



## Branding Standards

### Logo & Template Downloads

# Logo Variations

Be sure to use the correct variation of the logo for your circumstance.

## Comprehensive AJC

*Each word in the logo is capitalized.*

Color	<a href="#">EPS</a>	<a href="#">PDF</a>	<a href="#">PNG</a>	<a href="#">JPG</a>
Black	<a href="#">EPS</a>	<a href="#">PDF</a>	<a href="#">PNG</a>	<a href="#">JPG</a>
White	<a href="#">EPS</a>	<a href="#">PDF</a>	<a href="#">PNG</a>	



## Affiliate AJC

*Lower case letters in the logo.*

Color	<a href="#">EPS</a>	<a href="#">PDF</a>	<a href="#">PNG</a>	<a href="#">JPG</a>
Black	<a href="#">EPS</a>	<a href="#">PDF</a>	<a href="#">PNG</a>	<a href="#">JPG</a>
White	<a href="#">EPS</a>	<a href="#">PDF</a>	<a href="#">PNG</a>	



## Partner / Access Point

*Lower case letters in the logo along with the words "Proud Partner" in the upper left corner.*

Color	<a href="#">EPS</a>	<a href="#">PDF</a>	<a href="#">PNG</a>	<a href="#">JPG</a>
Black	<a href="#">EPS</a>	<a href="#">PDF</a>	<a href="#">PNG</a>	<a href="#">JPG</a>
White	<a href="#">EPS</a>	<a href="#">PDF</a>	<a href="#">PNG</a>	



## Partner Logo for Comprehensive AJC

*If partnering logo with local boards/organizations, use this version of the Comprehensive AJC logo.*

Color	<a href="#">EPS</a>	<a href="#">PDF</a>	<a href="#">PNG</a>	<a href="#">JPG</a>
Black	<a href="#">EPS</a>	<a href="#">PDF</a>	<a href="#">PNG</a>	<a href="#">JPG</a>
White	<a href="#">EPS</a>	<a href="#">PDF</a>	<a href="#">PNG</a>	



# Templates

## Window Cling

Great for clearly identifying entrances.

Comprehensive AJC	<a href="#">PDF</a>
Affiliate AJC	<a href="#">PDF</a>
Partner / Access Point	<a href="#">PDF</a>
Partner Logo Caps	<a href="#">PDF</a>



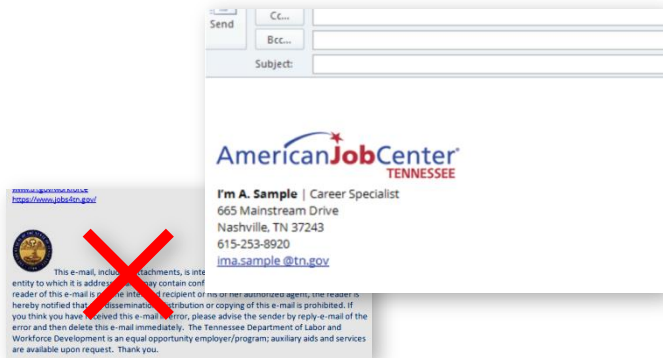
## Email Signature

9 pt. Open Sans

No extra text or state seal is necessary.

Additional site links may be added as text below email address.

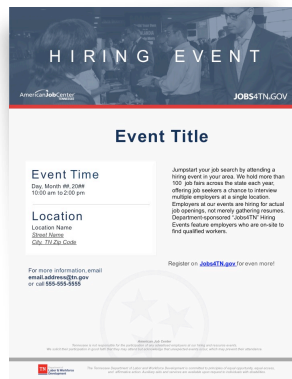
[Download Sample](#)



## Hiring Event Flyer

Make sure to "Flatten" the PDF before sending.  
This ensures it's no longer editable by the readers.

Specific Employer Event [PPTX](#)



## Mobile AJC (formerly Career Coach)

Capitalized letters in the logo with the word "MOBILE" in the top left corner of the logo.

Color	<a href="#">EPS</a>	<a href="#">PDF</a>	<a href="#">PNG</a>	<a href="#">JPG</a>
Black	<a href="#">EPS</a>	<a href="#">PDF</a>	<a href="#">PNG</a>	<a href="#">JPG</a>
White	<a href="#">EPS</a>	<a href="#">PDF</a>	<a href="#">PNG</a>	



# Templates

## Jobs4TN.gov Logo

Color	<a href="#">EPS</a>	<a href="#">PDF</a>	<a href="#">PNG</a>	<a href="#">JPG</a>
White	<a href="#">EPS</a>	<a href="#">PDF</a>	<a href="#">PNG</a>	

The logo for Jobs4TN.gov, featuring the text "JOBS4TN.GOV" in a bold, sans-serif font. The "4" is red, and the "TN" is blue, with a small registered trademark symbol (®) to the right of "GOV".

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## Business Card

*Sample business card template*

*Text Font: Open Sans Regular*

[Download Template Form](#)



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## Social Media Profile Image

*This file is **only** for profile images, **not** for general representation of the American Job Center brand.*

[Download Image](#)



# Visual Guidelines

Proper usage of the logo ensures brand recognition and consistency

## Logo Clearspace

The logo requires one "o" shape of clearspace on all sides








## Minimum Size

The recommended minimum size to display the logo is 2" printed or 144 pixels digital.


## Logo Don'ts

The American Job Center logo should not be altered in any way.

<p>Do not distort the shape of the logo.</p> 	<p>Do not create other logos with the American Job Center logo.</p> 	<p>Do not partner logo with a service provider's logos, choose one or the other.</p> 
<p>Do not use the black version of the logo on dark backgrounds.</p> 	<p>Do not alter the colors of the logo.</p> 	

## Exclusivity vs Partnering Logos

Use the American Job Center logo by itself. It can only be partnered with a local board's logo or name. Service providers cannot partner the logo. (see Logo Don'ts, above)

<p>You can partner Board names by adding a thin gray line with the board's name in Open Sans font.</p>	 <p>Northwest Tennessee Workforce Board</p>	<p><a href="#"><u>Download Board Partnering Logo Template</u></a></p>
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# Example Web Usage

This shows an example usage of how the logo could be displayed on your site.



## WEB BANNER/BUTTON POSITIONING OPTIONS

144px MINIMUM DIMENSION

TOP SIDE BOTTOM



# AJC Overview

American Job Centers (AJCs), formerly called Tennessee Career Centers, are designed to provide a full range of **free** workforce development assistance to job seekers and businesses under one roof.

## Workforce System Highlights Under WIOA

- *Strategic alignment of workforce development programs to support job seekers and businesses*
- *Streamlines and strengthens the roles of workforce development boards*
- *Enhances services provided to job seekers through the American Job Center*
- *Improves services to employers and promotes work-based training*
- *Increases access to high quality workforce services for people with disabilities*

### AJC Services to Job Seeker

#### **Resource Center**

Rooms equipped with resources for registration on JOBS4TN.GOV, unemployment insurance claims, job search assistance, education, training, etc.

#### **Career Coaches & Specialists**

One-on-one assistance to help individuals develop career paths to finding employment or changing careers.

#### **Training & Education Assistance**

Providing financial assistance to eligible individuals based on training or education needs to get to the next step in their career

#### **Workshops**

Weekly educational workshops that covers topics like resume writing, interviewing prep, labor market information, etc.

#### **Job Fairs**

On-site employer connection with individuals.

#### **Referrals**

Provide referrals to businesses for employment and additional supportive services like TANF, SNAP, unemployment insurance, child care assistance, financial aid, etc.

### AJC Services to Employers

#### **Virtual Recruiting**

24/7 access to post a job and search resumes that match hiring needs.

#### **On-Site Recruiting**

Schedule employers for on-site recruitment and interviews at AJC or employer's worksite.

#### **Business Services**

Staff available to assist employers with hiring, training, and retaining a strong workforce.

#### **Labor Market Information**

Access to labor market trends, statistics, and economic and demographic data.

#### **Training Grants & Tax Incentives**

Various funding opportunities available to assist with on-the-job training, incumbent working training grants, apprenticeships, and tax incentives for hiring employees with barriers to employment.

# AJC Overview

## AJC Programs

- **Required**
  - Adult, Dislocated Worker, and Youth Program
  - Adult Education Program (AE)
  - Wagner-Peyser Act (WP)
  - Vocational Rehabilitation Program (VR)
  - Temporary Assistance for Needy Families (TANF)
- **Additional**
  - Jobs for Veterans Grant (JVSG) Program
  - SNAP Employment and Training (SNAP E&T) Program
  - Reemployment Services and Eligibility Assessments (RESEA) Program
  - Trade Adjustment Assistance (TAA) Program
  - Senior Community Services Employment Program (SCSEP)

## Why This Information Is Important

- Provides strategic alignment of partnerships at the state and local levels
- Over 80,000 job openings available via [JOBS4TN.GOV](https://JOBS4TN.GOV)
- Job seekers and employers are able to access jobs, resumes, education, training, and labor market information 24/7