



Los Angeles County AJCC System: One Identity, One Brand

Los Angeles County has adopted the one identity/one brand name: America's Job Centers of California (AJCC).

Under our new system, successful awardees will no longer be permitted to use their respective agency name as part of the Los Angeles County AJCC branding. All awardees will be required to operate solely as a Comprehensive AJCC or AJCC, along with their sub-region designation of award. Each Comprehensive AJCC or AJCC will be required to apply for the required Doing Business As (DBA) designation through the Los Angeles County Registrar-Recorder/County Clerk's Office. The DBA must reflect the sub-region awarded. For example, the operator of the AJCC in Santa Clarita will henceforth be known as the "Santa Clarita AJCC." The DBA name is what all Comprehensive AJCCs and AJCCs will be known as in Los Angeles County.

Successful awardees will receive a detailed directive on the new Los Angeles County AJCC brand, outlining the following areas:

- The Los Angeles County One Identity AJCC Brand
- Specific rules on the use of the AJCC Name/Logo
- Color, Sizing, Font, and Spacing
- Configurations
- Informational Brochures and specifications
- Signage
- Stationary/Letterhead
- Business Cards
- E-Mail Signatures
- Window Decals
- PowerPoint Templates
- Other Media, including but not limited to, Web Pages, Social Media Sites, Promotional items/Event Giveaways, etc.