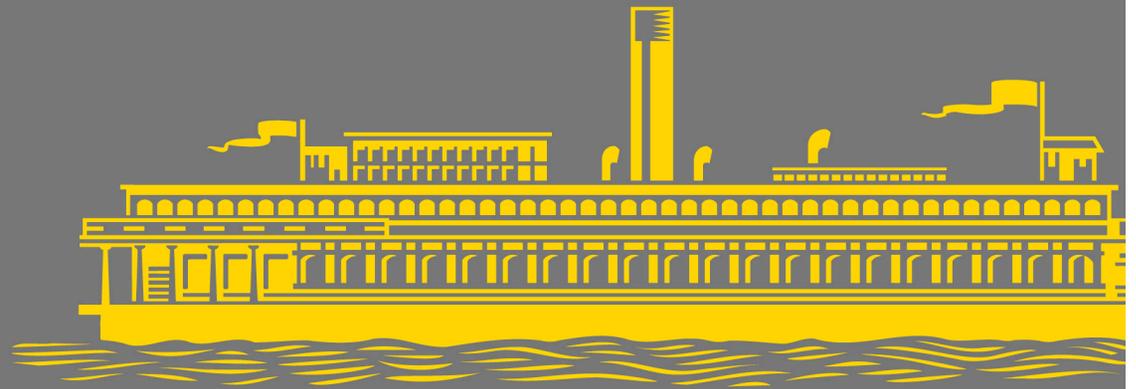


Kentucky Workforce Development System Branding & Identity

June 23, 2011



Landor

Agenda:

- Kentucky Workforce Development System Today
 - Background and Current Perceptions
- Kentucky Workforce Development System Future
 - Name
 - Logo
- Survey Results
- Brand Guidelines Overview

Our Goals:

- Create a unified & cohesive brand
- Transform the brand experience
- Deliver a brand promise that puts the customer first

How we achieve these goals:

- Assess the landscape (interviews & audit)
- Identify opportunities (customer journey)
- Identify goals (brand driver & SORD)
- Organize the system (brand architecture)
- Create a brand (visual identity)

Brand Driver Statement:

Compassionate Advisors, Empowering Solutions, Inspiring People

Brand Promise:

As a team of experts, we are dedicated to providing Kentucky employers with a qualified, skilled workforce and the people of Kentucky with career, job training and educational opportunities.

With the *unique ability to connect* employees and employers through the combined efforts of state and local partners, we will become a valuable, competitive and best-in-class asset in the growth of our regional and national economy.

By *guiding, empowering and inspiring* our customers, we will continue our mission to create success stories across the Commonwealth.

Where we are today:

Kentucky Workforce Brand Universe.

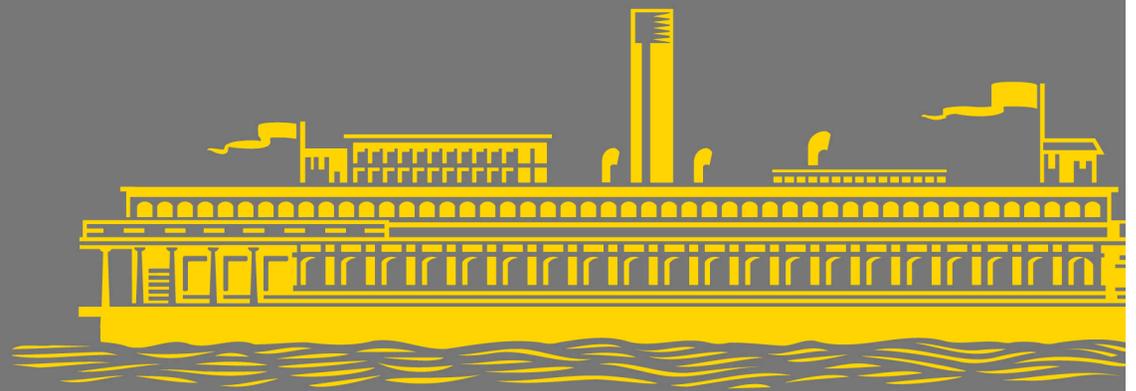


STATE WORKFORCE AGENCIES	STATE PARTNER AGENCIES	STATE ON LINE SERVICES	WORKFORCE INVESTMENT AREAS	ONE STOP CENTERS	WORKFORCE INVESTMENT BOARDS	AREA DEVELOPMENT DISTRICT
				No Branding	Invisible	
			Bluegrass		Invisible	
					Invisible	Invisible
						Invisible
			Greater Louisville			Invisible
					Invisible	
					Invisible	Invisible
					Invisible	Invisible
				No Branding		Invisible



Consumer Perceptions Current Logos

OET Intercept Survey Results



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- 313 Respondents from intercepts on OET site
- Identified by which region they reside in
- Shown current regional logo
- Asked if they were aware of or have seen logo before

RESULTS

Awareness of logo



RESULTS

Awareness of logo



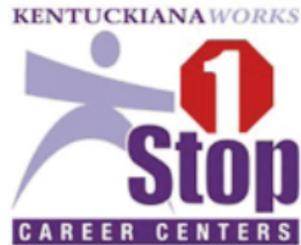
47% YES

52% NO



41% YES

59% NO



30% YES

70% NO



77% YES

23% NO

RESULTS

Awareness of logo



41% YES

59% NO



25% YES

75% NO



25% YES

75% NO



70% YES

30% NO

RESULTS

Awareness of logo



RESULTS

Top 5 Attributes:

Government

Basic

Professional

Approachable

Old-fashioned

Perception of current logo



Additional Comments



“**Very specific to Kentucky** & that’s the best part.”

“At first glance I thought the 'O" stood for Ohio”

“It shows the state of Kentucky which I like”

“**Not appealing** to any of my senses”

“**Simple and direct**”

“Not sure what it really stands for”

“Does not convey the message well”

Consumer Perceptions Current Logos

Chamber & Employer Results

- 25 Respondents from SHRM and Chamber group
- Identified by which region they reside in
- Shown current regional logo
- Asked if they were aware of or have seen logo before

RESULTS

Awareness of logo



RESULTS

Awareness of logo



0% YES

100% NO



67% YES

33% NO



50% YES

50% NO



50% YES

50% NO

RESULTS

Awareness of logo



RESULTS

Top 5 Attributes:

Government

Basic

Professional

Approachable

Old-fashioned

Perception of current logo



Additional Comments



“Hard to interpret with the state being in the "O"”

“Boring, plain, unprofessional”

“Not impactful”

Brand Identity

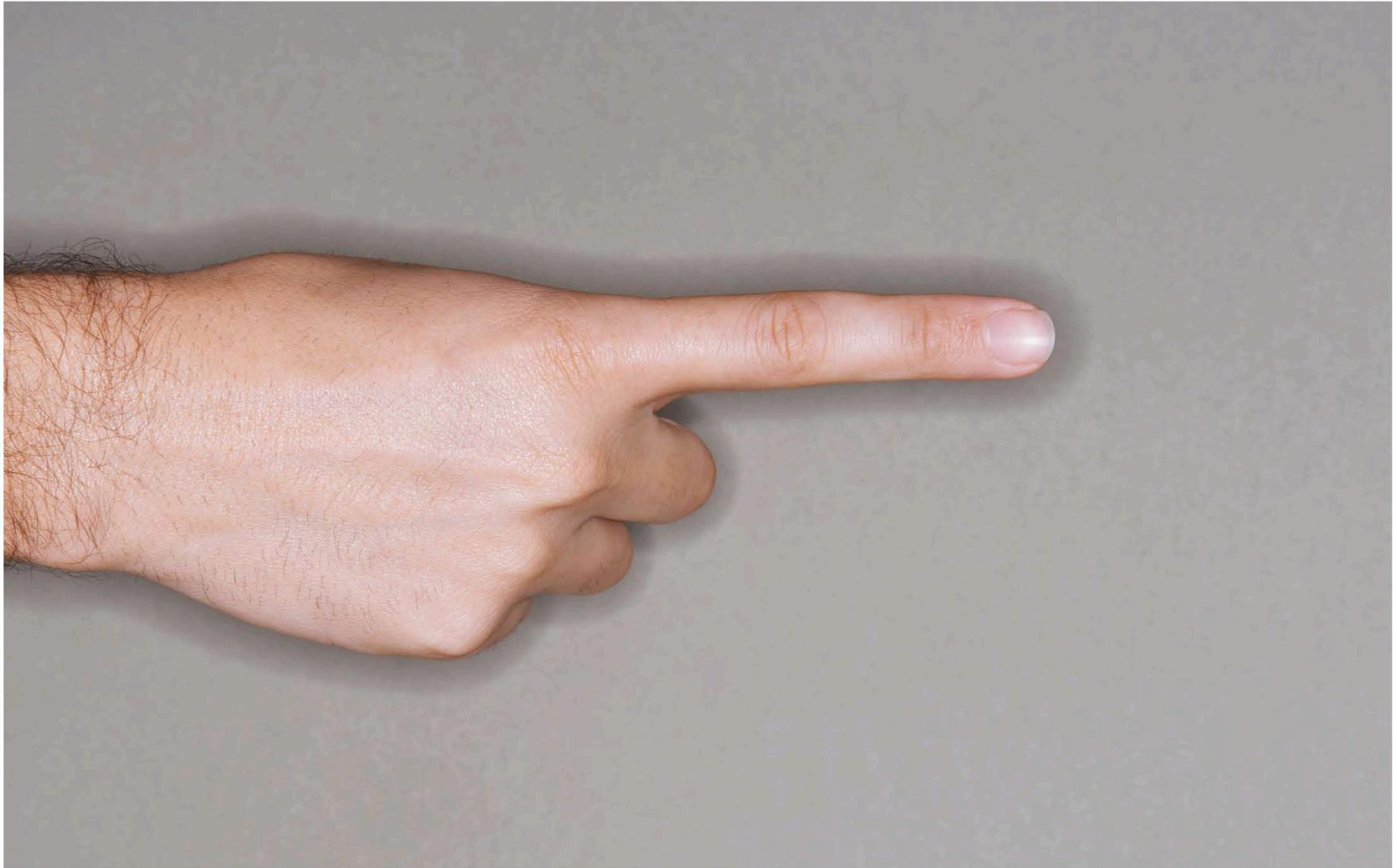
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The strongest
logos tell simple
stories.

– Sol Sender

What is our story?

Guidance
& Growth

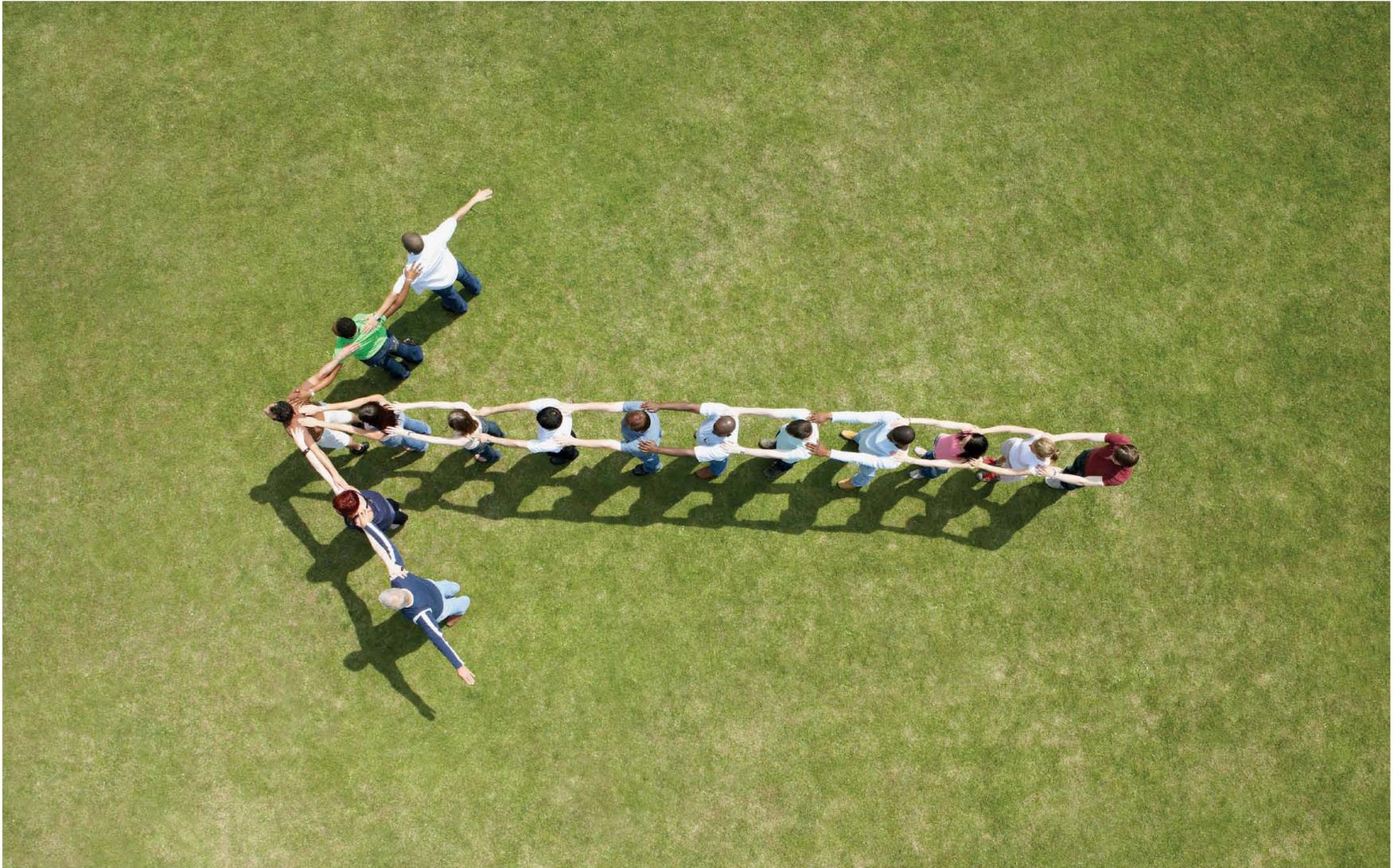






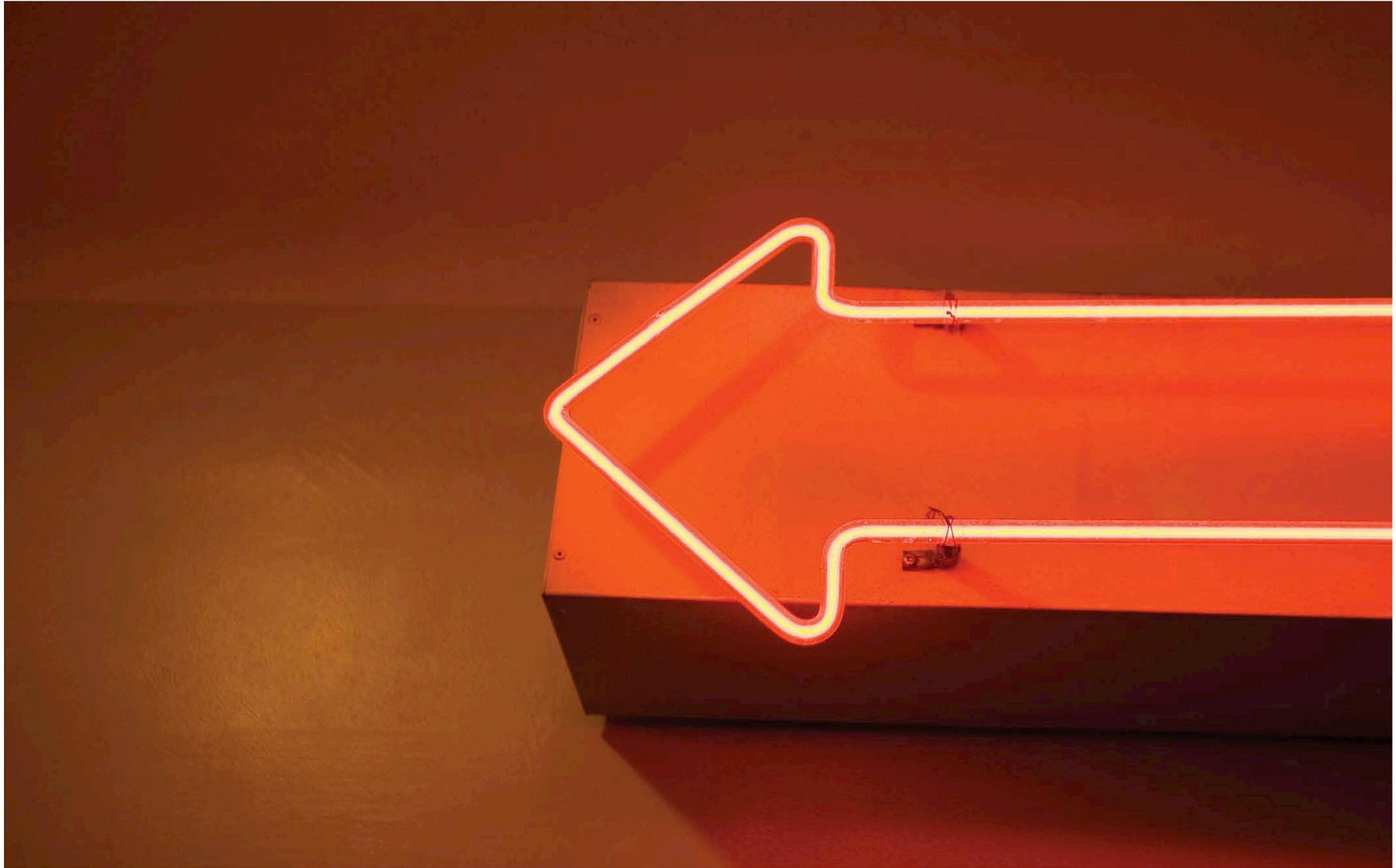


















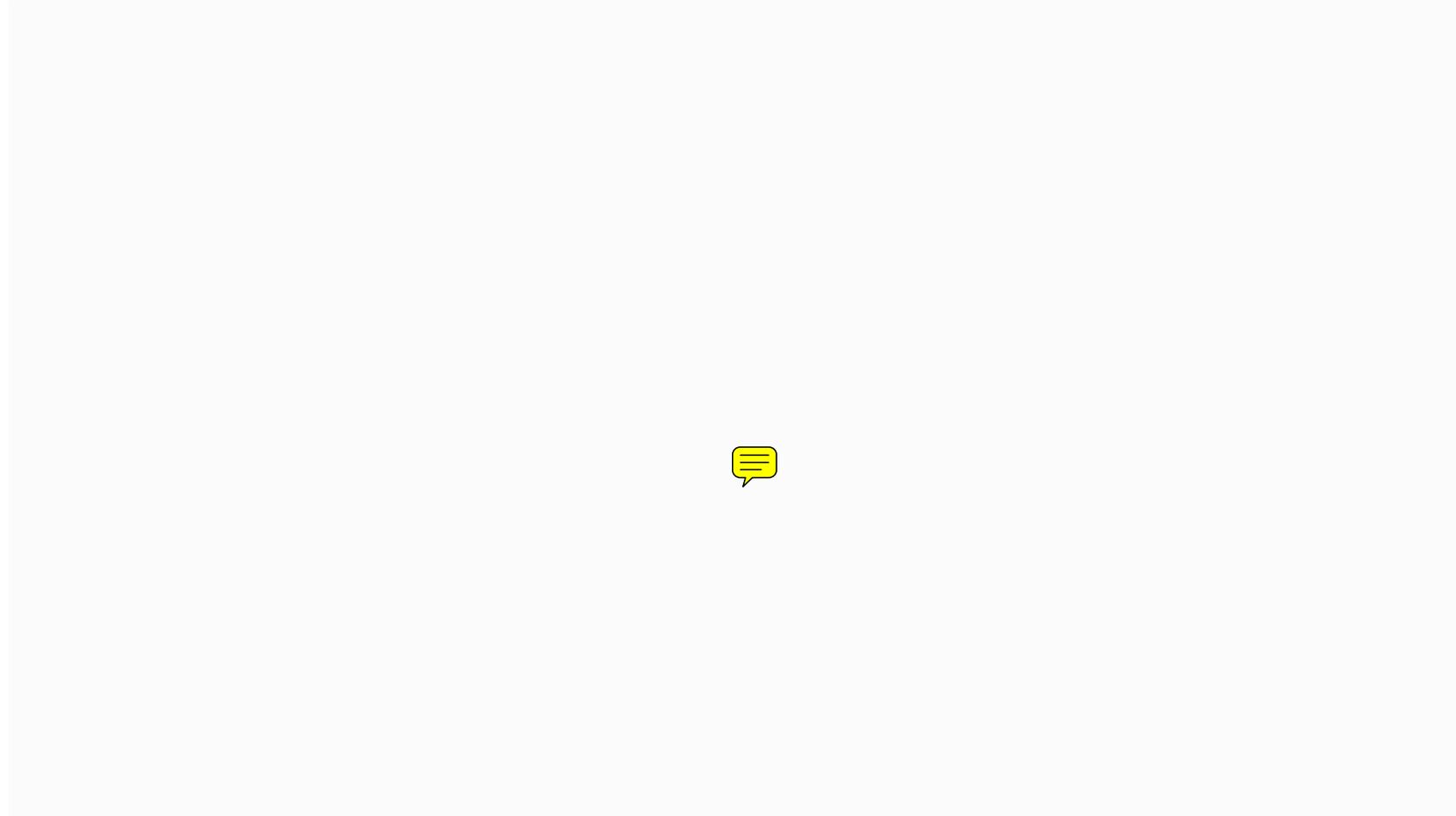






The Future: New Brand Identity

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What a logo can do



- Create a strong consistent brand expression
- Breakdown silos
- Build credibility and trust
- Help organize a system
- Create budget savings & efficiencies
- Boost morale

What a logo can't do



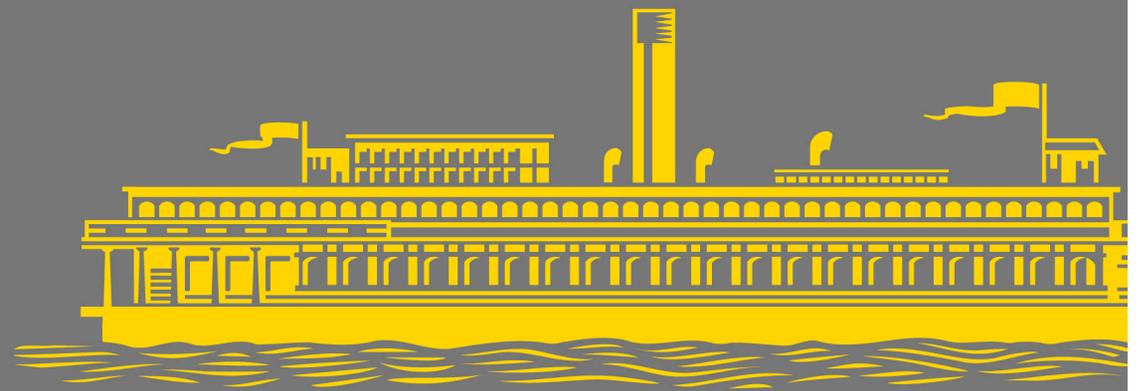
- Make a bad experience better
- Change perceptions overnight
- Tell the whole brand story
- Train, educate or find someone a job

We asked the people and employers of
Kentucky...

”What do you think of our new identity?”

Consumer Perceptions Kentucky Career Center

OET Survey Results



Landor

- 313 Respondents from intercepts on OET site
- Shown new name and brand identity

Top 5 Attributes:

Friendly

Approachable

Modern

Professional

Organized



Additional Comments:

Association with the Government

“It seems more **modern, less old government** system like.”

“Yes, Less Government/State”

“The new logo seems **less impersonal** and **reeks less of government** mediocrity.”

Change in Overall Perception

Many, many unemployed workers have no idea where to go for help. And when they do find out, it's like pulling teeth to find out what services are offered. **The office and logo need to project friendliness, trust, and a sense of ‘partnership.’**”

“Yes, it **shows services** other than just unemployment benefits.”

“It shows that the state is continuously looking **to improve and grow** as the needs continue to grow.”

Additional Comments

Employers & Employee Connection

“It seems more **youthful**. I think this will make the system more **approachable** and would **earn trust** with **new professionals**.”

“This appears to have a **connection with employers**.”

Trusted Partner & Guidance

“Yes. With a much **more simple and approachable** logo and motto, I'd be more at **ease** during trying times.”

“I believe it could make others **feel more confident** that there is a place to turn when we need help.”

“Yes, it's not just a place for unemployment, but a **resource of more opportunities**.”

“Makes you feel more like you are finding a **new career and not just work**.”

Additional Comments

System as a Whole

“It might change my initial perception, but **what matters to me is how efficiently and courteously the system actually works.**”

“It’s **inviting**, not so cold and boring.”

“ just a name change does not improve the **system itself.**”

“The new logo is great, but that will not change the current perception of the One-stop. The staff and management need to be re-focused on the customers needs.”

“The Logo appears to be **more friendly and approachable** - however **my perception of the system depends on the actual encounter at the career center itself.**”

“I am **hopeful** for **anything new** for the system to try.”

More likely to consider using the workforce system for job seeking purposes?:



Consumer Perceptions Kentucky Career Center

SHRM & Chamber Results

Landor

- 25 Respondents from SHRM and Chamber group
- Shown new name and brand identity

Top 6 Attributes:

Focused

Friendly

Approachable

Contemporary

Professional

Modern



Additional Comments

“The old one screams **unemployment office.**”

“Seems to be **more professional and state of the art**”

“It better **encompasses** what the system is about.”

“Good branding always improves the feeling of something. However, **it is the product behind the logo that matters.**”

“Yes, **clean, fresh, organized and focused** on direction. The other logo with letters trying to create a path gave the perception of disorganization“

“Yes...**more like a service**, instead of a complicated system.”

More likely to consider using the workforce system for hiring or training purposes?:



Survey Conclusions

Overall Conclusions: Job Seekers

Many are very receptive to the new system & **seek entire system change**

74% would **be more likely to consider using Kentucky Workforce System** after seeing new identity

Name: 65% preferred the Kentucky Career Center name

Familiarity with OET logo: 84% aware
(Note: survey taken from OET site)

Familiarity with which regions: ~55% of Job Seekers have some awareness of current regional logos, leaving ~**45% of respondents unaware** of current regional logos

Overall Conclusions: SHRM and Chamber

Many are very receptive to the new system & seek entire system change.

71% would be **more likely to consider using the Kentucky Workforce System** after seeing new identity.

Name: 48% preferred the **Kentucky Career Center** name

Familiarity with OET logo: **52% unaware** / 48% aware

Familiarity with regional logos: ~56% of Chamber & Employers have some awareness of current regional logos, leaving ~**44% of respondents unaware** of current regional logos

Comprehensive Summary/Conclusions

Respondents are **open to change** to the system as a whole

Consumers seeking **entire system** change (not just logo) to optimize **total brand experience**.

Approximately 55% of Job Seekers and Employers have some awareness of current regional logos, leaving approximately **45% of respondents unaware** of current regional logos.

There is an **opportunity to create a larger presence and increase awareness** across the state of Kentucky

Consumers feel the new branding is working harder and communicates:
Friendly, Approachable, Modern, Focused, Efficient, Knowledgeable, Professional, Credible, & Organized

Kentucky Career Center is preferred by both Employers, Chamber, and Job Seekers

Large majority of respondents are **more likely use the system** after seeing new logo.

Architecture

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Architecture:

- Consumer Services Strategy
- Puts the customer first
- Helps unify the brand
- Simplifies a complex system
- Allows room for growth

Master Brand



Service Driven Sub-brands



Specific Sub-brand Sub-sets and Programs



Workforce Investment Areas



>
**Kentucky
Career Center**
Barren River

>
**Kentucky
Career Center**
Northern Kentucky

>
**Kentucky
Career Center**
TENCO

>
**Kentucky
Career Center**
Lincoln Trail

>
**Kentucky
Career Center**
Cumberlands
Workforce
Network

>
**Kentucky
Career Center**
West KY Workforce

>
**Kentucky
Career Center**
Bluegrass

>
**Kentucky
Career Center**
KentuckianaWorks

>
**Kentucky
Career Center**
Green River Area

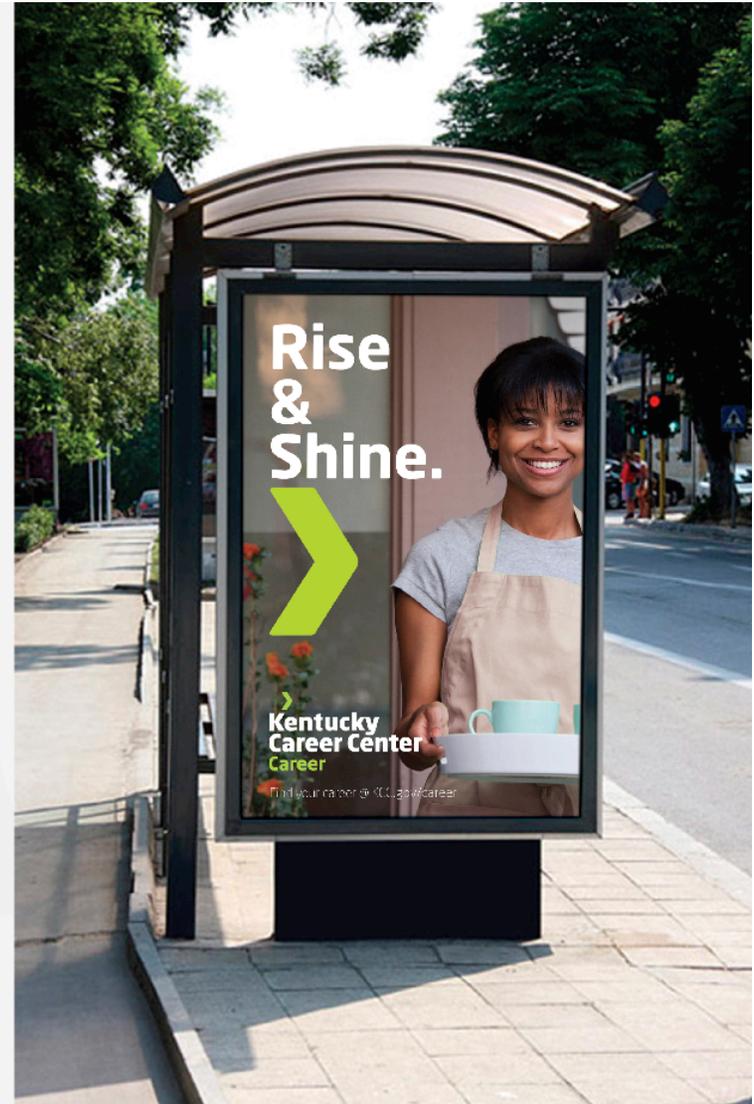
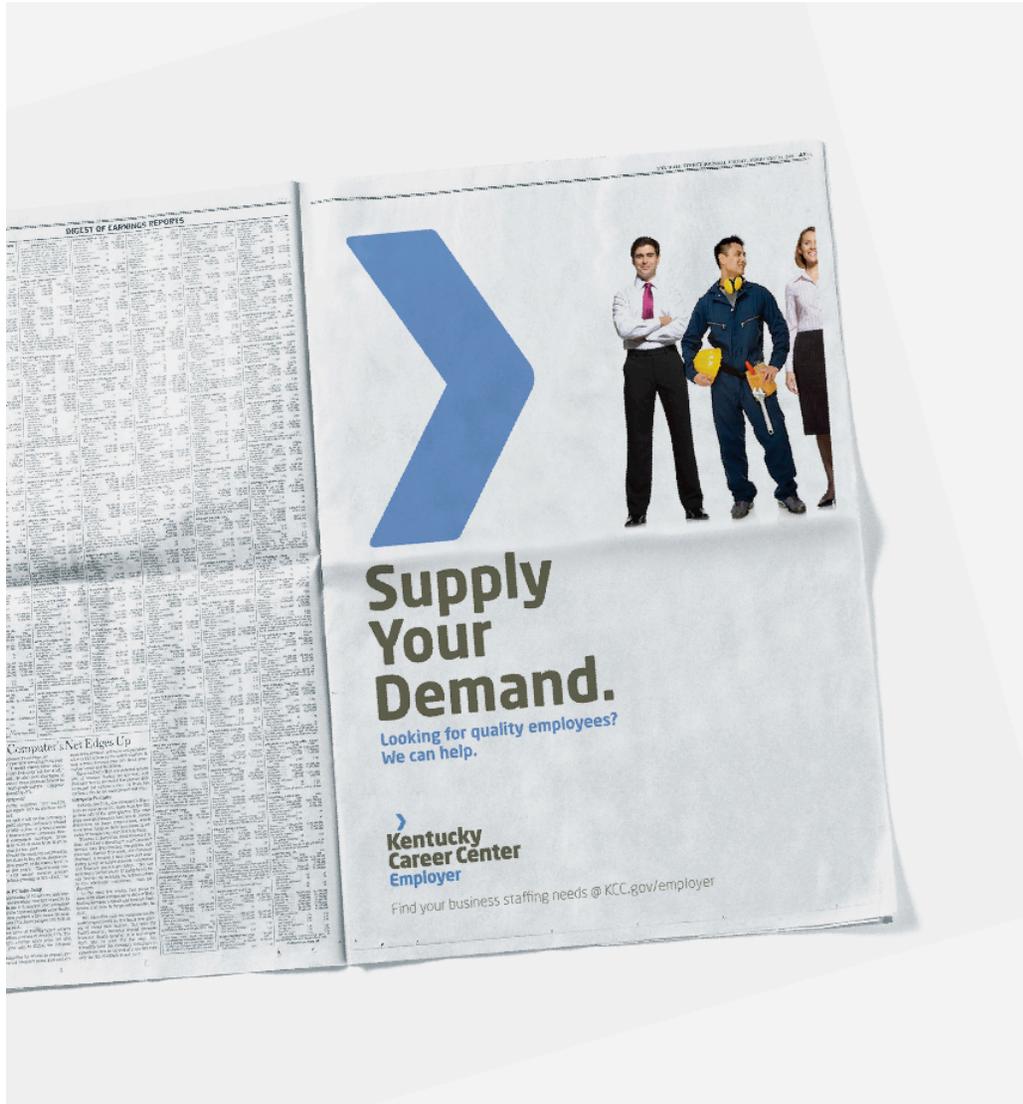
>
**Kentucky
Career Center**
Eastern Kentucky
JobSight

Bringing our new identity to life

Masterbrand Applications

Landor



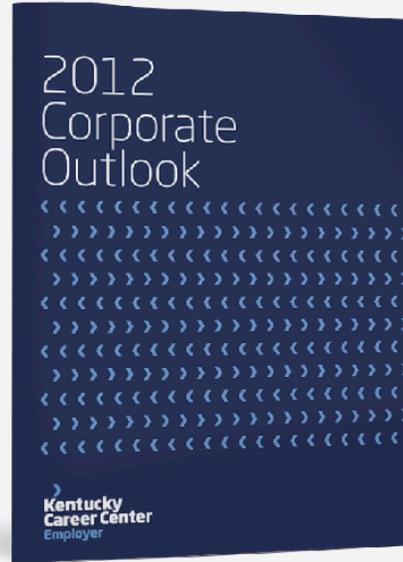
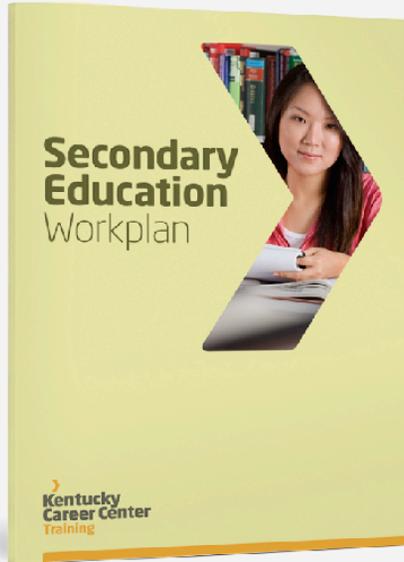
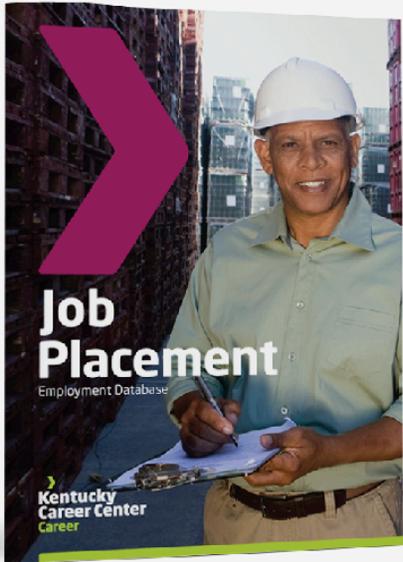


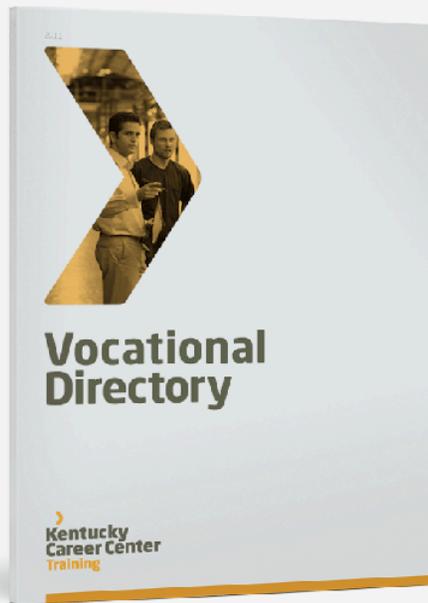
















Bringing our new identity to life

Regional Applications

Landor





Dear Community Leader,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae.

Sincerely,

Tom West
Executive Director
Kentucky Career Center Investment Board

Career Training Employer 918 North Mulberry Elizabethtown, KY 42701

Career Training Employer 918 North Mulberry Elizabethtown, KY 42701

Brand Guidelines Snapshot

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Brand Guidelines

Brands are intangible entities that exist in the mind of consumers. The key to creating a memorable and successful brand is consistent and engaging usage over a prolonged period of time. Brand Guidelines are the key to creating such consistency, and must be held as the ultimate authority and benchmark at all times.

Brand Guidelines

Overview

The Kentucky Career Center Brand Guidelines will provide specifications for all graphic areas that will be utilized to support the new identity across various media.

Guidelines will include:

Visual Tour

Environmental

Print

Promotional

Brand Mark

Master Brand Mark

Master Brand Signature

Division Signatures

Investment Areas

Arrow Symbol

Arrow Icon

Pattern

Cropping

Color Palette

Core Color Overview

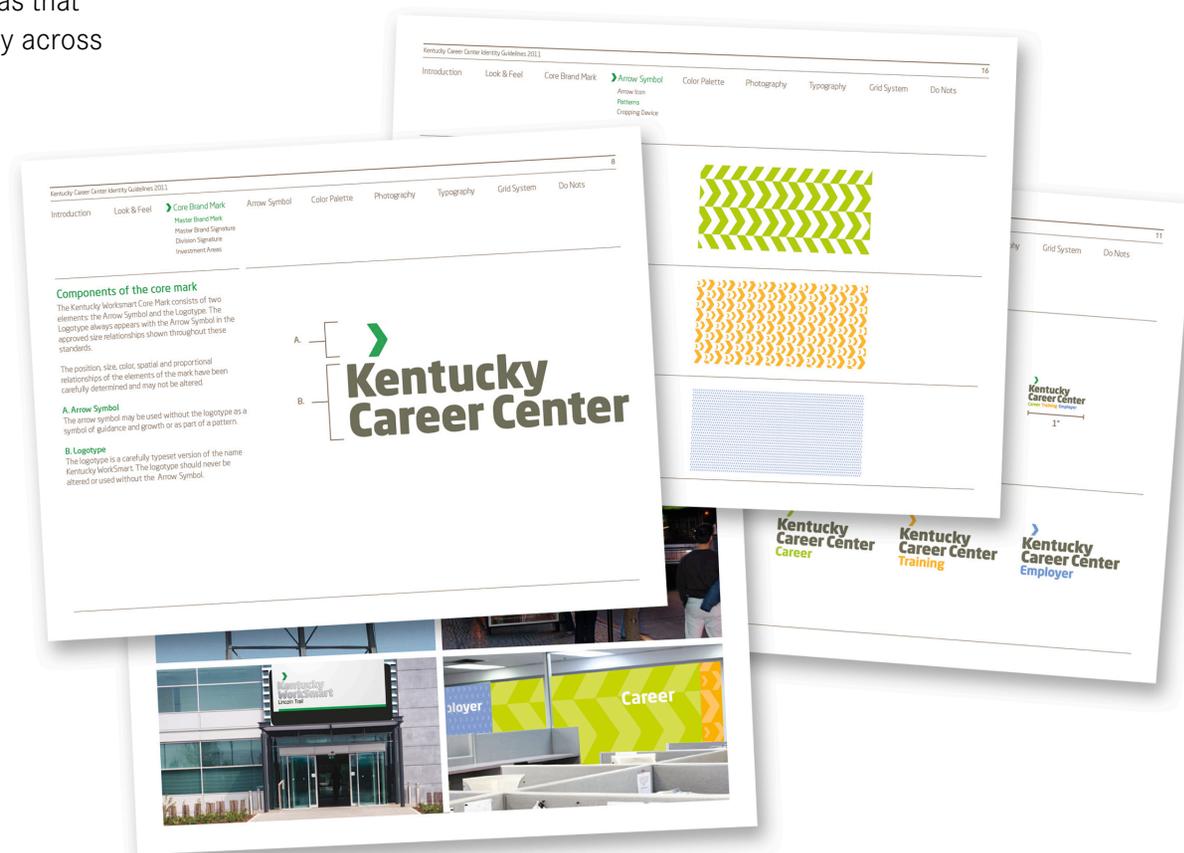
Print Specifications

Photography

Typography

Layout

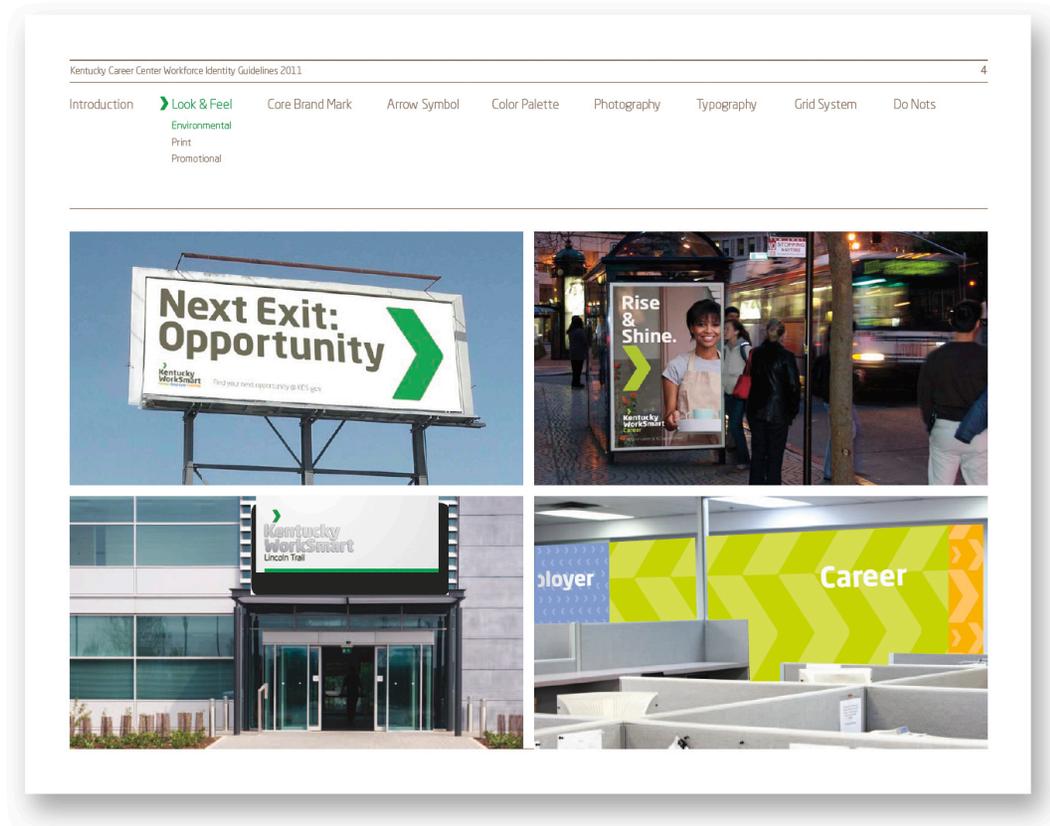
Do-Not's



Brand Guidelines

Visual Tour

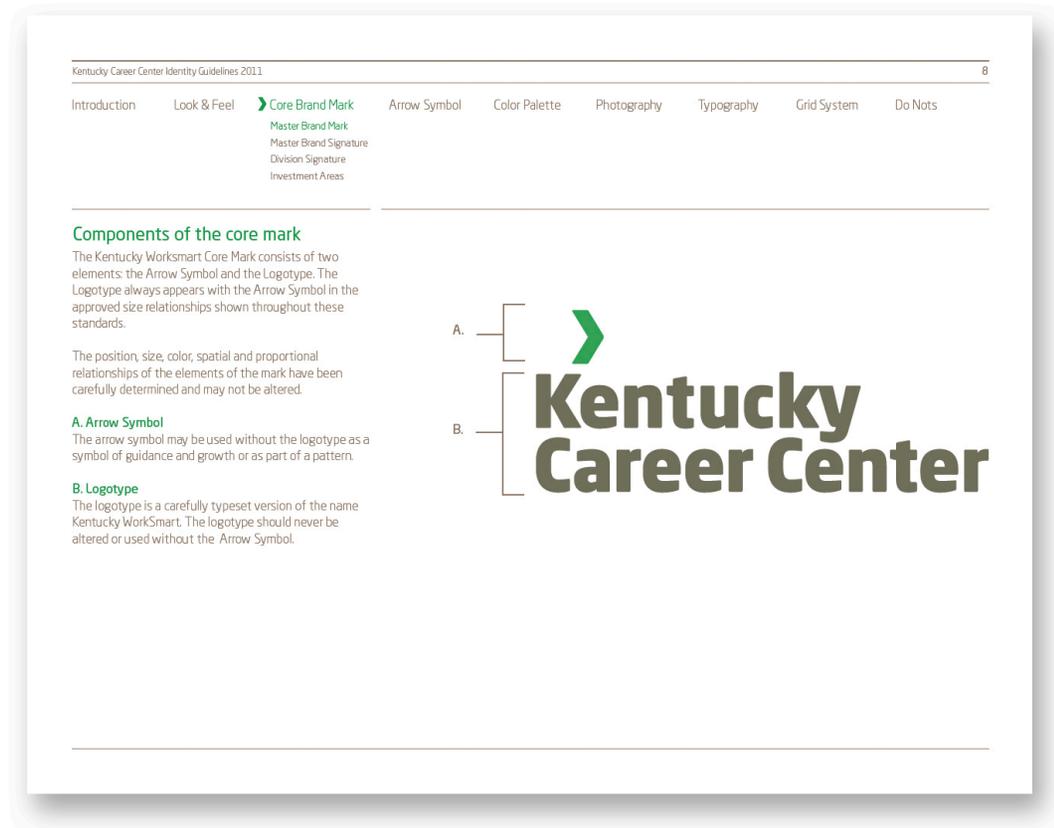
A Visual Tour section is included in the guidelines to serve as a guide and benchmark of how to bring the identity system to life in various formats and media. The examples shown can be used as a basis to create initiative artwork and design templates, or simply as a starting point of inspiration for designers when creating various brand collateral.



Brand Guidelines

Brand Mark

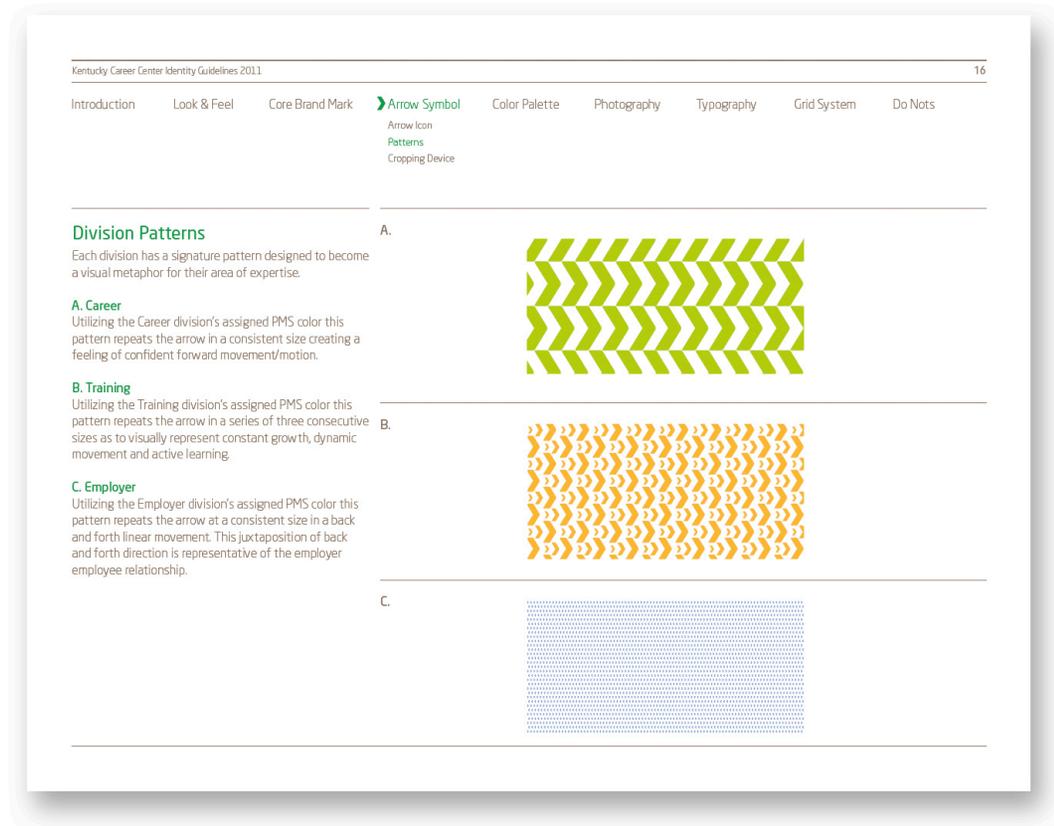
The brand mark section outlines all acceptable versions of the new Kentucky Career Center identity system, including Master Brand Mark and the 3 Divisional Marks. Specifications on signature lock-ups, preferred color versioning, minimum sizing and clear space are all covered in this section.



Brand Guidelines

Arrow Symbol

The Arrow symbol is a crucial element to the new identity, and it can be used in various ways to create a richer brand experience and to further visualize and communicate the brand's core purpose. All of the acceptable usages of the Arrow Symbol are detailed in this section.



Brand Guidelines

Color Palette

Color plays a large role in visual recognition and is an important part of the Kentucky Career identity system. A detailed overview and color specification chart for the core brand and its 3 divisions are included in this section to ensure consistent usage.

Kentucky Career Center Identity Guidelines 2011 18

Introduction Look & Feel Core Brand Mark Arrow Symbol **Color Palette** Photography Typography Layout Do Nots

Master Brand Palette
Division Palettes
Print Specifications

Color Palette

Color always plays an important role in communicating our brand.

The KCC color palette was chosen to be bright, optimistic and contemporary. The core KCC green was inspired by the green in traffic lights that guides us to move forward as well as the Kentucky geography. This is the color that is used most often as it is the master brands signature color.

Strong secondary colors were chosen for each service division to compliment and differentiate. A tertiary palette supports each divisional core color with a dark and light that fits each divisions personality.



Brand Guidelines

Photography

In this section photography style is addressed as it relates to both portraiture of customers and employees as well as the environments in which they interact and work. Photography is one of the key ways we put a face and personality to our brand and it is crucial to follow both the aesthetic and emotional look, tone and feel set out in the guidelines.

Kentucky Career Center Identity Guidelines 2011 21

Introduction Look & Feel Core Brand Mark Arrow Symbol Color Palette **Photography** Typography Layout Do Not's

Portraiture
Environments
Arrow Integration

Photography

The preferred photographic style for KCC materials is honest, straightforward, and approachable. It employs natural lighting and bright, optimistic settings. It is friendly, unassuming, forward-thinking and inclusive. It should be focused on the end goal of where our consumer wants to be and should have the accompanying emotional tone of satisfaction and confidence. It should inspire and motivate us, and do the same for our customer base.

Portraiture

People are at the core of what we do and thus should play a strong role in photography. Each division has

A. Career

People are at the core of what we do and thus should play a strong role in photography. Each division has

B. Training

People are at the core of what we do and thus should play a strong role in photography. Each division has

C. Employer

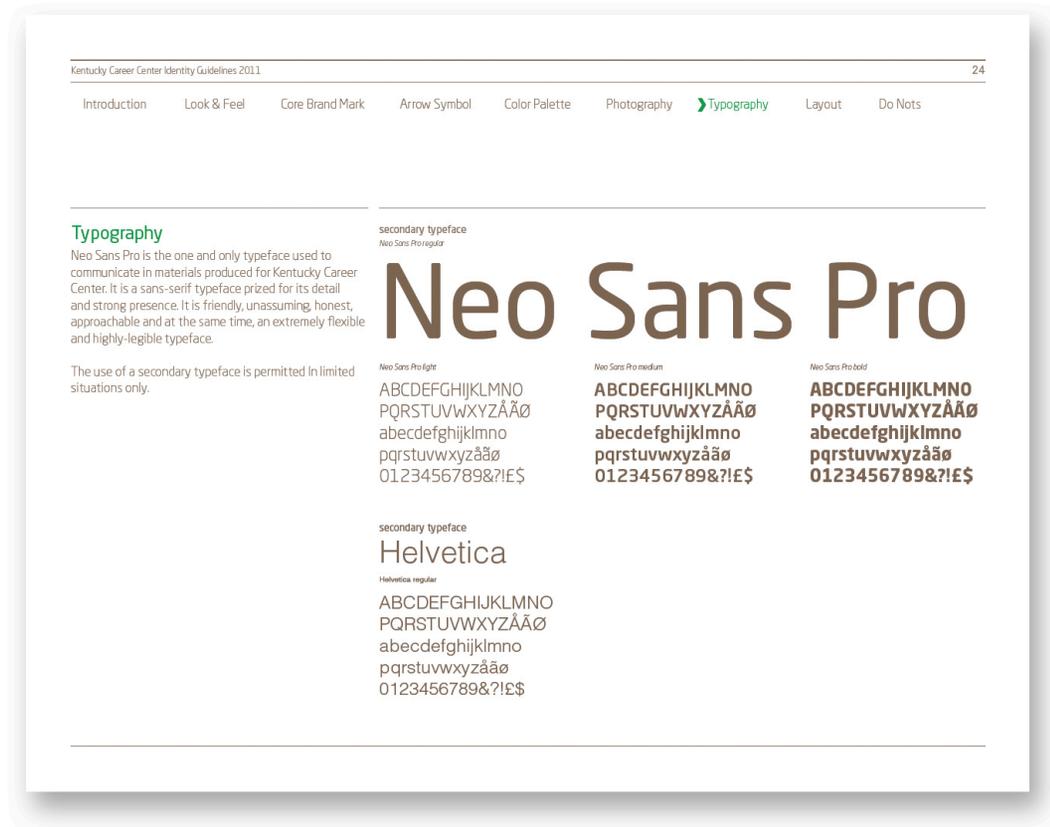
People are at the core of what we do and thus should play a strong role in photography. Each division has



Brand Guidelines

Typography

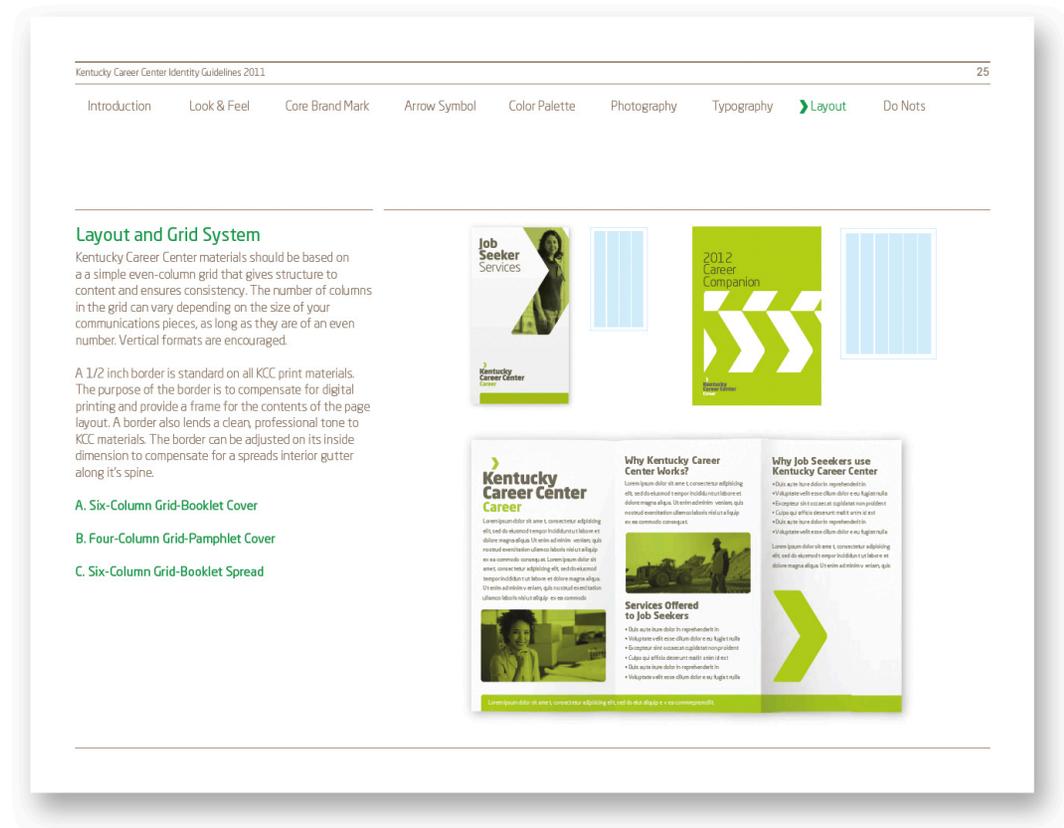
Our core typeface was chosen for its modern, confident and approachable style, who's character creates a unique and ownable brand mark. This typeface is not a standard, universal typeface, and therefore must be purchased both internally and by all outside design and marketing vendors. A secondary typeface is also specified for limited circumstances when the core font cannot be used.



Brand Guidelines

Layout

Guidelines for laying out print collateral such as business cards, brochures, and other published materials are found in this section. Specifications are to be used as a basic foundation to build a range materials from.

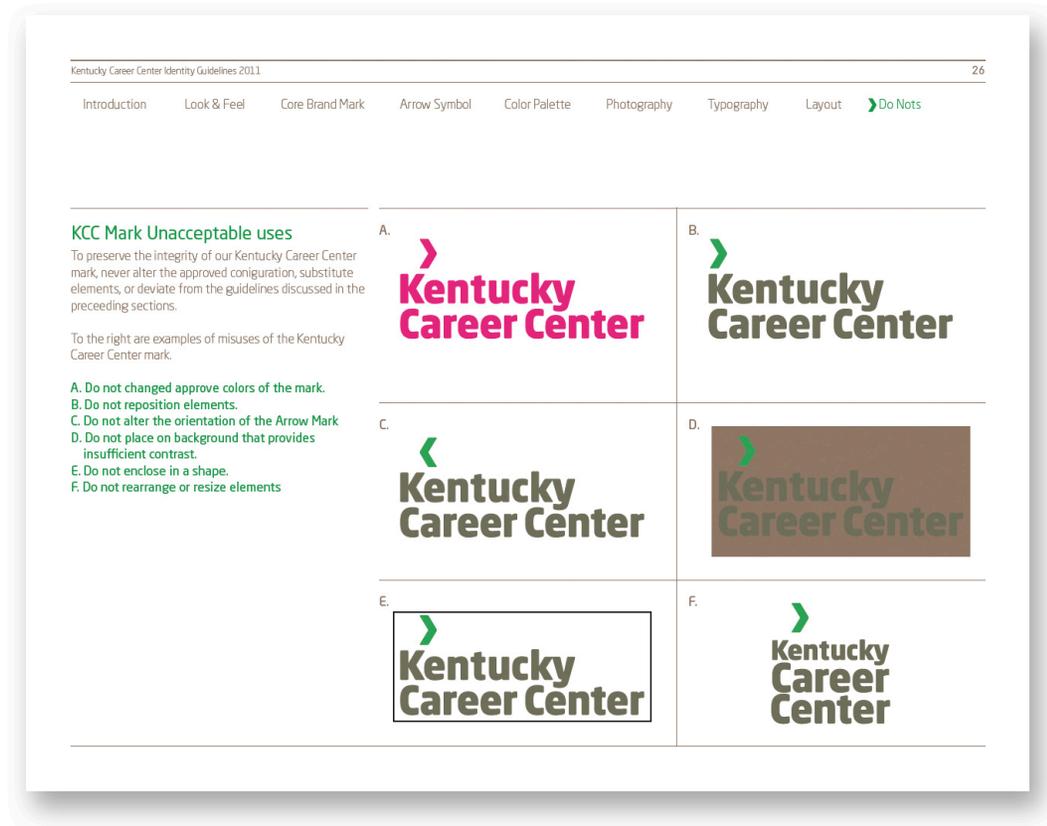


Brand Guidelines

Do-Nots

Some say “Rules were meant to be broken”.
We say, “Maybe about .3% of the time”.

This section outlines in extensive detail various examples of identity executions that are unacceptable and would be detrimental to the success of the brand should they be allowed.



Next Steps

Finalization and Deployment of Brand Identity Guidelines

Deployment Date: June 30th