

IF Windsor-Essex Brand Guidelines



What is IF Windsor-Essex?

In his book “The Rainforest”, Victor Hwang states that true innovation does not come from raw economic ingredients such as land, labour, capital or technology. It comes instead from patterns of behaviour at the individual level – in other words, from culture. The right culture can change everything. From boardrooms to classrooms, from work shops to coffee shops – when people embrace a culture of collaboration and innovation, every idea and every conversation matters. The way that people interact at the micro level affects outcomes at the macro level.

Windsor-Essex needs to embrace and nurture this kind of cultural change. We need to change the conversation.

IF Windsor-Essex is an enabling organization that connects the education, health, government and corporate sectors with applied research, education, physical space and the entrepreneurial community in Southwest Ontario. Our purpose is to facilitate and support the rapid emergence of our region as a nationally-recognized incubator of innovations, solutions and new businesses that build on our strengths and drive the future of commerce.

IF Windsor-Essex will act as a catalyst for the kind of positive, disruptive and visionary change that results from a community-driven creative ecosystem. We will foster a culture of collaboration, sharing and innovation in which solutions to problems and opportunities can take root and grow. We will be a “clearinghouse” for ideas and a central hub for connecting people, ideas and resources, all with a view to creating a better place in which to live and work.



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IF. That's a bit odd; what does it mean?

IF we had done this, or that.

IF we do this or we don't do that.

IF we do the following, or don't do the following.

IF focusses the mind. IF is the big question.

Ergo, it's the big opportunity.

IF we light a match, we just might start a fire.

If we don't, we won't.

IF. It's essentially is a box of matches.

We believe that creative people with entrepreneurial spirit exist in everywhere, including right here in Windsor-Essex. Given the opportunity, those people can do great things for our community.

If...can keep them here.

If is a mindset; a movement. But it's not just intellectual. It will be supported by a bricks and mortar facility where inventive, proactive, daring people can develop and test their ideas in the company of like-minded compatriots.

At the IF Windsor-Essex Centre, initiative and optimism will not hit that all-too-familiar brick wall.

The practical tools and assistance will be there, in a secure, upbeat environment, so that "dreamers" can press on.

The IF Windsor-Essex Centre will be a flexible R&D facility for pilot projects of all kinds.

IF is built in the belief that successful small business is a force for good, for the individual and for our community.

Join us.

At the corner of inspiration and opportunity.

Brand values

Empowerment

We believe in providing tools and support to empower people, enabling and encouraging them to pursue their personal and economic dreams.

Collaboration

We believe in fostering a culture that embraces "open-source" and expanding the pie thinking, which is more productive, both creatively and economically, than a culture that clings to "silo" and zero-sum game thinking.

Facilitation

We believe in being a catalyst for cultural change, and in facilitating access to the connections, skills, infrastructure and resources required for our entrepreneurial community to thrive.

Sustainability

We believe that lasting, impactful change will best be achieved through a self-sustaining "creative ecosystem" of participants that see value in working together.

Transparency & Accountability

We believe that our organization and our community must work in an open and accountable manner that engenders trust and goodwill between all participants, within and outside the community.

Brand Promise

IF Windsor-Essex will facilitate and lead a culture of positive disruptive change. By helping people and organizations share ideas and develop solutions, Windsor-Essex will be a more livable and productive community.

Reasons to Believe

- We are a not-for-profit organizationally which is entirely committed to leading cultural change through collaboration and sharing.
- Our region is well-positioned for success. We have the assets, the infrastructure and the talent.
- Many socio-cultural trend in our region points toward an appetite for the kind of change we are advocating. The community is ready to embrace positive change.
- We are building a 115,000 square foot facility which will offer the latest in maker technology and equipment, and which will be open to entrepreneurs, businesses, education, government, and the general public.
- Other communities such as Moncton, Halifax, Winnipeg, Dublin, OH and Riverside, CA have enjoyed success in similar efforts. This is not unproven ground.

Brand Value Proposition

Inspiring and empowering people to improve our community by collaboratively leveraging and openly sharing innovative ideas and resources.

Tagline

Collaborate. Innovate. Create.

Brand Personality

The IF brand is open and inviting. It is inclusive. It is curious and inquisitive. IF is always looking to improve, to grow, to learn.

IF is approachable. It works and plays well with others, and is always seeking input. IF is professional and successful, but humble. IF doesn't worry about titles and names; it is more concerned with good ideas. IF is optimistic. IF is a team player and openly celebrates the success of others.

Tone of Voice

Inclusive and welcoming. Enthusiastic and energetic. Professional, but casual. Optimistic.

Brand Signature & Graphic Standards

An organization's "brand signature" is comprised of a logo (or logos), name, tagline and other design elements used in the graphical representation of the brand in the marketplace. The new logo/signature for IF Windsor-Essex is the key component the initiative's visual identity. It is the primary graphic expression of the site's brand identity across all applications and visual materials.

The design must never be used in an altered or edited format unless approved by IF Windsor-Essex.

Approved versions are set out on the next few pages.



-  PANTONE 241C
C: 33 M:100 Y:1 K:2
-  PANTONE Black 6C
C: 100 M:79 Y:44 K:93
-  PANTONE Gray 422C
C: 19 M:12 Y:13 K:34

The primary colour for the logo is PANTONE 241C. Bright, confident, optimistic, contemporary, and provocative.

This logo and colour should be used for most applications. But creativity and entrepreneurship have many moods. We have chosen 5 sub-colours to mirror those moods, together with basic Black.

A combination of these colours will be used on a selective basis for individual programs or in specific applications (see next page.)



Typeface

Helvetica Neue, an extremely readable typeface, at all sizes and weights, was chosen for all text.

Improper Use

To ensure brand consistency, it is important that the logo always be accurately presented. Under no circumstances should any component of the signature ever be redrawn, modified or altered in any way. Specifically, it should never be stretched or condensed; there should never be a border surrounding the logo; Reproduction of the signature must always be done using the approved electronic file art provided. The design must never be used in an altered or edited format unless approved by IF Windsor-Essex.

Protective Space

Unless otherwise authorized, always maintain a minimum protective space around the logo to maintain visual clarity and to provide maximum impact.



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