Kentucky Workforce System Branding & Identity

Overview
Landor is in the process of a branding and identity project for the Kentucky Workforce System. We are taking a look at the entire branding system within the state across all regions in order to create a holistic system that works to help bring consistency throughout the state but also offers flexibility in order to speak to each region as well.

Benefits to the Communities:
The new branding, identity and architecture for the Workforce System will help to provide consumers with a holistic branding system, clearer navigation, more awareness, and a new brand promise for a solutions-based system.

The Process
- Currently, we are wrapping up our information gathering stage. We started the project with an immersion session where we spoke with various directors of the regions throughout the state and discussed the One-Stop centers organization, consumer experience, etc. We also did a facility tour during this session to see all of the various elements that are involved in the workforce system.
- Additionally we conducted an audit taking a look at various examples both in other states, some additional in category examples in the corporate world, as well as taking a look at out of category examples for inspiration. This is very beneficial to help inform design work to come.
- We also just completed an intercept portion where we went to 4 different One-Stop Centers in the state and conducted some quick sessions with consumers to better understand their experience, expectations coming into the center, their perception of One-Stop, purpose for coming, etc. It was very informative for us and will help us in our next step of creating a Customer Journey piece.
- The Customer Journey will help to capture what the consumer experiences at all touch points as they interact with the brand.
- From there, we will begin to deep dive into the architecture and branding identity design exploration.

We are targeting to be complete in February, which will include a new architecture and branding system along with a rollout/implementation plan.