
Innovate Marquette SmartZone

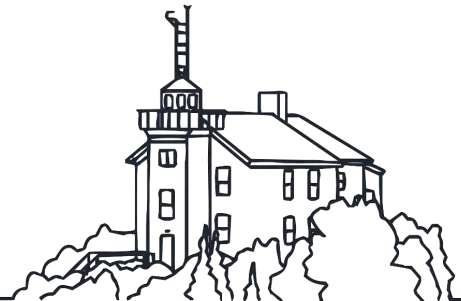
Brand Style Guide

May 2022



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About

Innovate Marquette was established in 2015, adding its name to the twenty one other SmartZones located in the state of Michigan. Our organization exists as a service provider to the Michigan Economic Development Corporation (MEDC) to transform our community into a thriving entrepreneurial ecosystem, complete with the necessary resources, technology, capital, and array of opportunities to support local tech-enabled start-ups, new business ventures, and existing businesses.

Additionally, we are working to attract and retain scalable technology companies and start-ups to the Marquette area in order to create higher-paying jobs and increased opportunities for the community as a whole. We are actively seeking to connect new entrepreneurs, small businesses, startups, and innovators into our ever-growing entrepreneurial ecosystem.

Thanks to the support of the MEDC, the City of Marquette, Northern Michigan University and our other dedicated partners, Innovate Marquette is able to provide comprehensive support, guidance, and services to local entrepreneurs through our vast network.



Brand Narrative

Fueled by the warmth of a sunset over Sugarloaf Mountain and the awe-inspiring appearance of the Northern Lights, Innovate Marquette invites entrepreneurial spirits and innovative minds to accelerate their ideas and business ventures in a community that not only welcomes, but celebrates creativity, ingenuity, and determination.

Innovate Marquette welcomes technology-focused entrepreneurs and innovative business ventures into our downtown innovation hub, a place for those with the gumption to think outside of the nine to five seeking the space, talent, and resources to grow. We are steadfast in our mission to make the Southern shores of Lake Superior a location where entrepreneurship, the outdoors, and our community are accessible, sustainable, and most importantly, a place where everyone belongs.

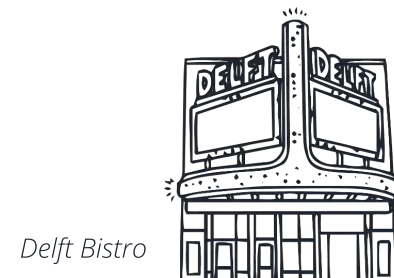
With 83 miles of lakeshore and 40+ miles of trails, this northern lifestyle is opulent in natural amenities that pair perfectly with community and collaboration. An international airport, high speed broadband, and a state university create a welcoming space for the innovation teams of established companies and startups alike. From a blossoming creative culture to a mecca in outdoor recreation, this lakeside community has an abundance of thought leaders and generational businesses who prefer balance over the city grind.



History

Innovate Marquette SmartZone is one of 21 SmartZones in the state of Michigan created with the help of the Michigan Economic Development Corporation (MEDC). SmartZones provide distinct geographical locations where technology-based firms, entrepreneurs, and researchers locate in close proximity to all of the community assets that can assist in their endeavors. To foster the commercialization of research and development in the tech space, SmartZones are staffed with expertise, services, and support to help grow the tech-based economy and businesses in the communities in which they are located.

After nearly 15 years in operation, the MTEC SmartZone in Houghton/Hancock was approached by the MEDC to create a satellite location to continue to foster the tech-based economy in the Upper Peninsula. With the available resources in the area, a satellite location in Marquette fit with the mission of the SmartZones. The City of Marquette, local community members, and Northern Michigan University supported this idea and the Marquette location was approved in 2014. In September of 2015, Innovate Marquette SmartZone established its own stand-alone 501(c)(3) and operates independently with its own Board of Trustees.



Mission

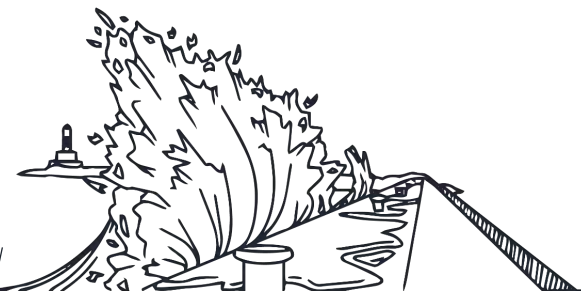
*“Together, we can uplift Marquette’s
unique business ecosystem.”*

Our mission is to position Marquette as a premier city for innovation and business development through our process to identify, nurture, and cultivate the growth and success of technology-based innovators, entrepreneurs, small businesses, and startups throughout our community. We aim to uplift Marquette’s unique business ecosystem by offering access to important resources, funding, workforce talent, and network collaboration. Through this collaboration the Marquette region will continue to be recognized for its ability to draw economic opportunity to the shores of Lake Superior in the years to come.



Purpose Statement

Innovate Marquette seeks to thoughtfully and powerfully connect our entrepreneurial ecosystem through collaboration to make a business community that is inclusive and approachable for all innovators, entrepreneurs, and business owners. With a focus on technology-focused ventures that enable accessibility, sustainability, and creativity within our region we act as a resource with our partners to build opportunities for the careers of the future while honoring the roots and natural wonders signature to Marquette.



Invent@NMU Partnership

The Innovate Marquette SmartZone & Invent@NMU

In July of 2017, Innovate Marquette SmartZone partnered with Invent@NMU to help enhance the program's connection to the community while offering mentorship and enhanced business resources to the Upper Peninsula. Innovate Marquette SmartZone and Invent@NMU are located in one office, making it a one-stop-shop for entrepreneurs and inventors. While Innovate Marquette focuses on tech-focused businesses, Invent@NMU acts as a service provider to product development-based entrepreneurs.

Other Partners

Other partners of Innovate Marquette SmartZone include the City of Marquette, the MEDC, MTEC SmartZone in Houghton/Hancock, Northern Michigan University, local and regional economic development organizations and others.



Make It Marquette

Remote Work and Business Attraction Initiative

Make It Marquette was created in 2021 by Innovate Marquette SmartZone to attract, retain, and support the people and ideas that will shape the future of the business economy in Marquette, Michigan through telling the stories of those living, working, and starting businesses in Marquette. This remote worker and business attraction campaign launched first, to celebrate the businesses and people of Marquette, and second, to declare our commitment to authentic economic development that supports those here already, and those making a move to be there. It's a commitment to grow this community with intentionality. We're doing that by working with partners across the public, private, and the economic development landscape, and to attract those who'll appreciate this place as much as we all do.

Why are we passionate about remote work and business attraction? We're here to foster and promote an entrepreneurial ecosystem in Marquette and the greater Upper Peninsula. Within that mission lies an affinity to technology-focused startups and the digital community. Remote work and business attraction brings jobs, capital, and opportunity to the people already here while welcoming those looking for a place to plant roots. The beauty of Make It Marquette is that it's designed to bolster the business economy that's here – those jobs that folks can physically go to – and to attract those who can choose anywhere thanks to remote work. The beauty of remote work is its open borders; it can be for a new person choosing Marquette, or a NMU grad who wants to stay but studied in a field that doesn't yet have a physical presence here. Either way, we want them to Make It Marquette.



Core Values

The Innovate Marquette team takes pride in upholding our core values through transparency and honesty, as we believe them to be non-negotiable when making decisions not only for our internal team but for the clients and community we serve. Our company culture is the set of behaviors and practices that have evolved from these values and our mission, reflecting how leaders and employees act even when no one is watching.

- **Accessibility** - We aim to enable all innovators, inventors, and entrepreneurs to gain equitable and inclusive access to necessary resources, funding, education and collaboration in the Marquette community through our network of ecosystem partners.
- **Collaboration** - While entrepreneurship is often seen as a lonely endeavor, we believe that by tapping into our vast array of local and regional partners we can leverage the best resources for local entrepreneurs, innovators, and business owners.
- **Creativity** - We believe creativity is the backbone of entrepreneurship, technology and innovation and are dedicated to supporting creative thinking and businesses to fuel our economy.
- **Belonging** - Everyone deserves a place where they belong which is why we believe one cannot have innovation without a sense of belonging. We do this by providing equal opportunities and resources to all, including those who may otherwise be excluded or marginalized.
- **Sustainability** - Sustainable economics and business practices are at the core of our organization. We approach sustainable practices for ourselves, our clients, and our community from a human, social, economic, and environmental perspective.



Audience Persona

Tech Boomerangs

"I'm considering moving back to Marquette, but am not sure there is a place for me yet."

Who they are...

Candice is from Holland, MI and graduated from NMU with a degree in entrepreneurship in 2010 where she met her now husband Tylor, a NMU & Marquette High School graduate, who works remotely in IT. She has since co-founded and sold multiple ventures in Austin, TX and is looking for the next location to bring her new, sustainable business ideas. With the cost of living rising and a family on the horizon, she and Tylor are highly considering a move to Marquette. They hesitate leaving the amenities and network they've built in Austin behind, but crave being active in the outdoors and business community in Marquette.

What they need to hear...

There is a place for you here! Innovate Marquette is a premier resource for entrepreneurs looking to relocate their business and life. We recognize the hardship in entrepreneurship and relocation and are here to aide through our vast regional network as well as our Make it Marquette initiative.

- Business relocation success stories
- Incubator and accelerator stories
- Make it MQT Local Links
- Outdoor recreation and local amenities
- Resources and successes of our partners (i.e. housing, childcare, transportation, etc)

How we communicate to them...

- Social & digital media
- Web updates & SEO
- Hosting and sponsoring events both in person and virtually
- Client story telling
- Press
- Sharing Make it Marquette stories and community driven news



Audience Persona

MQT County Locals

"I love my town and encourage growth without hindering our 'small town charm'."

Who they are...

Diane is a lifelong citizen of Marquette and active in her community. She is 61, caring for her parents who also live in town in the home she grew up in, and is married with two kids who both live locally and her grandkids are in the public school system. She's been a homemaker and worked in the shops, and she volunteers to maintain the trail system as well. When her kids were young she led the PTO and her and a group of girlfriends "adopt" a family or two every year around Christmas time. She's passionate about keeping the small-town charm of MQT and knows her voice is important. Her friends, relatives, and neighborhood Facebook group all rely on her for information, because she attends many city meetings and sits on a committee.

What they need to hear...

You are an important part of our community, and what matters to you matters to us, too. Through our sustainable approach to building a more accessible community where everyone feels they belong we aim to make entrepreneurship and tech jobs more attainable to locals on the ground. More successful people with good jobs is the high tide that will rise all ships in Marquette.

- Tech Talk events
- Client success stories and information on local job creation
- Sponsorship and participation of important local organizations and events
- Transparency on what we are up to, how it is funded, and who it benefits
- Resources and successes of our partners (i.e. housing, childcare, transportation, etc)

How we communicate to them...

- Social & digital media
- Local press
- Sponsorship of certain events and organizations
- Hosting our own events
- City council & LDFA meetings



Audience Persona

EDO Partners

"I'm excited to participate in building the future of our city while preserving what makes it special for those who have been here for generations."

Who they are...

Ed works for an economic development organization in Marquette that is located in the downtown innovation hub. Prior to working in our community he worked in Lansing with a passion for passing policy that benefits our rural communities here in the Upper Peninsula. He is excited about the collaboration happening in the area but is struggling to find balance between propelling us forward and assuring those with stake in aspects of the community are heard and valued. Outside of his job he is on several local boards, volunteers for Start the Cycle, and is active in the mountain biking community. His wife is a professor of science at NMU and his son just bought a house in Ishpeming after being priced out of Marquette.

What they need to hear...

We are here to be your partner and uplift the important work you are doing. Our clients benefit when we all succeed in our mission of making Marquette a premiere city for innovation in sustainability, accessibility, creativity, and a place where everyone belongs.

- Supporting events and accomplishments of other economics development organizations
- Inviting them to participate in our events and accomplishments
- Staying in our lane and collaborating where it makes sense
- Resources and successes of our partners (i.e. housing, childcare, transportation, etc)
- Transparency

How we communicate to them...

- In person meetings
- Local networking events like Econ Club and Connect Marquette events
- Supporting their events and inviting them to participate in our events
- Social & digital media
- Local press



Audience Persona

Investors

"I'm looking for opportunities to invest in rural areas but want to make infrastructure and resources exist to back my investment and future returns."

Who they are...

Kerry was born and raised in Marquette and has lived in metro Detroit for 30 years. They spend three weeks every summer in their summer home on the Dead River Basin in Negaunee with their partner and three shelter dogs. Kerry is an advisor to the Michigan Angel Fund and active in the Detroit start-up community, but as they edge closer to retirement have been looking to get more involved with start-ups in the U.P. but are leery that there is sufficient infrastructure to breed a return on investment. Kerry's partner Dylan has worked in sustainability for decades and would love to see more sustainable, diverse businesses drive the economy outside of natural resource extraction. Dylan is interested in getting more involved with the local community, specifically as a mentor to entrepreneurs in the sustainability space. Both are animal lovers actively involved in the Detroit shelters and have a passion for trail running, live music, and locally sourced brews.

What they need to hear...

There are resources and infrastructure here to prop up entrepreneurs that will help increase chances for a return on investment. Marquette is a thriving rural city booming with opportunity and balanced in both entrepreneurial mindset and nature. While we work as a resource for technology-focused ventures we partner and collaborate with other EDO partners to assure key infrastructure like housing, transportation, childcare, and broadband are top of mind and accessible. Things that Marquette brings to the table includes:

- State university to source talent
- Downtown innovation hub rich in a collaborative mindset
- Incubator and accelerator programs for budding entrepreneurs
- Sustainable business practices are top of mind here
- Marquette city has high speed broadband
- Our international airport and other local infrastructure are getting many upgrades
- Resources and successes of our partners (i.e. housing, childcare, transportation, etc)
- Transparency

How we communicate to them...

- Networking by our internal team
- Word of mouth from other SmartZones and state/regional partners
- Client and innovation hub success in the press
- Social media and digital channels
- Web updates and SEO

Landmark Inn



Logo Design

Full Color

Primary Logo



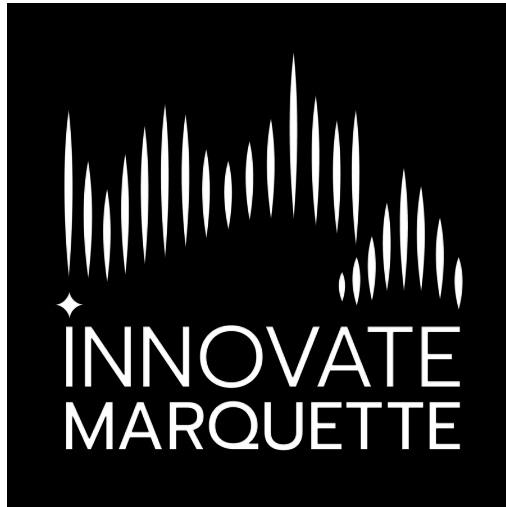
"SmartZone" Variation



Logo Design

Black & White

Primary Logo



"SmartZone" Variation



Typography Scheme

Prompt

Title

Dosis - SemiBold

Heading

Open Sans - Light Italic

Subheading

Poppins - Regular

Body

Kalam - Bold

Accent

Innovation

in·no·va·tion

noun

Innovation is the practical implementation of ideas that result in the introduction of new goods or services or improvement in offering goods or services.

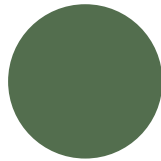
[Learn More](#)

Color Palettes

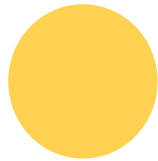
Brand Color Palette



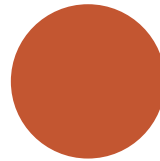
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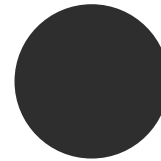
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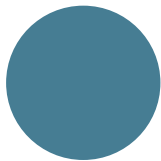


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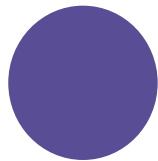
Logo Color Palette



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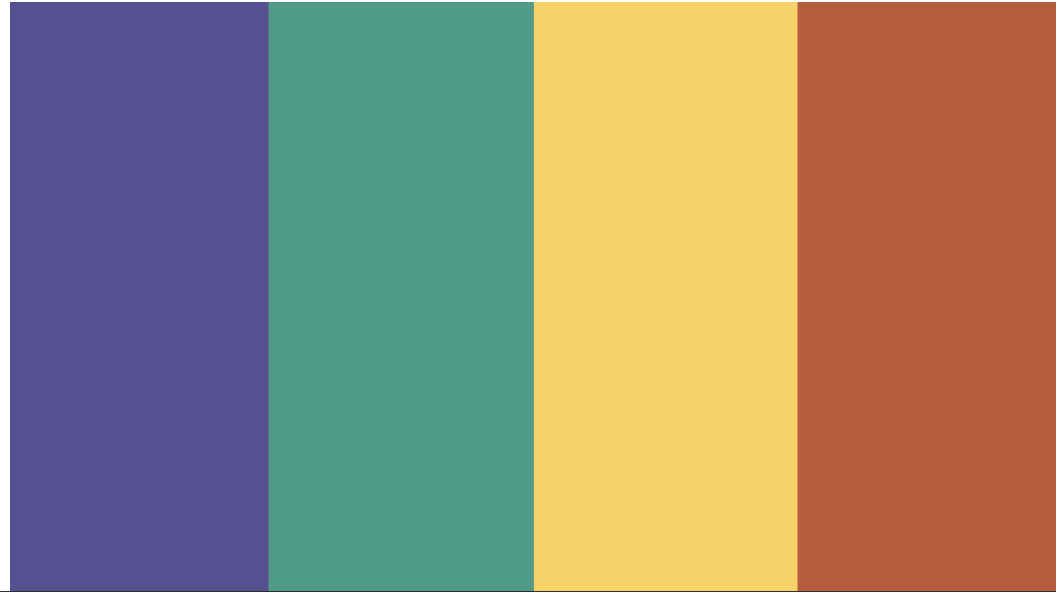


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Complete Color Palette

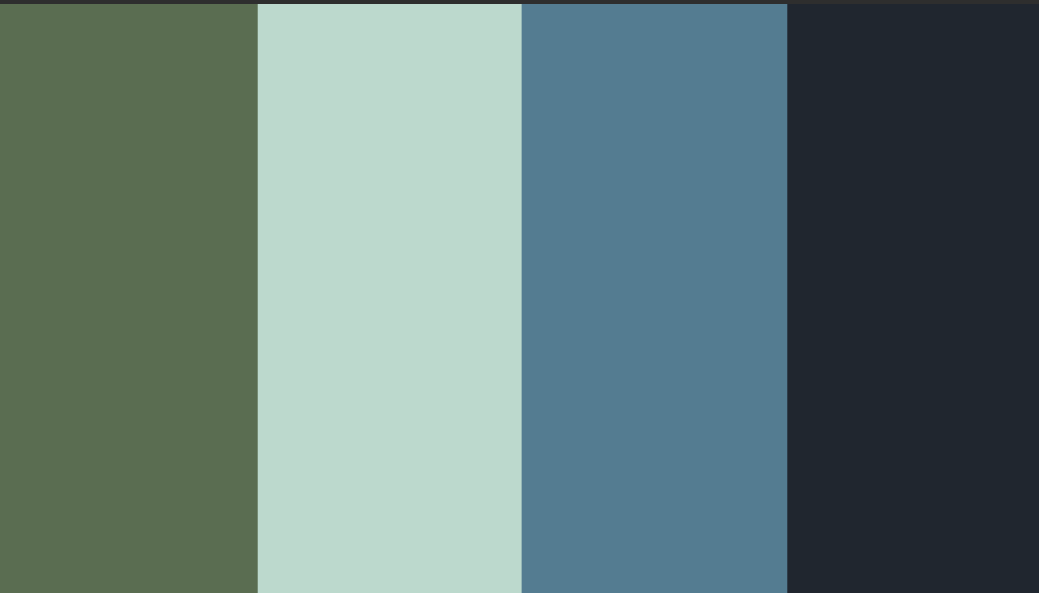


Brand Color Scheme



Marquette vibes...

...with a digital twist.



Icon Style

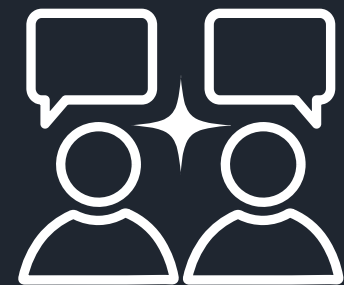
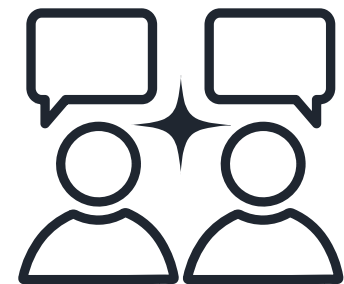


Illustration Style

