

OCWTP Finds a New Face in Our Updated Brand

by Kelli Hughes & Leslie Ahmadi, IHS

One year ago the OCWTP Communications Work Team and Advisory Group began an intensive rebranding process. What has resulted is a colorful, updated brand for the Ohio Child Welfare Training Program—that is to say, a visual and verbal expression to the public of who we are and what we represent.

During a series of creative developmental meetings, group members identified OCWTP qualities reflected in our new vision, mission, and guiding principle statements. Members also identified OCWTP audiences and messages the new visual identity should express to those audiences. From this analysis emerged a whole series of “brand elements,” embodying those messages in words and images.

One of our tasks was to identify our primary brand colors. A solid blue was an easy choice, being commonly associated with the field of child welfare and conveying trust, dependability, and strength. Light blue is associated with innovation, imagination, friendliness, and cooperation. Finally, yellow is a complementary color to blue, and suggests discovery, progress, optimism, and warmth.

Perhaps the most visible expression of our brand to the public is the upgraded OCWTP logo, displayed below and to the right of our original logo:

Our Original OCWTP Logo:



Our New OCWTP Logo:



To preserve the OCWTP tradition, the first character of the new logo retains Ohio’s image as our cornerstone. The circular shape encasing that image represents both the “O” in “Ohio” and our collective, collaborative, and inclusive spirit. The burst of light emitted from behind the state image reflects excellence, innovation, and the light of knowledge, superceding the darkness of ignorance.

Other key elements to our brand include the following:

- Our Essence as an Organization: ***Excellence***
- Our Positioning Statement (i.e., how we want others to view us):
Your Partner in Learning Excellence
- Our Tagline: ***Learn Well. Do Well.***
- Our Expression (i.e., our character, or how we express ourselves):
 - ***Supportive***
 - ***Collaborative***
 - ***Caring***
 - ***Engaging***
 - ***Contemporary***
 - ***Friendly***
 - ***Innovative***

OCWTP takes pride in our trainers and coaches. Through you the content and spirit of our work move forward and you embody our brand in powerful ways. We hope you celebrate the updated “look and feel” with us, and we thank you for being central to the face of our brand!