

INFORMATION NOTICE

WORKFORCE SERVICES

Number: WSIN12-54

Date: April 23, 2013

Expiration Date: 5/23/15

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TO: WORKFORCE DEVELOPMENT COMMUNITY

SUBJECT: AMERICA'S JOB CENTER OF CALIFORNIA NETWORK BRANDING
MANAGER DESIGNATION

The purpose of this Information Notice is to ask each Local Workforce Investment Area (local area) to designate a Brand Manager who will act as a single point of contact for the implementation of the new statewide One-Stop brand name. The new brand name, known as "America's Job Center of California," was first announced in the Workforce Services Information Notice [WSIN12-43](#) dated March 15, 2013. To ensure that the new brand name is consistently applied across the 49 local areas the California Workforce Investment Board (State Board) is asking that local areas identify a responsible individual to act as the local area Brand Manager.

The Brand Manager will be responsible for ensuring that all branding materials, such as decals, logos, and signage, are being used in accordance with the style guide. In addition, they will be responsible for overseeing the implementation of the branding effort throughout the local area One-Stop Career Center system, and share all questions received with the State Board.

As indicated in Workforce Services Information Notice [WSIN12-7](#) dated August 20, 2012, the toolkit and additional information will be issued in the near future. It will provide detailed and complete instructions on branding procedures to ensure consistent and uniform usage of materials throughout California's network of One-Stop Career Centers and local boards/agencies.

Please provide the following information by May 3, 2013:

1. Local Area Name
2. Brand Manager Name
3. Brand Manager phone number and e-mail address

The information should be transmitted to Jessica Dailey at the State Board by e-mail at Jessica.Dailey@cwib.ca.gov or by phone at (916) 324-3437.

/S/ MICHAEL EVASHENK, Chief
Workforce Services Division