

IA

Regulatory and Compliance

- Employment Law
- Insurance
- Banking, Financial, and Securities
- Real Estate
- Plumbing
- Athletics
- Electrical
- Cosmetology

About Us

- Boards & Commissions
- News & Events
- Media & Publications
- Careers
- Contact Us
- Public Records

Programs

- Job Search Resources
- Training and Education
- Workforce Development
- Veteran-Focused Services
- Layoff and Re-employment Services
- Employer Services
- Licensing and Licensed Provider Look up
- Workers’ Compensation
- Labor Market Data and Reports
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Potential Taglines

“Supporting workers, strengthening industries, shaping the future.”

“Your partner in work, growth, and opportunity.”

“Empowering careers, safeguarding professions.”

“Building careers and strengthening industries”

Homepage Features

- Static banner housing two main actions - find a job/post a job
- Slider of features
- Mission statement
- Event Calendar
- Social Media
- About the Cabinet Secretary

Design Notes

- Possible opportunity to connect this more to SD.gov. Bright/soft teal as the primary color with royal and gold, and large impactful imagery. Translucent color treatments. Many embedded references to natural landscapes and landmarks.
- Other relevant SD sites are:
 - <https://dor.sd.gov> - modern, vibrant, questionable accessibility. Distinct icon styles, textures and patterns used thoughtfully.
 - <https://sdgoed.com> - oversized/impactful, poor accessibility. Interesting layouts and multimedia.
- Note SD Works exists - <https://www.southdakotaworks.org/vosnet/Default.aspx> (homepage buttons on SDLR page link here)
- I'm interested in seeing a modernized take on the yellow, slate, and gray color palette associated with their logo. What colors would be added to make it pop? Maybe the teal from sd.gov? They are using an interesting orange now, including in some publications. Maybe another option? It feels elementary and basic right now. Buttons as menus is weird. Tons of accessibility issues. Some form of color-coding, maybe, in the icon tiles. Extremely impersonal.
- I dislike the hexagon tile treatment in use now - feels cold, technical, machine-like, anonymous.
 - We should humanize the design significantly.
 - Other ways to create texture and interest through patterns welcomed.
 - How to use recognizable beautiful landscape imagery while being more person-focused?
- Industries to feature:
 - Cosmetology/barber
 - Banking/office/financial
 - Electrical and plumbing
 - Manufacturing
 - Agriculture and livestock
 - Hospitality, tourism, food service

