

Mid-America Codes Collaborative (MAcc)

October 23.2024

PROGRAM BRAND FOUNDATION OPTIONS

Program name, tagline, industry term, and color palette



BLUE
SYMPHONY
LLC



Program Objective

Long-term, high-impact workforce development within the energy efficiency industry targeting emerging career-seekers and established professionals in both rural and urban communities throughout Kansas and Missouri.



Immediate Task

Choose the industry term, program name, tagline, color palette.

Industry Term Options

Goal

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

1. ENERGY EFFICIENT

Already defined and generally understood

2. SMART ENERGY

New term, which means it's not a "loaded" term with particular connotations. "Smart" is broad, encompassing all types of professions across the industry. Implies efficiency and health, as well as high impact results.

3. HEALTHY ENERGY

New term, which means it's not a "loaded" term with particular connotations. Leans into the major benefits of the industry's approach to energy production and consumption. Evokes vitality and longevity for individuals and communities.

The industry term will be supported by taglines, descriptions and targeted messaging.



Program Name Options

1. BUILDING U

*“U” is a nod to “university”, and consequently, the education/training the program provides. “U” is also a shorthand representation of “You”, speaking to how this program will **build** your skills while you create energy efficient buildings.*

2. MOKAN FORWARD

Confirms to the target audiences (residents of Missouri and Kansas) that this program is for them. It reinforces the bi-state sense of community. It’s also a declaration that this program helps the community actively advance into the future, leveraging the opportunities and possibilities that it presents.

3. BUILDING FORWARD

Signifies progress and innovation. Evokes constructing a better future emphasizing development and forward momentum.

GOAL

Name that captures the imagination of all of the target audiences

The program name will be accompanied by the tagline.



Tagline Options

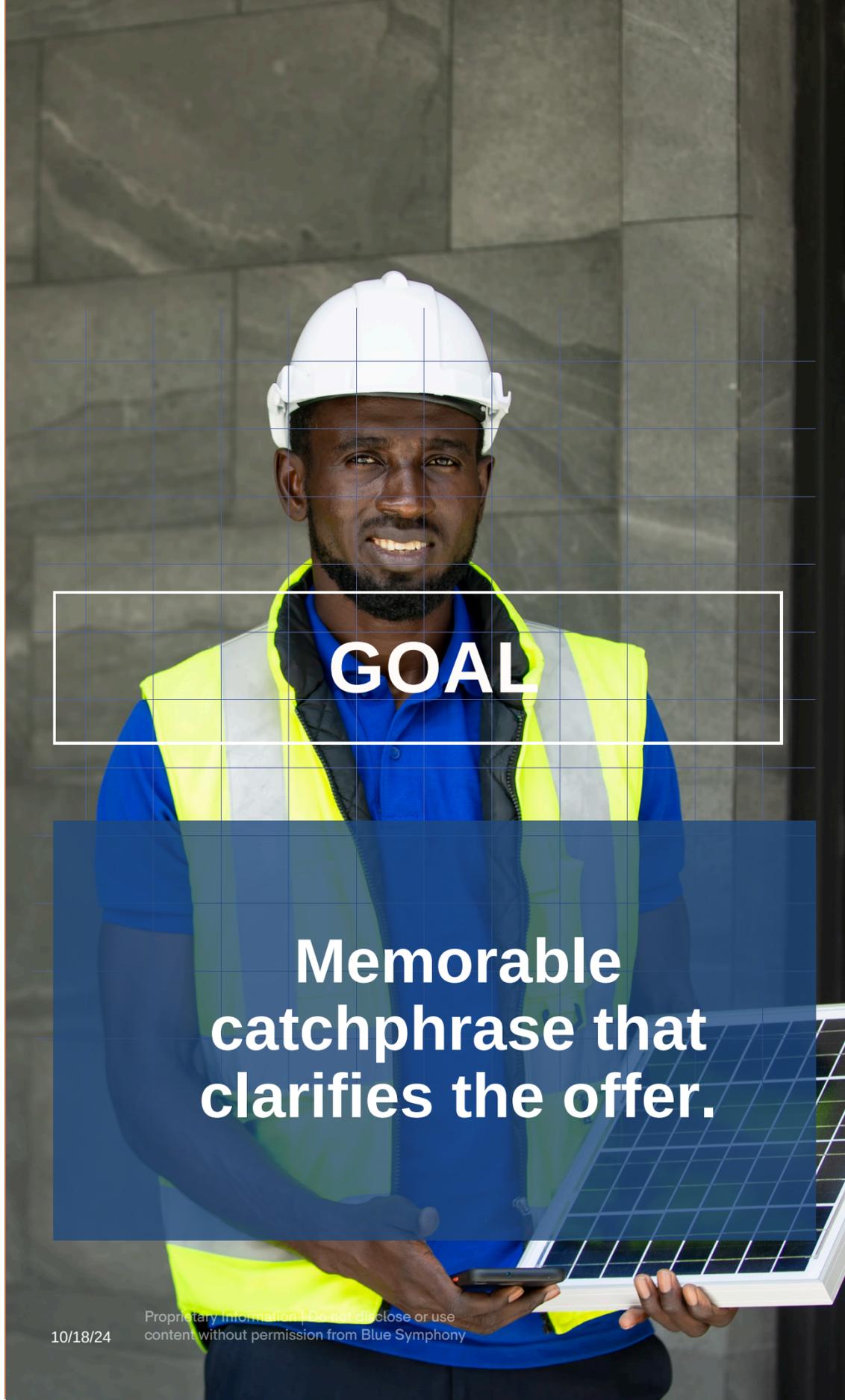
1. TRAIN. WORK. THRIVE.

This three-word tagline is compelling, memorable, and tells the whole story of what the program offers (training), what you can do with it (work jobs), and the long-term, wide-ranging benefits for the program participant and those whom matter to them (thrive). The verb/active tense gives the reader agency, motivating them to take action.

2. JOBS NOW. BUILT FOR THE FUTURE.

Describes the value that the participant gets from the program and the extended benefits of the figurative and literal buildings they will be part of creating.

The tagline will accompany the program name, succinctly solidifying program purpose and value.



GOAL

**Memorable
catchphrase that
clarifies the offer.**

Color Palette 1

Integrates MEC and MEEA colors, and also distinguishes MACC with orange. Orange represents energy, creativity, optimism, and warmth. It's also a color used to draw attention in construction (e.g., safety vests, construction cones, etc.).

HEX
#145DA0

HEX
#F9A101

HEX
#16A637

HEX
#F5C300

#F9DD8A

Color Palette 2

HEX
#004649

HEX
#F9A101

The subtler and more tonal hues may appeal to more to rural viewers than Color Palette 1.

HEX
#007D62

HEX
#F5C300

#F9DD8A

Next Steps

From the options within this document, choose the:

1. Industry term
2. Program name
3. Tagline
4. Color palette



Amber Bonnett, MLIS, Project Manager
amber@bluesymphony.com

