The Ohio Manufacturers' Association

The Making Ohio Brand:
A How-To Guide

Free Tools to Drive Interest in Your Workforce Development Programs

The Making Ohio brand is designed to help you convey a fresh, accurate and up-to-date image of Ohio manufacturing attractive to the prospective employees that companies need for success. Developed by The Ohio Manufacturers' Association (OMA) in collaboration with workforce partners and other stakeholders, the Making Ohio logo and related artwork are available at no cost to qualified organizations. This How-To Guide outlines how you can access and use the Making Ohio brand to support your workforce development efforts.

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MAKING OHIO
OHIO MANUFACTURING

FREQUENTLY ASKED QUESTIONS

Why was Making Ohio developed?
An outdated image of Ohio manufacturing jobs is a major barrier to talent acquisition. Too many Ohioans think manufacturing jobs are still like those from a generation ago – dark, dirty and dangerous. And some young people have no perception at all about manufacturing. Making Ohio provides a tool to help change outdated or incomplete perceptions and open minds to the opportunities available in today's manufacturing companies.

Who is the brand designed to reach?
Making Ohio is designed to project an appealing image of manufacturing for a wide audience that includes students, veterans, career changers and others, as well as to career influencers such as parents and educators.

What types of organizations can use the Making Ohio brand?
The Making Ohio brand is primarily intended for use by local or regional industry-driven sector partnerships. For more information and tools for forming or enhancing an industry sector partnership, click here to visit the Workforce Services section of the OMA website. While industry sector partnerships are the preferred focus of Making Ohio, individual companies, schools and other workforce providers are welcome as well, pending approval by the OMA.

How do we access the materials?
A two-step application process is detailed below. The process includes development of an Action Plan that outlines how the materials will be used. Access to the materials will be provided once your Action Plan is approved.

Can we adapt the artwork for our own needs?
Yes. However, all alternative uses and artwork must be detailed in your project Action Plan and approved by the OMA.

Achieving Your Workforce Goals

Making Ohio is designed to support the marketing strategies of local or regional industry-led sector partnerships and other organizations promoting workforce development in our state. In a crowded, competitive career marketplace, the Making Ohio brand can help your program stand out and get the attention of people who might consider a manufacturing career.

MakingOhio.com provides an exciting and comprehensive look at manufacturing careers in our state. The website supports and extends your outreach by providing an in-depth resource you can use to educate and motivate your audience.

Here are some ideas on ways to use the Making Ohio brand to support your strategy. Consider these thought starters and come up with your own ideas!

- Hand out t-shirts, hats or other giveaways at career fairs, school events and other meetings.
- Offer posters to guidance counselors to display in their offices.
- Use the Making Ohio postcard to invite prospects to events, or to follow up on conversations.
- Consider paid advertising using the Making Ohio templates for print and online banner ads, or adapt the Making Ohio messaging for local television, radio and streaming radio.
- Hang posters or postcards in local stores and restaurants.
- Incorporate Making Ohio messaging in your social media campaigns.

The Making Ohio brand is a versatile tool for bringing your workforce development strategy to life!

Making Ohio Branded Materials

Making Ohio offers a variety of materials to support your workforce development communications, including giveaways for your events, marketing support materials and messaging developed specifically for your key audiences.

GIVEAWAY ITEMS

Artwork is available that can be used on a variety of promotional items, such as:

- T-Shirts
- Hats
- Cups
- Lanyards

NOTE: While we provide Making Ohio artwork at no cost, participating organizations pay all costs for producing materials.

ARTWORK

- The artwork for your project will be provided in a ready-to-use format.

MADE-IN-OHIO REQUIREMENT

- Find an Ohio-based vendor to produce your giveaway items.
- Keep in mind that promotional item companies often act as brokers but do not actually produce the item. Request that they contract with an Ohio company to print and/or manufacture the items, whenever possible.

USE OF THE LOGO

- You may not alter the Making Ohio logo in any way.
- You can add the logos of your partnership, organization, sponsors or business partners elsewhere on the item. For instance, if your t-shirt features the Making Ohio logo on the front, you might add other logos to the left sleeve or back.
- Adding event sponsors, company names or other creative to the back of the t-shirt must be approved in your Action Plan.

LEAD CAPTURE

- Since your objective in using Making Ohio giveaways is to build relationships with potential employees and/or students who are interested in manufacturing careers, you will want to be able to keep some sort of database for future communications.
- As detailed in the application process below, you should have a process for capturing leads as you distribute these items. For instance, you should require all event participants to register, including name and email address, in order to receive a giveaway item.
- Require recipients of the giveaways to take a brief, two-minute survey (see sample on last page).
- All data collected from the distribution of your Making Ohio giveaways should be used to support your Action Plan program.

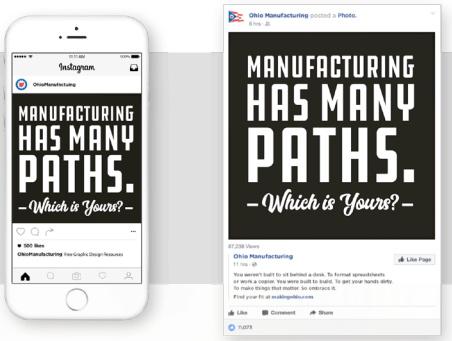
CUSTOM PROJECTS

- The artwork can also be adapted for other projects you may be considering, pending approval by the OMA. Please outline the details in your Action Plan.
- Any adapted final artwork needs to be provided to OMA so it can be added to our resources for potential use by other partnerships or organizations.

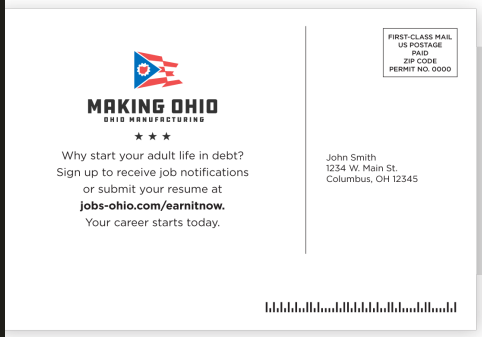
MARKETING TOOLS

The OMA encourages partnerships, companies and organizations to use the Making Ohio brand in your workforce development efforts. Pre-approved Making Ohio promotional materials are available for your organization to use, including:

Online/social advertisements

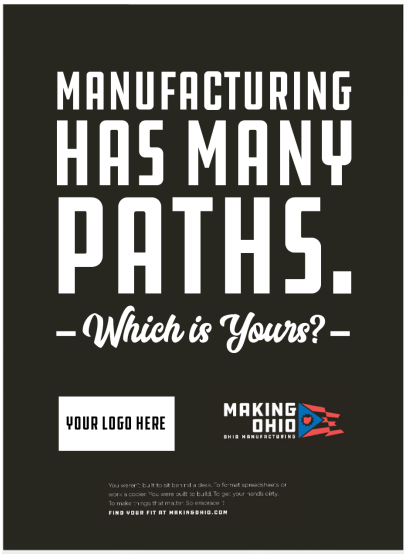


Postcards



Posters

Print advertisements



ADVERTISING CAMPAIGNS

- Please detail your ad placement plan in your Action Plan, including publications/websites, timing, target audience and other details.
- All data collected from the advertising must be provided to the OMA at the end of your Action Plan program in order to continue to inform and build the success of the brand.

LEAD CAPTURE

- As noted above, you should have a process for capturing leads generated by your campaign.

USE OF THE LOGO

- You can add the Making Ohio logo on your current advertisements as long as you indicate that in your Action Plan.

Full Color

Two Color

One Color

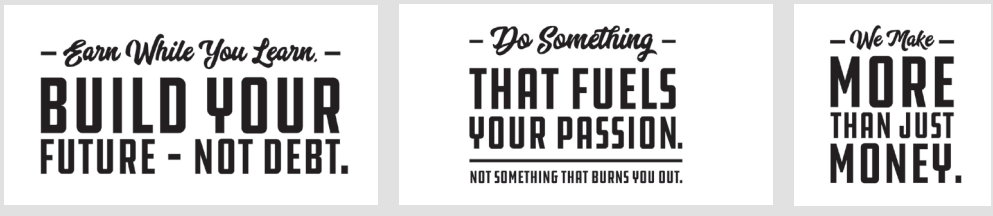
CUSTOM PROJECTS

- The artwork can also be adapted for other projects you may be considering, pending approval by the OMA. For instance, you might develop your own message. Please outline the details in your Action Plan.
- Your project will need to comply with the Making Ohio brand guidelines found in this How-To Guide.
- The final artwork will be provided to OMA so it can be added to our resources for potential adaptation by other partnerships or organizations.

MESSAGING

The Making Ohio toolkit includes a variety of messages developed specifically to resonate with key target audiences. And more will be coming online through time. The messages are suitable for use in a wide range of applications, including social media, advertising and other marketing communications.

- "MAKING IT" ISN'T OUR ASPIRATION. IT'S OUR JOB.
- WORKING IN AN OFFICE IS ALRIGHT. THERE JUST AREN'T AS MANY ROBOTS (YET).
- CORNER OFFICES ARE COOL. YOU JUST CAN'T BUILD JET ENGINES IN THEM.
- OFFICES PRINT ON PAPER. MANUFACTURERS PRINT IN 3D.
- WE HAVE STANDING DESKS. THEY'RE CALLED WORK BENCHES
- READY FOR A CHALLENGE? MANUFACTURING IS READY FOR YOU.



GENERAL GUIDELINES

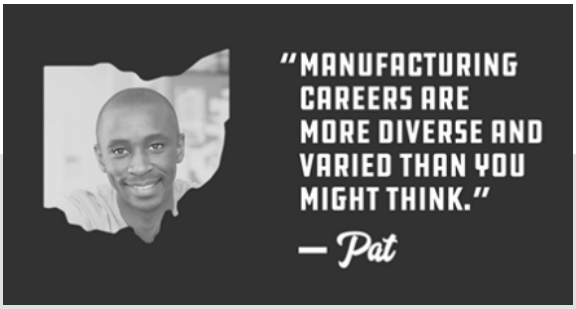
- All pre-approved Making Ohio messages, and creative use of the messages, are available to use once your Action Plan is approved.
- If you are using the creative elements along with the Making Ohio messages, you may not alter the artwork in any way.
- Please help promote Making Ohio in your social media activity. For instance, if you use Making Ohio items at a an event, post a picture on Facebook and tag us at @MakingOhio. We also encourage you to share the news about MakingOhio.com with a link to the site.

CUSTOM MESSAGES

- If you would like to use the Making Ohio creative elements with your own messages that are targeted toward your audience or location, you must include those messages in your Action Plan.
- The final artwork will be provided to OMA so it can be added to our resources for potential adaptation by other partnerships or organizations.

QUOTES AND PHOTOS

- For messages that use quotes or photos, we recommend you use names and photos of local workers, but all quotes and photos must be pre-approved by OMA and by the individuals you are featuring. Examples:



Application Process

To obtain access to the Making Ohio artwork, you must complete a two-step process.

STEP 1: Complete the Image Asset Use Application (Action Plan)

As part of the application, you must develop an Action Plan to promote the manufacturing industry in Ohio, recruit potential new employees to the industry or expose students to manufacturing careers. The application must detail your:

- Collaboration among manufacturers and workforce partners.
- Intended use of the Making Ohio assets, such as t-shirts, advertising, social media campaigns, etc.
- Goals and objectives, including measurable outcomes and timeframes.
- Process for capturing leads and following up with interested individuals.

Click here to access the application. You may not use the Making Ohio brand without first completing the Image Asset Use Application (Action Plan).

STEP 2: Receive approval and instructions from OMA

Once your plan is approved, we will provide you instructions for accessing artwork and files so you can implement your project.

Once approved to use the Making Ohio images, you are required to:

- Conform to the Making Ohio brand guidelines found in this How-To Guide.
- Use an Ohio-based vendor to produce the Making Ohio materials, unless otherwise allowed by the OMA.
- Click here to submit data and information about your use of the Making Ohio image assets for the purpose of contributing to the continuous improvement of the Making Ohio brand assets and strategy.

All use of the Making Ohio assets is subject to approval of the OMA. If the OMA deems any partnership, business or organization to be in violation of the Making Ohio brand standards or finds use of the brand without prior permission, the OMA reserves the right to deny access to all Making Ohio materials.

Rights to use the Making Ohio assets are not transferable, so you may not share any of the creative assets with other organizations.

Our partners: **JobsOhio** • **Lightweight Innovations for Tomorrow (LIFT)** • **Ohio TechNet**

Questions? Please contact:

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www.ohiomfg.com

Sample Making Ohio Survey

Are you interested in pursuing a career in manufacturing?
Yes _____ No _____ Not sure _____

If you are considering a manufacturing career, what type of job interests you the most?
☐ Machinist
☐ Production
☐ Maintenance
☐ Repair & Installation
☐ Engineering
☐ Logistics & Planning
☐ Quality
☐ Not sure
☐ Other _____

Are you interested in learning more about how to get the skills you need to be competitive?
☐ Yes – please contact me
☐ No thanks

Name _____

Contact Information _____

Phone _____

Email _____

☐ It's ok to text me at the number above

Your age:
☐ Under 18
☐ 18 – 25
☐ 26 or older

ABOUT TODAY'S EVENT
What was your perception of manufacturing careers prior to today?
☐ Positive
☐ Neutral
☐ Negative
☐ No opinion

What is your current perception of manufacturing now?
☐ Positive
☐ Neutral
☐ Negative
☐ No opinion