

NCWorks Career Center Signage Guidance

Rationale

The name **NCWorks** represents the workforce delivery system, as administered by the N.C. Division of Workforce Solutions and Local Workforce Development Boards.

NCWorks Career Centers provide workforce development services as well as access to other programs and activities carried out by One-Stop partners as identified in the Workforce Innovation and Opportunity Act (WIOA). It is a system in which WIOA Title I Adult and Dislocated Worker programs and Title III Wagner-Peyser Employment Services program follow an integrated services delivery model focusing on superior customer service, organized to serve customers holistically, based on their needs.

It is important that the image of **NCWorks** is presented in a consistent and professional manner. All internal and external communications, including websites, brochures, advertising, displays, presentations, and collateral, are part of the visual identity. *We all* play an important role in maintaining the **NCWorks** integrity. A strong visual and structural identity has a major impact on the strength and success of **NCWorks**.

Consistently applying **NCWorks** signage will increase awareness about our programs and ultimately elevate the overall impression about the services that we provide for our customers, job seekers, employers, and partners.

Guidance

Local Workforce Development Boards must take steps to ensure the integrity of the signage with the NCWorks logo at all locations offering NCWorks services including NCWorks career centers. NCWorks Career Center partners are expected to uphold the brand and support local Workforce Development Boards' implementation of this guidance.

New interior and exterior signage using the approved NCWorks Career Center and NCWorks word marks according to guidelines in the [NCWorks Brand Guidelines document](#), are defined below:

1. A certified comprehensive or "access point-affiliate" center will exhibit signage that displays the full NCWorks Career Center logo.



2. An “access point-specialized” center or Hub location may only exhibit signage that displays the below example NCWorks logo. (The words “Career Center” may not be listed, as these locations do not meet TEGL 16-16 and NCWorks certification criteria requirements.)



NOTE: Some exceptions to the layout of the Career Center sign may apply, due to the requirements of landlords and/or building architecture at specific locations. For questions about making such exceptions, please contact Communications Manager Andrew Beal (andrew.beal@commerce.nc.gov).

3. All materials referencing JobLink, Employment Security Commission, and/or the NC Tree logo must be removed from the physical locations and known email signatures, websites, social media pages, blogs, and other media that are used to promote the career center or its services. Also, please note that the American Job Center network logo is applied to the bottom of the NCWorks signage to indicate that the NCWorks Career Centers (and other locations, as extensions of centers) are part of the American Job Center one-stop delivery system, as required by the U.S. Department of Labor.

NOTE: The [NCWorks Career Center certification](#) process is established by the NCWorks Commission to ensure a consistent level of quality customer service throughout the state’s workforce delivery system, to promote an integrated delivery approach, and to maintain service expectations of the NCWorks Career Center brand.

Please direct any questions you may have regarding this guidance to Wendy Johnson, Senior Workforce Development Analyst for the NCWorks Commission.

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