



The Chicago Cook Workforce Partnership Brand Guidelines & Toolkit

This document was updated: September 2, 2026



Introduction

In this document, you will find the brand requirements of different programs that receive funding from The Partnership. There are sections for programs that receive funding from Workforce Innovation and Opportunity Act (WIOA), Non-WIOA sources, and Climate and Equitable Jobs Act (CEJA). In addition, this document lists The Partnership's logo files and guidelines for their appropriate usage.

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File Downloads

Logo With Funding Language

[Network Logo in Color Files](#)

[Network Logo in White Files](#)

Logo Without Funding Language

[Logo Without Funding Language Files](#)

Logo and Colors

Logo:



Logo Without Funding Language

This program receives funding from:



Logo with Funding Language

The Partnership's new logo features bold typography and new colors. Communicating warmth, direction, and emphasizing trust all in a bold new look. Do not alter the logo in any way. This includes customizing the color, stretching the logo, or cropping the logo.





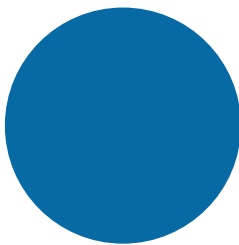
Do Not Use:



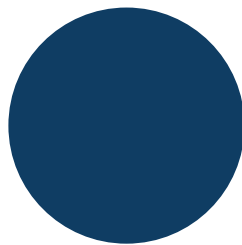
Do not use materials with the previous logo when possible. Never create new materials with this logo. The old logo features a star, serif fonts, and a green and blue color scheme.

Color Palette:

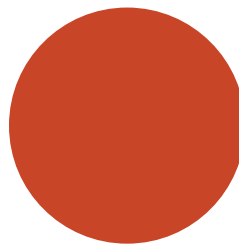
Below are The Partnership's official colors. Consider using them when creating new marketing material for programs that receive funding from The Partnership.



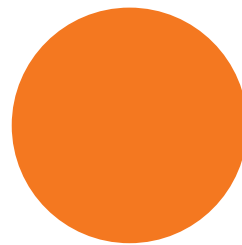
#076AA4



#0F3D63



#C84627



#F47820



WIOA Funded Program Marketing Guidelines

WIOA – Marketing Material Requirements:

- **Logo Usage:** The Partnership's logo with funding language must be present. Do not alter The Partnership's logo's contents, color, or shape.
- **Funding Disclosure:** Must be legible but does not need to be prominent. This language is required for programs that received WIOA funding and may be placed towards the bottom of fliers, posters, brochures, and other similar materials.

Our agency is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.

Funding for this program is made possible through a grant provided by the Chicago Cook Workforce Partnership. This workforce product was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. For more information, please visit [ChiCookWorks.org/DOL-Funding](https://chicookworks.org/DOL-Funding).

- **Presentations:** Requirements include the two listed above. It is acceptable to include the funding disclosure in the opening or closing slides only.
- **Website/Program Webpage:** Include The Partnership's logo with funding language and a brief description of The Partnership on a webpage. The description and logo must include a link to The Partnership's website (ChicookWorks.org).
 - The Partnership's Communications Team can work with you to create the copy, or you are free to use language from our [About Us page](#).
 - Include the funding disclosure listed above



NON-WIOA Funded Program Marketing Guidelines

The following applies to any program that receives funding from The Chicago Cook Workforce Partnership. All programs are expected to follow these requirements unless this document contains an individual section for the program.

Non-WIOA – Marketing Material Requirements:

- **Logo Usage:** The Partnership's logo with funding language must be present. Do not alter The Partnership's logo's contents, color, or shape.
- **Funding Disclosure:** Must be legible but does not need to be prominent. This language is required for programs that receive funding from The Partnership and may be placed towards the bottom of fliers, posters, brochures, and other similar materials.

Our agency is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.

Funding for this program is made possible through a grant provided by the Chicago Cook Workforce Partnership. For more information, please visit ChicCookWorks.org/About-Us.

- **Presentations:** Requirements include the two listed above on this list. It is acceptable to include the funding disclosure in the opening or closing slides only.
- **Website/Program Webpage:** Include The Partnership's logo with funding language and a brief description of The Partnership on a webpage. The description and logo must include a link to The Partnership's website (ChicCookWorks.org).
 - The Partnership's Communications Team can work with you to create the copy, or you are free to use language from our [About Us page](#).
 - Include the funding disclosure listed above



CEJA Workforce Hub Program Marketing Guidelines

CEJA Workforce Hub Program – Marketing Material Requirements:

- **Logo Usage:** The Partnership's logo with funding language must be present. Do not alter The Partnership's logo's contents, color, or shape.
- **Funding Disclosure:** Must be legible but does not need to be prominent. This language is required for programs that receive funding from The Partnership and may be placed towards the bottom of fliers, posters, brochures, and other similar materials.

Funding for this program is made possible through a grant provided by the Chicago Cook Workforce Partnership. The CEJA Workforce Programs are funded by the Illinois Department of Commerce and Economic Opportunity (DCEO) through the Climate and Equitable Jobs Act (CEJA).

- **Presentations:** Requirements include the two listed above on this list. It is acceptable to include the funding disclosure in the opening or closing slides only.
- **Website/Program Webpage:** Include The Partnership's logo with funding language and a brief description of The Partnership on a webpage. The description and logo must include a link to The Partnership's website ([ChiCookWorks.org](https://chicookworks.org)).
 - The Partnership's Communications Team can work with you to create the copy, or you are free to use language from our [About Us page](#).
 - Include the funding disclosure listed above

Flier Templates

On the next page are templates we curated to aid your creative process for events or general marketing. These templates are meant to be flexible. Edit them to best suit your marketing needs. The final product should follow all the guidelines listed earlier in this document.

Key and preferred elements include:

- No stock photos
- The Partnership's logo on all fliers
- If WIOA funded and you operate an AJC, list the AJC's name, inclusive of the center type when possible. For example, American Job Center in Wheeling, a Comprehensive AJC
 - A few more examples:
 - "AJC at Kennedy-King College, a member of The Partnership's network"
 - "American Job Center in Wheeling, a Comprehensive AJC in The Partnership's network"
 - "Metropolitan Family Services, an Affiliate American Job Center in The Partnership's network"
 - "Bethel Family Resource Center, an Affiliate Youth American Job Center, in The Partnership's network".
- If WIOA funded, include DOL-mandated funding disclosure
- If promoting a hiring event, list some of the employers, or sectors, or roles being filled
- If you receive Partnership funding from multiple sources, include appropriate language on the fliers and materials, ie:
 - If CEJA funded, list as The Career Center at Dawson Technical Institute of Kennedy-King College as well as your logo.
 - If Illinois Tollway funded, list as Career Center funded by the Illinois Tollway's ConstructionWorks Program and your logo
 - If from multiple sources, an example could be: Greater West Town Project, an Affiliate American Job Center, no matter if the event is funded by CEJA or WIOA.
 - But if WIOA funding, you must include the DOL-mandated funding disclosure
 - If a CEJA event, the language in the flier should mention this funding source/type of training



The American Job Center at Malcolm X West Campus invites you to:

MALCOLM X COLLEGE WINTER HIRING FAIR

Friday, November 27
2 pm to 7 pm

Malcolm X College
1900 W Jackson Blvd,
Chicago, IL 60612

Get started on your next career move! Meet industry leading companies in healthcare, IT, manufacturing, and more! Bring multiple copies of your resume.

OPPORTUNITIES IN:

- Welder
- Elderly Care
- Retail Manager
- HVAC Technician

Register Today
ChiCookWorks.org

Our agency is an equal opportunity employer program. Auxiliary aids and services are available upon request to individuals with disabilities. Funding for this program is made possible through a grant provided by the Chicago Cook Workforce Partnership. The workforce partner was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. For more information, please visit ChiCookWorks.org/IDC funding.

This program receives funding from:

Two Photo Layout

[Canva template](#)

[Microsoft Word template](#)

Humboldt Park Resource Fair

Hosted by The American Job Center at Malcolm X College West Campus

December 23, 2026
8 am to 3 pm

Join this event to learn more about the various opportunities available in construction, manufacturing, and IT!

ABOUT THE EVENT

National Museum of Puerto Rican Arts & Culture
3015 W Division St,
Chicago, IL 60622

Gain the confidence you need to ace your interview! Update your resume, LinkedIn profile, and professional headshot here.

FIND YOUR FUTURE IN

- Job Title
- Job Title
- Job Title

REGISTER TODAY!
ChiCookWorks.org

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Two Column Layout

[Canva template](#)

[Microsoft Word template](#)