This is how we portray Ohio as the most innovative, creative, entrepreneurial state in the Midwest
Technology & Innovation Brand

When and How to Use It 3
Brand Story 4
Messaging 5
Portraying the Brand 6
Color Palette 7
Core Mark 8
Core Mark: Clear Space and Sizing 9
Core Mark: Usage 10
Core Mark: Do Nots 11
Authentic Photography and Video 12
In Practice: Examples 13–14
When and How to Use It

The Technology & Innovation Brand positions Ohio as the most innovative, creative, entrepreneurial state in the Midwest. These guidelines should be used to identify Ohio’s success attracting technology-driven and technology-enabled companies, venture investment, and talent. It should promote Ohio as a tech-forward, innovative state.

When portraying Ohio Tech Innovation, materials should promote:

- New technology being developed in Ohio
- Cool companies starting in Ohio
- Innovation that grows existing companies in Ohio
- A diverse, inclusive, engaged workforce
- Ohio as a place to build the life you dream
In Ohio, invention is in our DNA. From the light bulb to the airplane to rubber, Ohioans have a history of solving real problems. This is the foundation for today’s cutting-edge technology, with Ohio at the forefront of aviation and aerospace technology, drone research, and medical innovation. From the student who watched his grandfather suffer and built a robotic device to help people feed themselves and restore a sense of dignity; to the co-founders reinventing insurance because they believe better drivers deserve better rates. Invention is who we are.

More than 1,000 R & D companies call Ohio home; inventing the medical tests and treatments that save lives, and solutions for survival on the battlefield. Ohio has proven industries and brands that have grown here. We have an incredibly strong work ethic and the Fortune 1,000 companies to prove it. These corporate leaders are partners who support and invest in younger companies, cheer their wins, and help them learn and grow. Ohio is a microcosm of the country, making it the top test market. People here have the ingenuity to solve big problems, the tenacity to see it through to completion and the pride in making a product that is good, not just good enough.

In Ohio, you can build the life you dream, and work life balance is whatever that means to you. There are great and diverse work options and so many opportunities to be creative. You can make a contribution bigger than yourself, raise a family, play more, travel more, experience more, because your money goes farther here. It’s looks different for everyone, but you can find your personal best here.

Success – Ohio. Find it here.
Ohio is home to proven industries and brands that invest in research and development

- 200 corporate headquarters
- 55 Fortune 1,000 companies
- Corporate venture funds, accelerators

Innovation is in our DNA based on our history of invention

- Wright Brothers, Thomas Edison, flight, the light bulb, the golf ball, rubber, medical scanning technology, and more
- New innovations in aviation, aerospace, agriculture and automotive
- First of its kind drone training and technology
- Ground-breaking research and innovation coming out of leading research universities and medical centers including the Cleveland Clinic, Nationwide Children’s Hospital, Cincinnati Children’s Hospital

Solving real problems

- More than 1,000 R&D companies
- Medical technology discovering new tests and treatments
- Agriculture technology improving crops and helping farmers compete
- Solutions for survival on the battlefield

Access to customers increases success in the marketplace

- Ohio is a premier consumer test market as a microcosm of the American population
- One-day drive from more than 60% of U.S. and Canada

Affordable – the money you make goes further in Ohio

- No. 2 in the nation for affordability
- 8% lower cost of living than the national average
- Cleveland, Columbus and Cincinnati all rank among the top 25 most affordable cities to live and work
Portraying the Brand

**Tone**
- Start from a position of strength and value
- Optimistic, confident but not egotistical
- Clear and easy to understand, plain language, straightforward, avoid jargon
- Approachable, personal
- Unapologetic

<table>
<thead>
<tr>
<th>✗ Not This</th>
<th>✓ This</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Why Ohio?”</td>
<td>“Of Course Ohio”</td>
</tr>
<tr>
<td>“More than a cow town”</td>
<td>Proven industries and brands, top test market</td>
</tr>
<tr>
<td>“Rust Belt” or “Flyover State”</td>
<td>Thriving cities, prospering small towns</td>
</tr>
<tr>
<td>“Something for everyone”</td>
<td>Show specifically the life that will appeal to them</td>
</tr>
</tbody>
</table>
## Color Palette

### Ensure Brand Equity
A color palette has been developed for use in all applications. The color guide is very flexible and accommodating to virtually all needs.

### Print Specifications Chart
All colors in the palette are common and can be easily reproduced by both in-house and commercial printers. Each color has designated values (shown above) that can be applied in nearly all applications.

<table>
<thead>
<tr>
<th>PANTONE</th>
<th>CMYK</th>
<th>RGB</th>
<th>WEB</th>
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<tbody>
<tr>
<td>1</td>
<td>Pantone 186</td>
<td>C: 000 M: 100 Y: 081 K: 004</td>
<td>R: 242 G: 000 B: 023</td>
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<tr>
<td>3</td>
<td>Pantone 144</td>
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<td>R: 242 G: 139 B: 000</td>
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<tr>
<td>4</td>
<td>Pantone Process Black</td>
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<tr>
<td>5</td>
<td>White</td>
<td>C: 000 M: 000 Y: 000 K: 000</td>
<td>R: 255 G: 255 B: 255</td>
</tr>
</tbody>
</table>
Core Mark

Components of the Core Mark

The position, size, color, spatial and proportional relationships of the elements of the Technology & Innovation Brand Core Mark have been carefully determined and may not be altered.

A. Ohio Shape, Logotype

A distinctive, hand-crafted, iconic visual cue that emotionally engages our audience.
Core Mark: Clear Space and Sizing

Clear Space and Sizing
Clear space is the area that surrounds the mark and maximizes the visual impact of the mark. The clear space may be white, the natural color of the background medium, photos or a color from the color palette. It should be free of any other element, including text, graphics, borders or other logos. The minimum size requirements also help to maximize the visual impact of the mark making sure it is clearly seen in all applications.

A. Clear Space
In order to preserve the integrity of the logo, it is important that no other logos, type, graphic elements or artwork infringe on its space.
Core Mark: Usage

When choosing the colors of the Core Mark, maximum contrast should be considered.

A. On dark colored background

B. On light colored background
Core Mark: Do Nots

Technology & Innovation Brand Core Mark: Unacceptable Usage
To preserve the integrity of all versions of the mark (horizontal or vertical), never alter the approved configuration, substitute elements or deviate from the guidelines discussed in the preceding sections. The examples above demonstrate misuses of the mark.

- A. Do not change the approved colors of the mark.
- B. Do not artificially stretch or condense the mark.
- C. Do not alter or retype the mark or tagline.
- D. Do not place the mark on faces or other potentially awkward areas in photos.
- E. Do not rotate the mark.
- F. Do not modify the approved mark.
Authentic Photography and Video

Photography
The preferred photographic style for Ohio materials is straightforward, honest and approachable, employing natural lighting and capturing real moments. Photography should feature happy, bright people engaged in the work experience. It should showcase a diverse workforce and millennials when possible. It should include authentic Ohio companies and technology.

Caption, aka “Authenticator”
Always include a caption – called an Authenticator – to emphasize the real experiences people will find in Ohio. The Authenticator should include the company name, city or location, and a brief description or impact of company or technology.

Videography
Videos should follow the photography guidelines and feature colorful companies as opposed to the old, dull manufacturing stereotypes. They should be high-energy and on message.
In Practice: Examples

Co-Branding

Using the Technology & Innovation Brand Core Mark will build cooperation, collaboration and integration between partners. It positions Ohio as the most innovative, creative, entrepreneurial state in the Midwest.
Ohio is a microcosm of the country, making it the top test market. People here have the ingenuity to solve big problems, the tenacity to see it through to completion and the pride in making a product that is good, not just good enough.

#OhioFindItHere

In Practice: Examples

Co-Branding
Using the Technology & Innovation Brand Core Mark will build cooperation, collaboration and integration between partners. It positions Ohio as the most innovative, creative, entrepreneurial state in the Midwest.
If you have any questions regarding these guidelines, please contact:
TechToolkit@Development.Ohio.gov