

ECGRA

# Cobranding Guidelines



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## About Ignite Erie

Since 2009, ECGRA, Erie County's economic development authority, has invested \$3,837,500 in local business growth through two economic development agencies. As the pipeline of entrepreneurs in whom to invest began to diminish, ECGRA co-created Ignite Erie™ to uncover ways to grow the region's entrepreneurial ecosystem.

In 2013, ECGRA and 26 collaborators co-hosted *Ignite Erie: A Day of Innovation*. The one-day event brought together more than 350 entrepreneurs, educators, policy-makers, subject matter experts, and elected officials to discuss the future of inner-city investment and innovation-based economic development.

As a result of insight and feedback from that event and studying national models, ECGRA designed a \$3.9 million Ignite Erie three-part funding strategy to galvanize growth in three key areas: inner-city small business development, industry+university collaboration for business acceleration, and mission-related investments in small business.

While ECGRA launched the Ignite Erie brand, it encapsulates a shared vision of our region and cannot be fully developed without the resources, knowledge, and hard work of ECGRA partners and investees. Please use this guide to incorporate the Ignite Erie logo and messaging into your communications and work alongside ECGRA to ignite Erie's entrepreneurial ecosystem as we:

- spur innovation by students, faculty, local industry, and emerging entrepreneurs;
- create jobs through investments in the region's small businesses;
- utilize small business development as a tool to catalyze new investment in inner-city neighborhoods and commercial districts suffering from blight and disinvestment;
- accelerate intellectual property-based products and technology transfer to companies through industry+university partnership models;
- and provide Erie companies access to new and hybrid financial products at the micro-finance, debt, and venture capital levels.

## The Ignite Erie Brand

The Ignite Erie™ brand was created in 2013 to exemplify the mission of the initiative: To catalyze small business development and advanced industrial innovation and to strengthen the region's entrepreneurial ecosystem through powerful, innovative community collaborations and investments.

The logo color family was carefully chosen and represents the leadership, energy, and fortitude of the entrepreneur. The gear represents cooperation, innovation, and forward movement; the flame represents fervor and transformation.



## Cobranding with Ignite Erie

Investments and outcomes should be promoted in Erie and across the region in a timely manner and in conjunction with all collaborating entities. As you promote investments and outcomes that are the result of Ignite Erie™ collaborative efforts and funds, utilize the Ignite Erie brand as a master brand under which all of your Ignite Erie partners and grantees/ grantees may receive equal credit. This will provide the media, stakeholders, and our various communities with a cohesive understanding of the power of igniting Erie's entrepreneurial ecosystem and of meaningful collaboration (50% smaller than Ignite Erie logo and equal to one another).

### Master Brand:



### Collaborating Brand:

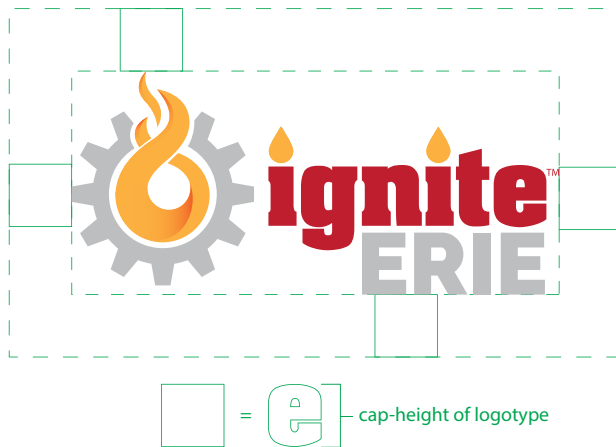
In the rare circumstance that you announce an Ignite Erie investment or outcome that was the result of a single organization's efforts, use the Ignite Erie brand *alongside* your own logo and the ECGRA logo (all 100%/equal in size).



Like you, ECGRA is a collaborator in Ignite Erie efforts and will simultaneously work to advance the mission while managing the brand.

Guidelines for the Ignite Erie brand follows; guidelines for the ECGRA brand will be provided as needed. In all instances, only use approved master artwork—never recreate artwork yourself. See pages 2.2.10 and 2.2.11 for examples of use.

We understand this brand positioning may not always be acceptable. To discuss alternatives, contact ECGRA PR and Brand Manager Amanda Burlingham.



## Protection Area

**Space around the logo is key to creating focus**

**The Ignite Erie™ logo should always be surrounded by ample clear space.** This will ensure that the logo is visually set apart from accompanying copy, photography, or illustrative material. The Ignite Erie logo must always have sufficient “room to breathe,” thereby enabling it to be the focal point on all collaborative communication pieces.

Situations may arise where surrounding the Ignite Erie logo with generous amounts of clear space may not be feasible. When positioning the logo near text and/or image-heavy applications, such as press releases, web media, and business forms, always maintain, at the very least, a minimum area of protection space. **The minimum area of protection is based on the cap-height of the Ignite Erie wordmark, as shown in the diagram, left.**

## Standard Sizes

Size 1 (1.37")



Size 2 (2")



Minimum Size (0.5")



Using common sizes across all our applications helps us to establish a strong, cohesive look throughout communications. Establishing a minimum size ensures proper protection of the integrity of the Ignite Erie logo.

Logo sizes provided here were determined by measuring from the far-left edge of the gear-flame shape, to the farthest right edge of the “e” in Ignite.

**Always use approved master art for the logo—never recreate it yourself.**

Variations in use, or the absence of standards, will eventually cause confusion and loss of recognition in the public arena.

The strongest protection we can give our logo is to use it consistently and correctly (see 2.2.7 for incorrect uses).

## Proper Usage

The logo wordmark or the logo symbol should never be used in any way outside of what is indicated in this guide. If you ever have any questions about our logo usage, please contact ECGRA PR and Brand Manager Amanda Burlingham at 814-504-3037. The following representations are just a few examples of improper logo usage.

**Do NOT distort or change the orientation or layout of the logo, or modify fonts or colors beyond what is indicated in this guide.**

There are a few instances in which the logo should not be used.

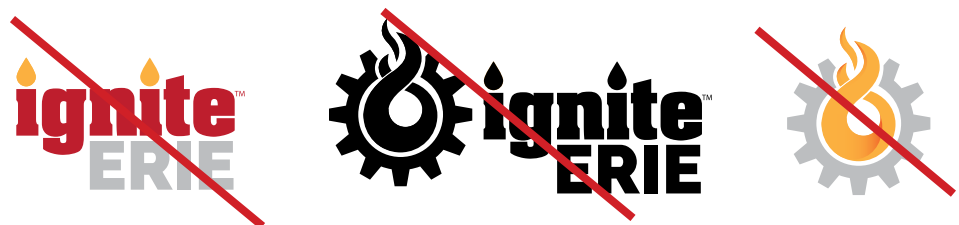
- Do not use the wordmark 'Ignite Erie' by itself. It must always appear with the Ignite Erie brandmark (gear and flame).
- Do not use the Ignite Erie logo in all one color. If the logo must be used in one color or black and white, use the enclosed greyscale version.
- Do not use the Ignite Erie brandmark (gear and flame) by itself.
- Do not use the logo without the trademark. Trademark should always appear in superscript in the upper right-hand corner of the logo. Additionally, use the trademark upon first instances of the mark in all written documents—articles, press releases, web pages, etc. Again, (TM) should appear in superscript in the upper right-hand corner: Ignite Erie™.

**Note:** Never attempt to redraw or rescale the elements of the Ignite Erie logo or add other graphics or pictures to it. Also, do not remove the words "Ignite Erie" or any of the graphic elements in the Ignite Erie logo to use on their own.

Proper use:



Improper use:



## Color Palette

The Ignite Erie™ logo color family was carefully chosen and represents the leadership, energy, and fortitude of the entrepreneur. The gear represents cooperation, innovation, and forward movement; the flame represents fervor and transformation.

Necessary for professional print jobs, Ignite Erie's CMYK colors follow. Do not use the Ignite Erie logos in unauthorized colors. If a logo must be used in one color or black and white, use the enclosed greyscale version.

### The Ignite Erie color palette



**Red**

**C: 15 M: 100 Y: 90 K: 10**  
**R: 190 G: 30 B: 45**  
**HEX: #BE1E2D**



**Yellow**

**C: 0 M: 35 Y: 85 K: 0**  
**R: 251 G: 175 B: 63**  
**HEX: #FBAF3F**



**Grey**

**C: 0 M: 0 Y: 0 K: 35**  
**R: 187 G: 189 B: 192**  
**HEX: #BBBDC0**

## Alternative Representations

**Gray – positive:** The standard B&W representation, to be used on light colored backgrounds. This presentation is also useful for one-color printing jobs.



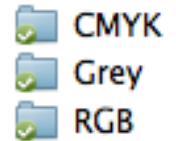
**Reverse – negative:** To be used on ECGRA Blue or dark backgrounds.





# Logo Library Cheat sheet

Ignite Erie™ logo and supporting logo files are included in the enclosed CD to make it easier to brand your promotional items, in-house marketing, and collateral materials. Below is a cheat sheet to understand the different file types and usage for production. Beginning June 1, 2015, updates and future iterations will be housed and shared at [EGCRA.org/branding](http://EGCRA.org/branding).



## CMYK

Used by designers for full color outsourced printing  
File type .eps

## Grey

Black and white print ads  
File type .jpg (in-house) .eps (out-sourced)

## RGB

In-House Marketing: Microsoft® Word®, PowerPoint®, Excel®  
File type .jpg

Online use such as websites, social media avatars, email signatures  
File type .png

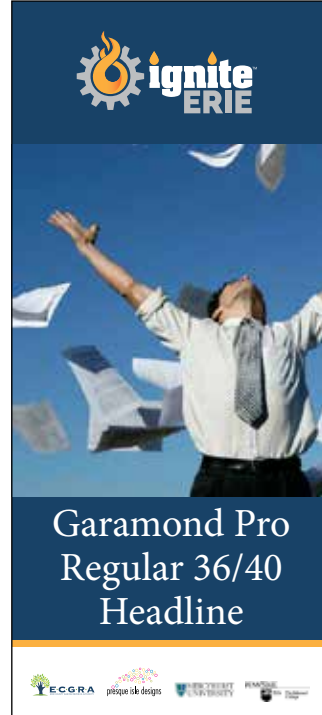
# Examples: Master Brand



8.5" x 11" Brochure



Letterhead/Press Release



4" x 9" Brochure



Facebook Cover Image



Web Ad

# Examples: Collaborating Brand

**Garamond Pro Regular  
 44/44 Headline**

**ignite ERIE** **ECGRA** **PENNSTATE** **Eric The Behavioral College**

8.5" x 11" Brochure

**ignite ERIE** **ECGRA** **PENNSTATE** **Eric The Behavioral College**

5/10/2015

Addressee's Name  
 Addressee's Title  
 Company Name  
 Street Address  
 City, State and Zip Code

Dear [Name]:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec efficitur ex vel tincidunt pretium. Ut nec mauris maximus nibh lacina faucibus. Sed pretium sed ligula ut posuere. Praesent diam est, tincidunt ut ultrices at, tincidunt ut orci. Etiam non mollis ipsum. Mauris in aliquam nisi, at congue arcu. Mauris vel mi et lacus tincidunt eleifend. Aliquam a blandit libero. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Sed aliquam elit ac elementum accumsan. Aenean laoreet nisi a justo eleifend, viverra cursus purus sollicitudin. Donec nec velit rhoncus, ullamcorper risus sed, ornare tortor. Etiam eget pulvinar nisi. Aenean metus ex, lobortis ut sem et, pulvinar pretium odio. Nullam sed ornare felis, et tempus nisi.

Nunc ornare sapien suscipit tellus ultricies, sit amet egestas odio eleifend. Vivamus purus velit, viverra et mauris non, ornare sagittis lectus. Praesent id velit quam. Aliquam mauris elit, tempus quis odio non, vestibulum consectetur est. Nulla efficitur turpis vel quam tempor faucibus. Donec vulputate, urna vel aliquet suscipit, risus nisi pellentesque libero, vel rutrum lacus justo sed velit. Maecenas non varius lectus. Vestibulum posuere, erat in sodales viverra, libero lorem placerat mi, et ullamcorper tellus lorem ac magna. Vivamus vel elementum urna, vitae hendrerit elit. Sed id neque consequat, semper augue ac, lacina nisi. Donec dignissim sem ac elit pulvinar porta.

Donec viverra enim at nisi tempus dapibus. Pellentesque eu pretium orci. In at velit at eros lacus ultricies ac et ipsum. Interdum et malesuada fames ac ante ipsum primis in faucibus. Phasellus eleifend sollicitudin laculis. Maecenas laculis cursus mi. Morbi viverra libero ac tortor porta sagittis. Vivamus luctus leo nec magna dapibus accumsan. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Sed congue egestas augue, id pulvinar orci congue suscipit. In feugiat orci justo, quis tincidunt massa tristique vel. Vestibulum imperdiet quis massa id feugiat. Duis ullamcorper sit amet massa vel ultrices. Curabitur varius mi est. Curabitur sit amet hendrerit nisi, at eleifend magna. Vivamus et diam quis ex pellentesque efficitur vitae in mi.

Ut fermentum nisi magna, et vulputate velit pharetra nec. Pellentesque tristique ac libero sit amet aliquam. Etiam sit amet lorem facilisis, imperdiet leo imperdiet, lacina tellus. Cras imperdiet, velit eu porta egestas, lectus turpis aliquam nibh, nec commodo sapien ligula quis urna. Cras fringilla mauris eget lectus vehicula, eget volutpat leo elementum. Duis feugiat efficitur sapien et pretium. Maecenas semper cursus elementum. Vestibulum pretium nulla ut arcu rutrum ultrices. Sed pulvinar erat eget orci blandit blandit. Donec pellentesque a arcu a ullamcorper. Quisque hendrerit efficitur ante. Duis cursus risus at sodales placerat. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilla Curae.

Sender Name  
 Sender Title  
 Company Name  
 Street Address  
 City, State and Zip Code

Letterhead/Press Release

**Garamond Pro  
 Regular 36/40  
 Headline**

**ignite ERIE** **ECGRA** **PENNSTATE** **Eric The Behavioral College**

4" x 9" Brochure

**Garamond Pro  
 Bold 24/28  
 Headline with  
 longer copy**

**ignite ERIE** **ECGRA** **PENNSTATE** **Eric The Behavioral College**

Facebook Cover Image

**Garamond Pro  
 Bold 24/28  
 Headline with  
 longer copy**

**ignite ERIE** **ECGRA** **PENNSTATE** **Eric The Behavioral College**

Web Ad