



Council Re-Branding Initiative

Why Branding Exercise?

- ▶ Feedback from Partners and Council about our brand
- ▶ Establish what brand equity we have
- ▶ Incorporate feedback into a re-branding plan



Themes of Feedback

- ▶ Collaborate
- ▶ Businesses have access to the workforce they need and Coloradoans have access to meaningful employment
- ▶ Pride
- ▶ Jobs!
- ▶ Wage progression
- ▶ Educated workforce





Colorado Workforce Development Council

Concept

Process

EDUCATION

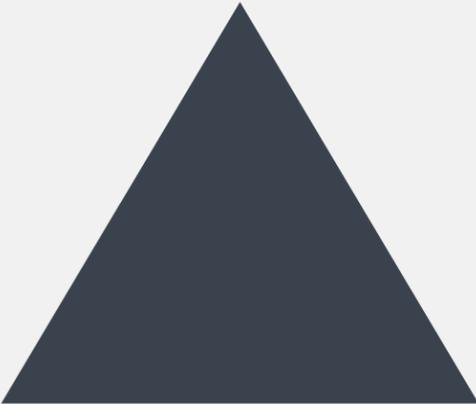


Concept

Process

EDUCATION

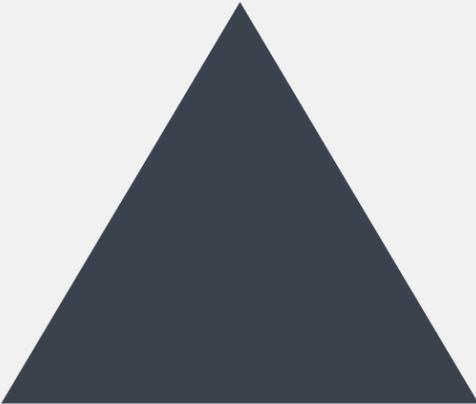
ECONOMIC
DEVELOPMENT



Concept

Process

EDUCATION

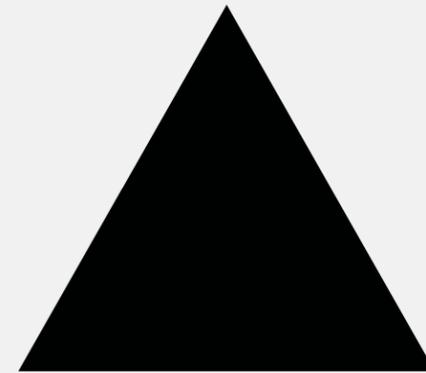


**ECONOMIC
DEVELOPMENT**

**WORKFORCE
DEVELOPMENT**

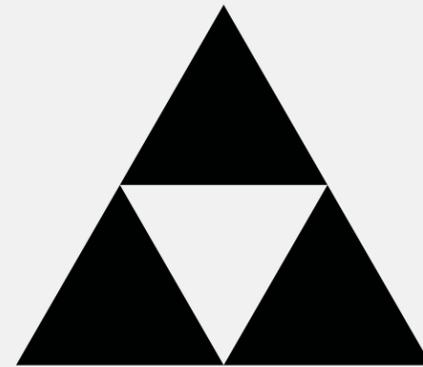
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Logo Process



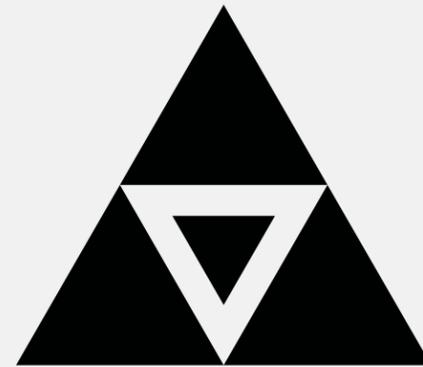
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Logo Process



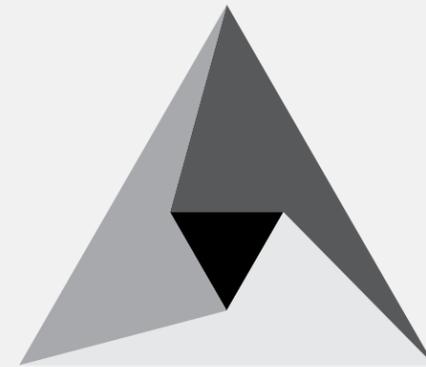
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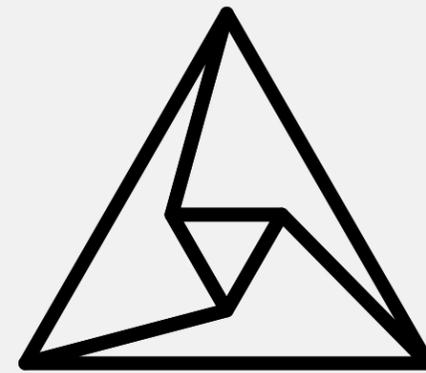
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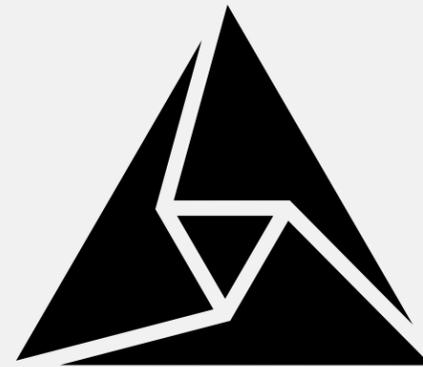
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Logo Process



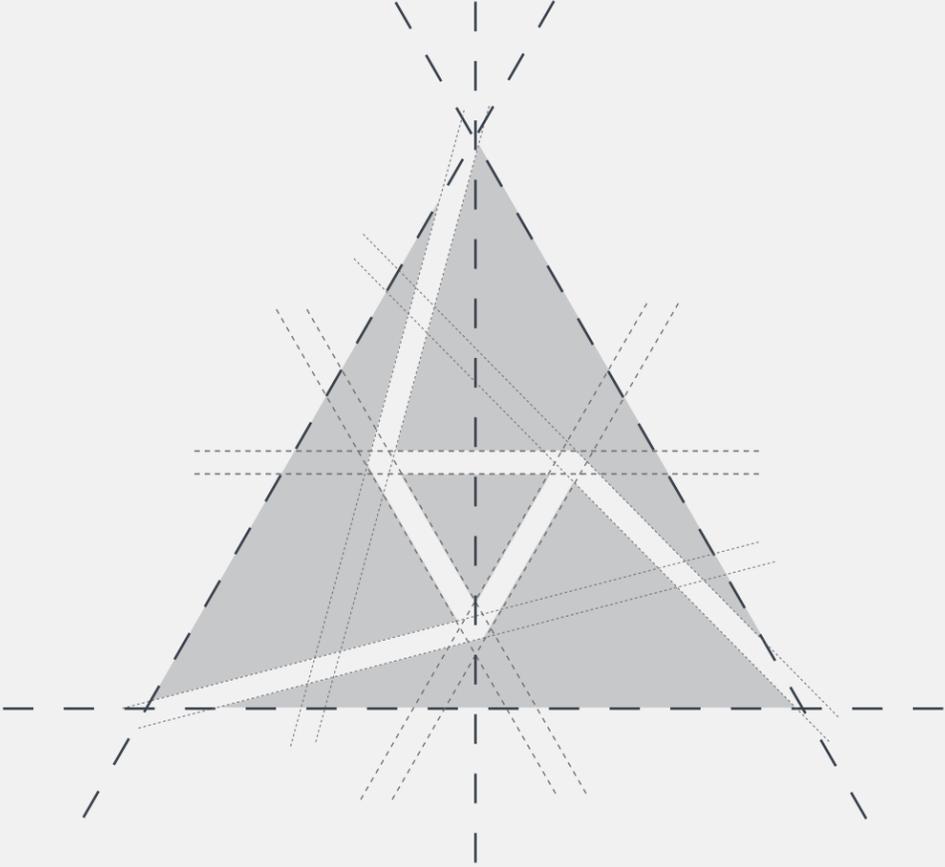
Process

Logo Process



Process

Logo Process



Logotype

Custom Font





Colorado Workforce Development Council

Logotype

Black & White

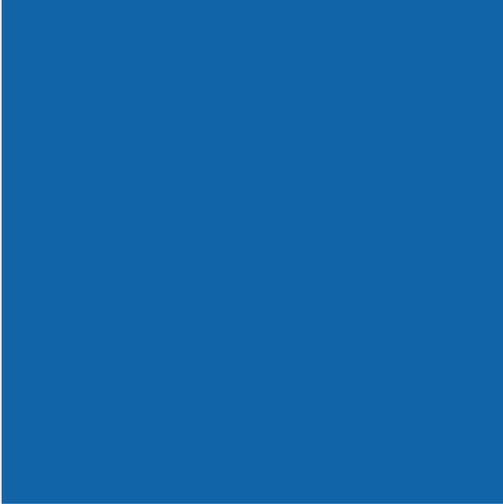


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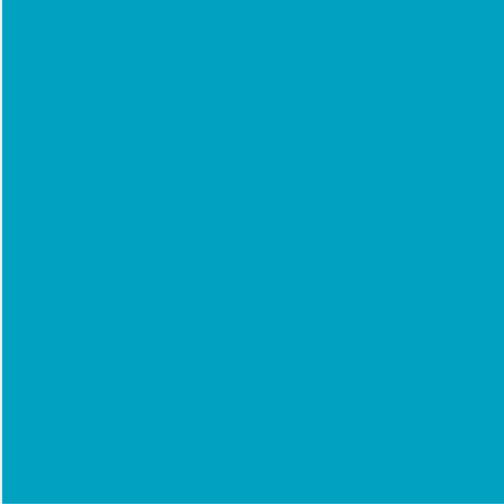
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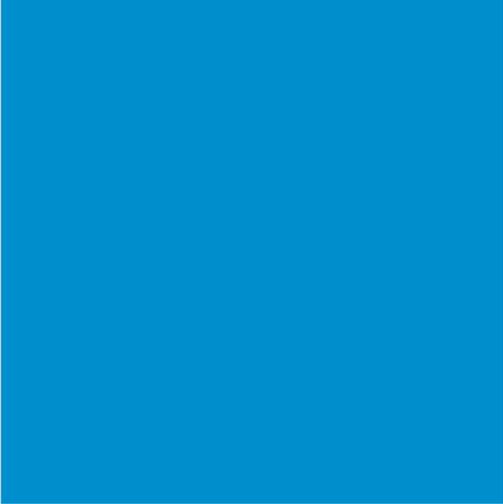
Pantone 446 C



Pantone 641 C

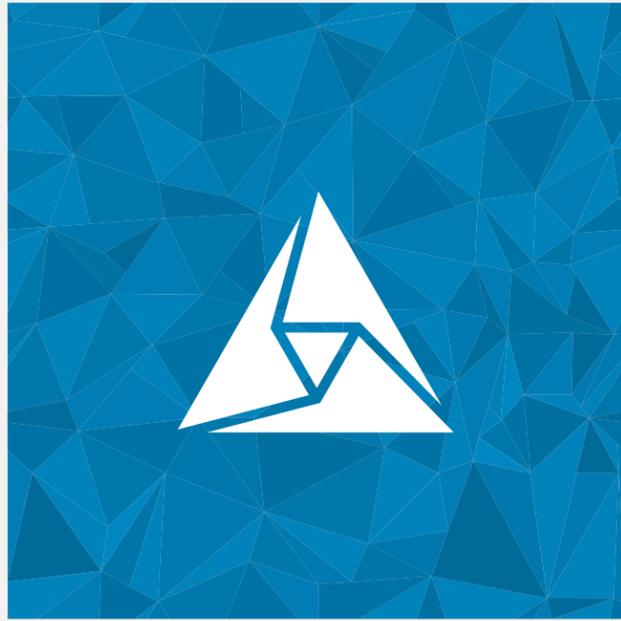


Pantone 7709 C



Pantone 7689 C

CWDC | Brand Identity



Logotype

Comparison



Logotype

Scalability



CWDC



CWDC



CWDC



CWDC

Collateral



Sub-Brands



Sector Partnerships



Colorado State
Youth Council



Thank You

