

ApprenticeshipUSA Logo FAQs

Question: Who may use the ApprenticeshipUSA logo?

Answer: The entire national Registered Apprenticeship system can use the ApprenticeshipUSA logo, including employers, industry associations, labor organizations, education and training providers, apprenticeship contractors and grantees, apprentices, community-based organizations, minority serving organizations and other equity partners, Ambassadors, DOL agencies and offices, State Apprenticeship Agencies, workforce system partners including American Job Center staff and Workforce Development Boards, federal partners, and intermediaries (collectively, Registered Apprenticeship partners), for informational purposes and/or marketing promotion of Registered Apprenticeship only.

Question: May a Registered Apprenticeship partner use the ApprenticeshipUSA logo for informational purposes and/or marketing promotion of all types of apprenticeship programs, including unregistered apprenticeship programs or any industry recognized apprenticeship programs?

Answer: No, the ApprenticeshipUSA logo may only be used for informational purposes and/or marketing promotion of Registered Apprenticeship only.

Question: May a Registered Apprenticeship partner use the ApprenticeshipUSA logo on informational materials and resources such as fact sheets, webinars, or presentations?

Answer: Yes, a Registered Apprenticeship partner may use the ApprenticeshipUSA logo for informational materials and resources related to Registered Apprenticeship only. The logo may not be used for informational materials and resources that include reference to any unregistered apprenticeship programs.

Question: May a Registered Apprenticeship partner use the ApprenticeshipUSA logo if they are unsure how to use it?

Answer: No, please contact Office of Apprenticeship staff member Jamie Bennett at bennett.jamie.s@dol.gov for more information.

Question: What if I have additional questions related to proper logo use?

Answer: Please contact Office of Apprenticeship staff member Jamie Bennett at bennett.jamie.s@dol.gov for more information.