



**POLICY
NUMBER
02**

Workforce Policy

Title:	Florida Workforce System Statewide Brand		
Program:	Workforce Innovation and Opportunity Act		
Type:	Operational		
Adopted:	05/22/2013	Revised:	02/20/2025

I. PURPOSE AND SCOPE

This policy was developed consistent with the requirements outlined in 20 CFR 679.130(l) to enhance the performance of the workforce development system in the State and establish a statewide brand identity, including but not limited to a unified brand charter, nomenclature and logo for Florida's workforce development system: CareerSource Florida, Inc., the state workforce board, all local workforce development boards (LWDBs), the workforce development regions, 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.

The scope of the policy is limited to the CareerSource Florida Board of Directors, LWDBs, local workforce development regions, and ensures compliance with branding requirements for corporate offices, career centers, online tools and publications throughout the network.

II. KEY OBJECTIVES

- Implement the use of the CareerSource Florida Branding Manual
- Strengthen the identity of Florida's workforce development system
- Eliminate the potential for market confusion
- Ensure the CareerSource Florida unified brand identity complies with gubernatorial initiatives,

legislation, and increases awareness for job seekers, workers, and employers of the career and business resources available to them

III. BACKGROUND

Prior to the federal Workforce Innovation and Opportunity Act (WIOA) the Florida workforce development board and the state's local workforce development boards adopted a variety of names without consistency in nomenclature or a common brand. At the direction of the Governor's appointed state board, Florida adopted a unified statewide brand for its workforce development system to enhance awareness of the CareerSource Florida network and improve use of its services.

IV. POLICY AND PROCEDURES

CareerSource Florida

The Florida workforce development board adopts a unified brand for the state board, all LWDBs, local workforce development regions, 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.

The **unified brand** is represented by visual assets or creative expressions such as a name, logo, and colors, and reflects a powerful (and positive) connection to customers, stakeholders and the public at-large because its value is defined in the minds of these audiences and is based on their experiences and perceptions.

The **CareerSource Florida Brand** refers to the unified identity of the Florida Workforce System and is represented by commonly aligned brand names and logos applying to the statewide workforce investment board, local workforce development boards, local workforce development regions, and One-Stop Career Centers.

Local Workforce Development Boards and Local Workforce Development Regions

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

When referring to the unified brand name, whether state or regional, "CareerSource" must appear in writing as one word with no space between "Career" and "Source." The "C" and "S" must always be capitalized. "CareerSource" is to be followed by either "Florida" or the specific geographic locator or regional identifier adopted by a regional workforce development board and approved by CareerSource Florida.

No local workforce development board or local workforce development region shall use a brand name or logo, without the express permission of CareerSource Florida.

Brand Standards

Brand standards allow the workforce development system to continually strengthen the CareerSource Florida brand by ensuring clarity, consistency, and cohesiveness in how the system, and our partners apply the brand's assets system wide. This consistency is important to maintaining

the integrity of the brand and enhancing its equity over time. Brand consistency cultivates credibility among key audiences.

The specifications outlined in the CareerSource Florida Brand Standards Manual must be adhered to by any entity (including local partners) expressing the CareerSource Florida brand including usage in regional sub-brands, branded materials, digital, or in print. Any deviation from this policy or the CareerSource Florida Brand Standards Manual shall require prior approval from FloridaCommerce and CareerSource Florida.

CareerSource Florida and all LWDBs will use the master brandmark and their local logo as prescribed in the CareerSource Florida [Brand Standards Manual](#) and [CareerSource Florida Brand Standards Brief](#).

Branded Materials and Websites

Working collaboratively, as outlined in this policy, CareerSource Florida, Florida Department of Commerce (FloridaCommerce) and its partners will work to the greatest extent possible to enhance efficiency and reinforce brand consistency and cohesiveness.

Local workforce development boards, local workforce development regions, and career centers may continue to develop their own unique branded materials; however, as outlined in the CareerSource Florida Brand Standards Manual, major marketing and outreach communications, as described in the manual, are subject to review by CareerSource Florida External Affairs to ensure such materials, in digital and print formats, are created in accordance with brand standards.

Signage

The CareerSource Florida brand name and logo or the applicable local workforce development board or local workforce development region name and logo should be prominently displayed on external signage for the statewide workforce investment board, local workforce development boards, local workforce development regions, and career centers. Graphics use should be consistent with brand standards outlined in the Brand Standards Manual.

Procurement and Cost Allowability

All purchases and procurement made to implement the branding initiative must comply with this policy, local workforce development board approved procurement policies and procedures and, where appropriate, [CareerSource Florida Strategic Policy 2023.10.12.A.1 – Statewide Standardization of Tools and Services](#), which emphasizes the CareerSource Florida brand identity and a uniform experience for job seekers and businesses.

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 partners](#). Both documents are available on the [CareerSource Florida Online Brand Portal](#).

V. IMPLEMENTATION

All use of the CareerSource Florida brand must strictly adhere to the guidelines outlined in the CareerSource Florida Brand Standards Manual. Leadership of local workforce development boards and local workforce development regions shall ensure those who use the statewide and local brand identity have access to this policy and the CareerSource Florida Brand Standards Manual.

The use of the corporate brand will be actively monitored by CareerSource Florida and the Florida Department of Commerce to ensure compliance. Local workforce development boards and local workforce development regions use guidance contained within the CareerSource Florida Brand Standards Manual in all communications and any applicable local policies must align to guidance contained within that manual.

Failure to comply with the CareerSource Florida Brand Standards Manual and this policy may result in a monitoring finding. Depending on the severity of the non-compliance, the local workforce development board or local workforce development region may be required to:

1. Make necessary policy changes to align with this policy and the CareerSource Florida Brand Standards Manual.
2. Provide proof of compliance with the Brand Standards Manual.
3. Develop and implement an action plan to address and rectify the non-compliance.

VI. AUTHORITY

[20 CFR 679.130](#)

[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](#)

[CareerSource Florida Strategic Policy 2023.10.12.A.1 – Statewide Standardization of Tools and Services](#)

VII. HISTORY

Date	Description
02/20/2025	This policy adopts an updated Brand Standards Manual, references CareerSource Florida Strategic Policy 2023.10.12.A.1 – Statewide Standardization of Tools and Services, and complies with federal and state law. The policy is edited to add implementation and monitoring guidelines. References to 2013 Final Guidance DEO FG OSPA 80 Unified Brand Implementation Guidelines are eliminated and relevant administrative instructions from that guidance is included in this policy.

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
	Final Guidance DEO FG OSPA 80
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.

VIII. ATTACHMENTS

[CareerSource Florida Brand Standards Manual](#)

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