

# Mid-America Codes Collaborative (MAcc)

October 18.2024

PROGRAM BRAND  
DEVELOPMENT  
SESSION #1

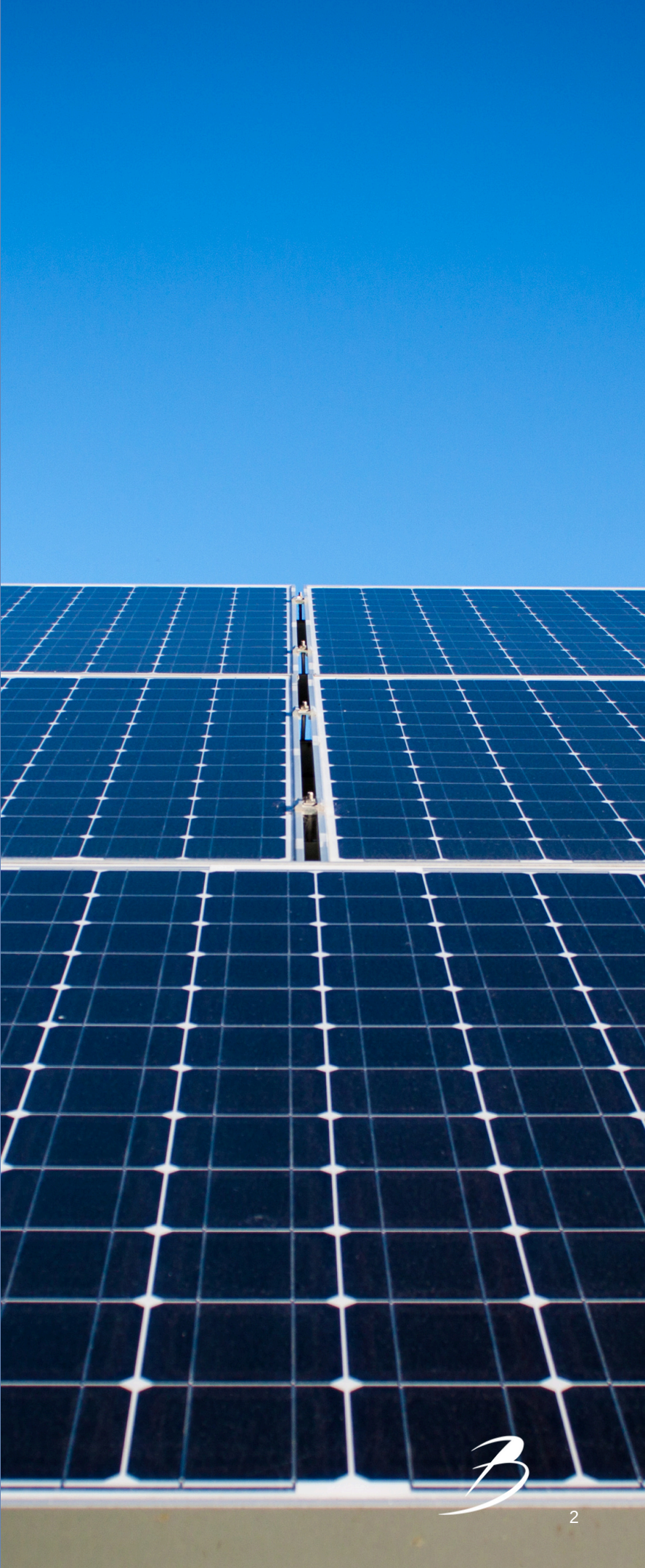


**BLUE**  
SYMPHONY  
LLC



# Agenda

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Founded in 2002, Blue Symphony is a marketing and technology agency based in Missouri.

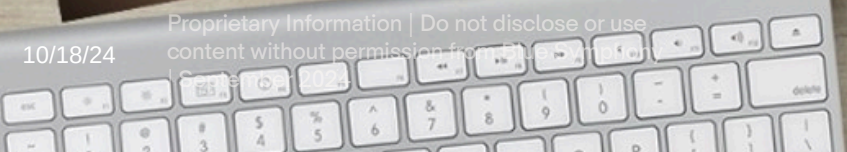
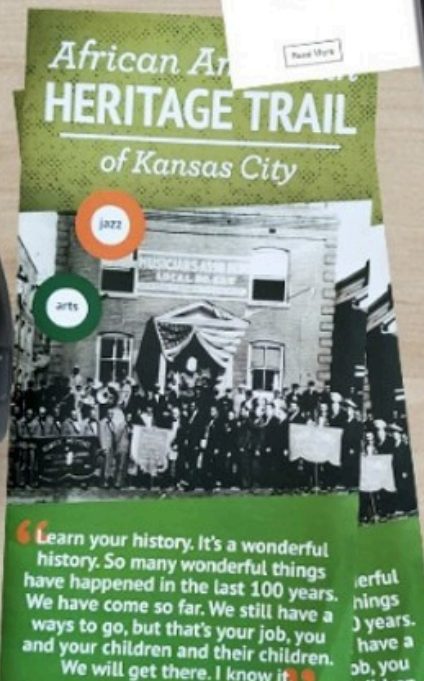
We are charged with working with MACC to develop the program's brand kit.

During this session, we'll establish the brand foundation and explore the first three brand kit deliverables.





Chances are you've seen our work.





# Session Objectives

1. Explore program's brand foundation
2. Explore program titles goal:  
*Stretch goal: finalize program title*
3. Explore industry terminology  
*Stretch goal: finalize industry terminology*
4. Explore color palette





# Program Overview

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**Build a workforce of energy-efficiency-related vocations in disadvantaged communities in urban and rural areas across Kansas and Missouri.**



# Program Objectives

1. Connect **emerging professionals** with the industry through **training in energy efficiency careers**.
2. Support better buildings (healthier for occupants; less energy-intensive for owner/managers; more durable and resilient for all) through **technical training and impactful education**.
3. Foster long-term success of **workforce development through partnerships**.





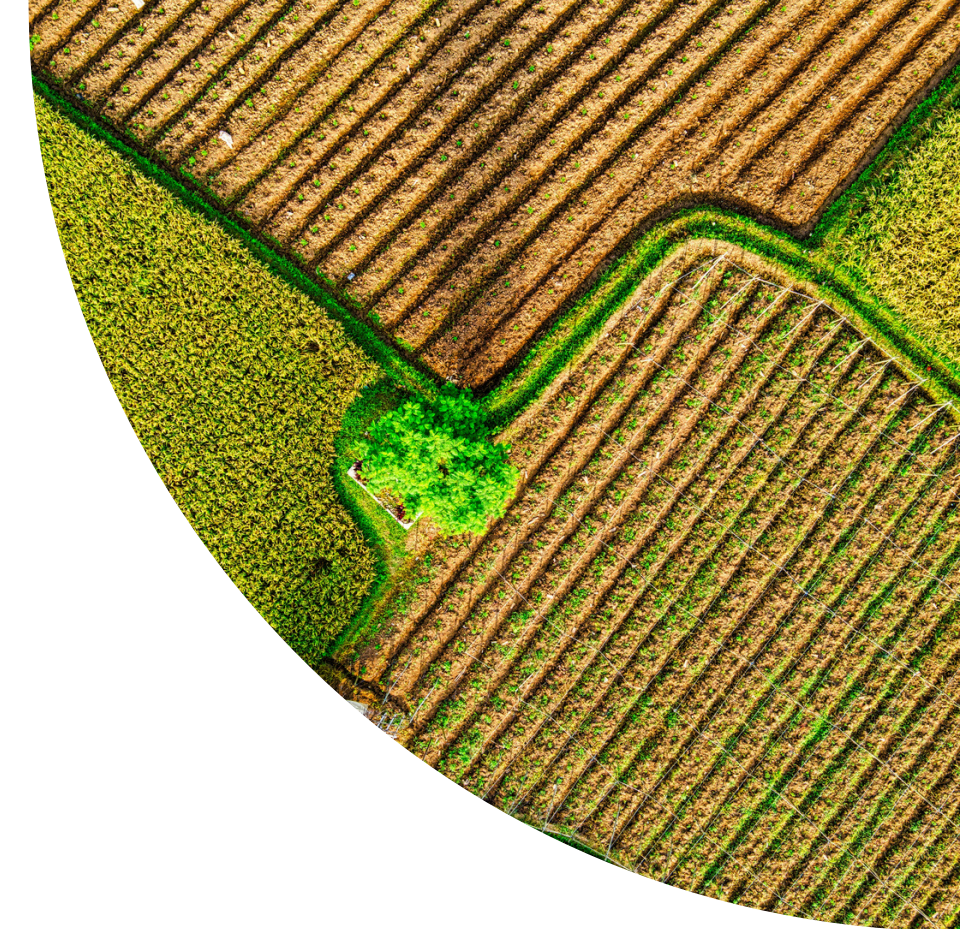
# Target Audiences

## Primary

- Job seekers who are unemployed, underemployed, and/or looking for a career change in disadvantaged communities (urban and rural) across Kansas and Missouri.

## Secondary

- Architectural, engineering, and construction professionals
- Large and small businesses, local governments, and agencies
- Policymakers







# RESEARCH





# Program SWOT

## Strengths

- Career Path in high demand
- Potential impact on local communities
- Strong focus on career advancement

## Weaknesses

- Potentially saturated program market
- Financial barrier for participants
- Lack of trust and awareness of the brand

## Opportunities

- Untapped workforce in rural areas
- Partnerships with local businesses and educational institutions
- Leveraging local and grassroots communication
- Flexible hybrid learning options

## Threats

- Resistance to energy efficiency in rural and politically conservative areas
- Misconception of the clean energy industry





# Common Industry Terminology

## The Industry

- Clean energy
- Green energy
- Building performance
- Sustainable energy
- Building energy efficiency



## Energy Efficiency

- Building energy efficiency
- Sustainable energy
- Green energy
- Clean energy

## Workforce Development

- Apprenticeships
- Continuing education
- Job training
- Emerging professionals
- Career pathways

## Building Performance

- Healthier buildings
- Less energy-intensive
- Durable and resilient
- Energy codes
- Building codes

## Target Communities

- Disadvantaged communities (urban and rural)
- Community-based outreach
- Rural and urban workforce
- Equitable energy transition

## Green Jobs

- Clean Energy Workforce
- Green workforce development
- Blue-green economy
- Building decarbonization

## Sustainability

- Decarbonized energy system
- High-performing buildings
- Consumer protection through building codes
- Climate resilience
- Building durability



NATIONAL  
CLEAN ENERGY  
WORKFORCE  
ALLIANCE



# Industry Workforce Branding

---



THE  
HOPE  
PROGRAM



BUILDING  
SKILLS NY



CEWD<sup>®</sup>  
Center for Energy  
Workforce Development





# MESSAGING





# Industry Term

## Goal

Terminology that  
excites or engages  
intended audiences  
while clearly defining  
the industry.

SMART ENERGY

HEALTHY ENERGY

ENERGY EFFICIENT

BUILDING FUTURES

SUSTAINABLE ENERGY

HEALTHY BUILDING

FUTURE ENERGY

The industry term selected will be supported by taglines and descriptions to further amplify and support the selected terms.





For illustration purposes only.

# Jobs in the Energy Efficiency Workforce



# Program Name

**GOAL**

**Name that captures  
the imagination of all  
of the target  
audiences**





For illustration purposes only.

# BUILDING FORWARD

The Mid-America Codes Collaborative (MACC)

**Jobs Now.  
Built For The Future.**





For illustration purposes only.

# EMPOWERED FUTURES

The Mid-America Codes Collaborative (MACC)

**Jobs Now.  
Built For  
The Future.**





For illustration purposes only.



The Mid-America Codes Collaborative (MACC)

**Jobs Now.  
Built For The Future.**





For illustration purposes only.

# POWER SHIFT

The Mid-America Codes Collaborative (MACC)

**Jobs Now.  
Built For  
The Future.**



# Program Name

GOAL

Name that captures  
the imagination of all  
of the target  
audiences

## Additional Options

BUILDING FORWARD

BUILDING U

EMPOWERED FUTURES

POWER SHIFT

MOKAN FORWARD

MID AMERICA FORWARD

POWERED UP

THINK FORWARD

U TRAIN

TRAIN MOKAN

LIFT UP



# Tagline

## GOAL

Memorable  
catchphrase that  
clarifies the offer.

JOBS NOW. BUILT FOR THE FUTURE.

EMPOWERING COMMUNITIES ENERGIZING  
CAREERS

BUILDING A SUSTAINABLE WORKFORCE FOR  
TOMORROW

UNLOCKING OPPORTUNITIES THROUGH  
ENERGY INNOVATION

WORKING TOWARDS A BRIGHTER FUTURE

TRAINING TODAY'S WORKFORCE FOR A  
BETTER TOMORROW

TRAIN. WORK. THRIVE.



For illustration purposes only.

# Jobs **Now.** Built For The **Future.**



For illustration purposes only.

# EMPOWERING COMMUNITIES ENERGIZING CAREERS



# Primary Motivations and Messaging

(Compiled from survey results)



## Career Advancement and Stability

**Message:** "Join a training program that leads to **good-paying jobs** with **opportunities for advancement**. Learn skills that are in demand and relevant to your community, helping you build a long-term career in a growing industry."

**Rationale:** The survey indicated that career stability and advancement opportunities are critical for attracting participants. By focusing on good wages and upward mobility, we appeal to their financial and professional goals.



## Immediate Local and Personal Benefits

**Message:** "Make an impact in your community by helping local businesses and homes become more energy-efficient. Learn how to **reduce energy costs** and improve building performance, making homes safer and healthier."

**Rationale:** This approach addresses rural communities' concerns about trust and "outsider" influence by highlighting the **local and practical benefits** of the program, such as making homes more energy-efficient and safer.



## Flexible Learning and Accessible Opportunities

**Message:** "We offer **free-to-low-cost tuition** with both **in-person and virtual learning options**. Gain access to local businesses and start a career that fits into your schedule."

**Rationale:** The flexibility of learning and access to jobs was rated highly in the survey, especially for participants who face challenges like childcare or transportation. Offering **both virtual and in-person options** ensures inclusivity.



## Practical, Hands-On Training

**Message:** "Learn real-world skills like HVAC, building performance, and energy auditing, preparing you for a variety of career paths. Our training programs are designed to fit into your life and give you the tools to succeed"

**Rationale:** Based on the survey feedback, using **practical job-specific language** like HVAC and energy codes resonates better than abstract terms like "sustainability" or "green energy." It's important to make the benefits clear and tangible.



## Incentives and Financial Support

**Message:** "Earn while you learn with financial support available for those enrolled in our programs. We know balancing work and education can be tough, so we help make it easier."

**Rationale:** The survey highlighted that **financial stipends** and support are essential for recruitment, especially in lower-income areas. By emphasizing financial aid, we address a major barrier to entry.



# Call To Action

“

Get a new career  
with great money  
as part of a strong  
future growth with  
the **“Building  
Forward Program”**

## Underemployed

1: Underemployed person who goes through the program and finds satisfying career in apprenticeship path for commercial buildings.

2: Underemployed person who goes through program and finds satisfying career helping their neighbors and community make improvements to their homes so they are safer, healthier, and more durable in extreme weather.

Jobs built for the future. They allow you to be part of growing industry that also supports a healthier and safer community.



# Call To Action

“

Add skills through the **“Building Forward Program”** to become an expert on future developments.

## Professionals

Design professional who goes through codes training and becomes an advocate with their peers for better residential buildings.

Jobs built for the future. They allow you to be part of growing industry that also supports a healthier and safer community.



# Call To Action

“

New insights gained through the **“Building Forward Program”** allow me to help create safer, communities.

## Policymaker

A policymaker who attends educational events, better understands the health impacts of better residential codes and becomes an advocate with their peers for better buildings.

Jobs built for the future. They allow you to be part of growing industry that also supports a healthier and safer community.



# Call To Action

“

Find new employees through the **“Building Forward Program”** who have the energy efficiency expertise needed for today's developments.

## Business Manager

Business manager who is struggling to find qualified workers to support burgeoning demand for commercial energy efficiency work joins the pipeline work group and participates in a win-win situation for their future employees and the company.

Jobs built for the future. They allow you to be part of growing industry that also supports a healthier and safer community.





# COLOR PALETTE







INTEGRATE MEC AND MEEA COLORS  
AND DISTINGUISH MACC







## Graphic Elements Color Palette

					
<b>Black</b> K100 R0 G0 B0 #000000 PMS Process Black	<b>Gold</b> C0 M8 Y100 K1 R251 G205 B8 #fcd000 PMS 7405 C	<b>Sea Green</b> C70 M0 Y93 K5 R80 G150 B70 #509646 PMS 7738 C	<b>Steel Blue</b> C76 M26 Y0 K0 R38 G131 B198 #2683c6 PMS 7689 C	<b>Dodger Blue</b> C79 M3 Y0 K0 R28 G173 B228 #1cade4 PMS 2995 C	<b>Sky Blue</b> C52 M0 Y0 K0 R117 G199 B236 #75c7ec PMS 297 C

## Colors

MEEA's unique color palette relies on a combination of blues and greens with a single accent color in a golden yellow.



 **MEEA's Main Blue**  
Hex #0078B3  
RGB 0, 123, 179  
CMYK 94, 37, 0, 48  
PANTONE P 113-8

 **MEEA's Light Green**  
Hex #92C83E  
RGB 146, 200, 62  
CMYK 27, 0, 69, 22  
PANTONE P 157-8



**Copy Color**  
Hex #444346  
RGB 68, 67, 70  
CMYK 68, 62, 57, 43  
PANTONE P 172-15

 **MEEA's Main Green**  
Hex #519535  
RGB 81, 149, 53  
CMYK 46, 0, 64, 42  
PANTONE P 155-8

 **MEEA's Dark Blue**  
Hex #075384  
RGB 7, 83, 132  
CMYK 98, 71, 25, 8  
PANTONE P 108-7

 **MEEA's Light Blue**  
Hex #55B6DA  
RGB 85, 182, 218  
CMYK 61, 17, 0, 15  
PANTONE P 116-4

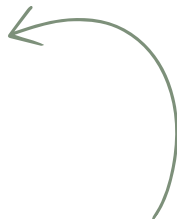
 **MEEA's Yellow**  
Hex #DBA510  
RGB 219, 165, 16  
CMYK 15, 35, 100, 0  
PANTONE P 10-16



# Rural

Color Analysis

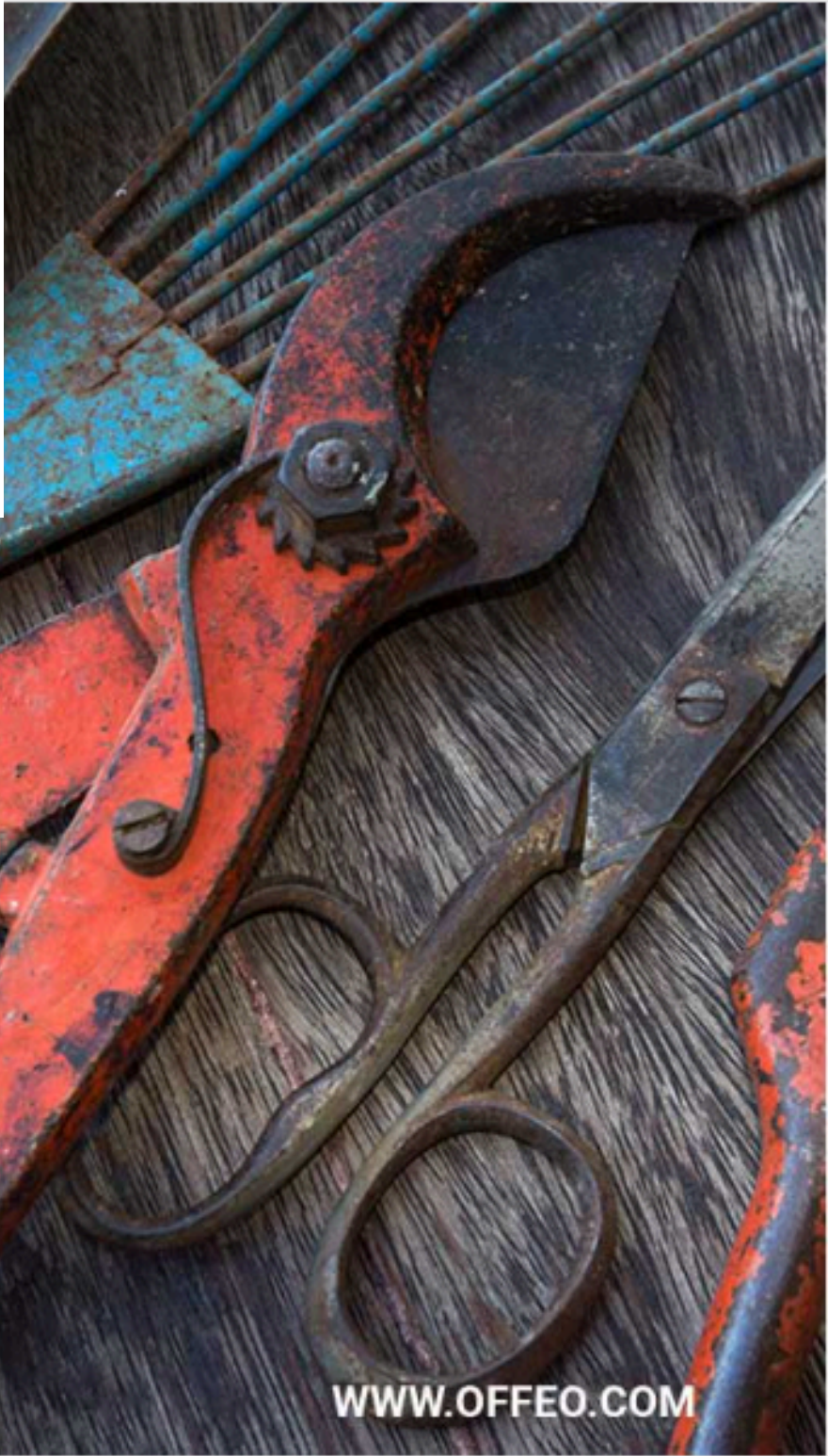
Friendly and inviting  
Often a combo of deep and neutral tones  
Doesn't often use bright colors



olden Glow



Khaki
#F2E19F
Chocolate
#B18920
Dark Slate Gray
#364D4E
Peru
#CAA756
Dark Sea Green
#C3CCC9



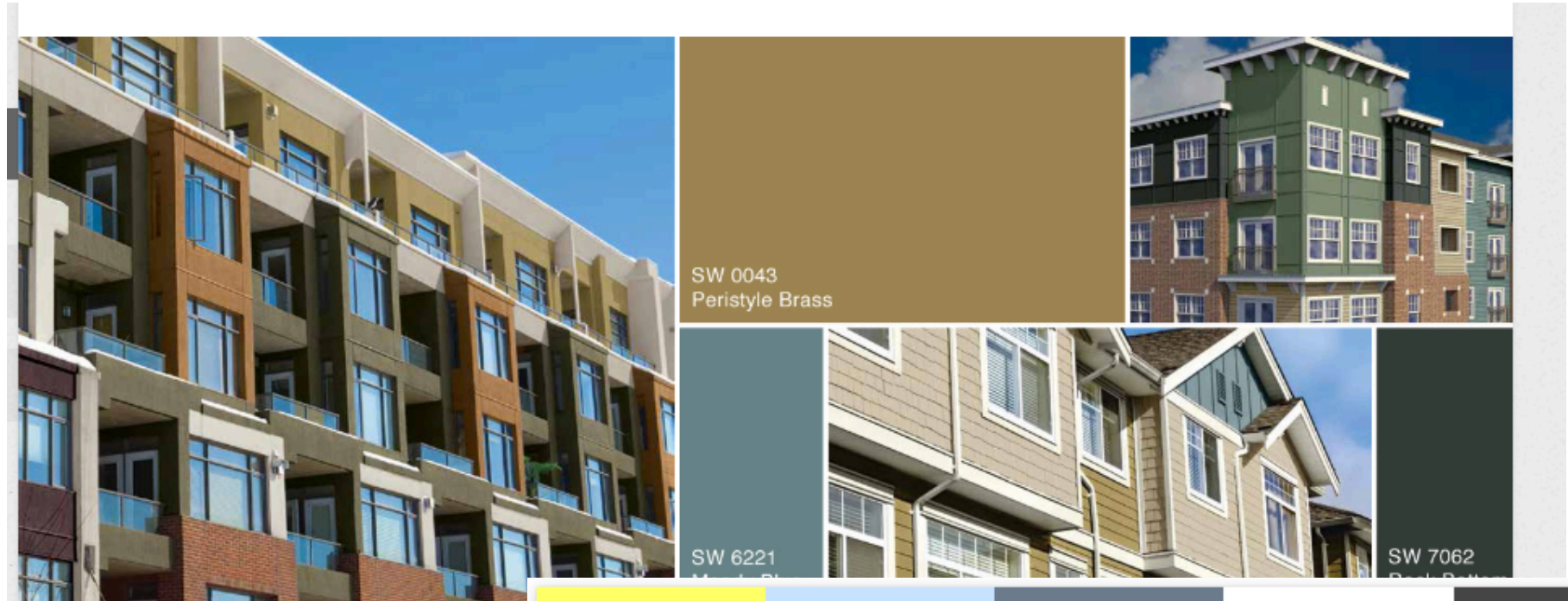
Pale Goldenrod
#EAD8AC
Indian Red
#C46C4C
Dark Slate Gray
#1E3226
Rosy Brown
#A19F81
Dark Green Sea
#7A9179



# Urban

## Color Analysis

- Glossy steel surfaces
- Reflective windows in sky colors, pavement, and concrete
- Natural green tones can be incorporated
- There is a comfort with occasional disruptive colors



An Urban palette expresses a metro feeling, with tall buildings and the dark shadows they throw; a cool concrete jungle filled with pavement and paving. Mirrored against the glossy steel surfaces and reflecting windows are the colors of the sky, from the pinks of dusk through the clear blues of daylight, to the moody twilight blues or vague purples. Big city life is sophisticated while charcoal gray reminds us of the business to be transacted here. However, there is a touch of nature, as more cities embrace the therapeutic concept of pocket parks and rooftop gardens.

Successful color combinations, see "The Complete Color Harmony, Pantone Edition."

PANTONE 877 C	PANTONE 2139 C	PANTONE 404 C
PANTONE 3526 C	PANTONE 2380 C	PANTONE 435 C
PANTONE 7682 C	PANTONE 7497 C	PANTONE 2324 C
PANTONE 2383 C	PANTONE 877 C	PANTONE 439 C
PANTONE 2164 C	PANTONE 2167 C	PANTONE 548 C



# Color Palette 1

HEX  
#145DA0

HEX  
#F9A101

HEX  
#16A637

HEX  
#F5C300

#F9DD8A





# Color Palette 2

HEX  
#004649

HEX  
#F9A101

HEX  
#007D62

HEX  
#F5C300

#F9DD8A





# Color Palette 3

HEX  
#6785B4

HEX  
#BFCC7C

HEX  
#B3C9A2

HEX  
#556E59

#7D907A

  
#283348



# Color Palette 4

HEX  
#6CA9AE

HEX  
#BFCC7C

HEX  
#B3C9A2

HEX  
#556E59

#38442C

  
#F9DD8A<sup>37</sup>



# Color Palette 5

HEX  
#7D907A

HEX  
#7A8790

HEX  
#C46B49

HEX  
#EAD7AC

#A29E81





# Next Steps

**By Tues Oct 22, 2024**

**Finalize**

- Program name
- Primary message



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