



**MAKE IT
MARQUETTE**
BRAND STYLE GUIDE

Est. 2021

TABLE OF CONTENTS

- 1 Brand History
- 2 Partnerships
- 3 Mission Statement
- 4 Brand & Core Values
- 5 Brand Narrative
- 6 Audience Personas
- 7 Logos
- 8 Logo Violations
- 9 Layout and Spacing
- 10 Color Palettes
- 11 Typography

BRAND HISTORY

Make it Marquette is a remote worker attraction campaign that has been years in the making. This initiative takes an approach to economic development and talent attraction that supports those already here as well as those who choose to become part of our story. It does so by taking an authentic, raw approach to messaging our city and region that both celebrates the people and businesses that have created our foundation as well as recognizes areas that need improvement. By embracing the remote work force and tech nomad culture we understand its importance to bringing economic prosperity as well as diverse job opportunities to rural areas of the United States. We are intentionally growing our community by controlling the message.

It was launched by Innovate Marquette SmartZone because they are here to foster and promote an entrepreneurial ecosystem in the Marquette and the greater Upper Peninsula. Within that mission lies an affinity to technology based start-ups and the digital community. Remote work isn't new- it just hasn't been promoted in this region and has been escalated by the pandemic. We think it could be the bridge between folks able to work wherever, and for example a spouse who isn't set up to work wherever and needs to have a job to physically go to. The beauty of Make It MQT is that it's designed to bolster the business economy that's here- those jobs folks can go to- and to attract those who can choose anywhere with remote work. It also gives those job seekers already here the information and resources to seek remote work.

From Make It Marquette, you can expect to see and hear the stories of the People of Marquette. It's the first content series we're launching and an important piece of learning from those who've already found business success in both brick and mortar and remote work in our great city.

Make it Marquette is powered by the team at Innovate Marquette SmartZone and made possible by the MEDC. It is a Marquette County wide collaboration between economic development partners and institutions to change the narrative surrounding the way the Upper Peninsula views workforce development.

PARTNERSHIPS



MISSION STATEMENT

Our purpose is to attract, retain, and support the people and ideas that will shape Marquette's evolution.

BRAND & CORE VALUES

Sustainability

Both environmentally and economically to build a regenerative future for our people.

Authenticity

Creating and controlling the message of Marquette, our culture, the greater Upper Peninsula region in the hopes of attracting those wanting to embrace our way of life as well as supporting those who are already here.

Connectivity

Connecting those interested in learning more about our culture with the people, land, and resources that allow us to thrive as well as connecting those already here with information and resources to obtain remote opportunities.

BRAND NARRATIVE

Our Story

We are a homing beacon for innovators and dreamers. For those courageous souls who understand that life changing ideas aren't born in a conference room or cubicle - they are ignited on the shores of endless possibility with the winds of freedom whipping at their backs.

Marquette is redefining what it means to make a great life. It's taking success out of the skyscraper and putting it back where the human spirit was meant to thrive - surrounded by nature's most brilliant creations.

There is space to breathe here, to hear your own desires and visualize your own dreams. And the people here, who stroll our beaches and scale our mountains at 2 p.m. on a Wednesday, can't wait to welcome you.

We are a community 20,000 strong. Big enough to be recognized by mainstream media and entrepreneurial circles as a focal point of American potential, and small enough that every person brave enough to pursue their own goals can make an impact.

Marquette is home to families who are raising their children offline, remote workers seeking more inspiring scenery, and leaders who understand that trails are just as important as trainings. Most importantly, we are home to generations of resilient yoopers who live their days with the determination and perseverance our region is known for.

An awakening is upon us. Make It Marquette and let our evolution become your own.

AUDIENCE PERSONAS

Joe & Kelly

"I love my town and don't want to lose what makes it special."

Full time residents and students

We Understand You	What	How	Why
<p>This place is your place, and you care deeply about the community. Your yooper roots run strong here. Your life is here. And it remains important for you to contribute and for those around you - people who've been neighbors your whole life or who just arrived in Marquette - to also contribute to this community.</p>	<p>Your contributions - to this town, region, community, landscape - are what new economic growth is built upon. The value you've generously poured into your life here in Marquette sets the stage for others to join us and build lives they can be proud of, and that can keep our economy healthy.</p>	<p>To have grit and perseverance, to lend a helping hand. These characteristics describe you and embody Marquette. We invite you to see evolution of business and creativity blossoming as signs of growth and prosperity. We invite you to be open and welcoming. None of this is possible without you.</p>	<p>Your energy is critical to this community, and your opinion matters. With your support and enthusiasm, families like yours will enjoy this gem on Lady Superior's coast for many years to come, as it continues to evolve and thrive.</p>

AUDIENCE PERSONAS

Brett

“I have fond memories, and I’d love to grow my business in MQT”

Alumni business leaders

We Understand You	What	How	Why
Memories made while in college stay with you for a lifetime. In your case, the crashing of waves, the crunching of leaves underfoot, the opening of a computer, the laughter of friends, all right here in Marquette. You treasure the time you spent here, and as your career progresses you feel the tug to return. As a professional you know a move needs to make good business and economical sense, and factors like talent, space, and business ecosystem matter to you.	Design thinking is in - and you’ve decided your ideal life includes a horizon to watch and a buzzing business ecosystem to bury into. It includes space in your days to ski when the powder is fresh and hit the brewery after an investor meeting. Your life and all of its facets can thrive here.	Business can be tough, but it doesn’t have to be. A supportive business ecosystem is critical to success, and that’s what you’ll find in Marquette. From talent to infrastructure, your business will have what it needs to grow to the next level here. The only thing missing from Marquette is you.	Creativity rules, and that goes for designing your life, as well as your logo. Make the most of your everyday by skipping the traffic but never the artisan-brewed first cup of coffee each morning. Hit the trails as often as the trainings, and flourish here. Your ideal life awaits when you Make It Marquette.

AUDIENCE PERSONAS

Candice

“I never imagined I could have the best of both worlds - a career I love in the town I love”

Former resident, tech/remote worker.

We Understand You	What	How	Why
<p>This place has your heart, and you feel the tug to head back. We get it. Your career is taking off, too, and the possibilities seem endless. What if your life could be fulfilled in both where you are, and what you're doing? What if you had space to keep the vibe you want all day? You can find harmony when you Make It Marquette.</p>	<p>To feel torn is a special kind of pain. Perhaps you've got family in Marquette, perhaps the call of Lady Superior can still lull you to sleep as it used to coming in through your childhood bedroom window. But that was then, and this is now. The fulfillment of each can't be merged... or can it?</p>	<p>Technology is your friend. So is a thriving business ecosystem. What if your dream job was waiting for you, in Marquette? What if it was on your laptop, and could be anywhere in the world with reliable internet, like Marquette? What if the only thing stopping you from living the very best of both worlds are your own limits?</p>	<p>When opportunities collide, magic happens. The right place, the right time, and the right opportunity can be found when you Make It Marquette.</p>

LOGOS

Primary Logo



Emblem Mark



Horizontal Logo



**MAKE IT
MARQUETTE**



**MAKE IT
MARQUETTE**

LOGO VIOLATIONS



Do not use the logo on distracting imagery or backgrounds.



Do not stretch, warp, or modify the logo shape in any way.



Do not change the color palette of the logo.



Do not change or modify the font style or family of the logo.

LAYOUT AND SPACING

Primary Lockup & Spacing



Leave a boundary that is 16% of the logo width for proper spacing.

(This logo is 3" wide so there is a .5" boundary space around it.)

Horizontal Lockup & Spacing

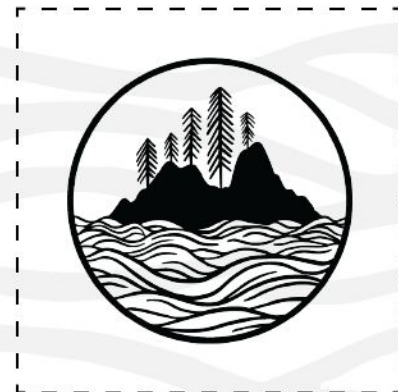
Leave a boundary that is 16% of the logo width for proper spacing.



(This logo is 1.5" wide so there is a .25" boundary space around it.)

Emblem Lockup & Spacing

Leave a boundary that is 16% of the logo width for proper spacing.



(This logo is 1.5" wide so there is a .25" boundary space around it.)

COLOR PALETTES

Logo Color Palette



#000000 #FFFFFF

Primary Color Palette



#9BD9E3 #418A96 #16555C #213526 #3E4C2A #58723F #F7C943 #E29F28 #C9732C #8E1926



#262626 #414042 #BCBECO

TYPOGRAPHY

Main Fonts

Title/Header

LEMON MILK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Header/Subheader

Nunito

Semibold, Bold

Body

Carme

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Accent

IM FELL DW Pica

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Header Example

Accent text or subheading goes here.

Body copy goes here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore