Kentucky Workforce System
Visual Identity Audit

Landor

Landor Project Overview

Phase 1

- Immersion & Discovery
- Brand Strategy Development
- Identity Development
- Implementation & Brand Guide Development
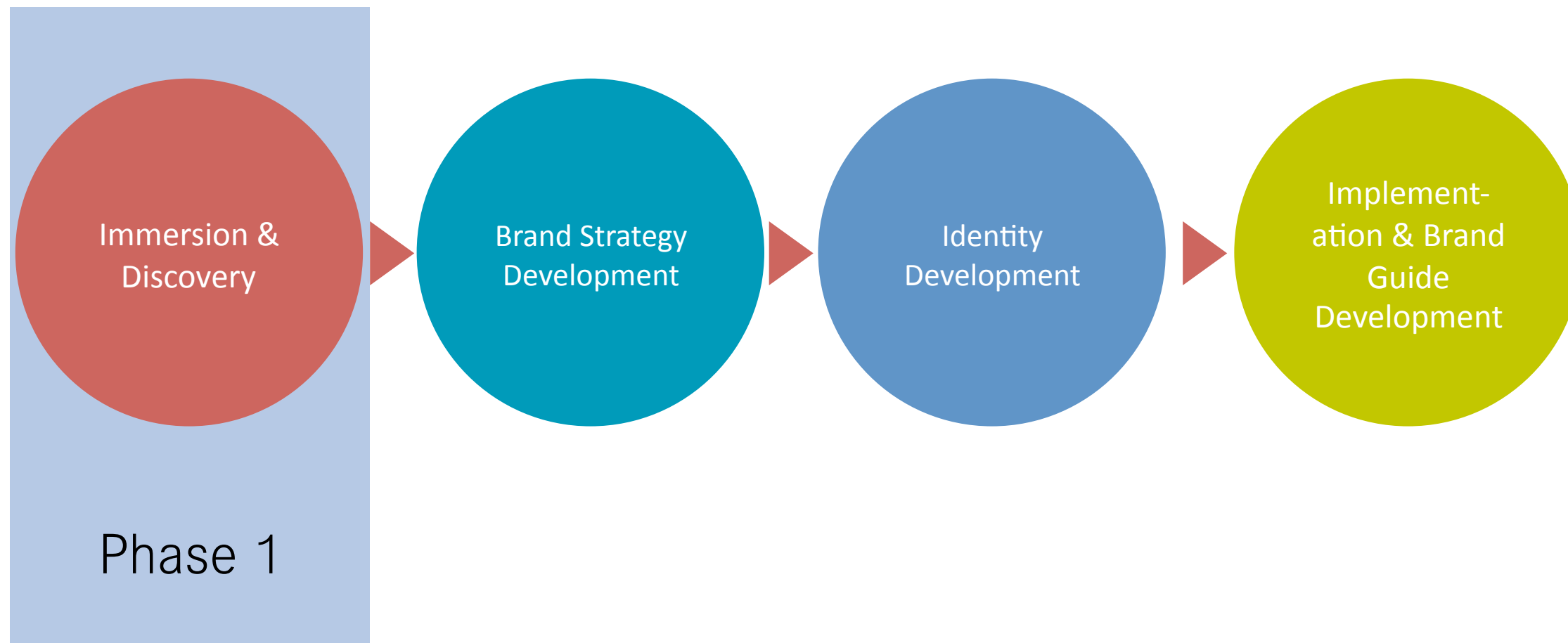
What are we looking at today?

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 of -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.

Immersion & Discovery

A visual audit that evaluates in-category and out-of-category examples to inform thinking.

Inspiration comes from everywhere.
Learning begins with a look back.

Products are built in the factory, brands are created in the mind. Walter Landor

Where we are today

Immersion Session

– Interviews with key representatives from various regions across the state

– Facility tours

– Open dialogue; shared opinions and discussed structure of organization and dif erent regions

– Visual gathering

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.
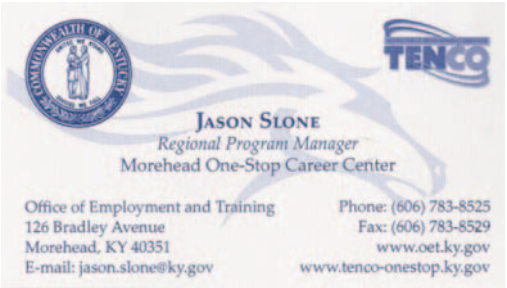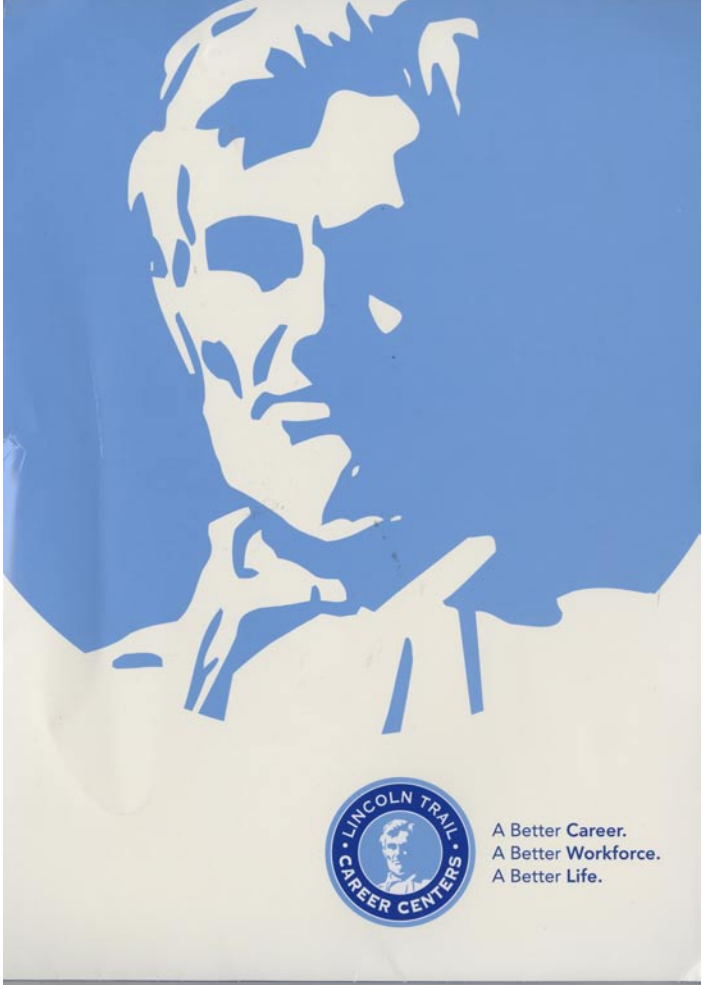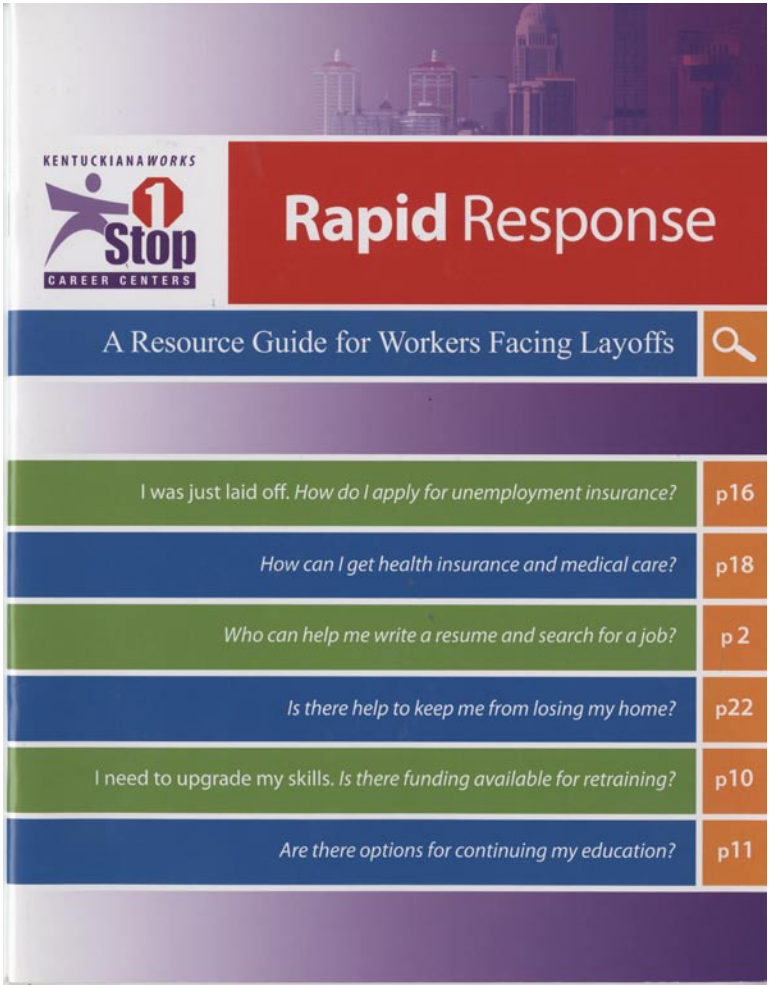
Current Kentucky one-stop logos

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.

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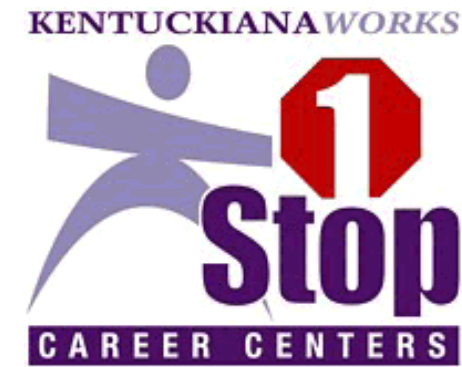
Current Kentucky job search programs found online

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.
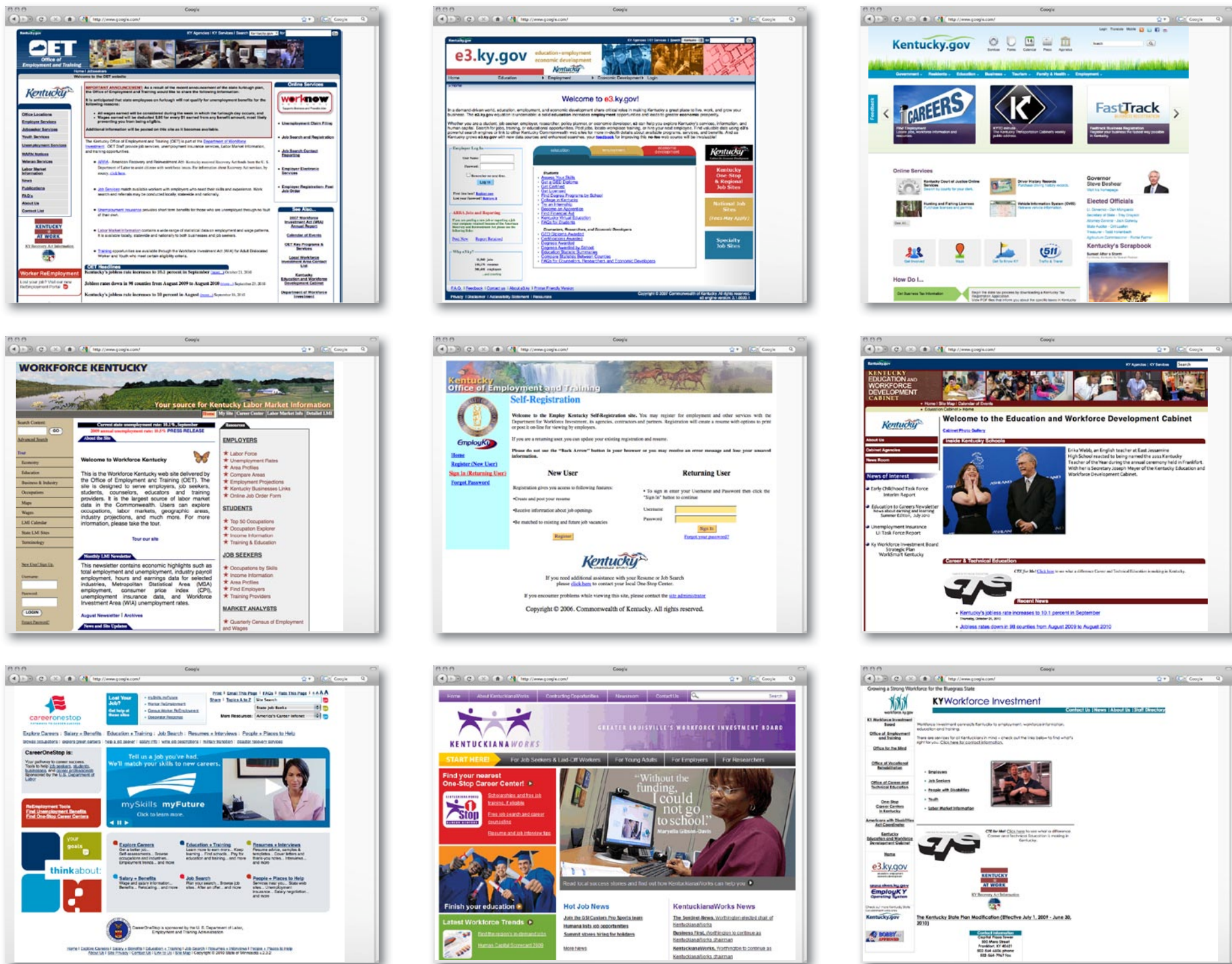
In-Category, Government Examples

– Georgia Work Ready

– Positively Minnesota

– Department of Labor (Missouri)

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

Positivamente Minnesota

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

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

In-Category, Corporate Examples

– Monster

– Career Builder

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.
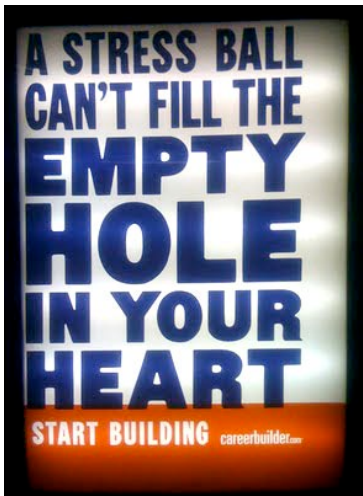
- Unique, Approachable, Humorous

Career Builder

Straight-forward naming matches the easy, no-nonsense approach of web site and collateral materials. Blunt humor used to connect with consumer.

- Clear, Concise, Clever

Out-of-Category Examples

– IMA (Indianapolis Museum of Art)

– Cincinnati USA

– Bahamas

– City of Melbourne

– EAT.

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

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
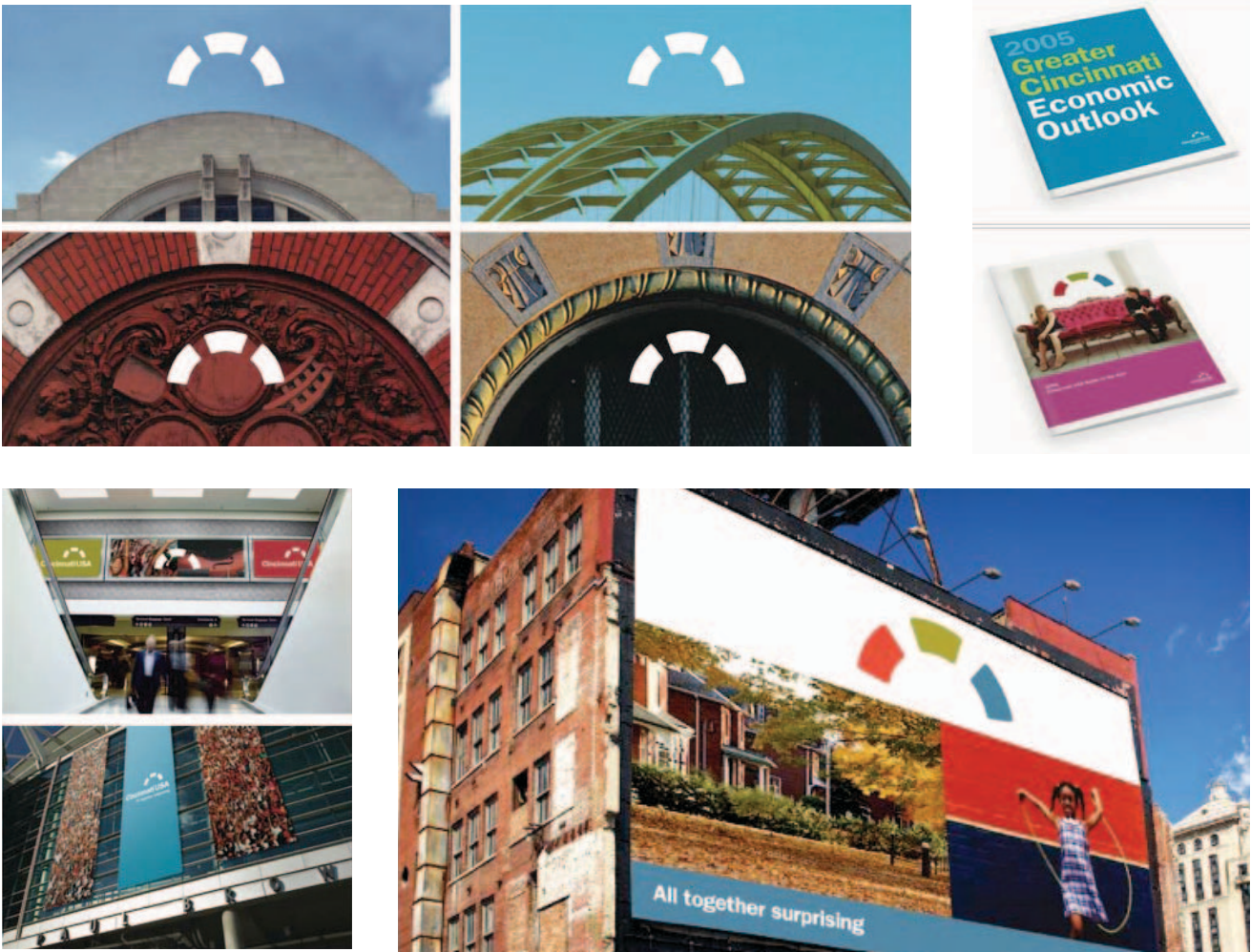
Bahamas

An abstracted reinterpretation of subject matter creates an inspiring and energetic identity. Dif erently 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
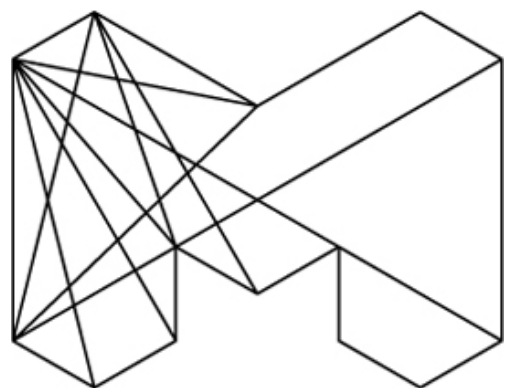
CITY OF MELBOURNE

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

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.
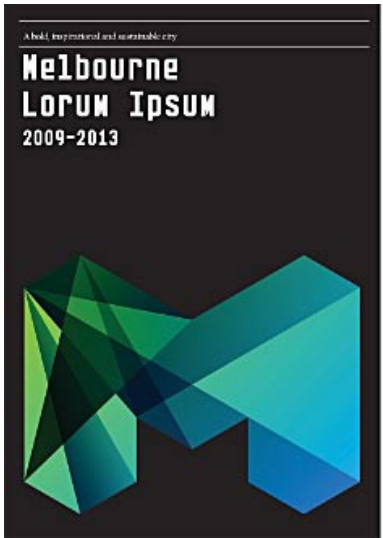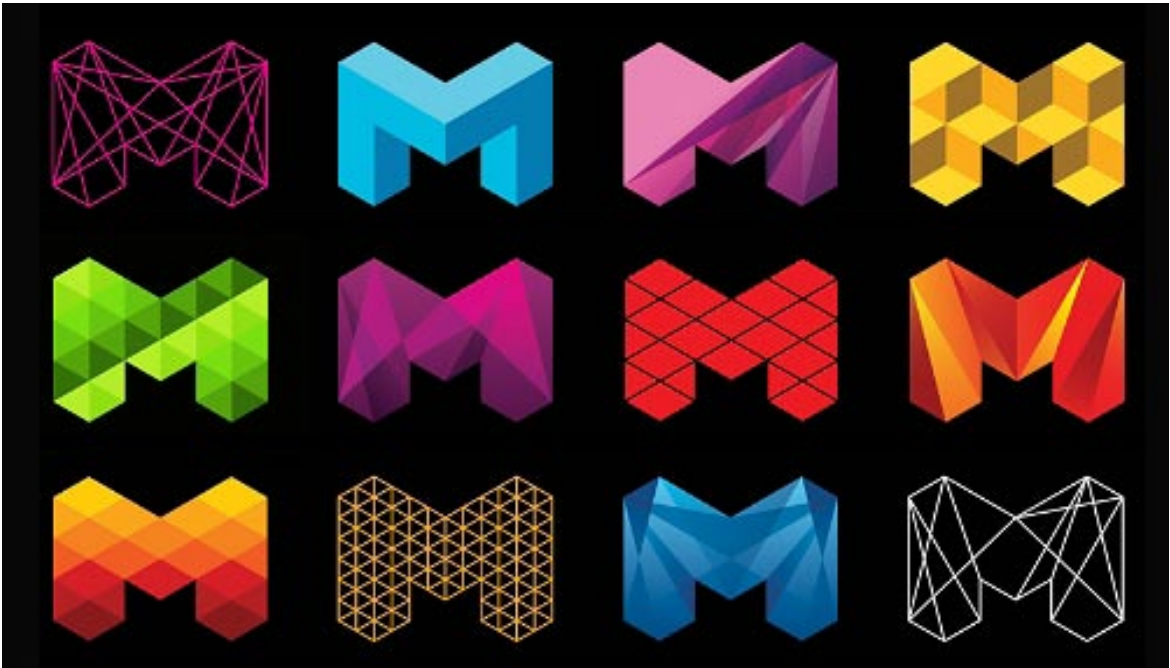
– Consistency is Key

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 seemlessly.

– 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.

Intercept Interviews
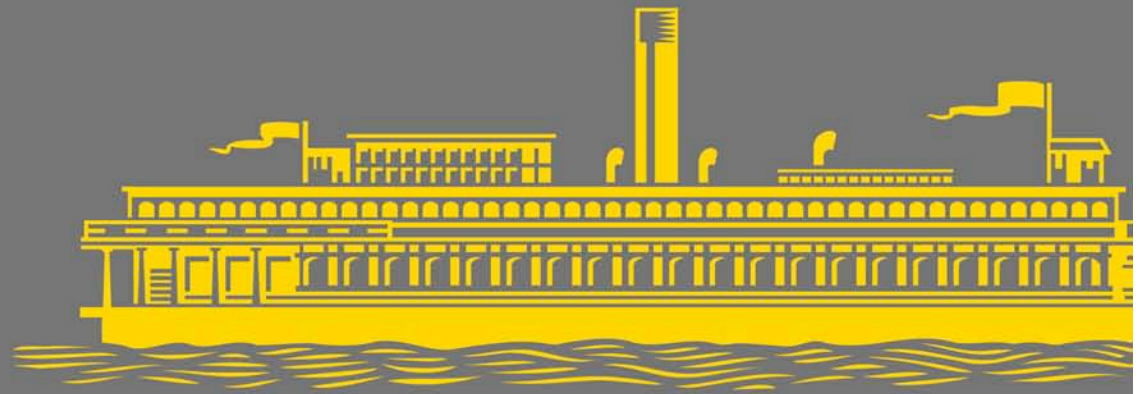
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Background

In-person interviews conducted at random in a one-on-one format at 4 One Stop Career Centers

Covington

Louisville – 6th & Cedar

Louisville - NIA Center

Morehead

30 customer interviews (avg. 7-10 per center)

1 employer interview

4 manager interviews

Objectives

Gain understanding of participants' history with the center, perceptions and overall customer experience

Findings will highlight areas of opportunity and inform customer journey

Findings are not meant to be employee evaluations or deep dive into specific service issues

A Few Observations...

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A mandated budget reduction has placed time restrictions on staff. As a result, the office may be required to stop accepting customers before our normally scheduled closing time. We encourage customers to visit the office at least **30 minutes** prior to Close of Business. The Office of Employment and Training will continue to strive to provide each individual with quality customer service.

We apologize for any inconvenience this may cause.

The following services will be provided, via the Internet, at www.oet.ky.gov

➢ **Employer Electronic Services**
➢ **Filing for and claiming Unemployment Insurance (UI) benefits**
➢ **Job Registration**
➢ **Job Search**

Education and Workforce Development Cabinet
Office of Employment and Training

Equal Opportunity Employer/Program.
Auxiliary aids and services are available upon
request to individuals with disabilities.

OET
Office of
Employment and Training

Kentucky
UNBRIDLED SPIRIT

KENTUCKIANAWORKS CAREER RESOURCE CENTER

(502) 574-4100

Monday - Thursday, 8:30am - 5:00pm
Friday, 8:30am - 2:00pm

KentuckianaWorks One-Stop Career Center
(502) 574-4100

How can we help you?

- GED, math and reading assistance
- Veteran's employment services
- Employment assistance for people with disabilities
- Employment assistance for Native Americans
- Job search assistance
- Access to computers, faxes, and phones for job searches
- Access to the best online job sites
- Resume writing tools
- One-on-one career counseling
- Up-to-date job postings
- Tutorials to help you use a computer
- Job training
- KentuckianaWorks scholarships for laid-off workers
- Career assessment tools

GROUND LEVEL
Jefferson County Public Schools Adult
and Continuing Education

FIRST LEVEL
Jefferson Community and Technical College
One-Stop Operator

KentuckianaWorks
Greater Louisville's Workforce Investment Board
One-Stop Managing Partner

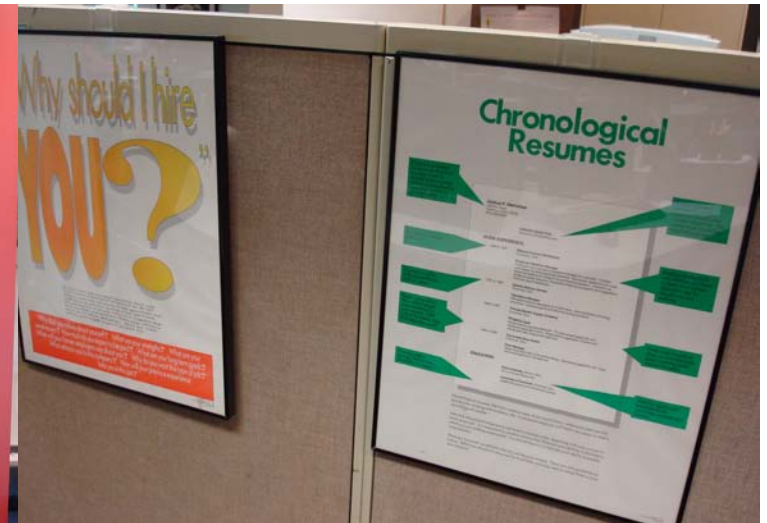Kentucky Office of Employment and Training (OET)

Kentucky Office of Vocational Rehabilitation

Native American Employment and Training Program

OET Veterans Services

SECOND LEVEL
Job Corps

Why should I hire YOU?

Chronological Resumes

Attention

The Management of this office promotes a safe environment for its customers and its staff. Management will not tolerate terroristic threats, violence or threats of violence. Violators will be prosecuted to the fullest extent of the law in accordance with KRS Chapter 508 (terroristic threatening) and KRS 519.020 (obstructing governmental operations).

Violators Will Be Prosecuted

Your Opinion Counts.

UNEMPLOYMENT INSURANCE
EMPLOYMENT SERVICES
RESUMÉ SERVICES
↓

THESE SERVICES
ARE LOCATED
ON THE
SECOND FLOOR

UNEMPLOYMENT
HEARINGS

VETERANS
EMPLOYMENT
SERVICES

BRIGHTON CENTER
SERVICES

CAREER
CONNECTIONS WIA

HEALTH
CONNECTIONS WIA

GOODWILL
HVRP PROGRAM

KDVA

Elevator In

Key Findings

- Awareness of 'One-Stop' name is low and often a disconnect with overall experience. Respondents call it the Unemployment Office

- Awareness of total services offered is low, leading to disconnect with 'one-stop' name.

- Problem solving is top issue at centers handling unemployment benefits – desire for ability to resolve issues and be informed online

- Advocacy attitude among many customers – pro-active vs. reactive approach

- Tone & atmosphere vary widely – from friendly and helpful to cold and unwelcoming

- Positive relationships and counselors key to successful experience

- Respect and genuine concern key factors in ideal experience

- Brand message not delivered consistently throughout the locations or through consumer experience of services

- Face of the customer has changed but the system has not evolved to meet their needs

Verbatims

"People are pleasant – the process is not"

"I don't feel unemployed here…they respect me"

"Built a great relationship. Very helpful, they are there for me"

"People here are helpful and professional – they are more helpful than they get credit for"

"Excellent..the staff here is great; encouraging, friendly and they check-in with me"

"Positive, straightforward, knowledgeable staff"

"Wonderful relationship with partners and we all get along like family. Complaints seem to be based on system issues"

Verbatims

"Takes an entire day to solve issues – why can't I do this stuff online?"

"Welcome desk is not very welcoming"

"It seems like they don't want to be here..it isn't like I want to be here either"

"If it's a One-Stop, why don't they offer everything at this location?"

"Frustrating because I am not eligible for any help or classes because I have a college degree"

"Jobs in the database are not a fit for me..most are gov. jobs for less skilled or less educated people"

"They give you a number to call, you leave a message and no one ever calls back"

"I'd rather drive 25 miles to come here than wait on the phone"

"Long lines..I'd rather not receive unemployment"

Key Opportunity Areas

Match the brand promise & message with the experience

"Not expecting a lot, so yes my experience exceeded my expectations"

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"Ideal experience would be personal attention, genuine concern… a 1-on-1 career counselor approach where I'm assigned a person"

Next Steps

- Incorporate Online Intercept Research Findings

- Create Customer Journey

- Brand Promise/Architecture