

1999

## Louisiana Works Campaign

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## PROJECT BRIEF

Under the Louisiana Labor Secretary, Garey Forster, there have been many significant changes to the Department of Labor in the past few years. Louisiana's economy has risen and our unemployment rate has fallen below the national average. There are over 8,000 entry-level job openings in shipbuilding alone.

Most of Louisiana's citizens have misconceptions about the Louisiana Department of Labor. The Department of Labor generally conjures negative and sterile images amongst the general public. Also people are unaware of the many services and opportunities the department offers at no charge. The department has a large job bank, and placement opportunities for numerous fields.

A secondary logo was made for the department. The logo portrayed a more upbeat image than the original logo. It was at this time that the idea for a new identity for the Louisiana Department of Labor was first discussed. The intention of the identity is part of a plan to change the overall negative and stereotypical perception of the Louisiana Department of Labor to a more positive, upbeat, efficient and uplifting one.

### Observations and recommendations

After completing the Phase I analysis, we have come up with the following observations and recommendations:

- Presently many people are unaware of the variety of employment opportunities and technical training available at the Department of Labor.
- The department does not have a distinctive logotype.
- The secondary logo does not fit with the present style of the department.
- The Louisiana Department of Labor's two major competitors Snelling Employment Services and Kelly Staffing Services have adopted distinctive graphic treatments which create a more appealing image for the unemployed.
- The Louisiana Department of Labor must develop a unique graphic style in order to increase their appeal and image as well as to compete with Snelling and Kelly.

- The Louisiana Department of Labor must make the most of its budget for promotion.
- The Louisiana Department of Labor should appear modern and innovative and should instill a sense of hope in the unemployed.
- Emphasis should be placed on job training and current work skills.
- The Louisiana Department of Labor's symbol should communicate a sense of hope, a sense of job opportunities available, and the strength of the department. The symbol should have a sense of stability and an upbeat feel.
- The Louisiana Department of Labor's main objectives are:
  1. to make sure all of Louisiana's residents have training and good paying jobs.
  2. to change the overall perception of Louisiana's job market in the national economy.
  3. to bring business to Louisiana.
  4. to help the unemployed to move from *unemployment* to *reemployment*.
- The symbol should cater to all demographics and communicate the new services offered and the new positive reputation being pursued by the department.

#### TECHNICAL REQUIREMENTS

The Louisiana Labor Department wants to appear as a free and open employment bank that caters to any and all positions in the Louisiana job force. The new image for the Louisiana Department of Labor should communicate the following:

1. the stability of the department.
2. the success of the variety of programs available.
3. the numerous opportunities available for employment and training in the Louisiana work-force.

The area of design activity should include the following:

- symbol (with the possibility of a developing symbol system)
- logotype
- colors
- primary signage
- advertising materials
- stationery items
- style sheets for elements

## Louisiana Works Campaign

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### THE LOGOMARK

The outer shape of the mark is a gear which represents the blue-collar positions available in the state. The inner symbol, that of a simplified rising cityscape, represents the white-collar positions in the job market.

Meta has been chosen as the typeface due to its stability, yet subtle humanist characteristics.

The colors chosen were those of the state, navy and gold. This is in fact a nontraditional approach to represent Louisiana government. Instead, cartoon like images are often over-used; such as an alligator, crawfish or a pelican. The silhouette of the state has become a cliché as well.

## Final logomarks



**LOUISIANA WORKS**

DEPARTMENT OF LABOR



**LOUISIANA WORKS**

DEPARTMENT OF LABOR

#### INITIAL PIECES PRODUCED

Once final approval for the campaign was obtained, work began on the implementation and production of the materials. The first pieces produced were:

1. Basic stationery package
2. Desktop wallpaper
3. Mousepads
4. Lapel pins
5. Notepads
6. Louisiana Works multipurpose folders
7. Environmental Signage for the eight regional offices
8. A complete standards manual for logo usage and identity implementation

Once these items were completed, a transfer of rights agreement was signed between the students and all state parties involved. By signing this contract, the students relinquished all rights of intellectual property to the Louisiana Department of Labor. The students were compensated for their expenses and were given the right to have their names and likenesses displayed at the unveiling of the new identity statewide. Due to the legislative session, the "grand unveiling" of Louisiana Works Campaign will not take place until later in the year, although the pieces are already in the process of being produced.

#### EXAMPLES OF WORK COMPLETED

The following pages contain the completed project (both initial and secondary pieces). All the materials have been submitted to the Louisiana Department of Labor and are in the production process. All work was produced in Freehand 5.5 and then processed to film for printing. Documents on the disc have been given final approval and are property of the Louisiana Department of Labor.

# Basic Stationery Set

PRESS RELEASE



**LOUISIANA WORKS**  
DEPARTMENT OF LABOR

Date:  
Release:  
Contact:



**LOUISIANA WORKS**  
DEPARTMENT OF LABOR

## Facsimile Cover Sheet

Number of pages \_\_\_\_\_ including this sheet \_\_\_\_\_ Date \_\_\_\_\_

Job R \_\_\_\_\_

Atten \_\_\_\_\_

Comments \_\_\_\_\_



**LOUISIANA WORKS**  
DEPARTMENT OF LABOR



**LOUISIANA WORKS**  
DEPARTMENT OF LABOR

Post Office Box 94094  
Baton Rouge, LA 70804-9094

1001 North 23rd Street - Post Office Box 94094 - Baton Rouge, LA 70804-9094  
225 342 7969 TELEPHONE - 225 342 3743 FACSIMILE - www.ldol.state.la.us

An Equal Opportunity Employer



**LOUISIANA WORKS**  
DEPARTMENT OF LABOR

**Garey Forster**  
*Secretary of Labor*

1001 North 23rd Street  
Post Office Box 94094  
Baton Rouge, LA 70804-9094

225 342 3011 TELEPHONE  
225 342 3778 FACSIMILE  
gforster@ldol.state.la.us E-MAIL

[www.ldol.state.la.us](http://www.ldol.state.la.us)

# Extensions



Pictured above: mousepads, VCR tape and cover, brochures, reply cards, promotional folder, clipboard, and standards manual.



## Louisiana Department of Labor

Computer Training and Employment Center

How we  
**WORK** for  
YOU.

### \* COMPUTERIZED MEDICAL CURRICULUM

- Introduction to Computers
- Windows 3.1 /95
- Computerized Keyboarding
- Alphabetic Indexing
- Ten-Key Computer Key Pad
- Medical Terminology
- Medical Office Procedures
- Medical Coding
- Understanding Medical Insurance
- MS Word or WordPerfect
- Excel or Lotus 1-2-3

• Independent participant learning, within an instructor-led program, with instructional assistance, guidance and support.

### Other Services Trainees Receive

- Employment Preparation Classes
- Job Placement Assistance

### CAREER ENHANCEMENT SERVICES

These services are available for individuals who do not need training to re-center employment. Career Enhancement provides individuals who are job ready with the assistance they need to become employed.

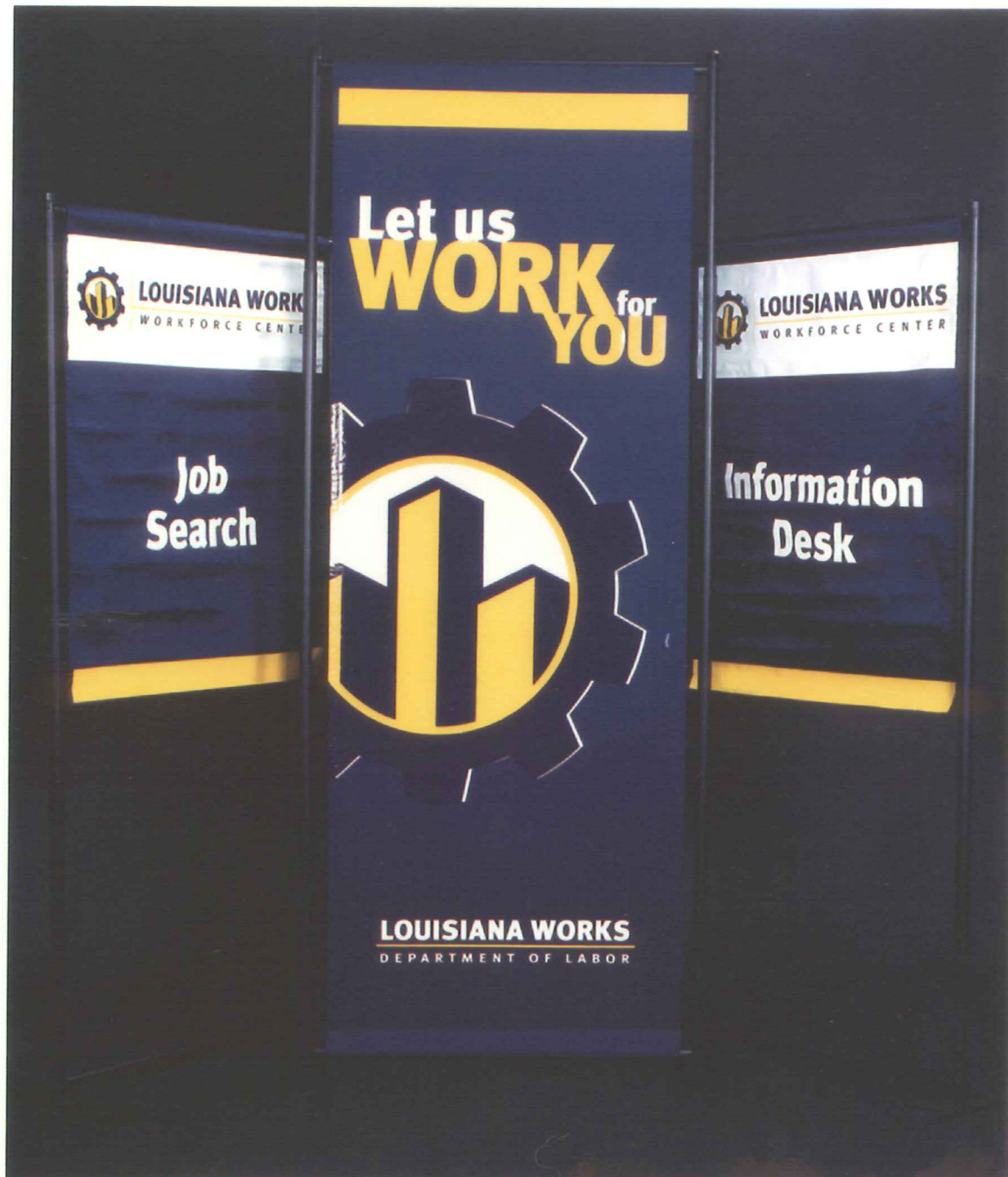
These services include:

- Individualized assessment
- Developing a first class resume
- Successful interviewing techniques
- Completing job applications
- Updating job search skills
- Employment counseling
- Job placement assistance

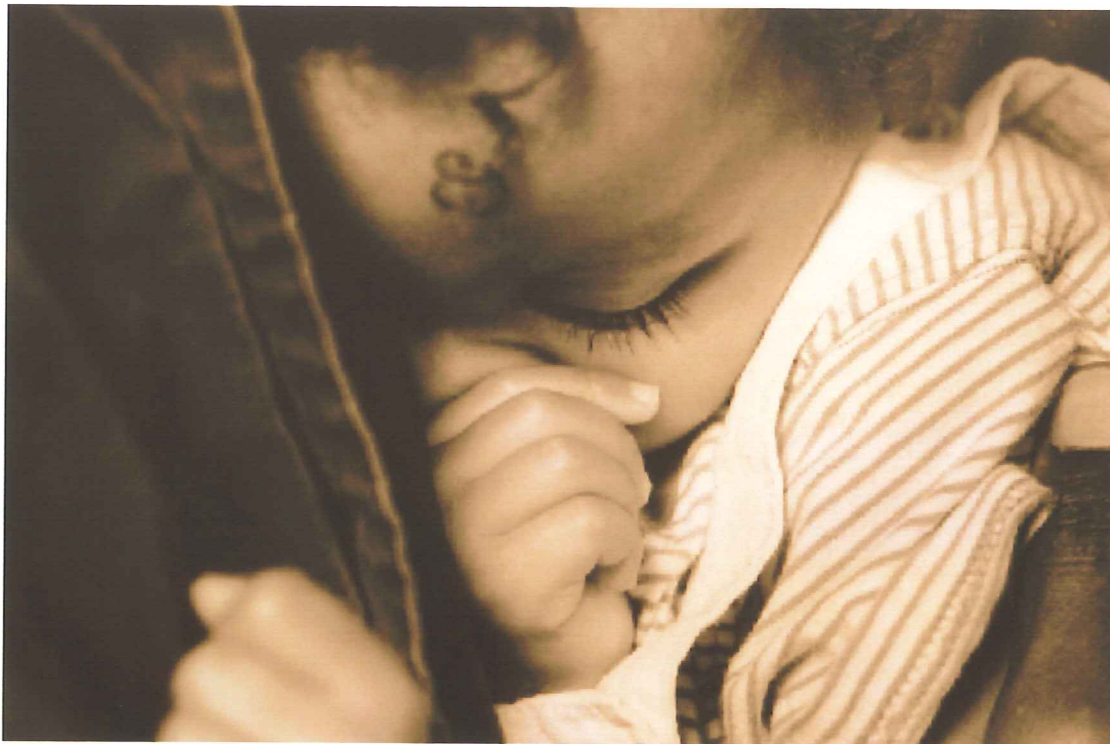
### OTHER SERVICES

- Individualized Employment Counseling
- Community Resource Referrals
- Basic Remediation

# Primary Signage



# Color Full-page Ad



## **Life has enough concerns,** **fortunately finding a good paying job in Louisiana isn't one of them.**

At the Louisiana Department of Labor, we know that no matter where you are in life there is a job for you in Louisiana. With a visit to the Workforce Center nearest you, you can begin to feel a new sense of hope and personal integrity as you discover the many positions available in our state. Whether you're interested in clerical or administrative positions or would prefer job training in many of the industrial or agricultural fields, The Workforce Center can find the job that's right for you.

For more information about **Louisiana Department of Labor** or the **Workforce Center** call **1 877 LA WORKS**



**LOUISIANA WORKS**  
DEPARTMENT OF LABOR

*An equal opportunity employer*



# B & W Full-page Ad



## **Life has enough concerns,** fortunately finding a good paying job in Louisiana isn't one of them.

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For more information about **Louisiana Department of Labor** or the **Workforce Center** call **1 877 LA WORKS**



**LOUISIANA WORKS**  
DEPARTMENT OF LABOR

*An equal opportunity employer*

# Radio Spot



## LOUISIANA WORKS RADIO SPOT

**"Let Us Work for You" :30**

**SFX:** Optimistic music up and under.

**Man:** If you need a job or are dreaming of starting a new career you should be given that right.

**Woman:** The Louisiana Department of Labor's Workforce Center has turned that idea into a reality.

**Man:** Need a job?

**Woman:** You may qualify for any number of the several clerical and administrative jobs on file at the Workforce Center.

**Man:** Not the corporate type?

**Woman:** The Workforce Center offers job training in several industrial and agricultural fields.

**Man:** Want a new career?

**Woman:** The Workforce Center is the premier place for finding a new career path. Our complementary services are conveniently at your disposal.

**Man:** The bottom line is, when you can find the job you want Louisiana works best.

**SFX:** Optimistic music swell and fade out.

### THE STANDARDS MANUAL

The greatest accomplishment of this project is the Standards Manual. This manual is a comprehensive guide for implementing the Louisiana Works campaign. It shows color usage, acceptable typefaces, as well as placement protocols. It also gives examples of incorrect logo implementation.

A copy of this manual can be produced for every contractor the Department employs to produce its materials. This ensures consistency. Consistency in the materials is essential to the image recall of the Department of Labor in the public's mind. By ensuring that all materials from the Louisiana Department of Labor look like they belong together the Department creates the strong and stable image, which it desires. All of the elements in this manual embody professional criteria of accuracy. (No telephone numbers or production issues were omitted.)



# **LOUISIANA WORKS**

DEPARTMENT OF LABOR

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- 2.2 Reproduction
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## LOUISIANA WORKS

DEPARTMENT OF LABOR

### 1.0 The Basic Idea

Often, the first and most frequent contact a company has with its internal and external audiences is through corporate communications—its logo, stationery, signage, advertising and offices or retail environments. As a result, the effectiveness of a corporate identity system is largely determined by the correct and consistent usage of its visual components.

The following standards have been developed to ensure the accurate and consistent implementation of the Department of Labor’s “Louisiana Works” campaign name and logo. Adherence to these standards should be considered paramount in any communications design decision across all segments of the Department and its subsidiaries or affiliated organizations. The visual prototypes illustrated here are designed to address the vast majority of usage requirements for all corporate communications. Questions concerning any applications not covered in this manual should be directed to the Department of Labor marketing department, 225-342-7969.





**LOUISIANA WORKS**  
DEPARTMENT OF LABOR

## 2.0 The Corporate Logo

The corporate logo is the cornerstone of the identity program. Its usage should always conform to the guidelines set forth in this graphic standards manual.

The two components of the Louisiana Works logo are the mark (or symbol), and the type. The mark symbolizes the variety of job opportunities the Department of Labor oversees. The outer shape of the mark represents the blue-collar positions available in the work force. The cityscape represents the white-collar positions available. Adjacent to the symbol, the words Louisiana Works appears prominently in the typeface Meta Plus Black, while subordinate type—underneath a horizontal rule—appears in the typeface Meta Plus Medium Caps.

### 2.1 Formats

There are two acceptable versions of the Department of Labor logo, a “stacked” version and a horizontal version (shown at right). Incorrect versions of the logo are addressed in Section 2.3 of this manual.



**LOUISIANA WORKS**  
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#### STACKED LOGO



**LOUISIANA WORKS**  
DEPARTMENT OF LABOR

#### HORIZONTAL LOGO



**LOUISIANA WORKS**  
DEPARTMENT OF LABOR



## LOUISIANA WORKS

DEPARTMENT OF LABOR

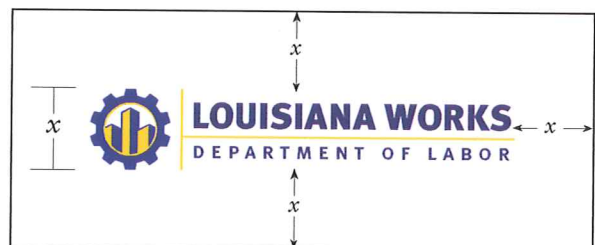
### 2.2 Reproduction

Camera-ready versions of the logo are included in the appendices of this manual. When using camera-ready logos, it is important to select the logo that most closely approximates the size at which it will appear in the publication or other piece in which it is being used. Ultimately, it is always preferable to supply a logo that is larger than its final published size, rather than one smaller than its final published size.

Digital (computer) versions of the logo may be obtained by contacting the Department of Labor marketing department, 225-342-7969. When calling for digital files, please indicate the platform—such as IBM, DOS or Macintosh—and the graphic format, such as TIFF, EPS or JPEG.

### 2.3 Protected Space

The logo's impact and readability are enhanced when it is surrounded by an appropriate amount of white space. Whenever possible, a space equal to the height of the text box should surround the entire logo on all sides. No other words, graphics or design elements should encroach this protected space.





## 2.4 Incorrect Usage

The logo's appearance should never be altered from the forms shown in Section 2.1. Improper usage of the logo may include the following:

*Regrouping the logo elements:*

### INCORRECT LOGO USAGE



*Altering the proportions of mark to type:*

### INCORRECT LOGO USAGE



*Altering the words in the logo:*

### INCORRECT LOGO USAGE



*Combining the logo with additional symbols:*

### INCORRECT LOGO USAGE



*Distorting the logo either horizontally/vertically:*

### INCORRECT LOGO USAGE



*Using the incorrect corporate typefaces:*

### INCORRECT LOGO USAGE





### 3.0 Corporate Colors

The official corporate colors of Louisiana Works are Pantone Matching System (PMS) 288 Navy and PMS 116 Golden Yellow. In two-color applications and whenever possible, the mark should appear in 100% PMS 288 Navy and 100% PMS 116 Golden Yellow (or their process color equivalents) the words “LOUISIANA WORKS” and the subordinate type should appear in 100% PMS 288 Navy (or its process color equivalent) and the horizontal and vertical rules should appear in PMS 116 Golden Yellow (or its process color equivalent), as shown on the right. If the logo must be represented on a PMS 288 Navy background, all type should be reversed out to white and a 0.5 stroke should be added around the outside of the mark.

In one-color applications, the entire logo (mark, type, and rules) should appear in PMS 288 Navy. If PMS 288 Navy is not available (for example, in a black and white format), the entire logo (mark and type) should appear in black, as shown on the right.

If the logo must be used on a solid colored background, the entire logo (mark and type) should be reversed out to white, as shown on the right.

The logo should never be reproduced in colors or color combinations other than those recommended in this manual. Examples of incorrect color usage include:



**LOUISIANA WORKS**  
DEPARTMENT OF LABOR



**LOUISIANA WORKS**  
DEPARTMENT OF LABOR



**LOUISIANA WORKS**  
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#### INCORRECT LOGO USAGE



**LOUISIANA WORKS**  
DEPARTMENT OF LABOR

#### INCORRECT LOGO USAGE



**LOUISIANA WORKS**  
DEPARTMENT OF LABOR

#### INCORRECT LOGO USAGE



**LOUISIANA WORKS**  
DEPARTMENT OF LABOR





## LOUISIANA WORKS

DEPARTMENT OF LABOR

### 4.0 Corporate Typeface

The official typeface of Louisiana Works is Meta Plus Black. The subordinate type should always appear as Meta Plus Medium Caps. The Meta typeface family is available from Adobe Systems, Inc. at 1-800-445-8787.

Louisiana Works correspondence should be written using 10-point Sabon Regular. If this typeface is not available, 11-point Times Roman should be used. When an italic typeface is needed in general typewritten correspondence, *Sabon Italic* should be used. If Sabon Italic is not available, Times Roman Italic should be used.

(In addition, Garamond 3 should be used for the ampersand whenever one is called for when using Sabon. Garamond 3 should never be used for any other character other than an ampersand.)

- The Meta typeface family is available from FontShop San Francisco at 1-888-FF FONTS. Its package number is 7141.
- The Sabon typeface family is available from Adobe Systems, Inc. at 1-800-682-3623.
- The Garamond 3 typeface family is available from Adobe Systems, Inc. at 1-800-682-3623.

#### FF META PLUS BLACK

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890&

#### META PLUS MED CAPS

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRS  
TUVWXYZ1234567890&

#### SABON

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890&

#### SABON ITALIC

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890&*

#### GARAMOND 3

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890&*



## LOUISIANA WORKS

DEPARTMENT OF LABOR

### 5.0 Identity Applications

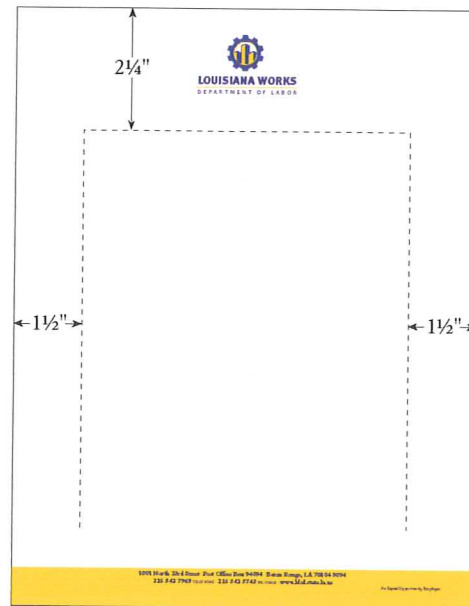
Using the Louisiana Works logo correctly is important to maintain a consistent identity across every division of the Department of Labor. The following sections illustrate the most common applications of the logo.

#### 5.1 Stationery

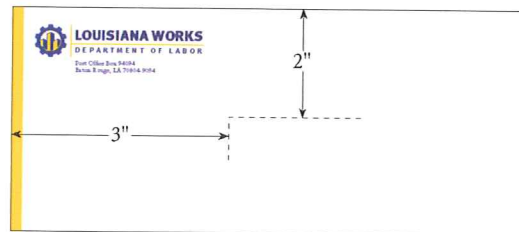
The diagrams on the right illustrate the preferred margins and spacing for all business correspondence on standard letterhead, #10 business envelopes, and 9x12 catalog envelopes. The typeface used for letters and envelopes should be 10-point Sabon (or 11-point Times Roman).

#### 5.2 Signage

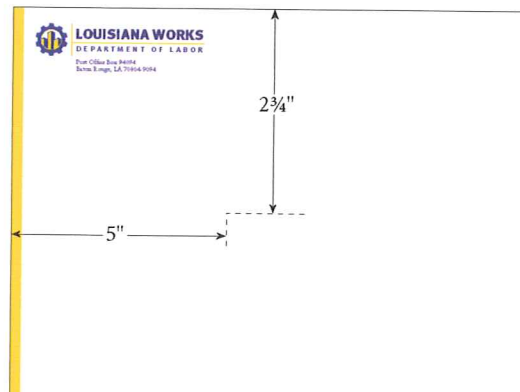
When the Louisiana Works logo is used on signage, it should be rendered in the corporate colors of PMS 288 Navy and PMS 116 Golden Yellow on a white background. Due to certain restrictions, complexities and limitations of signage design, please contact the Department of Labor marketing department before authorizing the production of any exterior or interior signage.



Letterhead



#10 Envelope



9x12 Envelope



## **LOUISIANA WORKS**

DEPARTMENT OF LABOR

### **5.3 Advertising**

All print, television or Internet advertising promoting Louisiana Works should include the corporate logo in its correct colors, or an acceptable variation of the logo. Adequate space around the logo, as described in Section 2.2, should be given.

### **5.4 Specialty Items**

Tokens, apparel, notepads, Post-It® notes and other items that are to be branded with the Louisiana Works logo should be done so only with a correct version of the corporate logo. If there is any question as to what is acceptable, please have your specialty item vendor consult this manual or contact the Department of Labor marketing department, 225-342-7969.

When a printer or typesetter adds text to a design that includes the logo—such as a notepad—the type should be set in Sabon Regular (or Times Roman) at a size of 8 points or smaller.

### **6.0 Confidentiality**

The information contained in this graphic standards manual is confidential and is not to be disclosed to any person outside of the Department of Labor or its subsidiaries unless specifically authorized.

### **7.0 Questions**

Any questions related to the usage of the Louisiana Works, Department of Labor, or Workforce Center name or corporate logo should be directed to the Department of Labor marketing department, 225-342-7969.