



Department of Economic Development

Frequently Asked Questions

Why is it important to have a new state brand?

- A brand is how a business or organization portrays itself to make a positive impression on the people it's connected with. In our case, rebranding is a way for the State of Nebraska to freshen its image and influence perceptions of our state as we seek opportunities for growth. A consistent and unified brand across state agencies will be a stronger and more recognizable brand. People will see it more frequently in different contexts and that visibility will reinforce the qualities that make Nebraska great.

What did the rebranding cost?

- Firespring was paid \$62,500 for the primary rebranding work. A marketing plan for the agency, which will incorporate the new brand, will be developed at a cost of \$35,000. State agencies have the option of paying \$500–\$7,500 for additional custom branding work. Firespring is developing a new website for the Nebraska Department of Economic Development at a cost of \$77,200.

What does the rebranding include?

- The rebranding work includes research, development of the tagline and logo, creation of a brand launch website and development of a new Department of Economic Development website, which will be completed later this year.

How will the new brand be implemented by state agencies?

- State agencies will phase in the use of the new brand in a fiscally responsible way. Items such as paper products or equipment bearing a current brand logo will not be replaced until the need arises. Some digital elements may be implemented relatively quickly at little or no cost.

How did the branding process incorporate public input?

- The research phase included two online surveys reaching more than 1,000 people. One targeted millennials, another focused on economic development, community and business leaders. Open forum meetings were conducted in Gering, North Platte, Kearney, Norfolk, Lincoln and Omaha. Nebraska natives now living elsewhere were personally contacted. Additional meetings gathered input from DED staff and other state government officials. A marketing committee consisting of DED officials, local economic development representatives and leaders of business and industry groups was consulted throughout the process.

Will this replace Nebraska Nice?

- Good Life. Great Opportunity. is the State of Nebraska brand, encompassing all state agencies; it was developed independently as an initiative of the Nebraska Department of Economic Development. Nebraska Nice is the Nebraska tourism slogan/campaign as determined by the Nebraska Tourism Commission. Decisions regarding state tourism marketing campaigns are made by the commission.

Why were the brand colors chosen?

- The main colors of the brand are a nod to the blue and gold of the State flag, with a modern twist. The gold swoosh represents Nebraska's expansive horizon. To further round out the color palette of the brand we selected more contemporary versions of traditional primary colors. The fresh, yet familiar, diversity of colors suits the brand and complements our voice and tone as a state.