

american**job**center[®]

GRAPHIC STYLE GUIDE FOR PARTNERS



UNITED STATES DEPARTMENT OF LABOR

DISPLAY FONTS & COLORS

CAMPAIGN FONTS

Frutiger Roman

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Frutiger Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

LOGO TYPE TREATMENT

The logo for American Job Center features the word "american" in blue lowercase letters, "jobcenter" in red lowercase letters, and a registered trademark symbol. A blue arc with a red star at its end is positioned above the "j" in "jobcenter".

americanjobcenter®

Generic

The logo for American Job Center California features the word "american" in blue lowercase letters, "jobcenter" in red lowercase letters, and "CALIFORNIA" in red uppercase letters below it. A blue arc with a red star at its end is positioned above the "j" in "jobcenter".

americanjobcenter®
CALIFORNIA

State-specific

State name typed in Frutiger Black in lower case initial caps; state name only; state name justified right

CAMPAIGN COLORS



PMS 661
100C 88M 9Y 0K
47R 66G 142B
#2f428e



PMS 1797
14C 100M 92Y 4K
173R 37G 49B
#ad2531

LOGO

CAMPAIGN LOGO

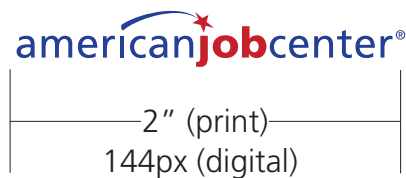


Full color logo:
For use on white backgrounds only



Knock-out logo:
For use on solid campaign color backgrounds
(see page 3). Knock out always to be at 100%.
Logo never appears transparent.

MINIMUM SIZE REQUIREMENTS



Recommended minimum size

LOGO CLEARSPACE



The logo requires one "o" shape of
clearspace on all sides

FILES AVAILABLE FOR DOWNLOAD

IMAGE

FORMAT / DIMENSIONS

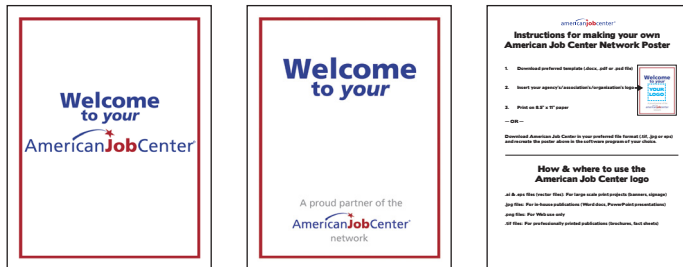
PRINT FILES



PRINT COLLATERAL LOGO

.EPS / .JPG / .PNG / .TIF

COLOR & B&W / FOR WEB & PRINT



PRINTED POSTER (SCALABLE TO SIZE)

.DOCX / .JPG / .PDF / .PSD

AJC-ONLY / PARTNER / INSTRUCTION SHEET

WEB FILES

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WEB BANNERS

468 x 60 / 728 x 90

HORIZONTAL & STACKED



WEB BUTTONS

120 x 60 / 120 x 90 / 125 x 125

STACKED

FILES AVAILABLE FOR DOWNLOAD

IMAGE

FORMAT / DIMENSIONS

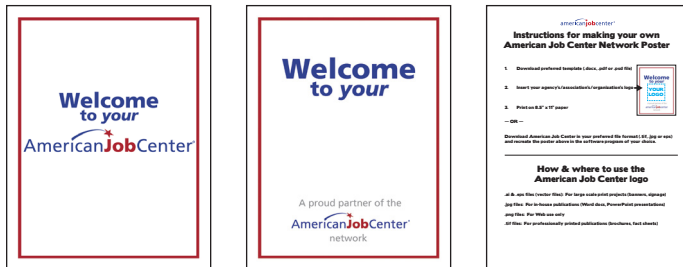
PRINT FILES



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STACKED

WEB SITE BANNER GUIDANCE

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YOUR SITE

RESOURCES LEARN MORE CONTACT WATCH

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CLICK CLICK

CLICK

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam gravida, elit non rutrum sodales, quam odio posuere dui, facilisis fermentum odio ipsum non elit. Donec lobortis neque ac massa auctor eleifend. Aenean luctus tortor eget ligula hendrerit tincidunt. Quisque purus eros, dictum non venenatis in, ullamcorper sit amet lectus. Pellentesque faucibus fermentum consectetur. Cras consectetur tempor est, ultricies fermentum massa dignissim quis. Sed luctus ante ut eros commodo elementum.

consectetur adipiscing elit. Nullam gravida, elit non rutrum sodales, quam odio posuere dui, facilisis fermentum odio ipsum non elit. Donec lobortis neque ac massa auctor eleifend. Aenean luctus tortor eget ligula hendrerit tincidunt. Quisque purus eros, dictum non venenatis in, ullamcor-

Nunc lacinia imperdiet nibh porttitor molestie. Aenean vel turpis nibh, eget rhoncus leo. Nunc egestas, lorem id ullamcorper interdum, augue mauris imperdiet magna, mollis vestibulum lectus felis et orci. Morbi sit amet tortor nulla. Quisque non nulla ut nulla commodo cursus nec non diam. Maecenas

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WEB BANNER/BUTTON POSITIONING OPTIONS

144px MINIMUM DIMENSION

TOP SIDE BOTTOM

