

Sacramento Employment and Training Agency

January 23, 2014

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Website: http://www.seta.net

To: Program Managers, SETA funded Service Providers, Site Supervisors, Sacramento Works Job Centers (SWJC's) and Sacramento Works Training Centers (SWTC's).

From: Kathy Kossick, Executive Director

RE: Sacramento Works- America's Job Center of California Branding Directive #IS 30-14

SETA Funded Contractors

SETA funded Contractors who promote or operate a Sacramento Works program are required to use the Sacramento Works logo with the America's Job Center of California network tag on all outreach materials. All Training Center outreach materials sent to Sacramento Works employer services staff for list serve distribution or for website posting will be reviewed for branding compliance.

The Sacramento Works logo (see example) must be placed on all outreach materials used by the Sacramento Works Training Centers and the Sacramento Works On-the-Job Training program providers.

When listing the name of an individual Training Center – List the name of the organization followed by Sacramento Works Training Center. For example:

Asian Resources, Inc. - Sacramento Works Training Center

CET - Sacramento Works Training Center

"Preparing People for Success: in School, in Work, in Life"



A proud partner of America's Job Center of California[™] Network

SETA Operated Centers

SETA operated One Stop Career Centers are part of the America's Job Center of California network and have been renamed Sacramento Works Job Centers. All Sacramento Works Job Centers are to use the Sacramento Works logo with the America's Job Center of California network tag on all outreach materials. A copy of all outreach materials must be sent to SETA's Public Information Officer. All Job Center outreach materials sent to Sacramento Works employer services staff for list serve distribution or for website posting will be reviewed for branding compliance.

Note: SETA-Sacramento Works staff can access the logo referenced above in the shared drive (K) under the New Sac Works logo File – logos are in the folder named Logo-AJCC tag.

When listing the name of an individual Job Center use the following format:

Sacramento Works Job Center - Franklin

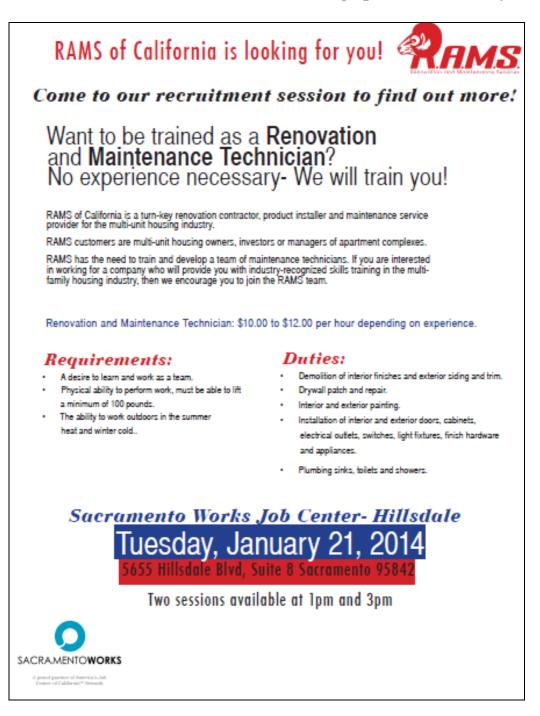
Sacramento Works Job Center - Galt

Sacramento Works Job Center - Hillsdale

Sacramento Works Job Center – Mark Sanders

Sacramento Works Job Center - Rancho Cordova

Example of Sacramento Works Job Center name and logo placement on a flyer:



Example of Sacramento Works Training Center name and logo placement on a flyer:

