

	Subject: ARIZONA@WORK Branding	
	Original Issue Date: 7/1/2014	Revision Date(s): 6/17/2022
	Authorized by: Pima County Workforce Investment Board	

BACKGROUND AND PURPOSE

ARIZONA@WORK is a statewide workforce development network that helps employers of all sizes and types recruit, develop and retain the best employees for their needs. For job seekers throughout the state, ARIZONA@WORK provides services and resources to pursue employment opportunities. The workforce system outreach and branding is a shared state and local board responsibility. Local areas are required to use ARIZONA@WORK; the Workforce Arizona Council (WAC) approved branding on all one-stop center signage, outreach materials, electronic medium, and affiliate site signage in accordance with the ARIZONA@WORK Brand Style Guide.

This policy applies to all Workforce Innovation and Opportunity Act (WIOA) Title I-B staff, subcontractors and sub-awardees delivering workforce development Adult, Dislocated Worker and Youth programs and services.

REFERENCE

- Workforce Arizona Council (WAC) ARIZONA@WORK Job Center Structure of One Stop Delivery System, Policy #3 <https://arizonaatwork.com/sites/default/files/media/SWP%20%233%20Structure%20of%20One-Stop%20Delivery%20System%20Policy%20Adopted%2002%2016%2017.pdf>
- ARIZONA@WORK Brand Style Guide (Updated May 2021) <https://arizonaatwork.com/sites/default/files/ARIZONA%40WORK%20Branding%20Guide%20May%202021.pdf>

BRANDING GUIDELINES

This policy established ARIZONA@WORK brand guidelines and criteria to be used in the Adult, Dislocated Worker and Youth programs under WIOA. The ARIZONA@WORK Brand Style Guide is the definitive authority on proper presentation of the ARIZONA@WORK brand and any associated style elements.

The Pima County Workforce Investment Board (WIB) will utilize the Arizona Department of Economic Security’s ARIZONA@WORK brand style guide as the authority for proper representation of the ARIZONA@WORK brand and any associated style elements including logo usage, color palette, font usage and visual styles.

The ARIZONA@WORK logo is the key component of the visual identity system. The full value of the logo as the primary company identifier is achieved only when it is used consistently across all applications. The logo will contain “A proud partner of the American job center network” language with Pima County as the local area.

The ARIZONA@WORK logo is mandated by the intergovernmental agreement for WIOA services in the local area and will be utilized based on Arizona Department of Economic Security and the WAC policy guidelines.