


Document No.: PL-18-004		
Title: Branding Policy		
		
Owner: Diane Head, Executive Director	Status: Under Review	
Original Issue Date: 8/15/2019	Expiration Date: Until further notice	Last Revision Date: Original Issuance

To: All CareerSource North Florida Staff

Purpose: This policy establishes a brand identity for CareerSource North Florida (CSNF) following the guidelines established in the Florida Workforce System Statewide Brand Policy.

Reference:

- CareerSource Florida Strategic Policy 2013.05.22.A.3 Florida Workforce System Statewide Brand
- Department of Economic Opportunity (DEO) Final Guidance (FG OSPS-80)

Background

Florida’s Workforce Investment Act of 2000 established the state’s workforce system under the federal Workforce Investment Act of 1998. The state workforce board was named Workforce Florida, Inc. and the state’s 24 local boards created under the Act adopted a variety of names without consistency in nomenclature or common brand.

The Regional Workforce Boards Accountability Act of 2012 identified the need to eliminate market confusion and renewed efforts to implement a statewide unified brand for the state workforce board, all 24 local boards, and local career centers. Establishing and maintaining the branding policy was pursued by the CSF Professional Team.

On May 22, 2013, the Workforce Florida, Inc. Board of Directors unanimously approved the brand charter, name and logo establishing “CareerSource Florida” as the single, statewide unified brand identity for Florida’s workforce system. Procedures and policy for naming structure, nomenclature, brand standards, branded materials and web sites, signage and use of the eFlorida statewide affiliate brand are described in the Department of Economic Opportunity (DEO) Final Guidance (FG OSPS-80).

This policy has been adopted with some adaptation from the CareerSource Florida Strategic Policy 2013.05.22.A.3 Florida Workforce System Statewide Brand and Department of Economic Opportunity (DEO) Final Guidance (FG OSPS-80).

Content

CSNF fully adopts the statewide brand identity, including but not limited to, a unified brand charter, nomenclature and logo for Florida’s statewide workforce system; CareerSource Florida, Inc. (CSF), the state workforce board; and the 24 local workforce development boards (local boards). A comprehensive, unified and aligned system of world-class services for job seekers, workers, employers and businesses is communicated and promoted. Through a unified brand identity, Florida’s workforce system has greater statewide and national outreach influence. A comprehensive, unified and aligned system facilitates improved efficiency in Florida’s workforce system and increases awareness for job seekers, workers and employers.

CSNF staff and board members shall ensure compliance with branding requirements for corporate offices, career centers, online tools, and publications as described in the Department of Economic Opportunity Final Guidance FG OSPS-80. All documents, publications, or other such branded materials must be subject to internal review by the Records Facilitator, or other designee, to ensure compliance with the statewide brand prior to publication.

Action

All CareerSource North Florida staff must adhere to the CareerSource Florida Strategic Policy 2013.05.22.A.3 Florida Workforce System Statewide Brand and Department of Economic Opportunity (DEO) Final Guidance (FG OSPS-80) and must complete internal review of all materials prior to publication.

Timeline

This policy is effective until further notice. It should be reviewed following three years of issuance or at the discretion of the Board.

Signature



Mike Williams, WDB Chair

08/15/2019

Date



Diane Head, Executive Director

08/15/2019

Date

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