

## **INFORMATION ABOUT THE AMERICA'S WORKFORCE NETWORK LOGO**

America's Workforce Network is the brand name for the nationwide network of workforce development organizations that provide information and services to help employers find skilled workers and people manage their careers. State WtW grantees will receive under separate cover a grant modification document, for signature, to incorporate the following:

“The official name for the nationwide system for providing employment and training through the Workforce Investment Act partnerships and various other federally-sponsored programs is “America's Workforce Network<sup>SM</sup>.” (or AWN<sup>TM</sup>). To achieve the goals of this grant, it is important that the public has a quick and easy method of identifying that the projects or programs participated are part of America's Workforce Network. To provide this information to the public, the Grantee agrees to place the America's Workforce Network logo, in accordance with the U.S. Department of Labor's guidelines for such use, on all public materials such as statements, press releases, brochures, advertisements, reports, products, web pages, and other documents describing projects or programs funded in whole or in part with Federal funding.

When the America's Workforce Network logo is used, the Grantee may accompany it with the following statement: “[Program Grantee Agency Name] is a Proud Member of America's Workforce Network<sup>SM</sup>.”

The Grantee shall not use the America's Workforce Network logo in any manner that would imply that the Department of Labor endorses a commercial product, service, or activity or that material of a nonofficial nature represents the U.S. Department of Labor.

The Grantee shall include Grant/Contract Language included in these guidelines in its subgrants to local workforce investment areas and may require that other subgrantees or contractors use the America's Workforce Network brand identification.”

Included in the package to be sent under separate cover will be a Style Guide which will provide additional guidance to grantees on the use of the America's Workforce Network name, logo and accompanying slogan.