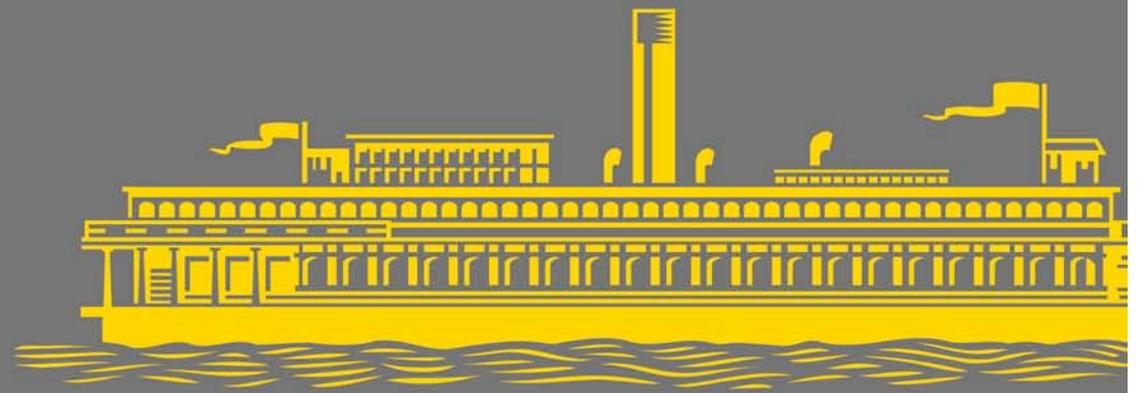


Kentucky Workforce Development System Branding & Identity

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.

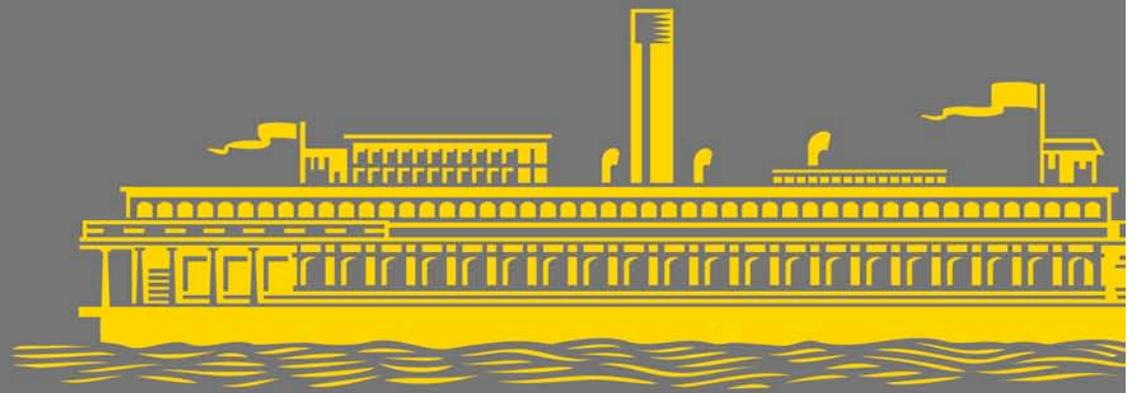
By *guiding, empowering and inspiring* our customers, we will continue our mission to create success stories across the Commonwealth.

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	
KY Office for the Blind					Invisible	Invisible
						Invisible
			Greater Louisville			Invisible
					Invisible	
					Invisible	Invisible
					Invisible	Invisible
				No Branding		Invisible

Consumer Perceptions Current Logos

OET Intercept Survey Results



Landor

- 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

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”

Brand Identity

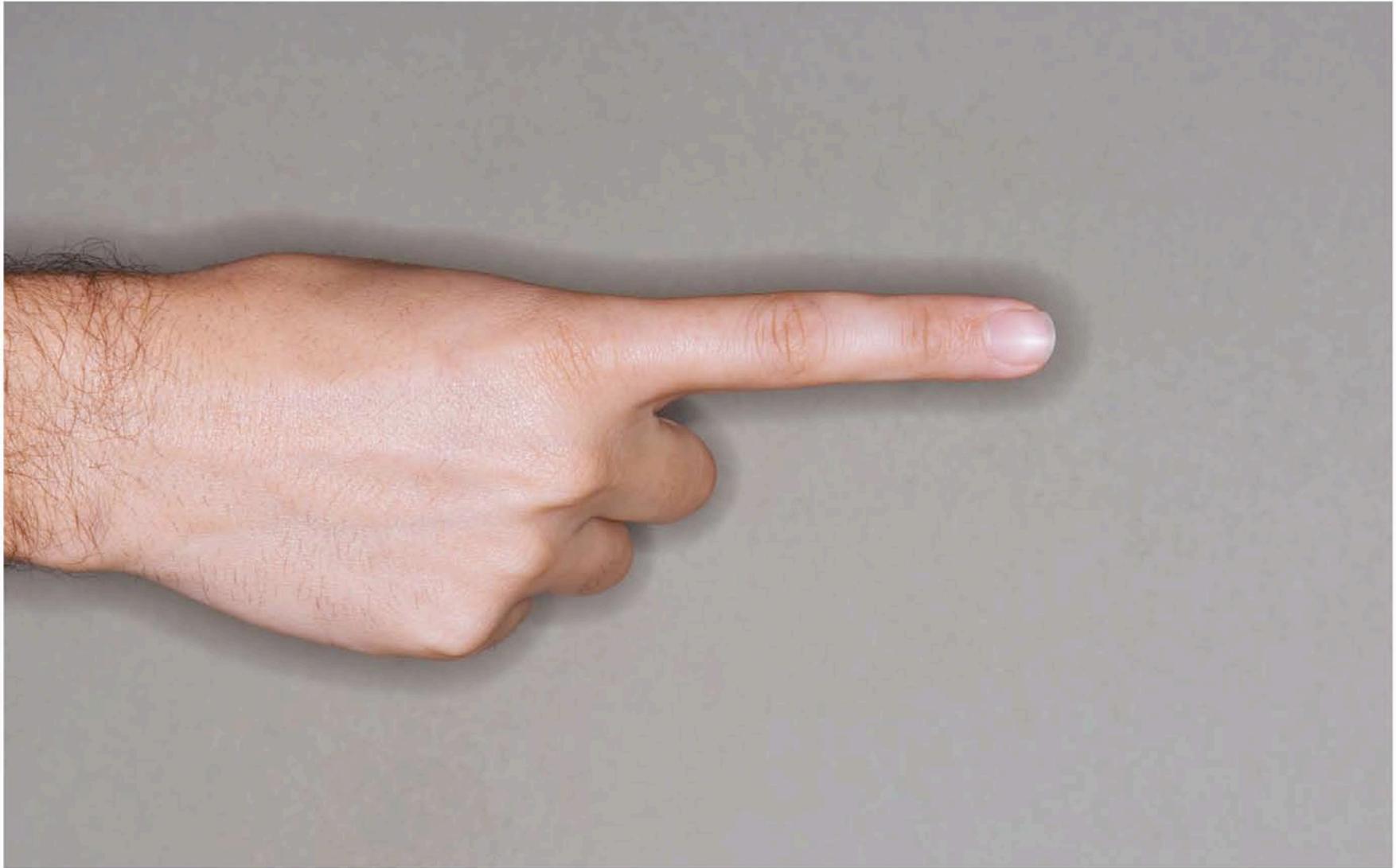
Landor

The strongest
logos tell simple
stories.

– Sol Sender

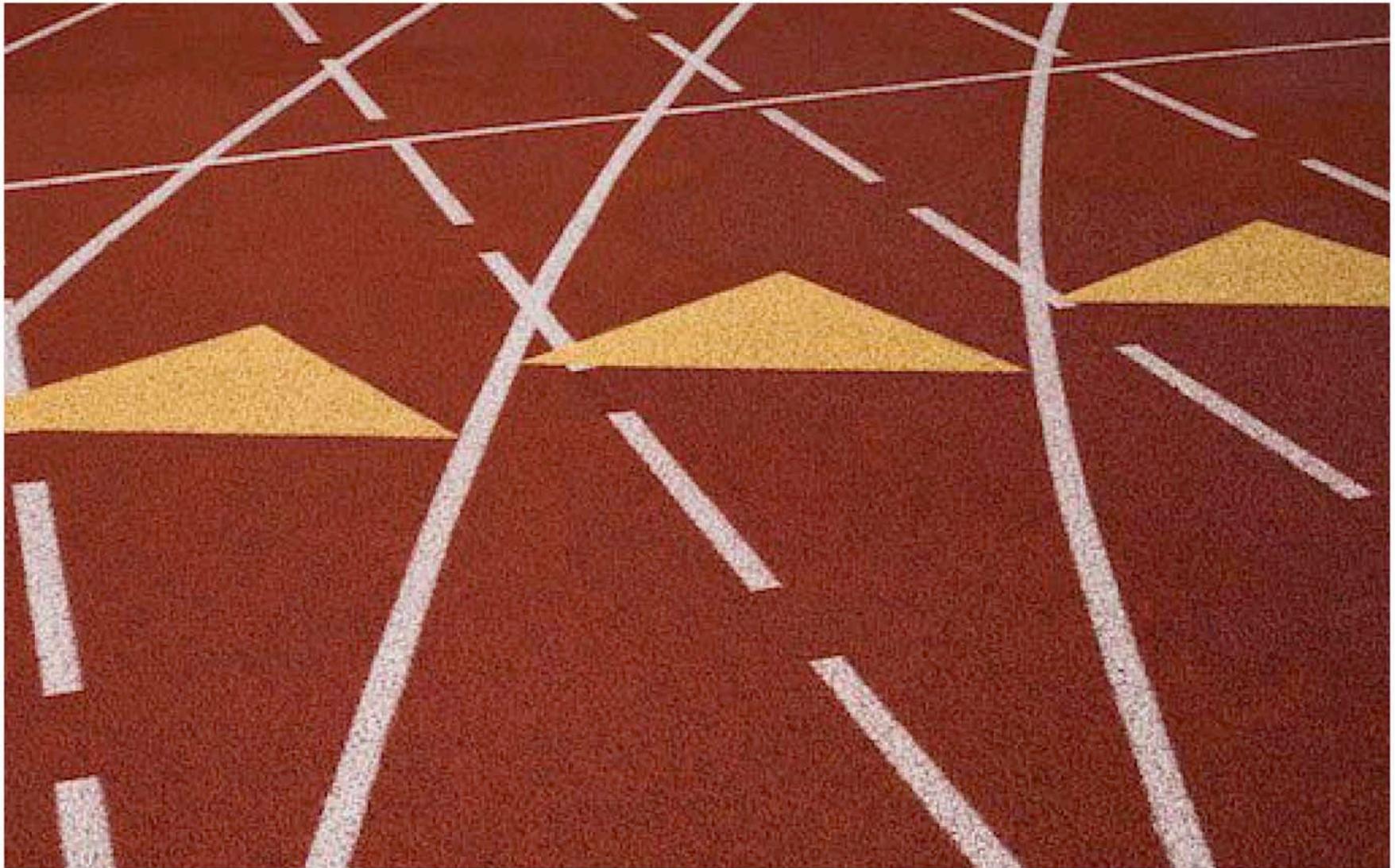
What is our story?

Guidance
& Growth

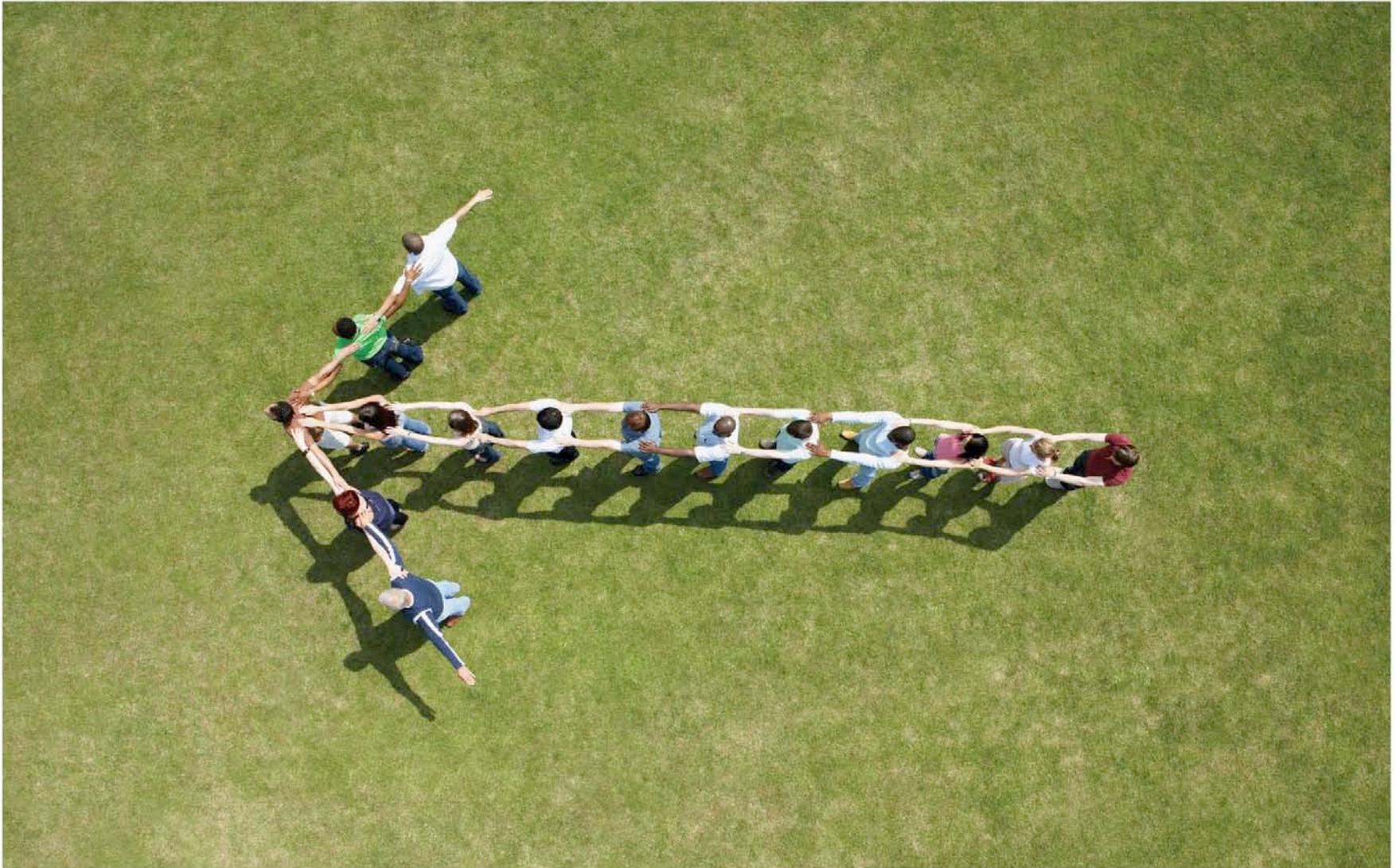






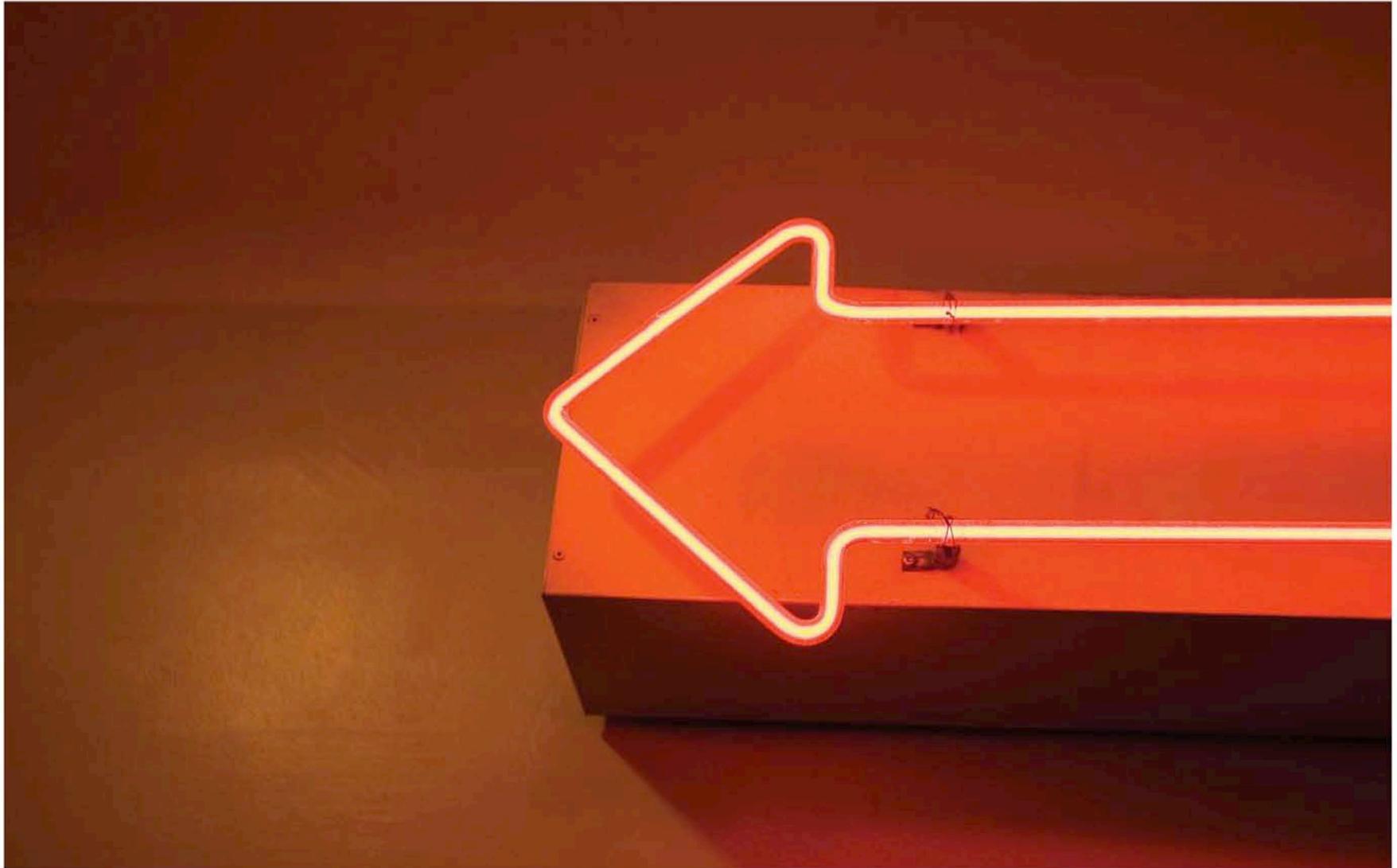












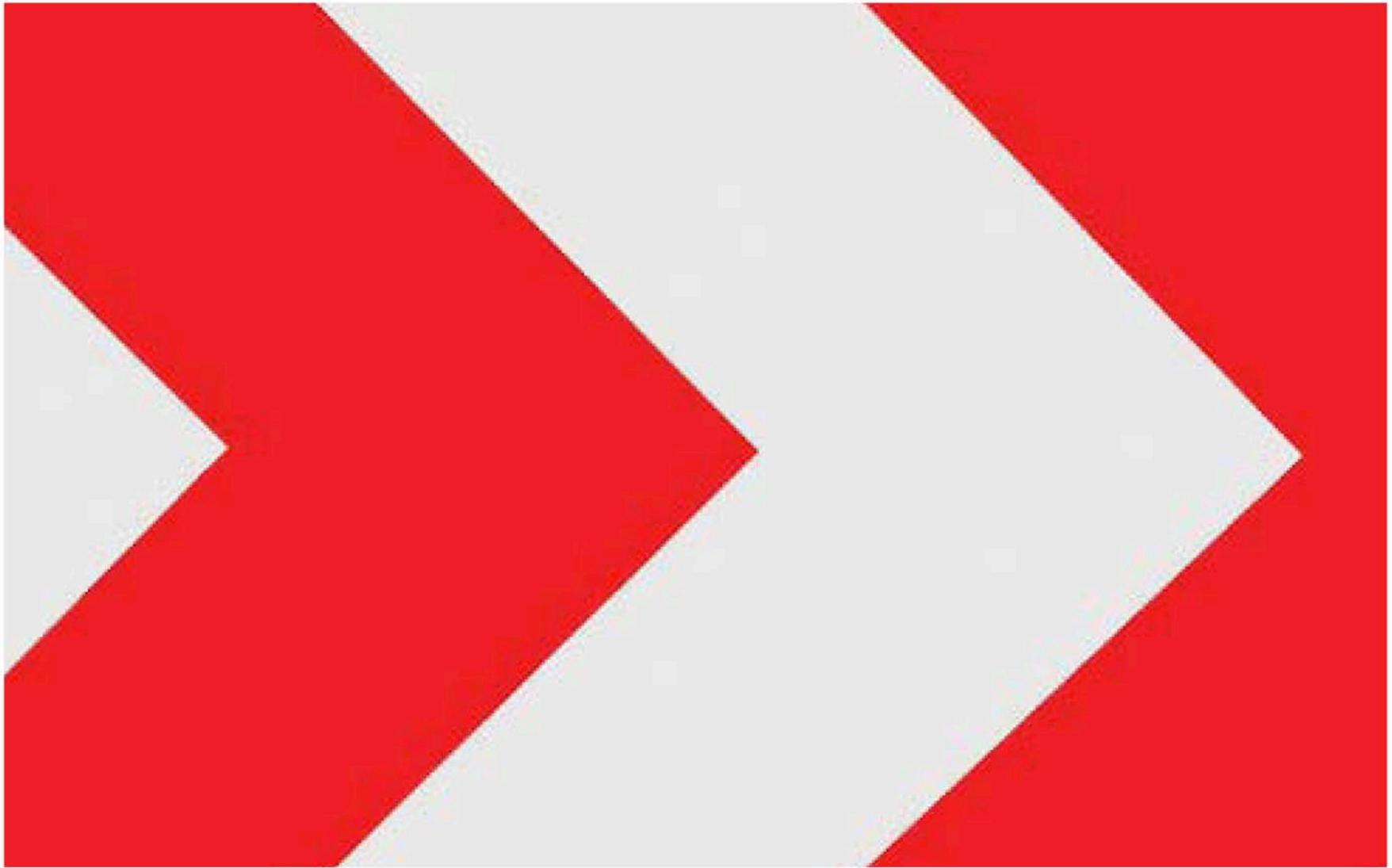












The Future: New Brand Identity

Landor



Kentucky Career Center

Career Training Employer

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



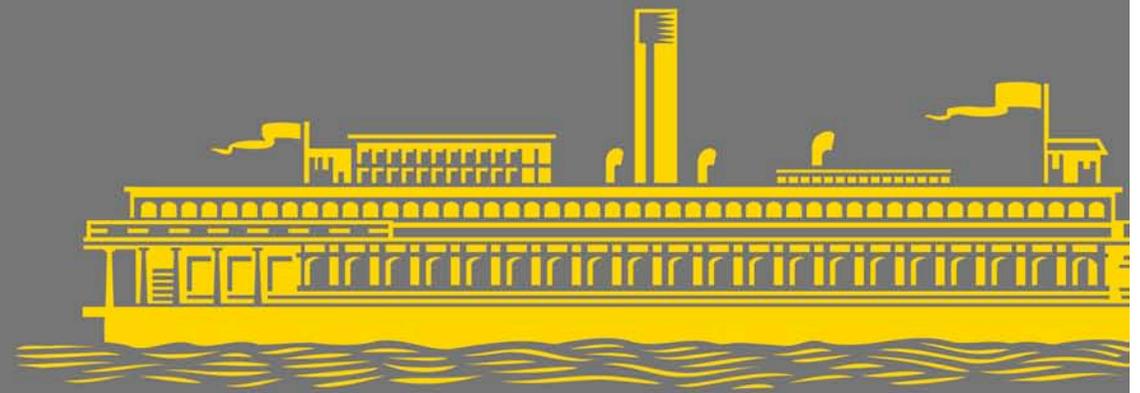
- Make a bad experience better
- Change perceptions overnight
- Tell the whole brand story
- Train, educate or find someone a job

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

Top 5 Attributes:

Friendly

Approachable

Modern

Professional

Organized



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

74% YES

26% NO

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

Landor

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

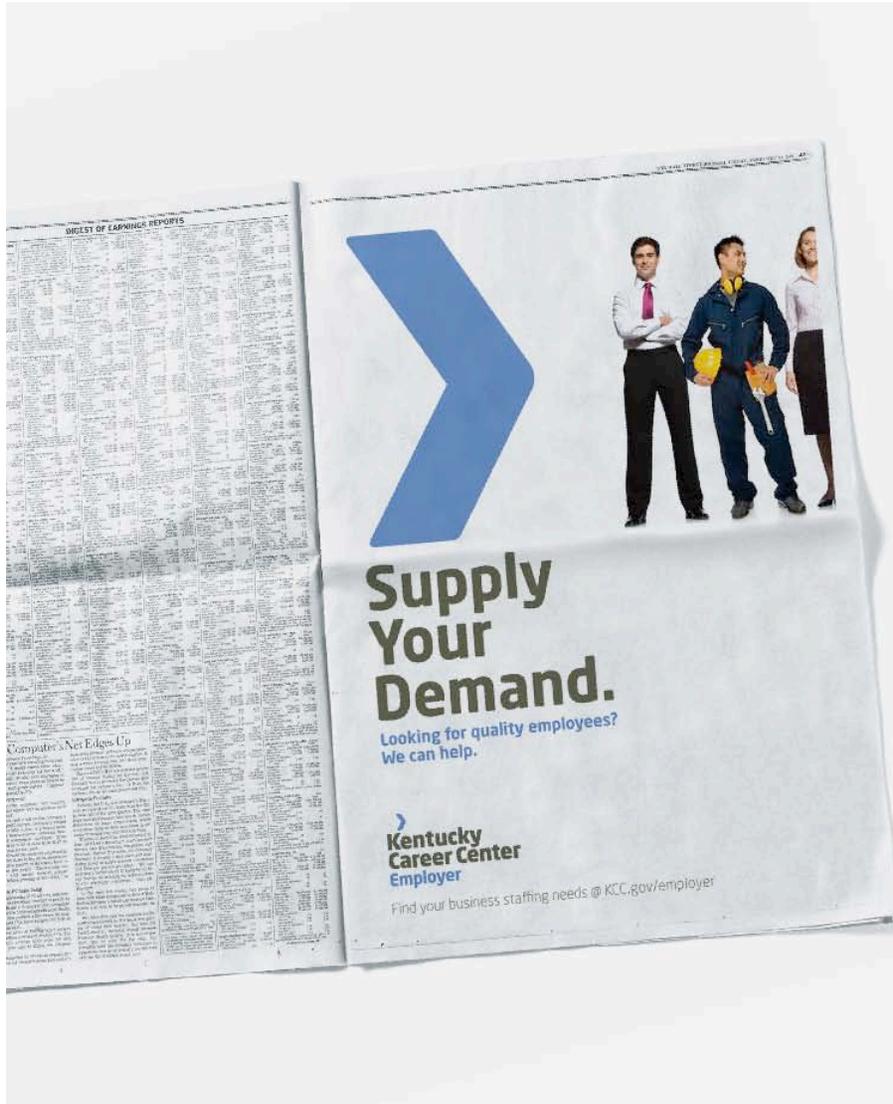
>
**Kentucky
Career Center**
Eastern Kentucky
JobSight

Bringing our new identity to life

Masterbrand Applications

Landor

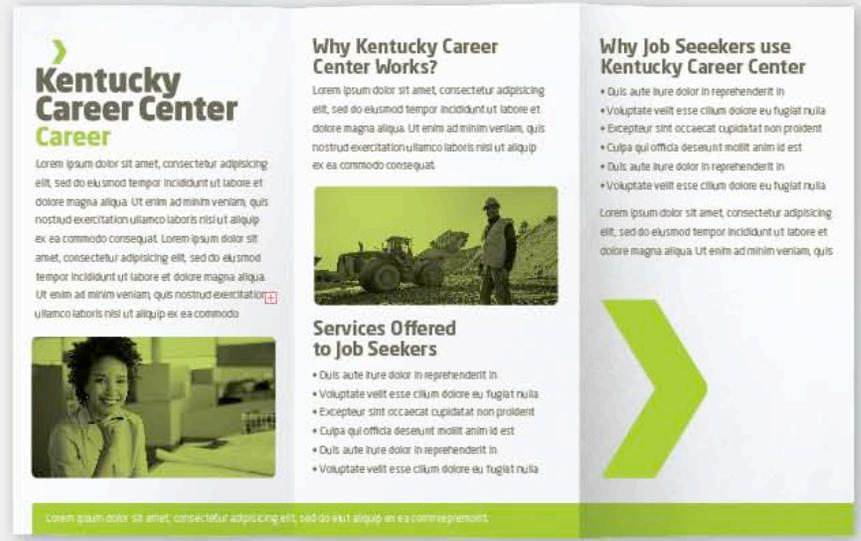
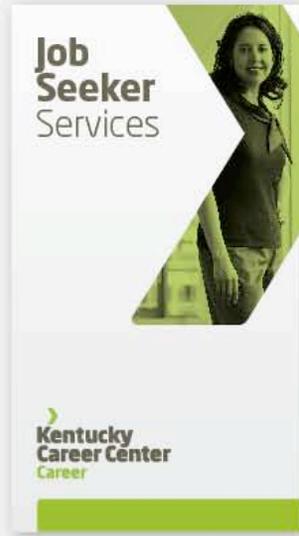


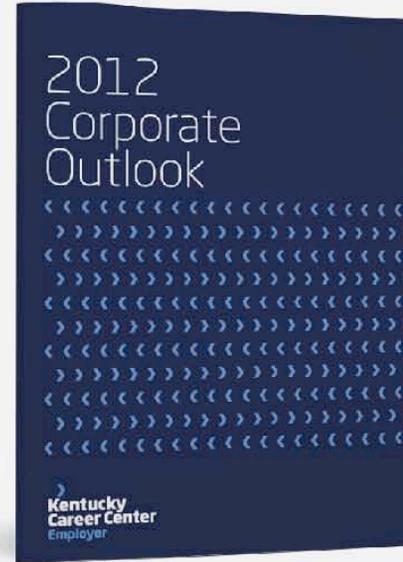
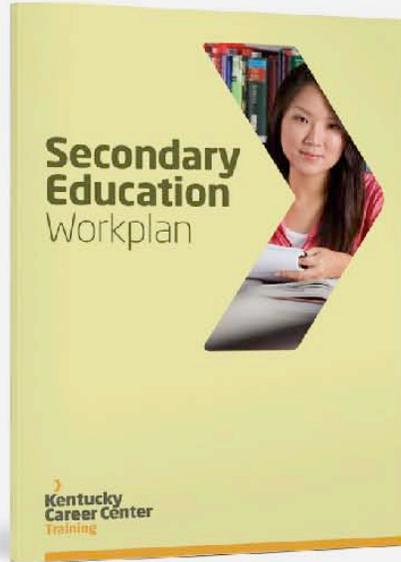
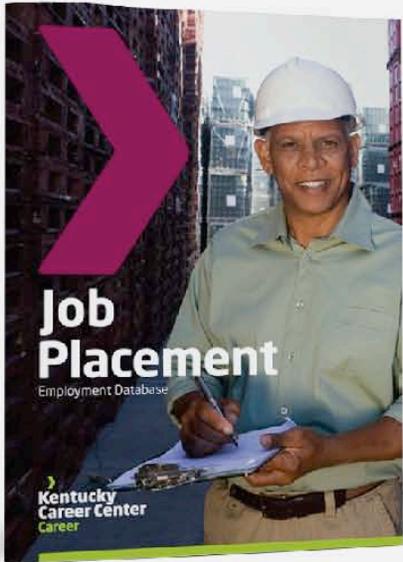


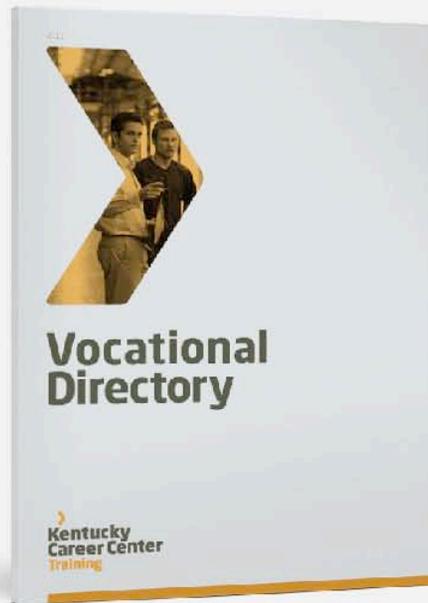














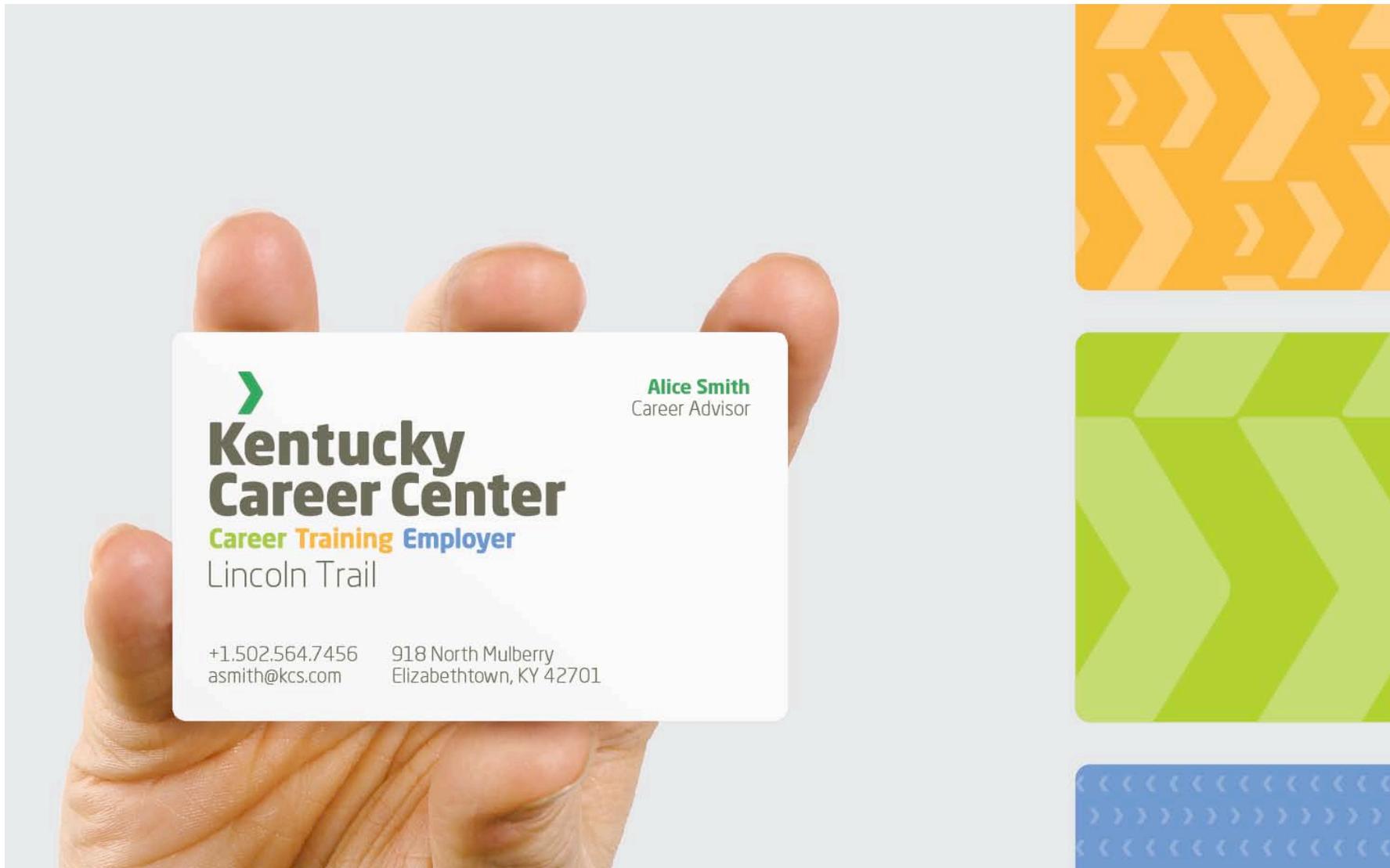


Bringing our new identity to life

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.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

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 officis 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

Brand Guidelines Snapshot

Landor

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-Nots

