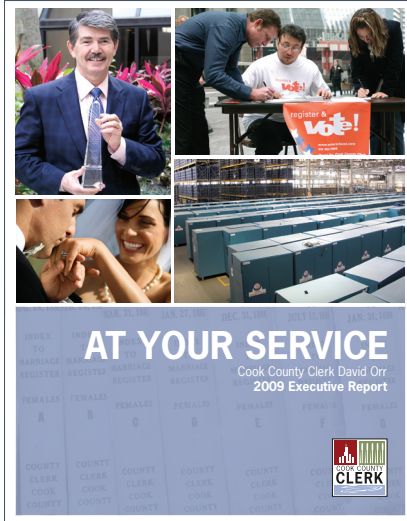


INDUSTRY GOVERNMENT
WORK DONE BRAND IDENTITY

Developing an Identity for the 2nd Most Populous County in the Country



COOK COUNTY CLERK'S OFFICE

The Cook County Clerk's Office hired Blue Daring to develop a new brand for the organization. The Clerk's Office wanted an identity to accomplish three things: (1) represent Cook County's diversity, (2) present a friendly organization committed to service, and 3) differentiate the Clerk's Office while maintaining an institutional image. Blue Daring worked closely with the Communications Department through creative ideation sessions and collaborative conceiving. *The result?* An approachable, unique and representative identity that enables the Clerk's Office to connect with its constituency.

BD developed a brand that connects the Cook County Clerk's Office to its constituents.

TOOLS

- Brand Identity
- Departmental Co-Brands
- Brand Standards Manual
- County Map & Executive Report



STRATEGY | COMMUNICATIONS

Blue Daring is a services firm specializing in strategy and communications. Through our strategy division we work with executives to launch ideas, plan for the future, capitalize on information and improve workflows. Our communications division works with organizations to make them more relevant, engaging and visible to their target audiences through marketing planning, branding, messaging, the web and strategic outreach. **Call us at 312.243.8700 or visit us at bluedaring.com**