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

ECONOMIC DEVELOPMENT

EDUCATION
Concept

Process

EDUCATION

ECONOMIC DEVELOPMENT

WORKFORCE DEVELOPMENT
Process

Logo Process
Process

Logo Process
Process

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Logo Process
Process

Logo Process
Process

Logo Process
Process

Logo Process
Logotype

Custom Font
Logotype

Black & White

Colorado Workforce Development Council

Colorado Workforce Development Council
Logotype

Colors

Pantone 446 C  Pantone 641 C  Pantone 7709 C  Pantone 7689 C
Logotype

Comparison
Logotype

Scalability
Collateral
Sub-Brands

Sector Partnerships

Colorado State Youth Council