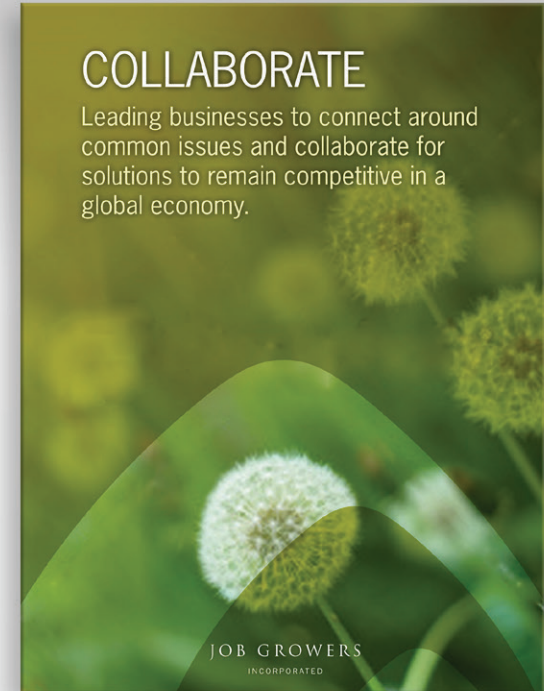
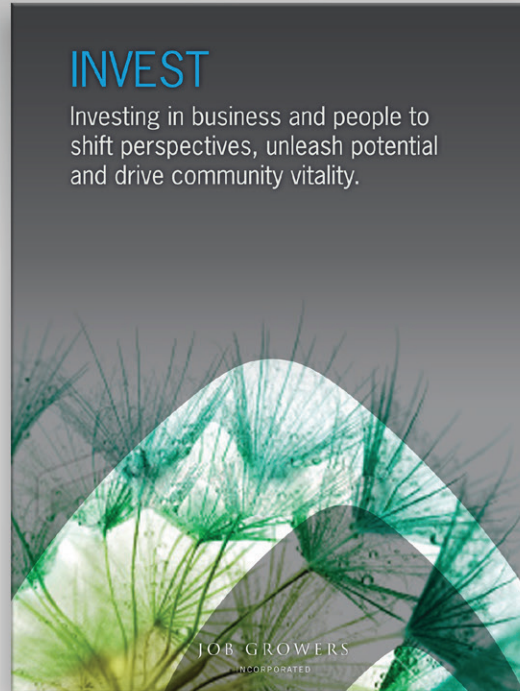
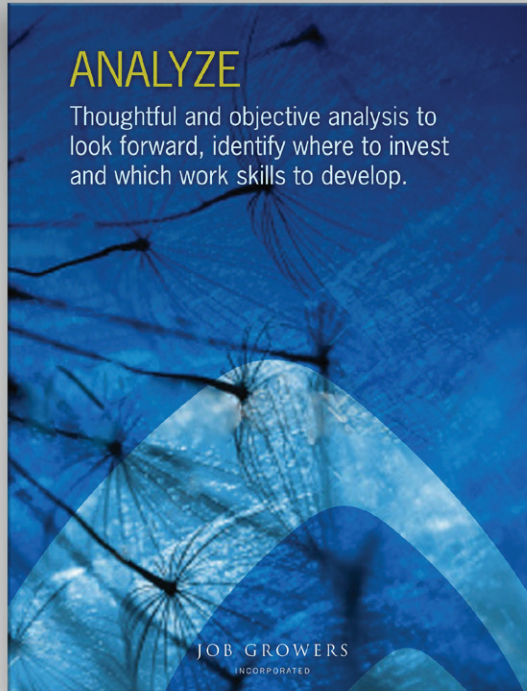




From confusion to clarity. Purpose defined. A new identity.

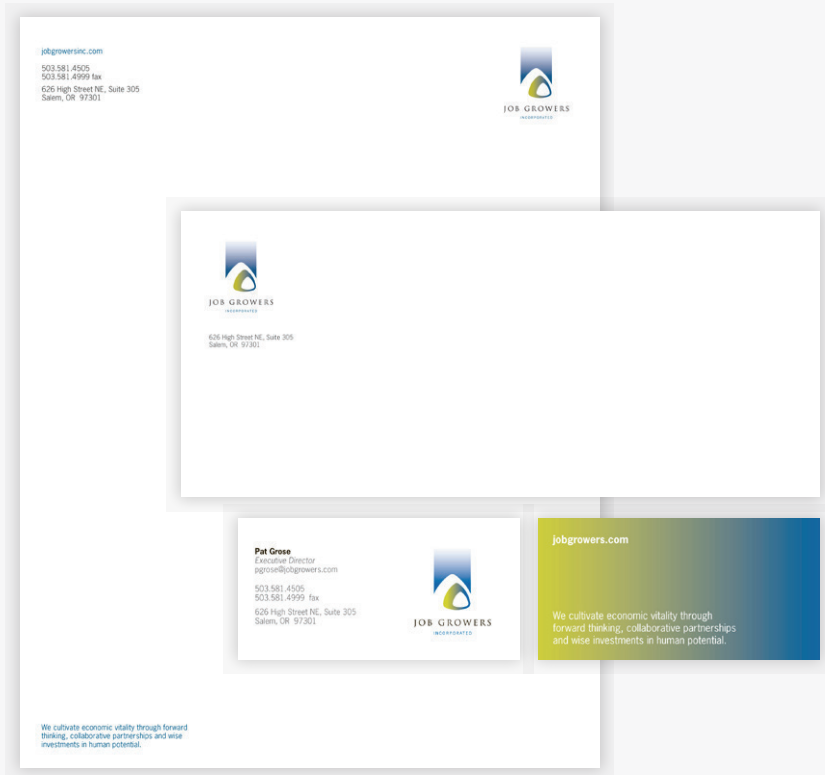


The Enterprise for Employment and Education was not recognized for its value or the scope of services provided. Staff and board members couldn't describe the organization. A new name and brand was needed to provide clarity.

^ To establish direction for the new name, a messaging hierarchy was crafted to distinguish the purpose and value of the organization. Final key messages were visualized as poster concepts for the office.

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BUSINESS MARKET Public/private partnership managing workforce investment for three counties
Employers, job seekers, trainers and the Oregon Department of Employment

A simple, direct name supported with a fresh identity creates response

CHALLENGE

The Enterprise for Employment and Education, now Job Growers, Inc., is a complex organization providing a wealth of services—from labor market analysis to industry-focused business consortia to managing grants for training. Board and staff couldn't sum up the organization in just a few words. Led by Creative Company, discussion yielded the inherent purpose—to support economic vitality in Marion, Polk and Yamhill counties by increasing the number of quality jobs.

STRATEGY

In meetings with staff and the board, strategic definition established the audiences and the breadth of services. Continued discussion and refinement framed the key messages into a messaging hierarchy that distinguished the organization's unique services and values. A name was selected to reflect the key messages, supported by the brand promise—cultivating better jobs for more people—and an identity to embody a forward thinking organization.

RESULTS

The Job Growers' board and staff can now describe what they do with a name people remember. The name opens doors to further discussion, "how do you grow jobs?" allowing everyone to describe the many services provided.

"Our new name brilliantly reflects our work and our mission. ... [it] has given the staff, the board, our business partners and, most importantly, our customers laser light clarity of our organization's valuable services."

—Jody Christensen, MEDP
Job Growers Incorporated board member

▲ The comprehensive identity system included the logo, color palette and application to second version of business card, as well as stationery. An ID style guide was provided to staff to help them manage the brand consistently.

