



2013.05.22.A.3

Strategic Policy

Title:	Florida Workforce System Statewide Brand
Adopted:	05/22/2013
Effective:	05/22/2013

I. PURPOSE AND SCOPE

This policy establishes a statewide brand identity, including but not limited to, a unified brand charter, nomenclature and logo for Florida's statewide workforce system; CareerSource Florida, Inc. (CSF), the state workforce board; and the 24 local workforce development boards (local boards). A comprehensive, unified and aligned system of world-class services for job seekers, workers, employers and businesses is communicated and promoted.

This policy clarifies the identity of Florida's workforce system and eliminates market confusion. Through a unified brand identity, Florida's workforce system has greater statewide and national outreach influence. A comprehensive, unified and aligned system facilitates improved efficiency in Florida's workforce system and increases awareness for job seekers, workers and employers. A comprehensive, unified and aligned workforce system complies with gubernatorial initiatives and legislation. The scope of the policy is limited to state and local board brands and ensures compliance with branding requirements for corporate offices, career centers, online tools and publications.

II. BACKGROUND

Florida's Workforce Innovation Act of 2000 established the state's workforce system under the federal Workforce Investment Act of 1998. The state workforce board was named Workforce Florida, Inc. and the state's 24 local boards created under the Act adopted a variety of names without consistency in nomenclature or common brand. This created confusion among customers.

The Regional Workforce Boards Accountability Act of 2012 identified the need to eliminate market confusion and renewed efforts to implement a statewide unified brand for the state workforce board, all 24 local boards, and local career centers. Establishing and maintaining the branding policy was pursued by the CSF Professional Team.

On May 22, 2013, the Workforce Florida, Inc. Board of Directors unanimously approved the brand charter, name and logo establishing “CareerSource Florida” as the single, statewide unified brand identity for Florida’s workforce system. Procedures and policy for naming structure, nomenclature, brand standards, branded materials and web sites, signage and use of the eFlorida statewide affiliate brand are described in the Department of Economic Opportunity (DEO) Final Guidance (FG OSPS-80).

III. AUTHORITY

[Regional Workforce Boards Accountability Act of 2012, Chapter 2012-29, Laws of Florida](#)

[Chapter 445.004, Florida Statutes](#)

IV. HISTORY

Date	Description
	Supersedes Policy 2003.04.22.A.3
	Final Guidance DEO FG OSPS 80
05/23/2017	Revised copy in plain language; completed introduction to include board action; added references to local boards; formatted objectives in numbered list; sections consolidated to align more closely with (DEO) administrative policies.

V. ATTACHMENTS

[Final Guidance: DEO FG OSPS 80](#)