



Internal Branding Presentation

Slide 1: Workforce Development System (Title slide)

Welcome to the Kentucky Career Center Internal Branding presentation. I will be going through the presentation to introduce you, our team of experts, to the new Kentucky Career Center brand for our workforce system.

Slide 2: Our Vision

In the summer of 2009, the Kentucky Workforce Investment Board began a process to develop a strategic plan to transform Kentucky's workforce Development system to meet the challenges of a changing global economy and address the most immediate concerns of the current financial crisis. What emerged was a consensus belief that the system was overly complex, not user-friendly, program driven rather than demand driven, and lacked the cohesion of an efficient and effective service delivery organization. With a great deal of input, the business and industry-led committees developed a vision statement to serve as the guide for the development of goals.

The vision statement is "Kentucky will transform the workforce system through innovative practices which enhance sustainable economic and job growth to improve the lives of Kentuckians."

Slide 3: Four Goals

Out of the strategic plan came four goals. The third goal, simplify the workforce development service delivery system is where the action step for branding and identity is found.

Slide 4: Branding Goals

The workforce development system has three branding goals. The first one create a unified and cohesive brand, second, transform the brand experience meaning how we conduct business within our offices and last deliver a brand promise that puts the customer first.

Slide 5: How we achieve these goals

So, how do we achieve these three goals from a branding perspective? In 2011 the workforce development system contracted with a branding firm Landor and Associates out of Cincinnati, Ohio who helped develop our branding initiative. The first action item was to assess the landscape. Landor's team members went out into our career centers and interviewed our customers and asked them questions about the current branding and logo's that are in use today which helped them develop our new brand identity. Second, identify opportunities such as the customer and employer journey's that are posters that are hung up in your back offices. This helped us identify areas of improvement in our system and offices. Third, identify goals for our system. This refers to the development of the brand promise. This is what we all in the workforce development system strive for each and every day. Fourth, organize the system which lays out how all of our departments and partners will work together under the Kentucky Career Center brand. Finally, create a brand through visual identity. This is the Kentucky Career Center logo that you see today with the green arrow.

Slide 6: Brand Promise

A brand promise is the statement that you make to customers that identifies what they should expect for all interactions with your people, products, services and company. The brand promise is the ultimate goal that we work toward each day in our offices throughout the state.

A brand driver is a phrase or statement that motivates and inspires those charged with bringing the brand promise to life in a way that can be quickly grasped by, and will resonate with, customers, without any guidelines or explanation.

Ours for the Kentucky Career Center are: compassionate advisors, empowering solutions and inspiring people. These elements guide our Brand Promise.

Slide 7: Where we are today

Today we have over 30 plus logos for our workforce development system across the state from our internal departments to our partner agencies. From the interviews that were conducted last year by the branding firm it was determined that customers were confused about our names and services that we offered in our offices.

Slide 8: The Future

Brand identity is the visible elements of a brand such as colors, design, logotype, name and symbols that together identify and distinguish the brand in the consumers' mind.

Slide 9: Strongest logos

The strongest logos tell simple stories.

Slide 10: What is our story?

Guidance and growth. The Kentucky Career Center arrow symbol was designed to be a symbol of forward progress, guidance and growth. It can be used as a navigational tool, an iconic symbol or to visualize movement. The simplicity of the icon allows it to work well at both small and large sizes. The core color of green was inspired by the green traffic lights that guide us to move forward as well as the Kentucky geography.

Slide 11: What a logo can do

- Create a strong consistent brand expression
- Form a teamwork environment
- Build credibility and trust
- Help organize a system
- Produce budget savings and efficiencies
- Boost morale

Slide 12: 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

Slide 13: We asked the people

After we chose the Kentucky Career Center logo and symbol Landor went back into our offices and asked the opinion of our customers what they thought of the Kentucky Career Center identity. The top five attributes were: Friendly, approachable, modern, professional, and organized.

Slide 14: Architecture

Brand architecture is the structure of brands within an organizational entity. It is the way in which the brands within a company's portfolio are related to, and differentiated from, one another.

Our brand architecture has five components. First, we focus on a consumer services strategy, second puts the customer first, third helps unify the brand, fourth simplifies a complex system. Finally, it allows room for growth.

Slide 15: Brand hierarchy

This shows us an example of our brand architecture for the Kentucky Career Center.

Slide 16: Bringing our new identity to life

The next slides are examples of how we can utilize our new logo.

Slide 17: Next opportunity

A billboard

Slide 18: Supply your demand

Newspaper ad or bus stop billboard

Slide 19: Website

We are in the process of redesigning our current website today to incorporate all of our services, agencies and partners onto a more user friendly website that speaks to all of our customers in a clear and simple language.

Slide 20: Regional applications

Here are a few examples of how we might utilize the brand in our offices

Slide 21: Wallpaper

We have designed color specific wall paper that identifies our three service divisions of Career, Training and Employer. Offices may use wall paper to distinguish areas within the office that staffs are focused on these particular services.

Slide 22: Brochures

An example of our updated brochures

Slide 23: Coffee mug and bag

Outreach items

Slide 24: Business card

An example of redesigned business cards

Slide 25: Letterhead

An example of reformatted letter head

Slide 26: 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.

A brand guideline is a collection of typefaces, colors, rules and tips for the application of our logo and supporting visual style. It tells us how to use and not use our new logo.

We are currently in the internal branding roll out phase. This is where we are introducing and educating our staff and partners about the Kentucky Career Center brand and identity. The external launch for our brand and identity is scheduled for fall 2012.