center Brand Guidelines may constitute infringement of proprietary rights. Any inappropriate or incorrect usage or printings will be corrected at the expense of the local approving authority without the use of any WIOA or Wagner-Peyser funds.