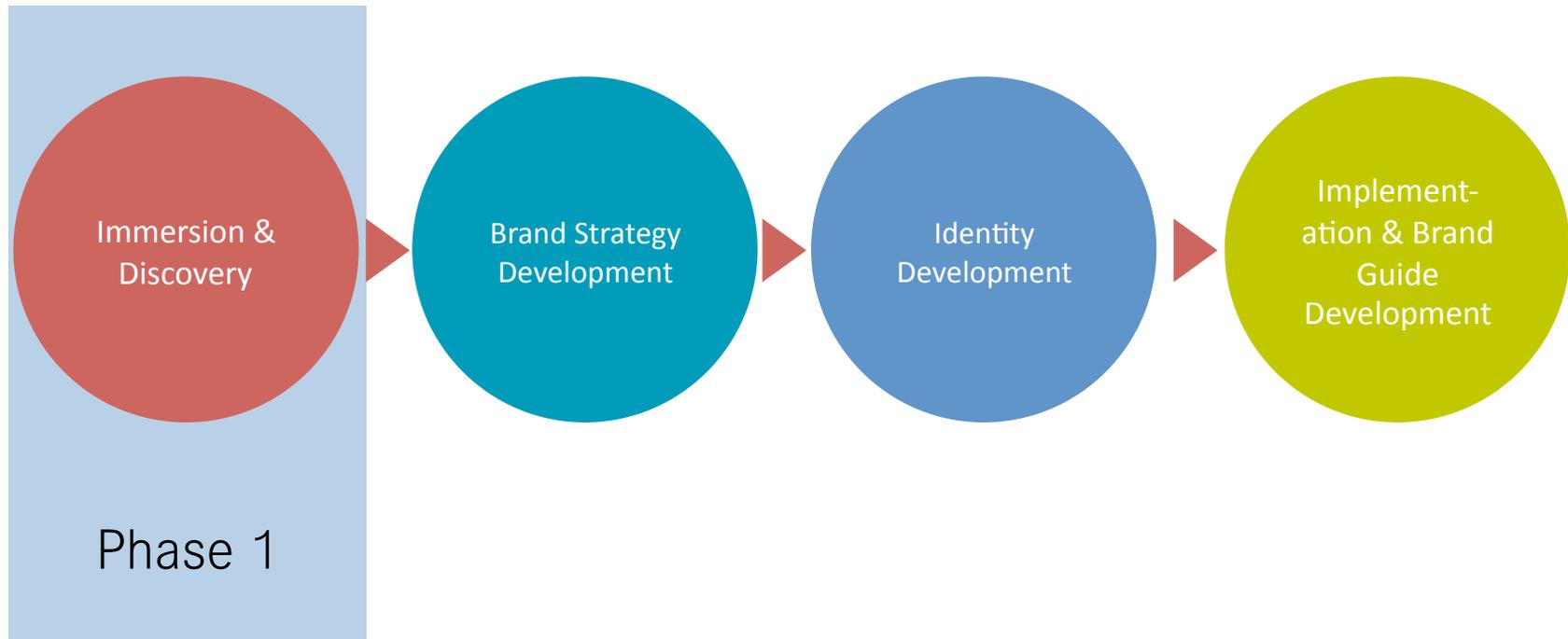


# Kentucky Workforce System Visual Identity Audit



Landor

# Landor Project Overview



# What are we looking at today?

We will be looking at where we are today as a brand, as well as others' visual identity systems, both in-category and out-of-category, that can serve as benchmarks and discussion points for what we will be developing for our own identity system.

# How should we view this audit?

This audit is a broad exploration of branding concepts and executions. It is part of the research and development process in which we identify interesting, relevant and successful examples that we may be able to be inspired by in our next steps when we start developing our own brand. We can also learn from others' missteps, or make decisions that even though something is successful for another brand—that it is off-equity for our brand. Everything is open for discussion at this point, but we will identify some key learnings to help summarize what we've observed.

Where we are today

# Immersion Session

## Overall Observations

**Open to change:** Dedication and desire for change and a common goal to create a brand that delivers a solutions based workforce system.

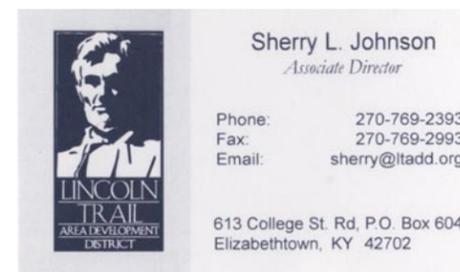
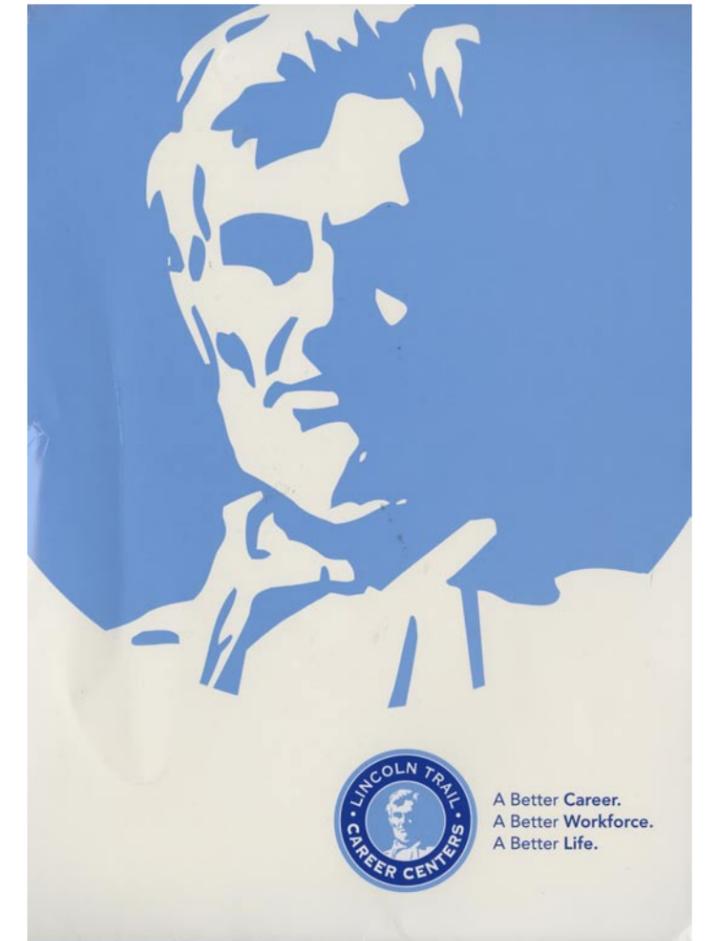
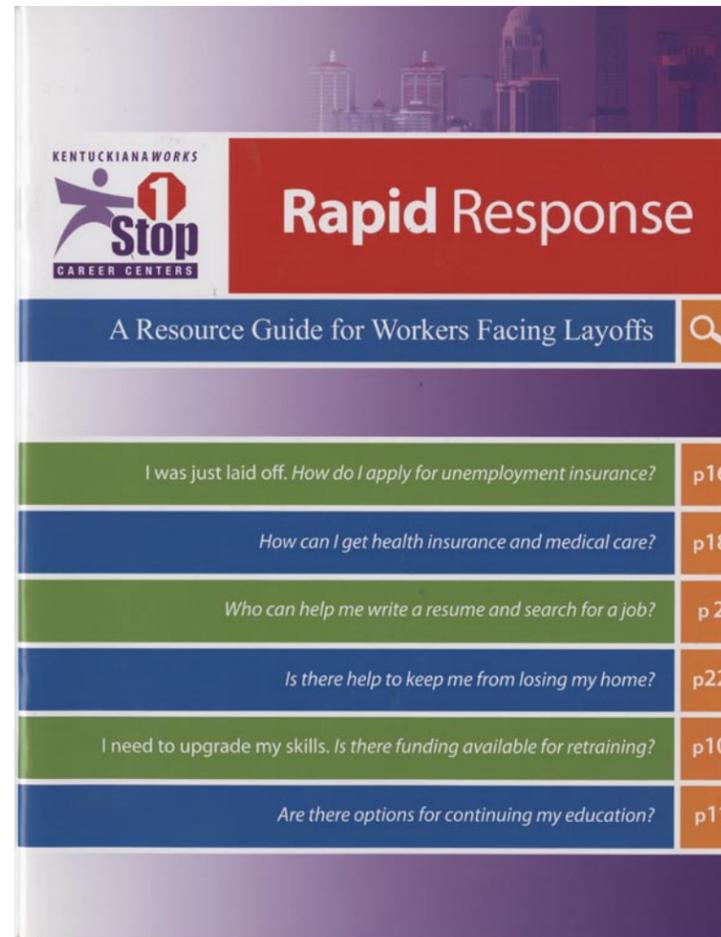
**Fragmentation:** The system is visually and operationally fragmented into separate silos and regions leading to external consumer confusion.

**Inside-Out Structure:** the internal organizational & funding structure appears to drive the external appearance to consumers.

**Silos:** The current system is very 'siloed' versus working together as a holistic system as a unified organization.

**Target Consumer:** Prompted a consideration for who we are speaking to now versus who we want to speak to in the future.

**Attitude:** The team is passionate and enthusiastic about optimizing the system for the best consumer experience.



# Current Kentucky program logos

## Kentucky Unbridled Spirit:

- Embodies forward thinking and the genuine spirit of the people and make-up of Kentucky, very transparent to the concept.
- Visual is also very straight-forward to appeal to broad audience, but also feels a bit generic and expected



## Kentucky State Parks:

- Balances simplicity and modernity with energetic-expression and approachability.



## Kentucky Proud:

- Bold typography, simple iconic execution is easy to read.
- Expected and simplistic concept, working to visualize agriculture.



## Drive Smart:

- Energetic typography, hard to read.
- Imagery transparent to concept.



# Current Kentucky one-stop logos

## Overall Observations

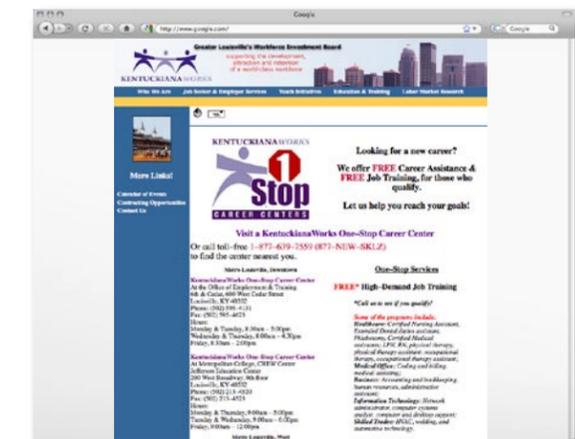
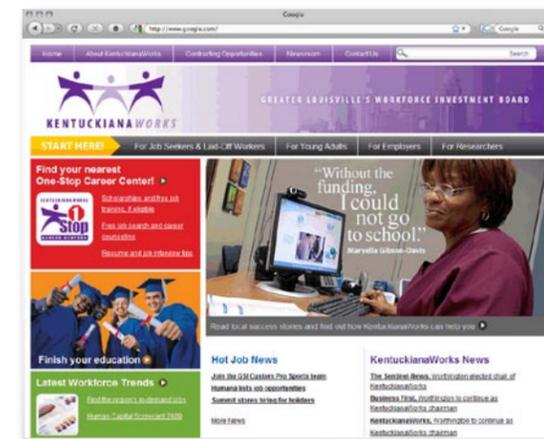
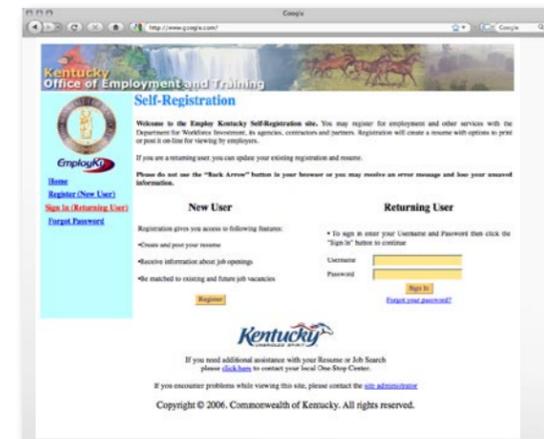
- Lack of consistency across logos among separate but related groups.
- Visual emphasis is foremost on regions rather than over arching Kentucky One Stop system
- A range of disparate names exist rather than a clear master brand with accompanying sub-brands
- Most branding, logo treatments and collateral do not feel ownable or memorable, and do not communicate a clear message to consumers.
- Acronyms can be tough to read, and take time to establish recognition in the community.



# Current Kentucky job search programs found online

## Overall Observations

- Lack of consistency across branding fronts among separate but related silos.
- Abundance of separate web sites and brands that seem to be redundant or overlapping create confusion and brand equity erosion.
- Most branding, logo treatments and collateral do not feel ownable or memorable, and do not communicate a clear brand message to consumers.
- Key visuals of consumers and employees help consumers connect and engage with the brand.
- Most brands web sites feel cold, basic and unapproachable—more inward-focused than consumer-focused.



# In-Category, Government Examples

- Georgia Work Ready
- Louisiana Workforce Commission
- Positively Minnesota
- Illinois WorkNet Center
- South Carolina Department of Employment and Workforce
- Department of Labor (Missouri)
- Workforce West Virginia

# Georgia Work Ready

Clean, simple & memorable branding

- Easy to find & read
- Unique, aspirational naming
- Unclear, confusing symbol in logo

Clear navigational organization

- Consumer focused
- Icons give intuitive/multi-cultural read

Aspirational & optimistic attitude

- Creates emotional connection with consumer
- Changes perception of cold government entity

Consistent use of brand elements

- Color & Typography



# Louisiana Workforce Commission

Simple, transparent to concept logo treatment

- Literal but unique symbol used in logo
- Clean, easy to read typography
- Name is transparent to the proposition

Consistent use of brand elements

- Color, Typography, Iconography

Confusing messaging in photography

- Missed opportunity to introduce human imagery



# Positively Minnesota

## Unique, Approachable Logo

- Strong brand color and logotype
- Name is ambiguous and confusing

## Clear, intuitive navigation

- Simple, organized and easy to read
- Color and images help communication

## Human, Lifestyle imagery connects with consumers

- Aspirational, approachable photography is utilized to immediately connect with potential consumers



# Illinois WorkNet Center

Complex but unique logo treatment

- Logo feels corporate and trustworthy
- Name seems solely computer focused and possibly a bit ambiguous to core offering

Clear, intuitive navigation

- Simple, organized and easy to read

Iconography can allow for intuitive communication



# South Carolina Department of Employment and Workforce

Generic logo treatment and branding elements  
- Naming and logo are straightforward to a flaw

Clear, intuitive navigation  
- Simple, organized and easy to read  
- Bold color helps communication



# Department of Labor (Missouri)

Bold but ambiguous logo treatment

- Logo is bold and to the point, but half of POC (the state name) is not included
- Gear iconography communicates that the department is cold and unapproachable

Cold, faceless photography

- Feels corporate and professional, but also cold and unapproachable



# WorkForce West Virginia

- Generic logo treatment and branding elements
- Web site is cold and purely informational
  - Hierarchy in name is questionable



# In-Category, Corporate Examples

- Monster
- Career Builder
- Ultimate Staffing Services

# Monster

A unique name and logo treatment, and consistently strong use of brand color builds recognition and memorability. Community of users invites consumers to engage with brand.

- Unique, Approachable, Humorous

**monster**<sup>®</sup>  
Your calling is calling™





# Ultimate Staffing Services

Web site is simple and easy to navigate, but almost to the flaw of feeling generic and untrustworthy. Logo also feels expected and generic—unspecific to what the service offering is. Lifestyle photography is used to connect emotionally with the consumer.

- Approachable, Straight-forward, Expected



# Out-of-Category Examples

- FedEx
- IMA (Indianapolis Museum of Art)
- Cincinnati USA
- OLIN
- Bahamas
- City of Melbourne
- Aol.
- EAT.
- Esurance

# FedEx

Simple color system established to support multiple service offerings. Subtle iconography worked into core brand mark.

- Simple, Bold, Straight-forward, Iconic



# IMA (Indianapolis Museum of Art)

Modular system created to allow hierarchy of information to be easily changed for various applications

– Modular, Minimal, Simple yet Complex

INDIANAPOLIS  
MUSEUM  
OF ART  
IMA

INDIANAPOLIS  
MUSEUM  
OF ART  
IMA

IMA INDIANAPOLIS  
MUSEUM OF ART

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IMA 100  
ACRES

100  
ACRES  
INDIANAPOLIS  
MUSEUM OF ART

100  
ACRES

100  
ACRES

DESIGN  
CENTER  
IMA

IMA DESIGN  
CENTER

DESIGN  
CENTER  
INDIANAPOLIS  
MUSEUM OF ART

DESIGN  
CENTER

LILLY  
HOUSE  
IMA

IMA LILLY  
HOUSE

LILLY  
HOUSE  
INDIANAPOLIS  
MUSEUM OF ART

LILLY  
HOUSE

LILLY  
HOUSE

MILLER  
HOUSE  
IMA

IMA MILLER  
HOUSE

MILLER  
HOUSE  
INDIANAPOLIS  
MUSEUM OF ART

MILLER  
HOUSE

MILLER  
HOUSE

MUSEUM  
STORE  
IMA

IMA MUSEUM  
STORE

MUSEUM  
STORE  
INDIANAPOLIS  
MUSEUM OF ART

MUSEUM  
STORE

NOURISH  
CAFE  
IMA

NOURISH  
CAFE  
INDIANAPOLIS  
MUSEUM OF ART

NOURISH  
CAFE



# Cincinnati USA

Abstract icon in logo feels ownable, unique and approachable, and was rationally inspired by a recognizable core element of the brand that can be transparent to consumers.

– Smart, Simple, Approachable



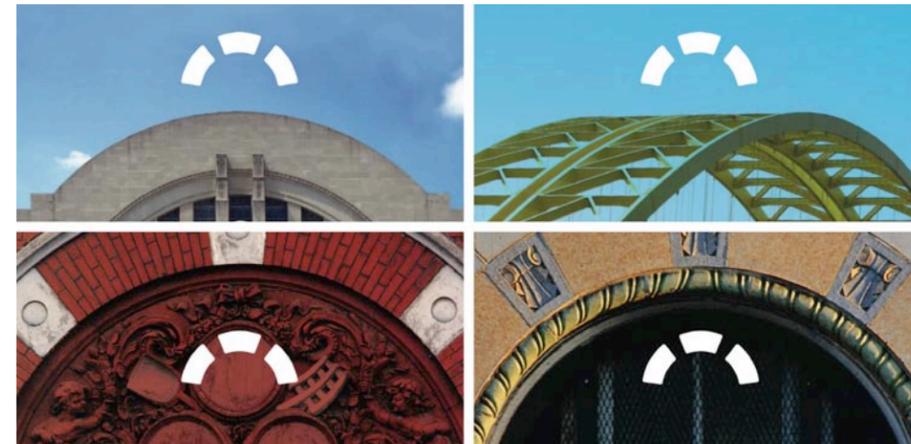
A. Core Brand



C. Endorsed Brand



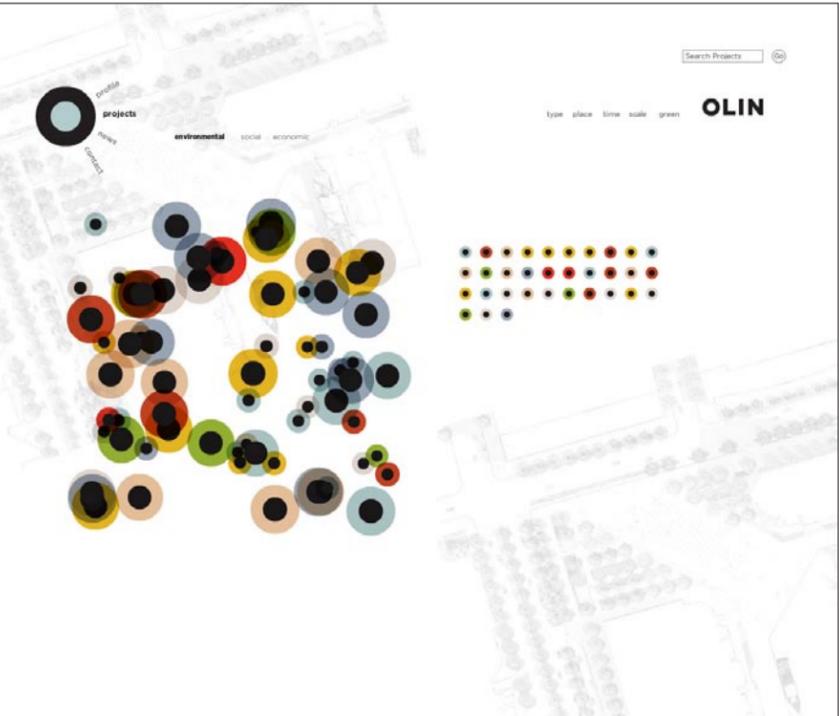
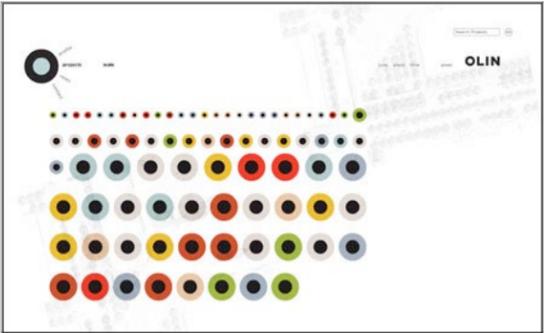
B. Dominant Brand



# OLIN

Extensive color coding is utilized within a simple icon to create a dynamic system. Abstract geometric shape can be used to represent varied content

– Simple, Ordered, Abstract



<http://www.theolinstudio.com>

# Bahamas

An abstracted reinterpretation of subject matter creates an inspiring and energetic identity. Differently colored and shaped elements of the logo mark can be extracted to speak to specific areas.

– Smart, Energizing, Expandable



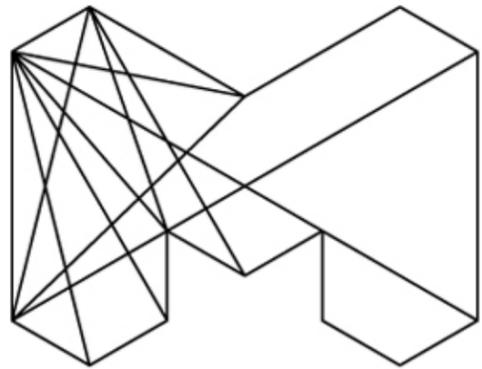
# City of Melbourne

A complex gridded system creates a solid foundation from which an infinite amount of unique logos and graphics can be made from to represent disparate organizations and programs under a parent brand.

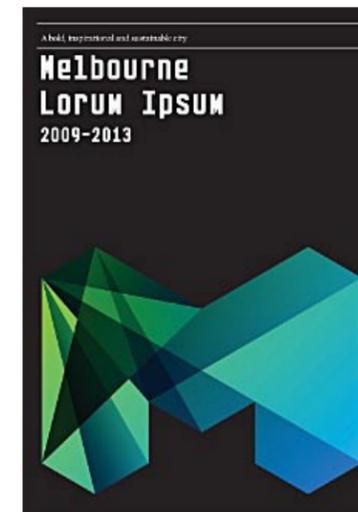
- Complex, Future-thinking, Kinetic



**CITY OF MELBOURNE**



**CITY OF MELBOURNE**



# Aol.

Consumer is king in this extreme version of a kinetic system, in which the users life literally becomes part of the brand.

- Phrenetic, Surprising, Interactive

# Aol.



# EAT.

A engaging personality is created for the brand by interacting with the consumer in first person conversation. Easy to understand verbiage is used to communicate and connect with a wide range of consumers as well as providing an approachable brand voice.

- Bold, Honest, Inclusive



# Esurance

Imagery of people, specifically the brand employees, instantly puts a human face to a company in a category that is traditionally cold and distant. Written communication reinforces this friendly persona.

- Friendly, Approachable, Honest

# esurance™

technology when you want it | people when you don't™



# Key Learnings

## – Never Underestimate Naming

Naming is extremely important in creating a memorable brand that is both transparent to the core brand message and yet unique enough to feel ownable, professional and approachable to the consumer.

## – Consistency is Key

Consistency is crucial in creating a strong, unified brand across all regions, services and applications.

## – Act Like a Brand, not an Institution

For consumers to have a lasting connection with our brand we need to be unique, ownable and interesting and to engage with our consumers. We need to feel approachable and human—not cold, formal or detached like the stereotype of many government institutions.

## – Balance Information and Emotion

With a notably broad consumer segment to reach out to, it will be important to always be simple, straightforward and crystal clear at all touch-points. But on the other hand, it also doesn't mean we need to be completely unemotional.

## – Attitude is Everything

If we want consumers to see us in a new light, then that change needs to start with us. All of our consumer touch points need to exude our brand promise and eventually consumers will start to see us differently and treat us accordingly.

## – Be Approachable

If we are about “people helping people” then we should show it. We can use nomenclature, photography, typography and other graphic elements to help give our brand an approachable, human personality.

## – Have a Sense of Humor

Humor used in smart ways can be an effective way to connect with consumers (i.e. Monster and CareerBuilder), but should probably be used sparingly and always in the right context and application.

## – Solid Organizational Systems

Establishing a solid organizational system for integrating silos, sub-brands and other logo lock-ups to our master brand will be necessary to create consistency, and to ensure that future endeavors fit in seamlessly.

## – Easy and Intuitive

Organization, Navigation, Iconography and Nomenclature are all fundamental elements we can use to create intuitive and effortless brand engagement with consumers.

## – Remain Flexible

With the vast array of silos, sub-brands and services that fall under our master brand it could be beneficial to look at developing a kinetic visual system that allows a balance of unification and differentiation.

# Next Steps

- Incorporate Online Intercept Research Findings
- Create Customer Journey
- Steering Committee Meeting & Board Meeting

Thank You.