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# Brand Strategy for Cleveland Plus

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**Akron, OH 44313**

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## Brand Position

### Overview

Team NEO is the unifying economic development organization in Northeast Ohio – working to create jobs now. Team NEO markets the 16-county Northeast Ohio region as Cleveland Plus and focuses on helping companies with their business attraction and expansion efforts.

### 25-Word (Elevator) Positioning Statement

Growth industries choose Cleveland Plus because from innovation to profitability we produce. We produce successful businesses as a result of unparalleled access, our competitive cost structure and legacy of manufacturing expertise.

### 50-Word Positioning Statement

Growth industries choose Cleveland Plus because from innovation to profitability we produce. We produce successful businesses as a result of unparalleled access, our competitive cost structure and legacy of manufacturing expertise.

In Cleveland Plus we work hard to open doors and make possibilities come to life. Businesses succeed because of our ability to innovate, produce and market.

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## **100+ Word Positioning Statement:**

Growth industries choose Cleveland Plus because from innovation to profitability we produce. We produce successful businesses as a result of unparalleled access, our competitive cost structure and legacy of manufacturing expertise.

From idea generation, research and development, manufacturing and distribution, it all happens here. Our people are skilled and leading the way in numerous new economy innovation industries, from medical devices to wind energy manufacturing to aerospace manufacturing.

In Cleveland Plus we work hard to open doors and make possibilities come to life. Businesses succeed because of our ability to innovate, produce and market.

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## Brand Promise

Our brand promise is FROM INNOVATION TO PROFITABILITY WE PRODUCE.

Our businesses produce as a result of access to leaders, peers, partners and resources; our competitive cost structure and our legacy of manufacturing expertise. Simply put we know how to make things.

This promise is exhibited by:

- Robust R + D capabilities
- Access to business and community leaders
- Supportive economic development agencies and corporate partners like the Cleveland Clinic
- Competitive cost structure and favorable costs/benefits analysis for potential deals
- Advanced manufacturing experience (from innovation through distribution – complete lifecycle capabilities)
- Service expertise (top-tier talent in accounting, legal, marketing, etc)
- Legacy of a strong work ethic and history of producing
- Robust R + D capabilities
- Offering incentives including opportunities for high-tech growth
- Lowest business tax rate in the midwest
- Skilled, experienced workforce and quality employee development programs and training options
- Access to a deep supply chain, diverse transportation and shipping options, direct flights and direct international flights within a 2-3 hour drive and abundant natural resources including water and land

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## Brand Traits/Values

Brand traits and values list what the organization wants its brand to stand for—its core values and beliefs. The Five Brand Traits/Values for Cleveland Plus include:

- **Innovative**
- **Determined**
- **Accessible**
- **Supportive**
- **Passionate**

Other options considered were: smart, diverse, affordable, educated, hard working, dynamic, energetic, friendly, reinventing, supportive, flexible, talented, eager, lively, accommodating, hungry, vital and accomodating.

## Brand Personality

Cleveland Plus is...

- The heart of Rudy
- The passion of Jim Brown
- The determination of Rocky
- The innovation of Thomas Edison
- The creative color of Rock + Roll
- The supportive nature of Northeast Ohioans

## Brand Story (Narrative)

Built upon generations of hard work, innovation and determination, Cleveland Plus is a region of unparalleled resources and passion. A passion recognized for inventing industries, leading manufacturing - building America and celebrating rock and roll. A region filled with people known for facing every challenge with intensity, ingenuity and unwavering tenacity. A region filled with unlimited possibilities. A region that produces results.

Today, that passion is igniting change and driving emerging markets. Our people exude an infectious energy of innovation, determination, vitality and compassion. Combined with access to a vast array of valuable resources, we can open doors and unlock possibilities unavailable or out-of-reach in the majority of other regions in the country.

For expanding businesses in the U.S. and abroad, Cleveland Plus is an ideal location for three key reasons: unparalleled access to mission critical resources, favorable cost conditions and proven advanced manufacturing and services innovation and experience.

Our location is ideal because we are affordable, accessible, supportive, motivated and a leader in manufacturing expertise. We're in close proximity to most major markets, have business leaders and community leaders that help our companies to make the connections and inroads that they need for research and business growth. We have an affordable big city/small town feel infrastructure to operate a business with ample real estate and land, as well as a diverse, talented and affordable workforce. All this adds up to more value – albeit without the expensive pricetag that comes with some of the larger cities like New York or Chicago.

As a region, we invest so much of ourselves into our work. We go the extra mile because we genuinely care and believe that our work matters. We want to be better workers and people and we want our companies to be more innovative, sustainable and more profitable.

Put simply, from innovation through profitability, we produce.

# BRAND IDENTITY GUIDE

## CLEVELAND PLUS



### BRAND NAME

Cleveland Plus  
Cleveland Plus Business

### LOGOS



For use in external communications  
within North America



For use in internal communications



For use in external communications  
internationally (excluding Europe)



For use in external  
communications in Europe

### TAGLINE

From innovation to profitability, we produce.

### COLORS



PRIMARY COLOR  
**Pantone 7427 U**  
CMYK – 0 / 100 / 65 / 28  
RGB – 181 / 9 / 56



PRIMARY COLOR  
**Pantone 7407 U**  
CMYK – 0 / 22 / 85 / 11  
RGB – 229 / 181 / 59



SECONDARY COLOR  
**Pantone 3145 U**  
CMYK – 100 / 0 / 19 / 23  
RGB – 0 / 141 / 168



SECONDARY COLOR  
**Pantone 471 U**  
CMYK – 0 / 59 / 100 / 18  
RGB – 206 / 112 / 25



PRIMARY BODY COPY COLOR  
**80% Black**

## TYPOGRAPHY

Avant Garde Gothic Book  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJK,MNOPQRSTUVWXYZ  
 1234567890

Avant Garde Gothic Book Condensed  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJK,MNOPQRSTUVWXYZ  
 1234567890

**Avant Garde Gothic Bold**  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJK,MNOPQRSTUVWXYZ  
 1234567890

**Avant Garde Gothic Bold Condensed**  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJK,MNOPQRSTUVWXYZ  
 1234567890

## VISUAL IMAGERY

- Use of outlined shapes and silhouettes
- Bold, dynamic and consistent imagery
- Sleek advanced manufacturing imagery
- Repetitive use of the plus symbol (+) as a key design element
- Single photographic image to represent each significant brand trait or category



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## **Visual Imagery (will change based on final approved design concept)**

Use of outlined shapes and silhouettes

Bold, dynamic consistent imagery

Sleek advanced manufacturing imagery

Repetitive use of key design element - + - the plus symbol

Single photographic image to represent each significant brand trait or category

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## Brand Plan

### Perceived Quality

Perceived quality is at the heart of what clients (site selectors, corporate real estate executives, CEOs, etc. are buying. While Team NEO and other organizations and people throughout Northeast Ohio are doing an excellent job of demonstrating and selling the Cleveland Plus region, Cleveland is largely perceived as an old manufacturing city that is part of the midwest rustbelt. While some site selectors and prospects are aware that Cleveland is a strong, viable place to grow a business, many are not yet at that realization.. We can work to alter their perceptions.

- Our brand quality perception will be built through:
  - Developing communication vehicles that provide accurate information and dispel false perceptions (website, collateral, newsletter, video, etc.)
  - Bringing key decision influencers and makers to the area for a first-hand experience
  - Providing local and national media with positive stories about the region and our business climate
  - Sharing positive success stories
  - Designing a dynamic Cleveland Plus image video to bring the brand story to life and illustrate some of the success stories in the region

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- Our perceived quality can be measured through:
  - Regularly scheduled client and market surveys
    - Ongoing surveys before and after visits
    - Gathering website comments and emails from target audience
    - Personal conversations with key relationships
    - Clipping service reports from relevant media

## Brand Associations and Management

Brands are assets that need to be managed over time in order to preserve the core meaning of the brand and to manage how the brand is conveyed through all brand stakeholders and ambassadors. For example, Cleveland Plus must look and feel consistent with what we're representing to our audience. If we say Cleveland Plus is the high-tech leader of the Midwest, we have appear and demonstrate through our actions that we are high-tech.

- Because our key brand position is: From innovation to profitability, we produce, our key messaging needs to illustrate how Cleveland Plus helps businesses produce. Other key messaging points include:
- Unparalleled access to leaders, peers, partners and resources to help businesses succeed.
- Once the center of manufacturing, now the center of manufacturing innovation and many innovative industries.
- This is an affordable market for business and the leadership has been working to improve business taxes.
- The work ethic in the region is unparalleled (our people care).
- We are a highly-educated region with access to many universities, colleges and ongoing training programs.
- There are many talented people living and working in the region.
- Quality of life in Cleveland Plus is very high. There are many things to enjoy in the region; from entertainment to cultural to natural resources.
- We have four seasons which lends itself to change and excitement.
- Our location is ideal as it is close to many major markets.
- We have it all in Cleveland Plus.

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Brand associations will be designed to work together, be used consistently, and be given enough time to have an impact. These elements will be defined and documented in the Style Guide section of the Brand Guideline book and will be used religiously by every employee. Each employee will be responsible as a brand ambassador to promote and encourage the branding process and hold each other accountable. Measurement for brand association usage will be done through quarterly audits of company materials, communications, processes, etc.

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## Brand Awareness

Brand awareness measures client perception and attitude towards a brand. Studies show that when a purchasing decision is made, familiar brands will have the edge.

- Brand awareness will be built through:
  - Ongoing media relations efforts
  - Ongoing social networking efforts through Twitter, Facebook, etc.
  - Advertising in appropriate media (airports, relevant publications, etc.)
  - Exhibiting at and/or attending relevant trade shows
  - Refining electronic communications to drive more traffic through website
  - Coordinating with Cleveland Plus tourism efforts to leverage all audience touches with the Cleveland Plus brand
  
- Awareness can be measured by:
  - Website traffic
  - Inquiries and tracking where they originate
  - Tracking traditional media coverage
  - Periodic surveys (online or by phone)

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## Brand Loyalty

Brand Loyalty is the measure of commitment a client has to a brand. Retaining clients is much less expensive and cumbersome than recruiting new clients, although both avenues are important. Team NEO must find a balance in branding efforts that retain brand loyalists and also attract new brand fans.

- Brand loyalty will be built through:
  - Building personal relationships with site selectors, corporate real estate executives and other target audience
  - Positioning the Cleveland Plus ED team as easy to work with, smart, professional, passionate, friendly and knowledgeable
  - Providing key relationships with the level of support and attention they require
  - Quickly and efficiently closing all potential deals
- Brand loyalty will be measured by:
  - Increased inquiries and ultimately more deals
  - Increased referrals
  - Growth of relationships