Branding Standards

Logo & Template Downloads

TN Department of Labor & Workforce Development | Workforce Services

Revised January 21, 2020

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	EPS	PDF	PNG	JPG
Black	EPS	PDF	PNG	JPG
White	EPS	PDF	PNG	

AmericanJobCenter® TENNESSEE

Affiliate AJC

Lower case letters in the logo.

Color	EPS	PDF	PNG	JPG
Black	EPS	PDF	PNG	JPG
White	EPS	PDF	PNG	

americanjobcenter® TENNESSEE

Partner / Access Point

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

Color	EPS	PDF	PNG	JPG
Black	EPS	PDF	PNG	JPG
White	EPS	PDF	PNG	

americanjobcenter® TENNESSEE

Partner Logo for Comprehensive AJC

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

Color	EPS	PDF	PNG	JPG
Black	EPS	PDF	PNG	JPG
White	EPS	PDF	PNG	

Proud Partner AmericanJobCenter® TENNESSEE

Templates

Window Cling

Great for clearly identifying entrances.

Comprehensive AJC	PDF
Affiliate AJC	PDF
Partner / Access Point	PDF
Partner Logo Caps	PDF

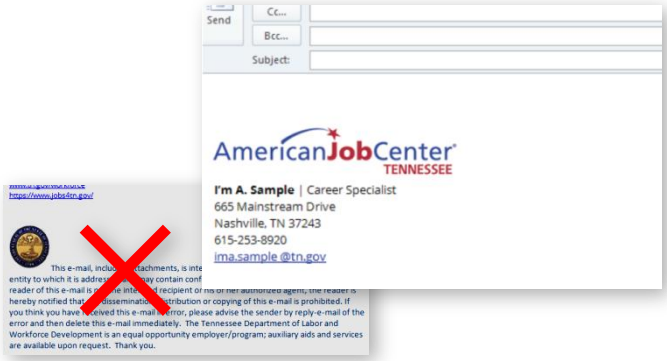
Email Signature

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
2020 Job Fair Flyer one color	PPTX
2020 Job Fair Flyer full Color	PPTX
2020 Mobile AJC Flyer full color	PPTX

Mobile AJC (formerly Career Coach)

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

Color	EPS	PDF	PNG	JPG
Black	EPS	PDF	PNG	JPG
White	EPS	PDF	PNG	

MOBILE AmericanJobCenter TENNESSEE

Templates

Jobs4TN.gov Logo

Color	EPS	PDF	PNG	JPG
White	EPS	PDF	PNG	

JOBS4TN.GOV

Business Card

Sample business card template

Text Font: Open Sans Regular

Download Template Form

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.

Do not distort the shape of the logo.

Do not create other logos with the American Job Center logo.

Do not partner logo with a service provider's logos, choose one or the other.

Do not use the black version of the logo on dark backgrounds.

Do not alter the colors of the logo.

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)*

You can partner Board names by adding a thin gray line with the board's name in Open Sans font.

Download Board Partnering Logo Template

Example Web Usage

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

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
- Job seekers and employers are able to access jobs, resumes, education, training, and labor market information 24/7