

American Job Center Branding Requirements

Frequently Asked Questions

Q: When you say the AJC needs to be added to products, does this mean things like pens, apparel, and giveaways?

A: Yes. If federal funds were used, the AJC brand must be included.

Q: Can the AJC primary logo be used on social posts?

A: Where to Use It: websites, flyers, brochures, signage, presentations and any materials promoting WIOA-funded services

- Websites, flyers, brochures, signage, presentations, and any materials promoting WIOA-funded services.
- It should be prominently displayed and not overshadowed by other logos or branding.

Q: Is it required to use the AJC logo with the text "A proud partner" or does the standard AJC logo suffice?

A: Use either or both the **"American Job Center"** identifier/logo and/or the tagline **"a proud partner of the American Job Center network."** If you use the logo, it must follow the style guide.

Q: We have an image that is American Jobs Center and under it, we put Montgomery County, MD. Is this something that's acceptable?

A: Yes

Q: Does a hyperlink work for AJC the same way it does for the Stevens?

A: No