

SWREDA CONFERENCE 2018

Modern Strategies
for Communication

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ASSOCIATION of CENTRAL OKLAHOMA GOVERNMENTS
Division Director, Public Relations & Community Development

July 2018

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BACKGROUND

JENNIFER

CAREER HIGHLIGHTS

- ACOG
- PIO, PR Manager for three City trust authorities including EMSA, Water Utilities and Airports
- PR Director for a state agency
- Executive Director of an advocacy and lobbying organization
- Tinker Air Force Base Office of Public Affairs
 - Storytelling
 - Competition
 - Closure

A WORD ABOUT COGs, DEVELOPMENT ORGS

MORE THAN DISTRICTS, AGENCIES. YOU ARE:

- Local, state and federal funding
- Thought leadership and technical assistance
- Grants, programs and projects
- Coordinators, conduits, conveners and collaborators
- Planners, researchers and intermediaries
- Regional government

SNEAK PEEK

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CENTRAL OKLAHOMA
GOVERNMENTS

VISUAL IDENTIFY MANUAL

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PHILLIP NOTES:

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OUR LOGO

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PLEASE, DO NOT SQUASH, SQUEEZE OR STRETCH THIS LOGO!



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GOVERNMENTS
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CENTRAL OKLAHOMA
GOVERNMENTS

C89 M16 Y0 K0
PMS 2995 C | PMS 801 U

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OUR COLORS

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BRAND COLOR TEXT / ICONS

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R64 G64 B65

HIGHLIGHT COLOR TEXT / ICONS

C100 M85 Y10 K0
PMS 7687 C | PMS 286 U
R27 G71 B146

PUBLIC RELATION & COMMUNITY DEVELOPMENT

ACOG NEWSLETTER COLOR

BRAND COLOR

C89 M16 Y0 K0
PMS 2995 C | PMS 801 U
R0 G158 B222

BRAND COLOR

C46 M0 Y100 K0
PMS 368 C | PMS 382 U
R151 G201 B60

HIGHLIGHT COLOR

C0 M50 Y100 K0
PMS 144 C | PMS 130 U
R247 G148 B29

BRAND COLOR

C75 M100 Y0 K0
PMS 526C | PMS 267 U
R102 G45 B145

BRAND COLOR

C9 M90 Y85 K0
PMS 7626C | PMS 485 U
R221 G64 B57

BODY TEXT COLOR

C0 M0 Y0 K90
PMS 425C | Neutral Black U
R64 G64 B65

AIR QUALITY COLOR

BRAND COLOR

C95 M45 Y0 K0
PMS PRO BLUE C | PMS 3005 U
R0 G121 B193

BRAND COLOR

C78 M31 Y0 K0
PMS 2925 C | PMS 299 U
R28 G145 B208

BRAND COLOR

C60 M10 Y0 K0
PMS 2915 C | PMS 2985 U
R83 G183 B232

BRAND COLOR

C30 M10 Y0 K0
PMS 298 C | PMS 306 U
R13 G176 B230

BRAND COLOR

C75 M25 Y0 K0
PMS 2925 C | PMS 2995 U
R29 G154 B214

BODY TEXT COLOR

C0 M0 Y0 K90
PMS 425C | Neutral Black U
R64 G64 B65

HEADLINE COLOR

C100 M73 Y11 K0
PMS 7686 | PMS 2935 U
R0 G86 B155

SUB HEADLINE COLOR

C78 M31 Y0 K0
PMS 2925 C | PMS 299 U
R28 G145 B208

CLEAN CITY COLOR

BRAND COLOR

C100 M81 Y23 K7
PMS 654 C | PMS 2945 U
R17 G71 B129

BRAND COLOR

C88 M52 Y0 K0
PMS 660 C | PMS 300 U
R6 G114 B186

BRAND COLOR

C50 M11 Y2 K0
PMS 297 C | PMS 291 U
R119 G189 B229

BRAND COLOR

C30 M10 Y0 K0
PMS 7688 C | PMS 2995 U
R48 G156 B214

BRAND COLOR

C93 M64 Y0 K0
PMS 7684 C | PMS 2935 U
R23 G99 B174

BODY TEXT COLOR

C0 M0 Y0 K90
PMS 425C | Neutral Black U
R64 G64 B65

HEADLINE COLOR

C100 M71 Y0 K0
PMS 288 C | PMS 2935 U
R0 G89 B170

SUB HEADLINE COLOR

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EMAIL MARKETING

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DIVISION HEADER

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MAIN TEXT

Introduction Copy Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore.

FREE PARKING:
Please park on the north side of the parking lot.

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MAIN TEXT

BOLD
ARIAL 10 PT
MAIN TEXT

TIME:
Day, Month 00 | 0:00 a.m.

BOLD
ARIAL 9 PT
MAIN TEXT

REGULAR
ARIAL 9 PT
MAIN TEXT

NEXT MEETING:
0:00 p.m. | Thursday
Month Day

BOLD
ARIAL 9 PT
MAIN TEXT

JOIN OUR
MAILING LIST



BOLD
ARIAL 8 PT
MAIN TEXT

DOWNLOAD THE PRESENTATION AGENDA PDF
ENTER ACOG ON THE NORTHSIDE OF THE BUILDING.

REGULAR
ARIAL 9 PT
MAIN TEXT

If you require accommodations pursuant to the Americans with Disabilities Act or Section 504 of the Rehabilitation Act, please contact:

Contact Name
Position Title
405-234-2264 (ext)

BOLD
ARIAL 9 PT
MAIN TEXT

(TDD/TTY call 7-1-1 statewide)

DIVISION FOOTER

Association of Central Oklahoma Governments
Office: 405-234-2264 | enews@acogok.org | <http://www.acogok.org>
4205 N. Lincoln Blvd | Oklahoma City, OK 73105
TDD/TTY call 7-1-1 Statewide

You are receiving this email because you have indicated interest in or currently serve on an ACOG committee. Please do not unsubscribe from this list as it may prevent you from receiving vital information related to this committee. If you believe you have received this correspondence in error, please notify us.

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OUR PRESENTATIONS

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Name - 12 pts
Title - 10 pts
Division - 10pts

MONTH YEAR - 16 pts

acog

HEADLINE GOTHAM MEDIUM - 28pts

- Bullet Text Gotham light -17 pts
- Bullet Text
- Bullet Text

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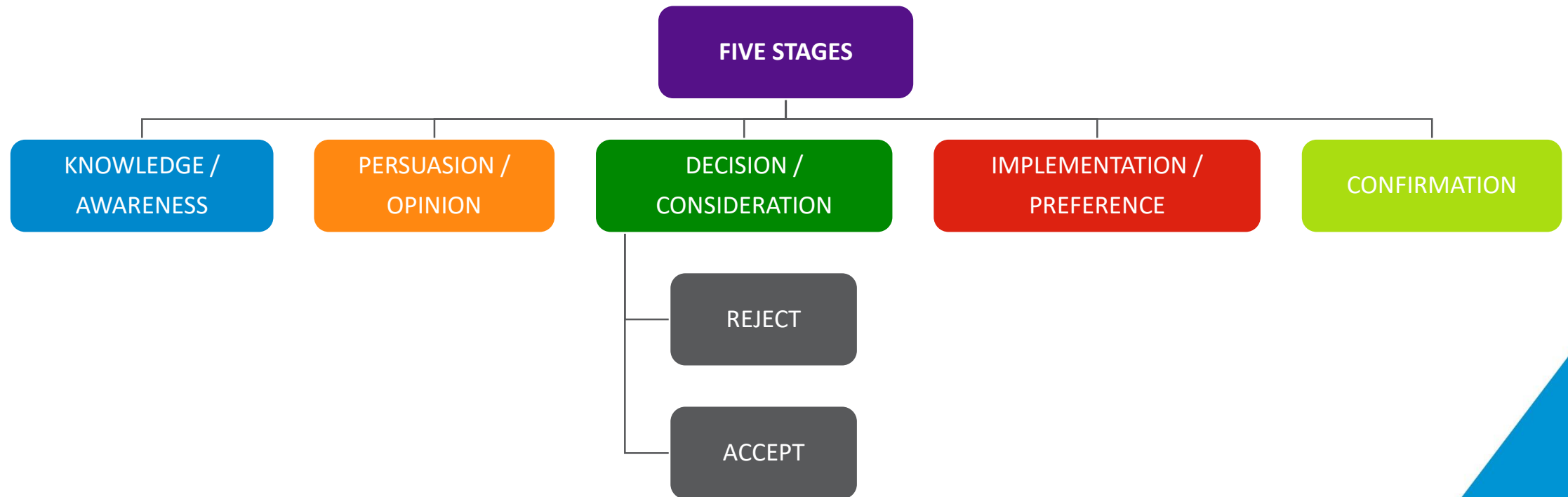
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10 THINGS I WISH I'D KNOWN BEFORE TACKLING ACOG's BRAND IDENTITY

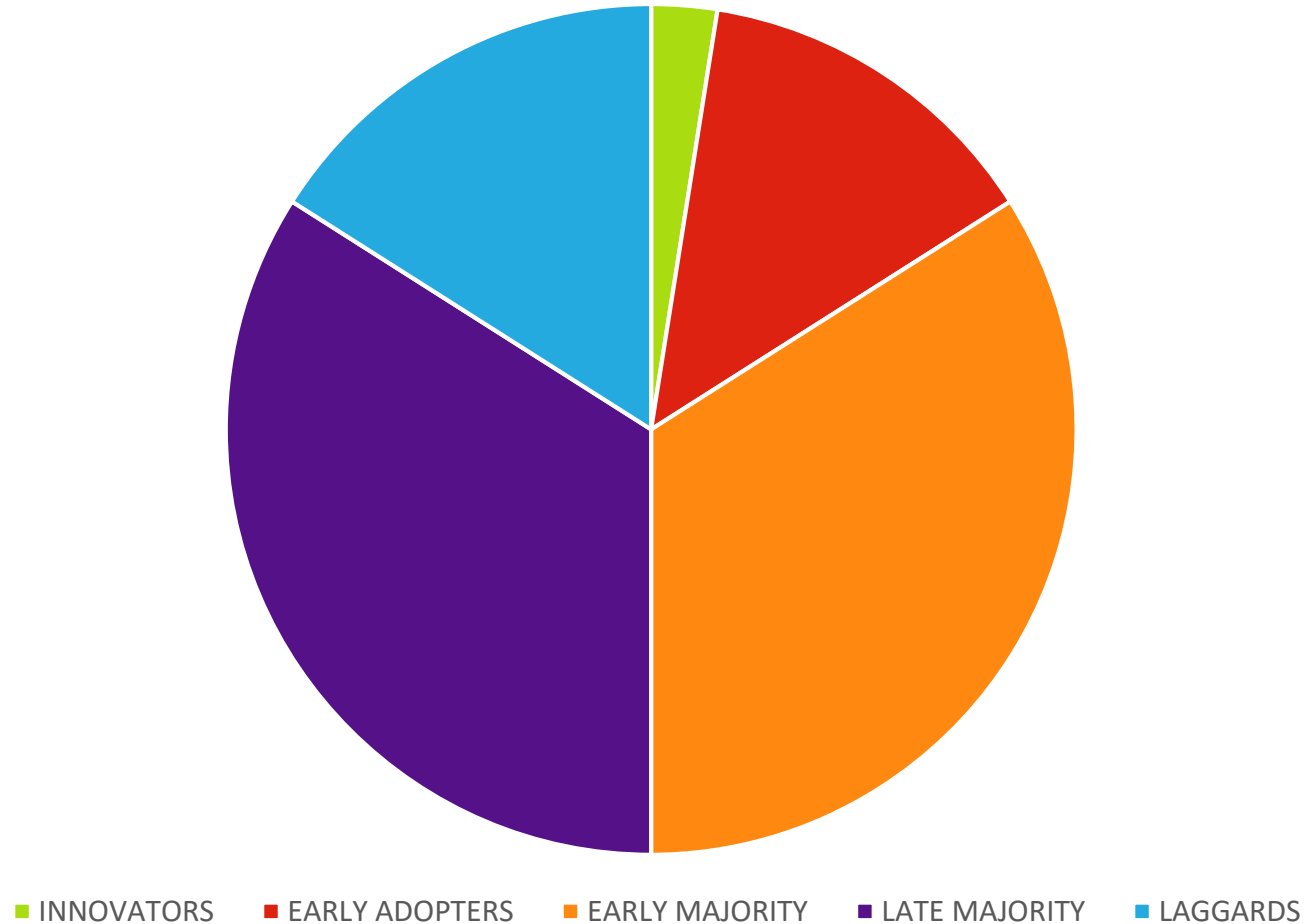
6 THINGS I WISH I'D KNOWN

1. Brush up on the Diffusion of Innovation.
2. **Brush up on the Classes of Adopters.**
3. Branding is war. Prepare to defend the fort of decisions by knowing exactly why you are engaging in the battle. Be confident of the freedom, independence and victories branding can bring.
4. **Change is extremely difficult for some people. Foster buy-in.**
5. Not everyone understands branding and/or other elements of public relations. Begin by educating them, and try, if you can, to make it fun.
6. **Not everyone has the ability to recognize good design and/or bad design. You cannot change these people. Prepare to write policies to protect the hard work of branding and establishing visual identity standards.**

DIFFUSION of INNOVATION (Adoption Process)



CLASSES of ADOPTERS



4 MORE THINGS I WISH I'D KNOWN

1. Resistance to rebranding can escalate into an evil regime. 😊 Toppling it once it gains a foothold will be nearly impossible. Prepare for resistance by appointing a small army of brand ambassadors to keep everyone accountable.
2. Hire a consultant. You need them to validate the need to brand or rebrand. You may also need them to help shepherd the process. Remember, a prophet has no honor in his hometown.
3. **PowerPoint is the Battle Royale. Help people understand the difference between their amazing intellectual assets and the platform that hosts them.**
4. Clearly communicate how high the stakes are including the risk of not being memorable: Loss of opportunity, funding, growth, success.

BRANDING

WHAT IS BRANDING?

- A brand is a name, term, design, symbol, or other feature that identifies an agency's services, capabilities or products as distinct from those of other like agencies.
- Brand = Image
- Brand is what you SAY, but more importantly how people RESPOND to what you SAY.
- Private sector branding is focused on building profits. Government branding is focused on building TRUST, ACTION and ongoing taxpayer and government INVESTMENT.
- Branding is not the mission. The mission is establishing reputational qualities that set you apart.

BRANDING HELPS US:

- Build Trust and Motivate Action
- Engage Effectively With Stakeholders
- Gain Mindshare
- Create a Positive Image of Our Organizations
- Secure Funding
- Establish Credibility as Experts
- Create Internal Unity, Shared Sense of Purpose
- Establish a platform to guide communications including a consistent look, feel and voice.



QUICK CHEAT SHEET

THE BEES of BRANDING

- BE MEMORABLE: Branding is what makes you memorable.
- BE PRESENT: Show up in all the places your brand touches.
 - Online and Digital
 - Print
 - In-Person
- BE RELIABLE: Keep things consistent and cohesive.

BRANDING CHECKLISTS

SAMPLE INTRO

ACOG's VISUAL IDENTITY MANUAL

- The ACOG Visual Identity Manual was created to govern and guide how the organization presents itself to all its publics and stakeholders. It includes guidelines for various brand elements such as company logos, fonts, colors, digital and print publications, presentations and more.
- The goals of creating a professional and consistent visual identity for ACOG include, but are not limited to bringing greater recognition to ACOG; differentiating ACOG and making the organization more memorable; giving ACOG a competitive edge; raising public awareness of ACOG; communicating ACOG's values, offerings, ambitions and characteristics; making ACOG more popular among its stakeholders and boosting their loyalty.

BRANDING CHECKLIST

- BRANDING PLATFORM
 - Business name
 - Logo
 - Colors
 - Fonts
 - Tagline
 - Brand Story
- WEBSITE
 - Home page, About page
 - Programs / Projects / Services
 - Portfolio or Gallery
 - Contact page



BRANDING CHECKLIST

- DIGITAL
 - Ebooks
 - Email Signature
 - Newsletters, Agendas
 - Presentations
 - Surveys
 - Webinars
- SOCIAL MEDIA, CONTENT SHARING
 - Blog, Website
 - Podcasts
 - Videos
 - Social Networks



BRANDING CHECKLIST

- PRINT
 - Agendas
 - Brochures
 - Business cards
 - Fact Sheets
 - Folders
 - Invitations
 - Letterhead + Envelopes
 - News Releases
 - Postcards, Posters
 - Presentations, Reports
 - Surveys
 - Talking Papers



BRANDING CHECKLIST

- IN-PERSON
 - Booths
 - Conferences and Workshops
 - Presentations
 - Promotional Products
- SPACE
 - Interior design
 - Paint, lighting, layout
 - Interior decoration
 - Art, textiles, etc.
 - Interior experience
 - Music, smell, sounds
 - Signage, Interior and Exterior
- PHOTOGRAPHY
 - Headshots
 - Candid shots
 - Conceptual shots
 - Video
- MEDIA / ADVERTISING
 - Online
 - Television
 - Outdoor
 - Radio

BRANDING EXERCISES

FIND and DEFINE YOUR BRAND



FIVE WORDS THAT DEFINE YOUR
ORG



WHO ARE YOUR CUSTOMERS?
STAKEHOLDERS? PUBLICS?
(What do they value?)



WHAT PROBLEMS DOES YOUR
ORGANIZATION SOLVE?

FIND and DEFINE YOUR BRAND



THIS not THAT



ORGANIZATION'S HUMAN SET of
CHARACTERISTICS
(Personality Challenge)

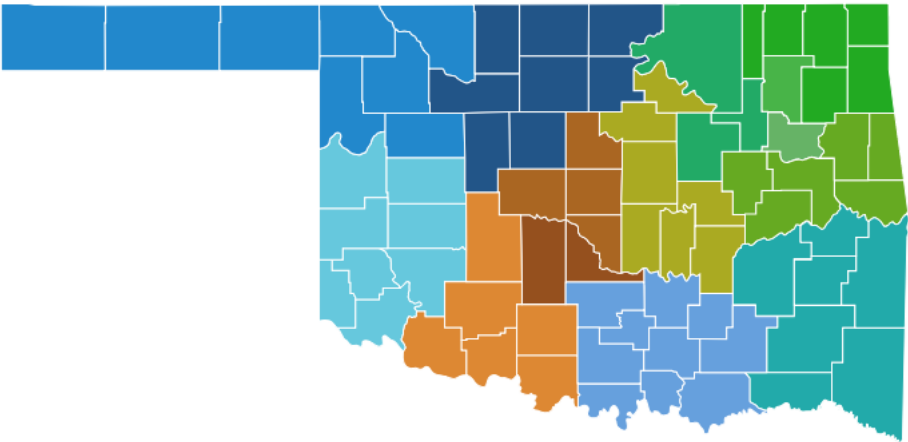



WHAT'S YOUR STORY?
(Literal History + Role in
Stakeholders' Lives)

WHAT ARE YOUR COLORS?




- BLUE: Integrity, Trust, Tranquility, Loyalty, Intelligence
- GREEN: Money, Growth, Freshness, Environmentally Friendly
- YELLOW: Happiness, Originality, Energy
- PURPLE: Royalty, Spirituality, Luxury
- PINK: Femininity, Compassion, Playfulness
- RED: Power, Strength, Passion
- ORANGE: Courage, Originality, Success
- WHITE: Cleanliness, Purity, Freshness
- BLACK: Elegance, Drama, Strength

UNIQUE COMBINATIONS





OKLAHOMA
ASSOCIATION OF
REGIONAL COUNCILS



ABOUTAGINGDISASTER RECOVERYLEGISLATIVE ISSUESREAPRURAL FIRECONTACTBLOG

ACOGASCOGCOEDOEODGGEDAINGOCGKEODONODAODASODASWODA



About

Hover over each county to find out more information about your regional council. OARC

Continue Reading

COUNCILSDISASTER RECOVERYAGINGRURAL FIRE



About

Hover over each county to find out more information about your regional council. OARC

Learn More

Disaster Recovery

Through distribution of state funds, OARC assists all local jurisdictions in meeting the National ...

Learn More

Aging

The Oklahoma Association of Area Agencies on Aging, commonly referred to as OAA, is a ...

Learn More

Rural Fire Coordinators

Oklahoma's Rural Fire program is vital in helping Oklahoma's local governments respond to fires and ...

Learn More

CATEGORIES

58th Legislature

Aging

COGs

Disaster Recovery

Economic Development

Historic Preservation

Historic Tax Credits

ODOT

REAP

Rural Fire

Transportation

Unincorporated

CONNECT WITH US



NATIONAL LINKS

NADO: National Association of Development Organizations

National Association of Regional Councils

SEARCH

Search this website ...

OKLAHOMALINKS

9-1-1 OK State Advisory Board

Assoc. of County Commissioners of OK

Oklahoma Legislature

OK Dept. of Commerce

OK Insurance Dept

Oklahoma Municipal League

OK State Auditor

OK Dept. of Agriculture

CALENDAR

July 2018

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23	24	25	26	27	28	29
30	31					

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WEBSITE

This website is maintained through an Agreement from the Association of Central Oklahoma Governments (ACOG)

WHAT IS YOUR LOGO?

CREATE A LASTING IMPRESSION

- ORIGINAL: Unique color and design elements and combinations
- TIMELESS: Avoid trends
- ADAPTABLE: Scale well from thumbnail to large scale; Translate across print and digital
- MEMORABLE: Make a lasting impression
- RELEVANT: Connect to mission, services, programs, products
- ♥ BONUS: [99 Designs](#), [Fiverr](#)

MORE TOUGH BRANDING QUESTIONS

- Why do your stakeholders or publics trust you?
 - Transparent? Flexible? Experience? Good value?
- How do you interact with them?
 - Humorous? Informative? Straight-forward?
- How do you make them feel?
 - Relieved? Inspired? Hopeful? Energized? Frustrated? Irrelevant?
- What makes you different?
 - Strengths? Niche? Uniqueness? Specialties?
- Who or what is your competition?
 - Who or what can do what you're doing cheaper and better?
- What brands do you admire?
- What COGs or development organizations do you admire?

COG BRAND HALL of FAME

FAVORITES



CAPCOG.org



CALCOG.org



NWNMCOG.com

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MORE FAVORITES



ETCOG.org



DRCOG.org



NAOG.org



RVCOG.org

acog

AND MORE FAVORITES



GNRC.org



NEFRC.org



acog

TOP SECRET
BONUS SLIDE ❤️

THERE'S A BRAND OFFICER AMONG US

BRANDING USING EXISTING RESOURCES

- Public Relations: A Seat at the Management Table
- Tacticians vs. Strategists
- Maximize Existing Resources



THANK YOU.

Jennifer James McCollum, APR

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jmccollum@acogok.org

ASSOCIATION OF
CENTRAL OKLAHOMA
GOVERNMENTS

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