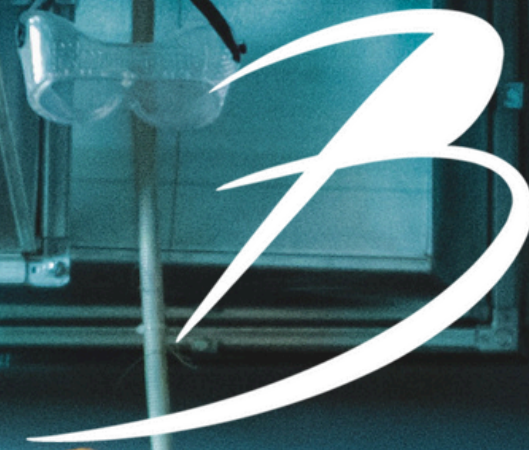


# Mid-America Codes Collaborative (MAcc)

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.*

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.*

GOAL

Memorable  
catchphrase that  
clarifies the offer.

## 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.



# 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

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

HEX  
#004649

HEX  
#F9A101

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



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