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 lendees/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.

= e — cap-height of logotype
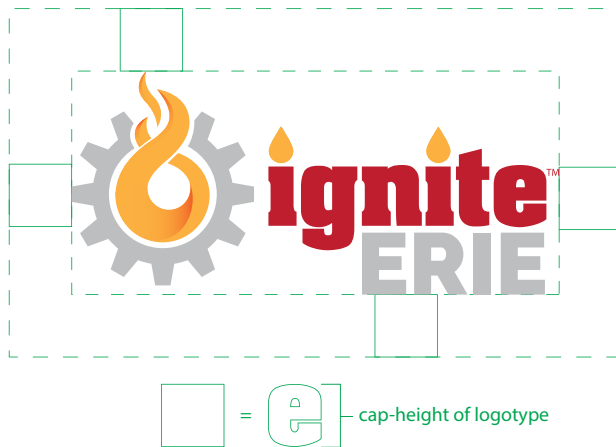
Protection Area

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:
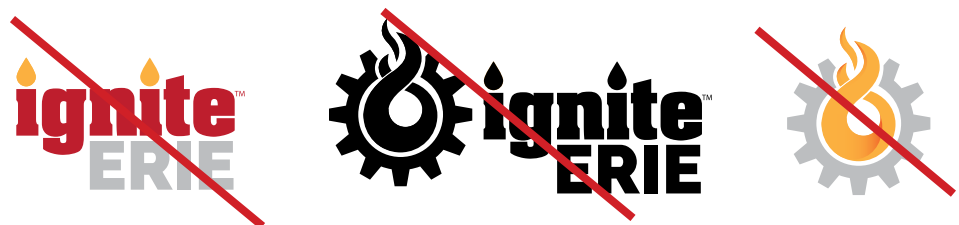
Color Palette

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.
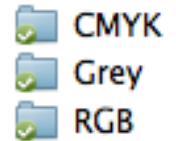
📁 CMYK
📁 Grey
📁 RGB

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
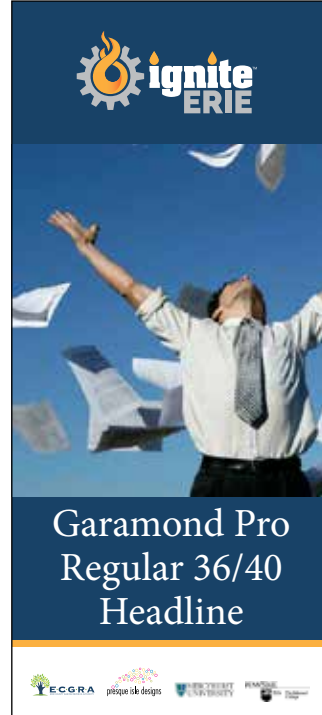
4" x 9" Brochure

Facebook Cover Image

Web Ad

Letterhead/Press Release

Examples: Collaborating Brand

Garamond Pro Regular
44/44 Headline

8.5" x 11" Brochure

Garamond Pro
Regular 36/40
Headline

4" x 9" Brochure

Garamond Pro
Bold 24/28
Headline with
longer copy

Facebook Cover Image

Garamond Pro
Bold 24/28
Headline with
longer copy

Web Ad

Letterhead/Press Release