

FloridaWorks Standard Operating Procedure (SOP)

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SOSP Number:	Subject: Corporate Identity
Date of Issuance: August, 2000	Revision Date: March, 2007
AE Executive Director <i>Angela Pate</i>	FloridaWorks Chair <i>Frank McGeown</i>

PURPOSE

To set forth corporate policy regarding the use of the ABRWB d/b/a FloridaWorks ("Board") approved name for its One-Stop Career Centers and for other business-related applications.

It is anticipated that this policy will facilitate public awareness of the region's One-Stop Career Centers, by establishing a readily recognizable organizational identity. In addition, it will also enhance team-building among all partner agency staff, as well as facilitate the efficiency of overall program operations by standardizing official forms and documents used by agency partners in the provision of services.

POLICY

It is the intent of the Board that all One-Stop Career Centers and satellite facilities operating under its auspices shall be identified as a FloridaWorks One-Stop Career Center in all signage maintained on the premises. This corporate identity, with Board-approved accompanying logo, shall be prominently displayed to ensure that customers in need of employment, training and related services, as well as the general public, may be readily aware of the facility and its functions. [New FloridaWorks logo was approved by the Board at its November 27, 2006 meeting.]

To optimize the name recognition of Region 9's One-Stop Career Center network, this official name and logo will also be incorporated on all stationary, official forms and documents approved for use in the conduct of One-Stop business. This policy does not preclude agency partners from incorporating their own corporate identity in conjunction with the official One Stop name/logo on printed materials, only. However, such name identification of the partner agency shall be in subtext in relation to the One-Stop Career Centers' corporate name.

Furthermore, the inclusion of any partner agency identifying information will be submitted to the Board's Administrative Entity for review and comment prior to implementation of any such changes.

DISTRIBUTION: All Board employees, Board-contracted One-Stop Career Center Operators, and One-Stop Career Center Partners.