



Clark County Branding

Jennifer Cooper, Chief Communications & Strategy Officer
August 15, 2023



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Clark County Branding

- Last year, surveyed employees on a motto that resonated most with our role in the community and the culture of our organization
 - Employees voted on and selected:

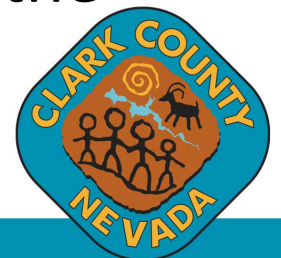
“Together for Better”



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Clark County Branding

- As part of the branding work, a refresh of the organization's values was incorporated.
- Based on feedback from surveys in the community as well as a hurricane exercise facilitated by an outside firm with commissioners and organization leadership, 6 new values were identified.
- Employees were asked to vote on the existing values alongside the new values and to select 6 that resonated most with them as the defining pillars of Clark County's culture.



Clark County Branding

- Clark County's new values, as voted on by over 2000 employees:
 - **Public Service** (75%) – dedicating ourselves to the betterment of the community to make a difference (a new Clark County value)
 - **Integrity** (62%) – honoring the public's trust (a current Clark County value)
 - **Respect** (62%) – demonstrating professionalism in everything we do and conducting ourselves with dignity as County employees (a current Clark County value)
 - **Accountability** (55%) – holding ourselves and others responsible for performance and behavior, without stonewalling or blaming (a current Clark County value)
 - **Excellence** (50%) – striving to make a difference through our jobs and the roles in Clark County (a current Clark County value)
 - **Leadership** (44%) – empowering employees, lead by serving others and identifying shared goals (a new Clark County value)



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Clark County Branding

- The new motto and values represent our communication pillars going forward, internally and externally
 - The values and the motto will be incorporated into branded templates for internal and external use to reinforce who we are and what we stand for as an organization
 - These pillars will also represent the tone of our communication in media engagement, website and digital touchpoint content, and internal communication opportunities with employees
 - They will be reinforced as much as possible from a reputation management and recruitment/retention perspective



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Brand Launch



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Clark County Brand Launch

Going live today:

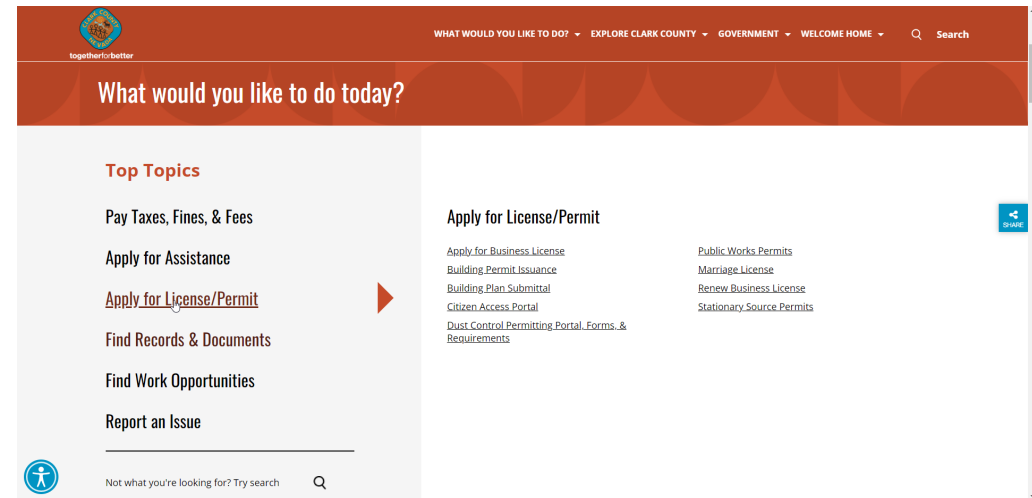
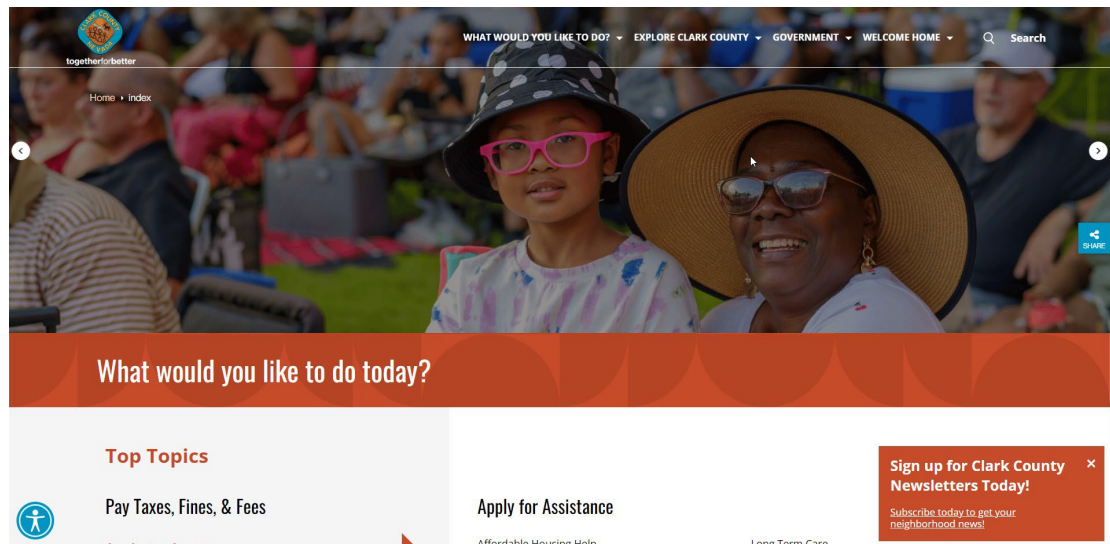
- Videos for social media focused on values, motto, employees
- Sponsorship of “Find My Forever” with Fox 5, RJ and RJ en Español
 - The new version of Wednesday’s Child produced and edited in-house by Clark County Communications & Strategy in partnership with DFS



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Clark County Brand Launch

New Clark County web design - easier to navigate, to highlight stories for the community, and to reflect who Clark County is for the region we serve.



Clark County Brand Launch

- New value awards for Clark County employees to recognize commitment to service
 - To launch in the coming months
 - Public-nominated employee awards
 - Peer to Peer, Supervisor to Employee Awards for Outstanding Public Service or Value-Driven Achievement
 - Reinforcement of values through internal deliverables
 - Signage, communications, posters, employee app, television programming, etc.



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Brand Standards



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Clark County Brand Standards

- Brand Standards – these will be publicly and internally available

MOTTO USAGE GUIDELINES

The following guidelines illustrate the proper use of the Clark County motto.

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Font: PP Neue Montreal | Bold
Color: Pantone 632 C | #0093b2
Opacity: 100%

Font: PP Neue Montreal | Medium
Color: Pantone 632 C | #0093b2
Opacity: 70%

NOTE:

The motto is an art file. DO NOT attempt to re-typeset it or recreate it



PANTONE 632 C
CMYK 100/17/0/30
RGB 0/147/178
#0093b2



PANTONE 630 C
CMYK 51/4/14/0
RGB 119/197/213
#a31e22



PANTONE 143 C
CMYK 5/31/92/0
RGB 241/180/52
#1b434



PANTONE 471 C
CMYK 0/47/80/28
RGB 184/97/37
#b86125



PANTONE 7455 C
CMYK 87/69/4/0
RGB 54/94/165
#365ea5



PANTONE 173 C
CMYK 16/84/98/5
RGB 197/75/42
#c54b2a



PANTONE 654 C
CMYK 100/91/25/13
RGB 36/55/114
#243772



PANTONE Neutral Black
CMYK 71/66/64/72
RGB 35/34/34
#232222



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Clark County Brand Standards



PowerPoint Template



Business Card Template



New County logo

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memorandum

Jennifer Cooper
Chief Communications & Strategy Officer

to:
from:
subject:
date:

Memo Template

Jennifer Cooper
Chief Communications & Strategy Officer



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ClarkCountyNV.gov



service integrity respect accountability excellence leadership

Font: Arial E
Size: 16pt
Color:#009

Font: Arial It
Size: 11pt
Color:#009

Font: Arial F
Size: 12pt
Text Color: :
Vertical Bar

Font: Arial E
Size: 12pt
Color:#009

Email Signature Template



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Department Partnerships

- Story of Clark County – internal and external – aligns with motto and values
 - Department partnerships in sharing out great work, telling stories of service, profiling employees/departments, showing our community working for the community
 - Please help us talk about what you do, why you do it, who does the work, who benefits from our service. . .

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Questions?

Thank you!



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