LANSING
BUILT TO LAST
→ *A startup jackpot*

TABLE OF CONTENTS

OUR VISION

As local community members and business owners, we have a vested interest in the wellbeing of Lansing. We want to see our city stay strong, healthy, and sustainable—especially in the midst of economic and health crises like the coronavirus pandemic.

Therefore, our vision is one of a durable Lansing. One that is prepared for the worst in pursuit of the best. One that leverages local creatives, idea-makers, and go-getters. One that is built to last.

Lansing has the resources to ensure future prosperity despite difficult times. Simply put, it starts with empowering the very people who live here.

OUR VALUES

Determination

No differences are made without determination. We value those who keep the foot on the gas when the going gets tough because they know good things come with a little work.

Creativity

Extraordinary problems call for creative solutions. We need folks who aren't afraid to think beyond the status quo to conquer unique situations. We need fresh takes and those who are willing to act on them to keep Lansing not only a welcoming place, but an exciting one, too.

Community

It takes a village to make a village. The goodwill, participation, and neighborly outlook of our community goes a long way into making Lansing a welcoming place to live.

TONE OF VOICE

→ **Neighborly** ←

→ **Empowering** ←

→ **Daring** ←

→ **Bold** ←

→ **Encouraging** ←

TARGET AUDIENCE

Applicants of Lansing Built to Last are students and community members with little to no entrepreneurial experience. They're idea-makers with bold spirits. They are community-focused people who want to secure Lansing's future and keep it a vibrant place to live.

PURPOSE

To build a stronger, more economically durable Lansing and inspire entrepreneurial action within our community.

POSITIONING/ USP

This is a startup competition with a jackpot of prizes rivaled by few others. Lansing Built to Last gives the winner a full year of business services and support—most of which are free—to ensure their success.

Beyond the prize pool, this competition has a community-oriented mission to make Lansing more sustainable.

OUR PROMISE

Lansing Built to Last will inspire those with entrepreneurial ideas to submit a business proposal with the dual goal of achieving their own dream and securing the future of downtown Lansing.

In the bigger picture, we hope by spurring people to meaningfully organize and elaborate their ideas, we'll inspire entrepreneurial action beyond the competition.

OUR PARTNERS

AARP
Marketing/communications support

AF Group
Support

American Red Cross
Business compliance evaluation

AT&T
Communications

BWL
Partial water & electric coverage

City of Lansing
Communications and support

Community Foundation
Communications and startup support

Dewpoint
IT support

Downtown Lansing Inc.
Advertising and marketing support

The George F. Eyde Family
Office Space

Foster Swift Collins & Smith PC
Legal services

Gillespie Group
Construction and design

Greenwood District Studios
Video support for pitch competition

Lansing Regional Chamber of Commerce
Free one-year membership and support

LEAP
Competition and business startup support

MSUFCU
Financial Services

MSU
Competition support and Start Up Weekend

Rathbun Insurance
Business insurance support

Redhead Design Studio
Branding and website

University Club of MSU
Free one-year membership and support

Warner Norcross & Judd LP
Legislative engagement and support

WLNS, WLAJ, ELAJ CW
Media communications and business
advertising support

THE LOGO

The primary logo should be the main identifier of the brand and should be used most often.

The logo is provided in full color, white, and black. The logo is preferably used in color, only use black if color is not an option, and white if on a dark background.

To see all versions provided, please refer to the File Directory in the Appendix. All logos are included in four different file types: PDF, EPS, SVG, and PNG. For more information about when to use which format, see the File Type Guide in the Appendix. Each logo is included in two different color spaces: CMYK and RGB as well as black and white. For more information about which color space to use, please refer to the Color Space Guide in the Appendix.

PRIMARY (LOGO WITH TAGLINE)

SECONDARY (LOGO NO TAGLINE)

LANSING
BUILT TO LAST
➜ *A startup jackpot*

LANSING
BUILT TO LAST

LANSING
BUILT TO LAST
➜ *A startup jackpot*

LANSING
BUILT TO LAST
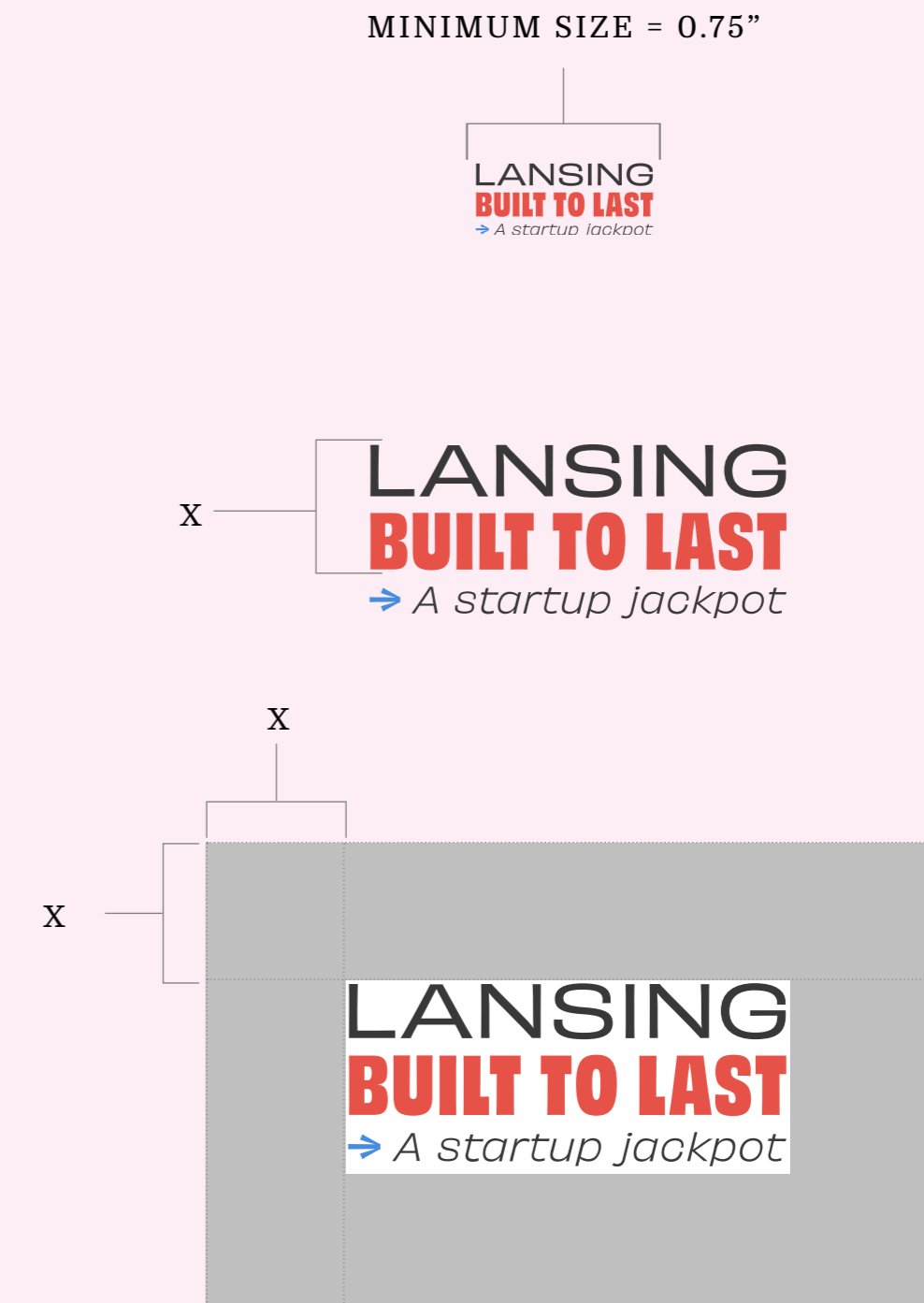
SIZING & SPACING

Sizing

Minimum size requirements have been established to ensure legibility of the logo, and recognition of the brand. The application in which the logo is being used should guide the usage size—using your discretion, and the standards provided within this book. Proportions of the logo should never be altered, not under any circumstances.

Please note: The logo has been designed to be highly recognizable, even at smaller sizes. When using the logo, keep in mind **it does not need to be larger in order to be effective.** Ample amounts of space around the logo improves visibility and allows it to stand out properly.

Spacing

Always maintain the minimum distance between any part of the logo and any other elements appearing on the page— this minimum distance should be equal to the height of 'Lansing Built to Last.' This minimum distance also applies to the spaces allowable between the edge of the page and any part of the logo. No other elements— copy, photos, artwork, etc.—should be placed within the space indicated or behind the logo (unless a photographic background is being used on the majority of the page).

MINIMUM SIZE = 0.75"

LANSING
BUILT TO LAST
➔ A startup jackpot

X

LANSING
BUILT TO LAST
➔ A startup jackpot

X

X

LANSING
BUILT TO LAST
➔ A startup jackpot

LOGO MISUSE

The composition of a logo is very specific, and is important for proper recognition of your brand. Do not attempt to recreate the logo, in any form. Changing the logo's fonts or colors, stretching any elements, or adding and subtracting elements in any form is prohibited. The following are a few common examples of logo misuse.

DISTORTED PROPORTIONS

LANSING
BUILT TO LAST
➔ *A startup jackpot*

DROP SHADOW

LANSING
BUILT TO LAST
➔ *A startup jackpot*

WRONG COLOR

LANSING
BUILT TO LAST
➔ *A startup jackpot*

DISTRACTING BACKGROUND

LANSING
BUILT TO LAST
➔ *A startup jackpot*

COLOR PALETTE

The Lansing Built to Last brand is comprised of four colors—brick, cerulean, bubble gum, and sky. Always use the color breakouts shown at right.

It is normal for color variations to occur between coated and uncoated stocks and among various digital printing devices, particularly in-office printers.

Use RGB colors only for Web, television, or other "screen" devices. RGB color breaks are much more limited than full color/4 color/CMYK color breaks and, therefore, these tones may vary widely from the printed colors.

Please note: Colors vary depending upon printing device and monitor screen. Should you have questions or should additional considerations need to be made, please contact Redhead Design Studio at 517.853.3681 for guidelines.

Brick
CMYK: 4, 83, 75, 0
RGB: 230, 82, 71
HEX: #E65247

Cerulean
CMYK: 69, 39, 0, 0
RGB: 71, 140, 222
HEX: #478CDE

Bubble Gum
CMYK: 0, 8, 0, 0
RGB: 253, 237, 248
HEX: #FDEDF8

Sky
CMYK: 5, 0, 0, 0
RGB: 237, 248, 255
HEX: #EDF8FF

TYPOGRAPHY

It is important for brand recognition to keep typography consistent across all materials.

Obviously has been chosen as the headline typeface for the brand. **Extended SemiBold** can be used for headlines, and **Narrow Bold** can be used for subhead. Obviously can be found on [Adobe Fonts](#).

The **Domine** font family has been chosen for body copy. It can be downloaded from [Google Fonts](#).

OBVIOUSLY EXTENDED SEMIBOLD

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

OBVIOUSLY NARROW BOLD

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

DOMINE

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

FILE DIRECTORY

DP01_PRIMARY_FULLCOLOR

DP01_PRIMARY_WHITE

DP01_PRIMARY_BLACK

DP01_SECONDARY_FULLCOLOR

DP01_SECONDARY_WHITE

DP01_SECONDARY_BLACK

Please note: All marks shown in the File Directory (excluding black and white) are provided in CMYK and RGB color spaces. Each color and version are provided as an .eps, a .pdf, a .png, and an .svg.

COLOR SPACES GUIDE

There are five different color spaces included with each logo file. See below for usage situations.

CMYK: Files in CMYK color space should be used when working with most printed materials. CMYK should be used for full color printing, internal or professional. Although there may be small color shifts that happen in printing, it provides the greatest amount of accuracy when printing designs that contain color photography. CMYK should be the color space of choice for any design that is full color. CMYK stands for Cyan, Magenta, Yellow, and Key (black).

RGB: Files in RGB color space should be used exclusively in digital environments (not for printed materials). RGB color is used in computer screens, televisions and mobile devices. RGB should be the color space of choice for any design that is going to be used in digital environments. RGB stands for Red, Green, and Blue.

Black: Files in Black or Grayscale color space should be used when color printing is not available. Use this color space any time the logo will be printed or displayed and the option of color is not available.

Reversed: Files in Reversed color space should be used when printing or displaying the logo on a dark color.

FILE TYPE GUIDE

There are four different file types included in each logo color space folder. See below for usage situations.

PDF: A PDF is a file type that displays graphics and documents correctly, no matter the device. PDF files should be used when files need to be read but not edited by the receiver. It is the preferred file type to use when sending something to a printer because it maintains quality and is also scalable. PDF stands for Portable Document Format.

PNG: PNG files should be used only in digital environments (not for printed materials). For example, on a website or a social media graphic. A PNG is a pixel based file format with the ability to store transparency, making it ideal for use when vector based files will not work. This file type should not be scaled to large sizes as pixelation will occur. This file is suitable for use on the web, in RGB color space. PNG stands for Portable Network Graphics.

SVG: An SVG file is a vector based file, which means that it is scalable without losing quality. SVG files are primarily used on the web, and with increasingly high-resolution screens, it is important that an appropriate file is used in order to maintain quality. This file can be used on the web, in RGB color space. SVG stands for Scalable Vector Graphics.

EPS: An EPS file is a vector based file which means that it is scalable without losing quality. This makes it suitable when a file needs to be scaled to large sizes for a billboard or a sign, for example. EPS files should be used when the file needs to be edited by the receiver with professional vector based software. For example, when sending the file to a printer for a T-shirt, pen, etc. EPS stands for Encapsulated PostScript.