



Using the Ohio Success Toolkit

We are looking to Ohio’s business community to join us in the effort to promote Ohio as the most innovative, creative, entrepreneurial state in the Midwest. As you share the stories of achievement in your area, co-branding with the *Success. Find It Here.* brand can help highlight Ohio as the best place to start or expand a business and that our state offers a great quality of life. We want people to know that their future can be here in Ohio.

The *Success. Find It Here* Core Mark (logo) should be co-branded and used with your existing brand to promote:

- New technology being developed in Ohio
- Cutting-edge companies starting in Ohio
- Innovations growing existing companies in Ohio
- A diverse, inclusive, engaged workforce
- Ohio as a place to build the life you dream



When choosing between the three versions of the logo, maximum visual contrast should be considered



Above, an example of a co-branded full page ad using the *Success. Find It Here* logo and the Ohio Third Frontier logo