



2013.05.22.A.3

## Strategic Policy

<b>Title:</b>	<b>Florida Workforce System Statewide Brand</b>
<b>Adopted:</b>	05/22/2013
<b>Effective:</b>	12/09/2021

### 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 development system: CareerSource Florida, Inc., the state workforce board, the 24 local workforce development boards and the career centers they manage. A comprehensive, unified and aligned system of world-class services for job seekers, workers, employers and businesses is communicated through the nationally recognized CareerSource Florida brand.

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

## II. BACKGROUND

Public Law 113-128, the federal Workforce Innovation and Opportunity Act (WIOA), was signed into law on July 22, 2014. Prior to the implementation of WIOA and updates to state statutes in 2012, the state workforce development board was named Workforce Florida, Inc., and the state's 24 local workforce development boards adopted a variety of names without consistency in nomenclature or common brand. In 2014, at the direction of the state board, Florida became the first state in the nation to adopt a unified statewide brand for its entire workforce development system to improve awareness and use of services. The unified brand is in alignment with the WIOA requirement that "the state board shall assist the Governor in the development and continuous improvement of the workforce development system in the state, including the development of strategies for providing effective outreach to and improved access for individuals and employers who could benefit from services provided through the workforce development system."

## III. POLICY

### **CareerSource Florida**

The state workforce development board adopts a unified brand for the state board, all 24 local workforce development boards and local career centers. A brand charter, name and logo are established with "CareerSource Florida" as the single, statewide unified brand identity for Florida's workforce development system.

Each local workforce development board shall adopt a local brand by using "CareerSource" followed by a geographic locator or regional identifier. This local brand name will apply to both the board and the career centers they direct.

CareerSource Florida has 24 local logos. All boards will use the master brandmark and their local logo as prescribed in the CareerSource Florida [Brand Standards Manual](#) and [CareerSource Florida Brand Standards Brief](#).

### **American Job Center Network**

The U.S. Department of Labor, in [Training and Employment Guidance Letter No. 36-11](#), announced the American Job Center network national unifying brand. The websites for Florida's workforce investment board, local workforce development boards and the state's online job matching tool shall display the "a proud partner of the American Job Center network" logo in the footer of their homepages, as consistent with the CareerSource Florida Brand Standards Manual and the [American Job Center Graphics Style Toolkit for Media](#). Both documents are available on the [CareerSource Florida Online Brand Portal](#).

Local workforce development boards must display "proud partner of the American Job Center network" language on their websites, outreach materials, etc., as appropriate.

Procedures and policy for naming structure, nomenclature, brand standards, branded materials, signage, websites and the use of the Employ Florida statewide affiliate brand

are described in Florida Department of Economic Opportunity (DEO) Final Guidance (FG OSPS-80).

#### IV. AUTHORITY

[Training and Employment Guidance Letter No. 36-11](#)

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

[Chapter 445.004, Florida Statutes](#)

#### V. HISTORY

Date	Description
12/09/2021	Updated for clarity and consistency with the CareerSource Florida Brand Standards Brief and American Job Center – Graphics Toolkit for Media. Submitted for approval by CareerSource Florida Board of Directors
	Supersedes Policy 2003.04.22.A.3
	<a href="#">Final Guidance DEO FG OSPS 80</a>
05/23/2017	Revised copy in plain language; completed introduction to include board action; added references to local workforce development boards; formatted objectives in numbered list; sections consolidated to align more closely with Florida Department of Economic Opportunity administrative policies.

#### VI. ATTACHMENTS

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

[CareerSource Florida Brand Standards Manual](#)

[CareerSource Florida Brand Standards Brief](#)

[CareerSource Florida Brand Portal](#)

[American Job Center – Graphics Toolkit for Media](#)