

Iredell Ready Agenda

1. Iredell Ready Recap
2. Logo Design
3. Website Workshop
4. Brand Voice & Guidelines
5. Social Media
6. Landing Page
7. Marketing Schedule
8. Questions
9. Launch & Engagement

Iredell Ready Recap

Vision

- Attract, train, and retain an educated and skilled workforce that advances Iredell County's economic prosperity.

Mission

- To cultivate career exploration, promote lifelong learning opportunities, and close the skills gap for Iredell County employers.

Strategic Priorities

- Preparing the pipeline,
- Strengthening industry & education partnerships,
- Aligning curriculum to industry needs,
- Creating relevant learning opportunities,
- Upskilling & reskilling our existing workforce.
- We will accomplish our priorities through the collaborative efforts of the Iredell Industry and Education Alliance.

Iredell Ready Logo Design

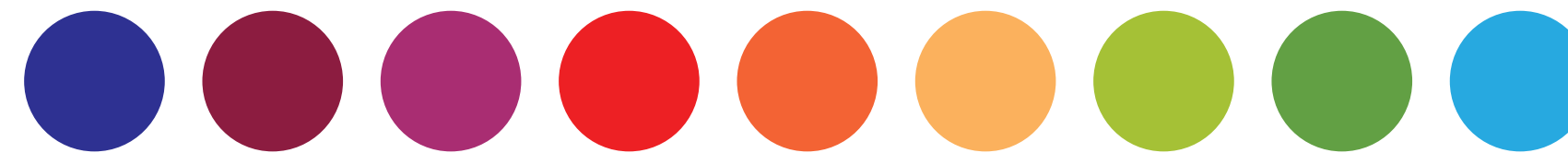
Iredell Ready Logo Design

Driving Concepts

- The Collective Community
- The Diversity of the Community
- Individual Pathways
- Pipeline
- Alliance Alignment
- The Letters I & R

Color

- We leveraged the color palette from the entities that are a part of the alliance.



Iredell Ready Website Workshop

Website Workshop

Marketing Committee Website Workshop for Iredell Ready Website

- Define Audience Segments & Teams
- Established Team Leads
- Answered Questionnaire
- Reviewed Brand Voice
- Reviewed Best Practices for Website Content



Our Audience



K-12 & Advisors

- Students
- Teachers
- Counselors
- Administrators
- Parents



Business & Industry

- Advanced Manufacturing
- Health Care & Life Sciences
- Logistics & Distribution
- Finance & Professional Services
- Information Technology



Residents

- Existing Workers
- Career Path Seekers
- Post-Secondary
- Lifelong Learners
- Change in Career



Community Partners

- Nonprofits
- Elected Officials
- Workforce Development
- Wrap Around Services
- Industry Associations

Website Purpose

Brand Awareness

- Establishing the Iredell Ready brand for the community

Educate

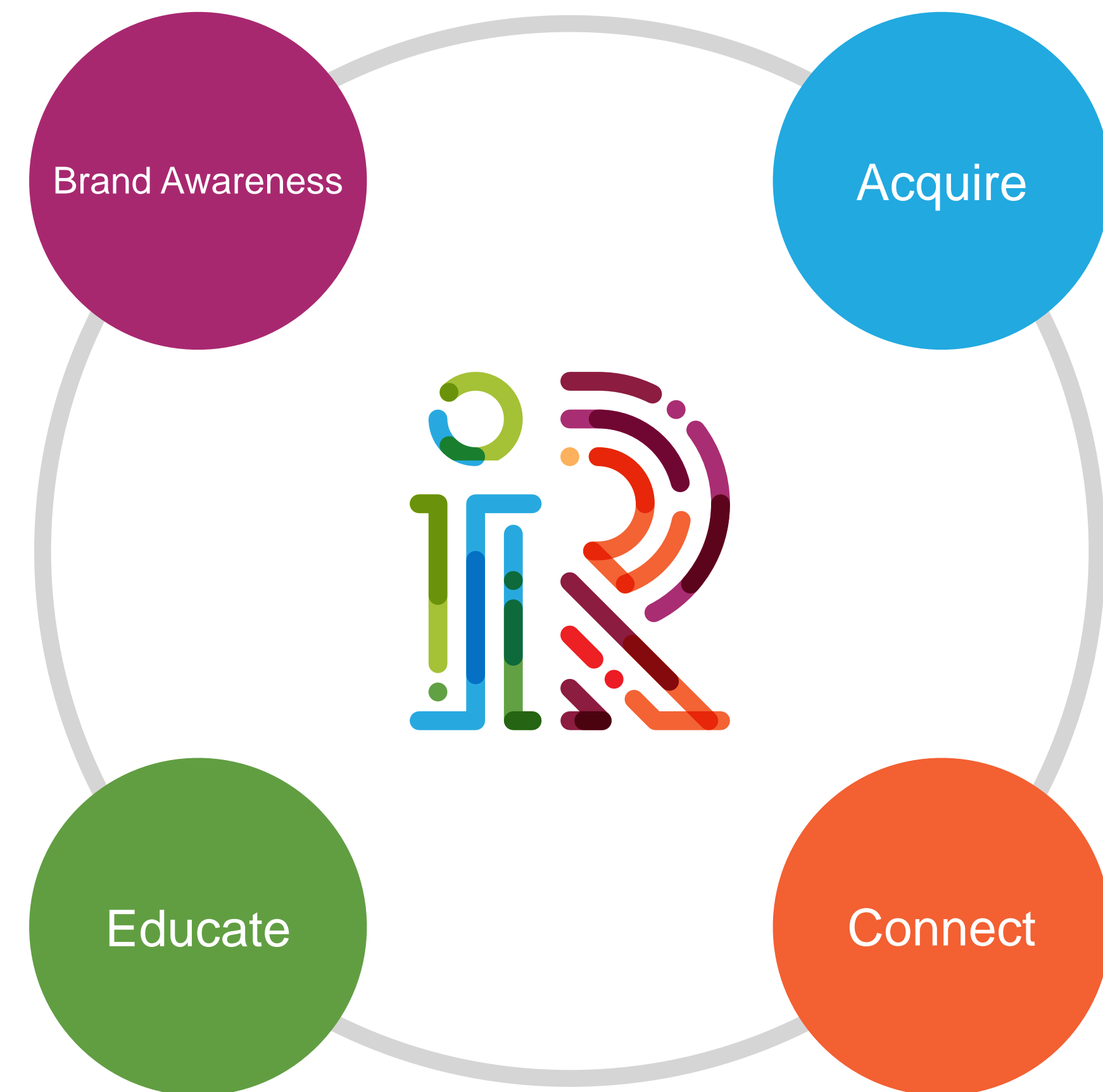
- Educate the community on the offerings currently available

Connect

- Help the audience segments connect with one another

Acquire

- Attract and acquire community members to help Iredell County prosper



Website Funnel

Awareness

- Your target audience has determined a need and has become aware of your website.

Interest

- Build value in your information to get the website visitor to demonstrate interest.

Decide

- Create a need for our information by planting the seed of desire for what we offer.

Action

- The website visitor decides whether or not to sign up, contact, connect, participate, etc.



Iredell Ready Brand Voice & Guidelines

Brand Voice

- Brand Persona
- Archetype
- The Big Difference
- Brand Benefits
- Key Messages
- Brand Voice & Tone



BRAND VOICE **2023**

Brand Voice

- Brand Persona
- Archetype
- The Big Difference
- Brand Benefits
- Key Messages
- Brand Voice & Tone

Brand Persona

Iredell Ready

We've taken the persona notes we talked through and paired them with the brand archetype we see as the most relevant for Iredell Ready. Let's start with the thoughts your team provided:

This person:

- + Was put on the planet to encourage people, show them a path and support them on the journey
- + Makes a difference in the world through building relationships that create stability and mutual benefit
- + Sounds inspirational, motivating, passionate and enthusiastic
- + Is helpful and encouraging, but NOT maternal or motherly
- + Has an authentic, trustworthy, REAL personality that is clearly seen, understood, heard and respected
- + Speaks with authority earned through experience, solid relationships and a respected influence
- + Would be described by others as relatable, well-rounded, smart, experienced, encouraging and confident
- + Is motivated by the idea of stronger communities, better careers and filled jobs
- + Fears disconnection, lack of momentum, complexity, irrelevance and missed opportunities

Brand Voice

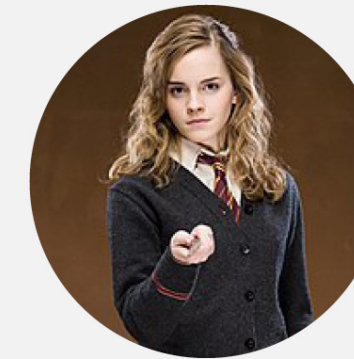
- Brand Persona
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Archetype: The Networker

“The Networker creates communities of collaborative peers for the mutual benefit of the collective. This archetype finds commonalities between people and is motivated to expand its sphere of influence by forging alliances and making connections within disparate groups of people. The Networker brings information, power and inspiration to spread ideas and spark change across a broad spectrum.”

These qualities most closely connect to brand archetype known as “The Networker” from Hartwell and Chen:

- + Talent for creating communities and connections
- + Outgoing personality
- + Empathy
- + Social Flexibility



Hermione Granger
she's a problem-solver, incredibly smart and resourceful



The Sorting Hat
it sees the potential in people and helps them realize where they belong



Mark Cuban
Mentor to many, helping people fulfill their dreams through entrepreneurship and innovation



Oprah Winfrey
she's a connector, brings light to ideas and issues, allows people to share their stories



Kevin Costner
(in Field of Dreams)
he's a visionary, does the impossible because he feels that he should



Mary Poppins
she knows everything, has all the resources and instinctively knows what to do

*None of these examples truly capture who Iredell Ready is; rather they each embody relevant attributes of Iredell Ready's brand persona.

IREDELL READY BRAND VOICE

Brand Voice

- Brand Persona
- Archetype
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The Big Difference

Iredell Ready's Differentiators + Highlights

Understanding how Iredell Ready is distinct and set apart from any competitors will help your team speak with your brand voice, as they'll understand exactly who you are.

Here's what makes Iredell Ready an important asset to the community:

+ We recognize that **success should be individualized**; we're here to help you put the pieces of the puzzle together for a **successful journey of lifelong learning and career success**.

+ **We serve every learner**, from elementary, middle and high school students to young and older career seekers, **by working with school systems, community and industry partners and economic leaders across our area**.

+ We work closely with employers in our area who represent the diverse industries that support our community; each one shares our **goal of strengthening the economic potential of our residents and region**.

+ **We inspire, prepare and propel economic mobility for our community**, all the while aligning with state, regional and national goals.

+ We're focused on **tying curriculum to specific opportunities within the industries we serve**, allowing our industry partners to guide those efforts and provide input along the way. Their participation is essential to making this work, so **we're constantly in investing those industry relationships**.

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Brand Benefits + Reasons to Believe

These are the intangible benefits Iredell Ready “clients” experience when they work with us, as well as the evidence of those benefits.

Benefit #1: Relationships that get results

We work with successful businesses, thriving industries and eager career seekers to create connections, conversations and relationships that improve economic outcomes in our community. With aligned goals, these relationships improve access to opportunities and solutions, and propel efficient, powerful and measurable change.

Reasons to Believe

- + # of career seekers served
- + # of industry partners
- + Testimonials, examples and case studies

Benefit #2: Personalized support

We come alongside every learner and career seeker, pointing them to the resources and opportunities that align with their strengths and goals. We equip them for the journey and trust that we’ve given them all they need to make the most of the road ahead.

Reasons to Believe

- + # of career seekers served
- + # of industry partners
- + Testimonials, examples and case studies

Brand Voice

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Key Messages

These are the intangible benefits Iredell Ready “clients” experience when they work with us, as well as the evidence of those benefits.

Relationships that propel our community forward

- + Iredell County is home to established businesses, thriving industries, eager career seekers and engaged educators. We work to develop and strengthen relationships amongst these different groups to accelerate the initiatives needed to drive economic growth in our area. By finding ways to align everyone's goals, we drive powerful change through efficient, concentrated conversations that get results.

Personalized paths that serve every career seeker

- + Our community needs the different perspectives, skills and strengths of today's evolving workforce. We work with career seekers at every stage of life – from students to graduates to older professionals – and we provide resources and support for diverse needs and goals. By meeting each career seeker where they are and equipping them for the next stop on their path, we strengthen both our community's workforce and economy.

A collective that amplifies all voices

- + Every stakeholder in our community has different strengths and needs – a unique voice and story – whether they're a business, industry, organization or individual. Our collective brings these voices together, providing a platform for each of them to share what they offer to the whole so those needs can be satisfied. This results in powerful programs, effective curriculum, impactful conversations and new relationships, all of which ultimately strengthen our community.

Brand Voice

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Brand Voice + Tone

Our brand voice is:

Encouraging

- + Our purpose is to help everyone we serve find the resources they need to succeed. Our voice is friendly, engaging our different audiences with a kind and servant-minded tone. We're here to help you so we can all help our community.

Confident

- + We're a valuable resource and we speak with the authority of our experience. Never arrogant or know-it-all, but we speak with the confidence we've earned through our work in service to this community. Our tone exudes trust, helping our audiences feel at ease and ready to trust what we have to share with them.

Relatable

- + A little humor goes a long way. We're not overtly funny and definitely never silly, but we speak with a casual tone that can often include a little humor – all to help our audiences feel comfortable and let their guards down so they'll accept the help we offer.

Our brand tone is:

Smart and Experienced

but never arrogant or unteachable

Confident

but always relatable

Responsive

but not overbearing

Innovative

but not trendy

Adaptable

and never corporate

Brand Guidelines

- Logo Design
- Color Palette
- Typography
- Messaging
- Elements
- Imagery
- Examples



BRAND GUIDELINES 2023

Brand Guidelines

- Logo Design
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Logo Design

The Iredell Ready logo symbolizes the diversity of Iredell County, the alignment of the industry, academia, government, and the non-profit community, and the individual pathways of the community. The logo design is a crucial element of a brand's identity and serves as a visual representation of the brand. The logo conveys the brand's values, personality, and mission, helping to establish a strong brand identity and build customer loyalty.

The **Primary Iredell Ready logo** is represented in a full color horizontal layout. This logo is best represented on a white or off-white background. When used over a dark colored in image background, the knockout version should be applied.

PRIMARY

FULL COLOR



KNOCKOUT



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Logo Design

The **Vertical Logo** can be used in place of the primary logo for better display in vertical layouts or it better fits the space available.

The **Logomark** is best used as an accent on design layouts, placed in the upper or lower corners.

SECONDARY

VERTICAL



LOGOMARK



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Logo Design

Clarity and Legibility: Proper X spacing ensures that your logo is easily readable and instantly recognizable. By maintaining a harmonious balance between the visual elements, you enable the viewer to effortlessly grasp the essence of your brand, even at a glance.


Brand Consistency: By maintaining consistent X spacing across various platforms and applications, you strengthen your brand's visual identity. This consistency fosters a cohesive brand experience that builds trust and credibility, ultimately encouraging customer loyalty.

Versatility and Adaptability: A logo with proper X spacing is inherently versatile, as it maintains its legibility and impact across different sizes and formats. This adaptability ensures that your logo remains effective and appealing, whether it's displayed on a business card or a massive billboard.

PROPER SPACING

×	×		.5x		×
				Iredell Ready	×
×					×

×	×		
			
		.5x	
	Iredell	×	
	Ready	.5x	
×			×

.5x	×		.5x
			
.5x			.5x

Brand Guidelines

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Color Palette

The vibrant color palette of Iredell Ready brand exudes energy and synergy, seamlessly weaving together the individual hues from each contributing entity's logo. This dynamic fusion of colors showcases a diverse yet harmonious spectrum, with each shade carefully enhanced to maximize its vividness and impact. The result is an exhilarating visual language that embodies the collaborative spirit of our brand, while celebrating the unique identities that converge within it. Employing this meticulously curated palette throughout our branding efforts will infuse our communications with a lively and memorable character, fostering a strong and distinctive visual identity that resonates with audiences and strengthens our collective presence in the community.



Brand Guidelines

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Typography

A well-designed brand typography should be visually appealing, consistent, and easy to read across all marketing materials. It is an essential element in creating a strong brand image and can help establish a brand's unique personality and voice. A well-crafted brand typography can make a lasting impression on customers and reinforce a brand's message in their minds.

Titillium Web is best used as a headline and short accent statements.

Poppins has a broad assortment of styles providing great versatility for use as headlines, subheads, and body copy.

TITILLIUM WEB *11 styles*

Aa

AaBbCcDdEeFfHhIiJj
KkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
0123456789

POPPINS *18 styles*

Aa

AaBbCcDdEeFfHhIiJj
KkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
0123456789

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Messaging

Effective brand messaging that is encouraging, confident, and relatable can help a brand connect with its target audience in a meaningful way. Encouraging messaging can inspire customers to take action and achieve their goals, while confident messaging can convey a sense of expertise and reliability. Relatable messaging can create an emotional connection with customers by speaking to their needs, desires, and experiences. By combining these three elements, Iredell Ready can create messaging that resonates with the community and motivate them to engage with the brand. Whether through advertising, social media, or other marketing channels, a brand's messaging should communicate a sense of optimism, assurance, and understanding.

Connecting You
to a new Career

**BUILDING a
better IREDELL**

We Serve
Every Learner

Relationships
that ***get results***

**INSPIRE.
PREPARE.
PROPEL.**

A collective that
amplifies all voices

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Elements

Pathway Elements are an illustrative element that can help communicate the Iredell Ready brand. These elements are supportive elements that illustrate the collective and unique pathways of the Iredell County community.

PATHWAYS



Icons can be used to represent the various concepts within Iredell Ready. These icons should be simple with consistent line weights.

ICONS



Brand Guidelines

- Logo Design
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Imagery

Imagery plays a vital role in the communication of the Iredell Ready Brand. Pathway and Cell images focus on individuals and the variety of pathways available to them along with the unique aspect of every individual journey.

Pathways are created using full body photos of individuals. The backgrounds should be black and white images that overlay on top of and are masked to a brand colored pathway. The background imagery should reflect each individual's environment.

Pathway Cells are created using isolated imagery of individuals looking directly at camera inside circles. These individuals should break at least one edge of the circle.

PATHWAYS



PATHWAY CELLS



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Imagery

Gradient Map imagery is a colorful way to showcase community activity and act as a background for typography. Gradients should be created using two Iredell Ready brand colors.

Full Color imagery helps to communicate the offerings of Iredell Ready. Photography should elevate and empower our community in their natural, authentic environment. Individuals will always be front and center in the composition. They should sit proudly or stand with a relaxed and confident posture in a way that feels comfortable to them.

It is preferred the photos feel as natural as possible and not staged.

GRADIENT MAP



FULL COLOR



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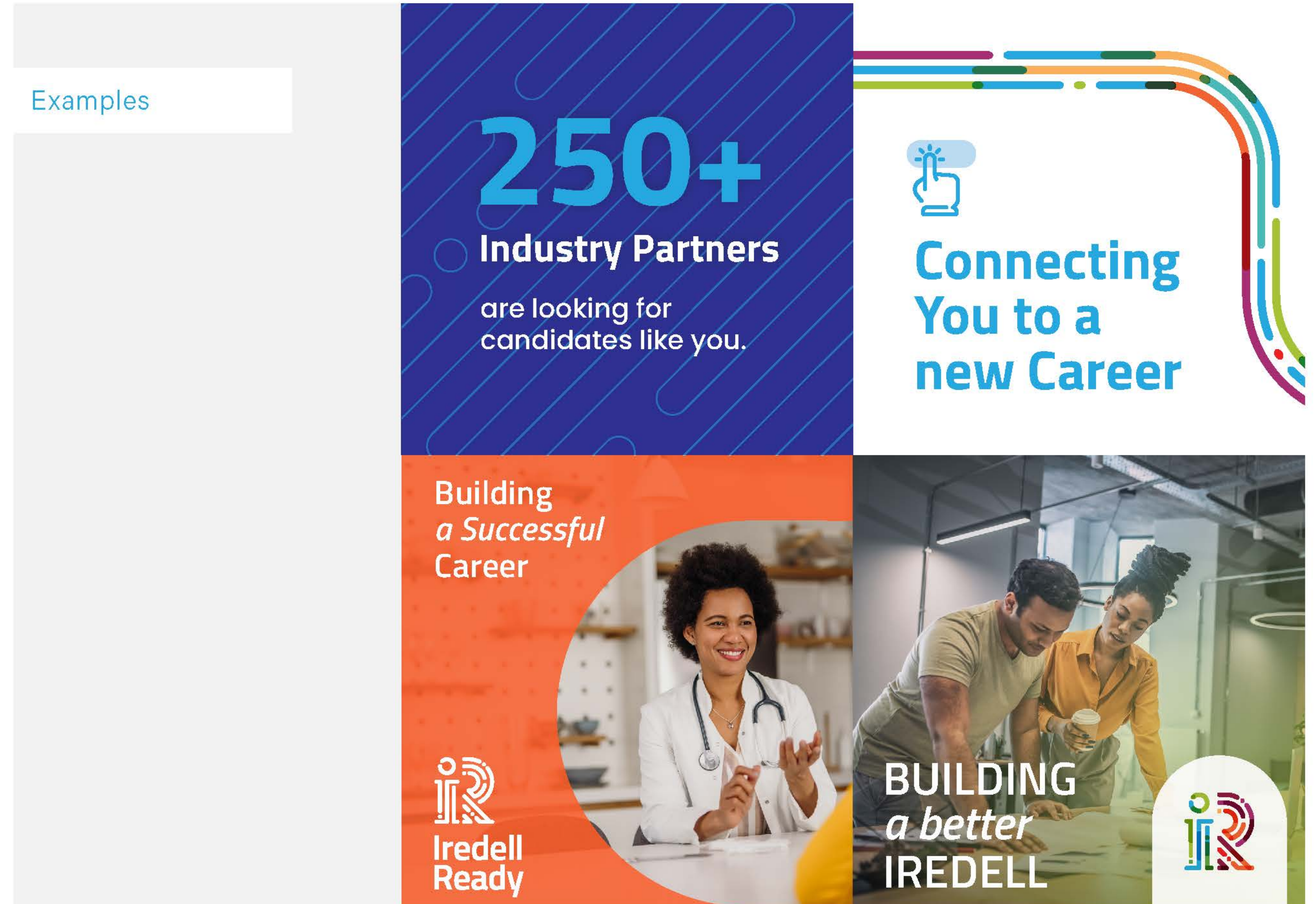
Examples



Brand Guidelines

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Examples

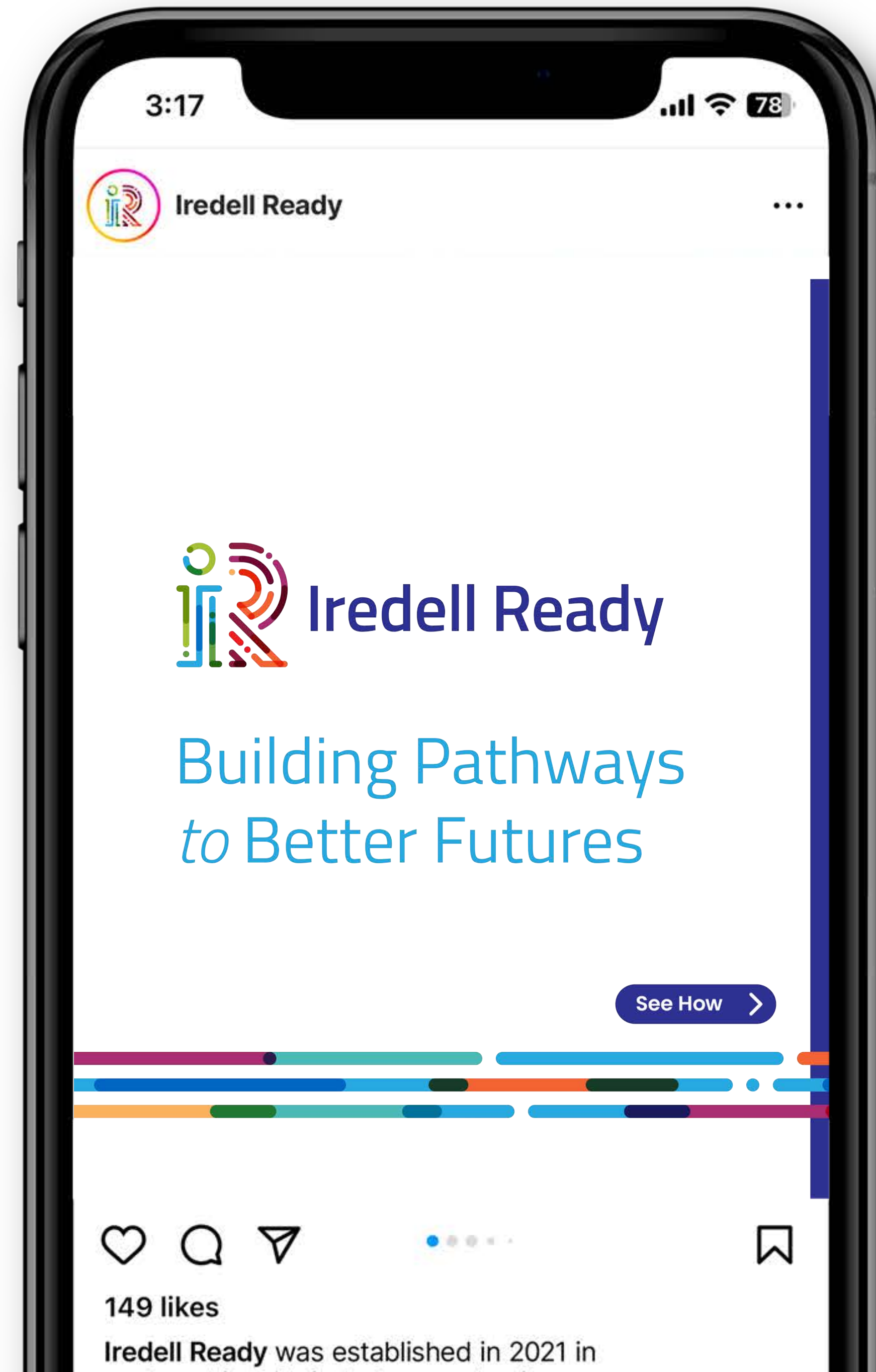


Iredell Ready Social Media

Social Media

Go To Market Social Media Plan:

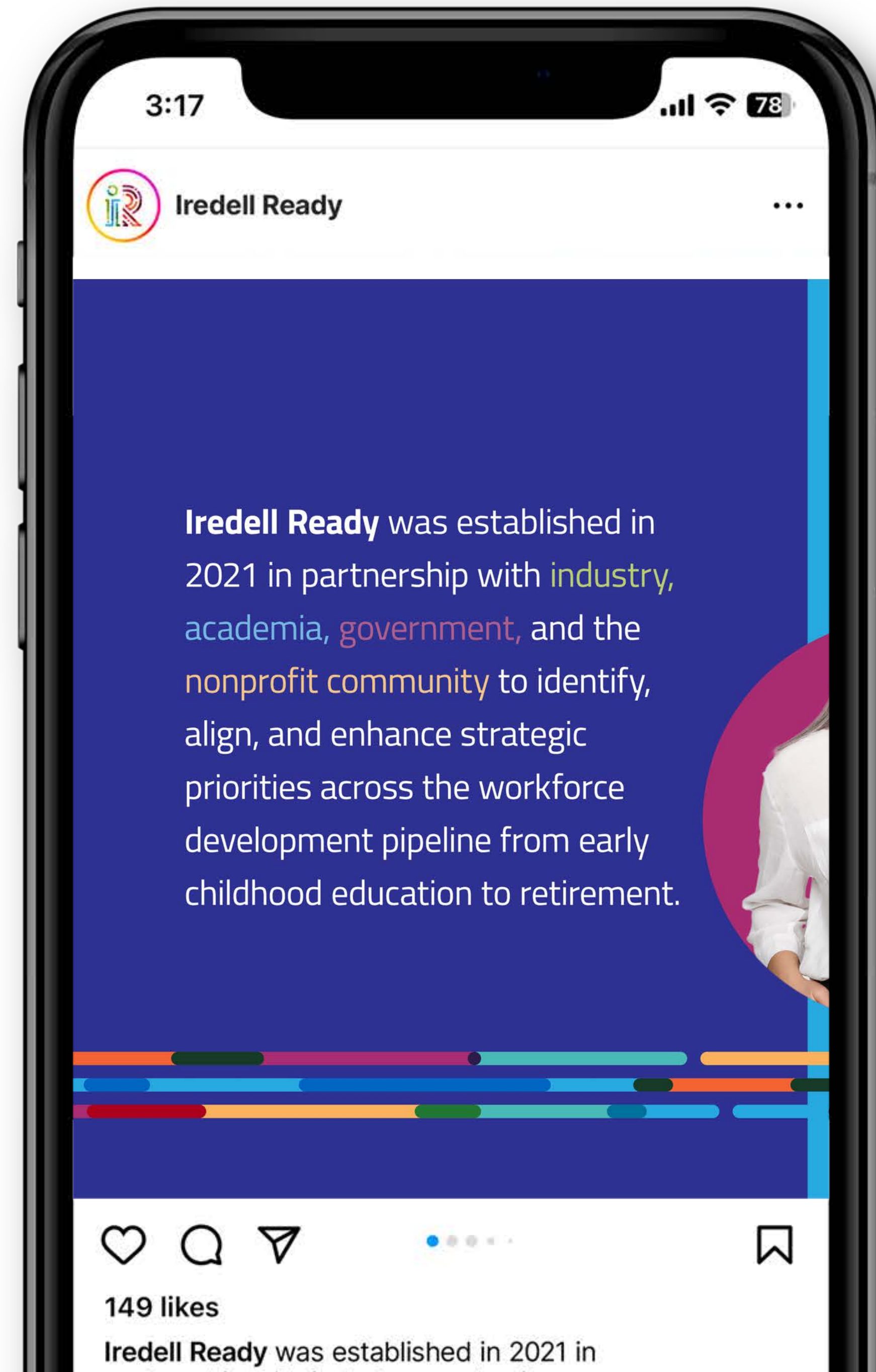
- Created social media accounts.
- Developed branded design templates.
- In support of the landing page, we will publish content once a week to establish and promote the Iredell Ready brand.
- In August (in support of the September site launch) we will publish bi-weekly content to build interest toward the official launch



Social Media

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Iredell Ready Landing Page

Landing Page

The Landing Page Will:

- Inform all audiences about what Iredell Ready is.
- Create brand awareness and generate interest.
- Provides visitors with a vision for website content.
- Establish a central hub to provide information regarding the initiative prior to the website launch.
- Collect user information, including building an email list.

Iredell Ready Marketing Schedule



Marketing Schedule

PROJECT	PHASE 1 – RESEARCH & BRAND DEVELOPMENT										PHASE 2 – LANDING PAGE & SOCIAL					P3 – WEB							
	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER								
RESEARCH																							
BRAND VOICE																							
LOGO DESIGN																							
WEBSITE WORKSHOP																							
BRAND BOARD																							
BRAND GUIDELINES																							
LANDING PAGE																							
SOCIAL MEDIA																							
PHOTO & VIDEO																							
WEBSITE																							

Iredell Ready Questions?

Ben DiPaolo

SENIOR ACCOUNT
MANAGER

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Iredell Ready Launch & Engagement

Iredell Ready Launch & Engagement

Engagement

- Edge Factor Industry Videos
- Apprenticeship Partnership, Meetings, Toolkit
- Workforce Partners Meetings with Industry
- Career Fairs & Career Awareness Events
- Career Bridge Advisory Council/ IBEAT Committee
- Statesville Chamber EDU/Workforce Committee
- Career Awareness Partnership with Boys & Girls Club
- Portrait of a Graduate ISS
- Strategic Planning Committee – MSGD
- CTE Recognition Month
- Mock Interview Training sessions and Mock Interviews
- Iredell Ready Community Presentations