



**Partner Toolkit**

# The Roanoke Innovates Brand

A brand is more than a logo or wordmark. It encompasses every touchpoint as you engage with others. This may include things you control and those you do not, in printed and online materials, phone or in-person conversations, and more. Where you have control, it is important brand usage be consistent. This includes logo usage, font, colors, messages, etc.



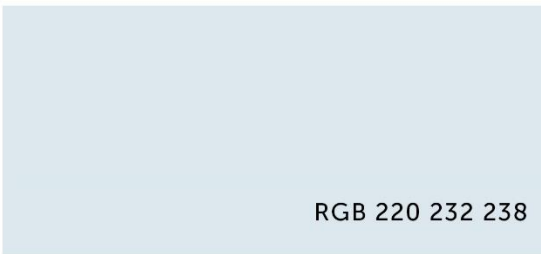
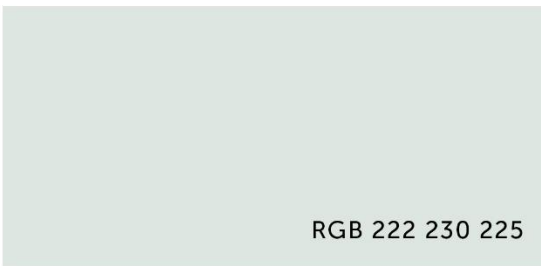
## Blue: Primary Color



## Yellow: Acent Color



## Neutral Background Colors



## Fonts

Museo Sans 700 (headlines)

Museo Sans 300 (text)

*Alternate*

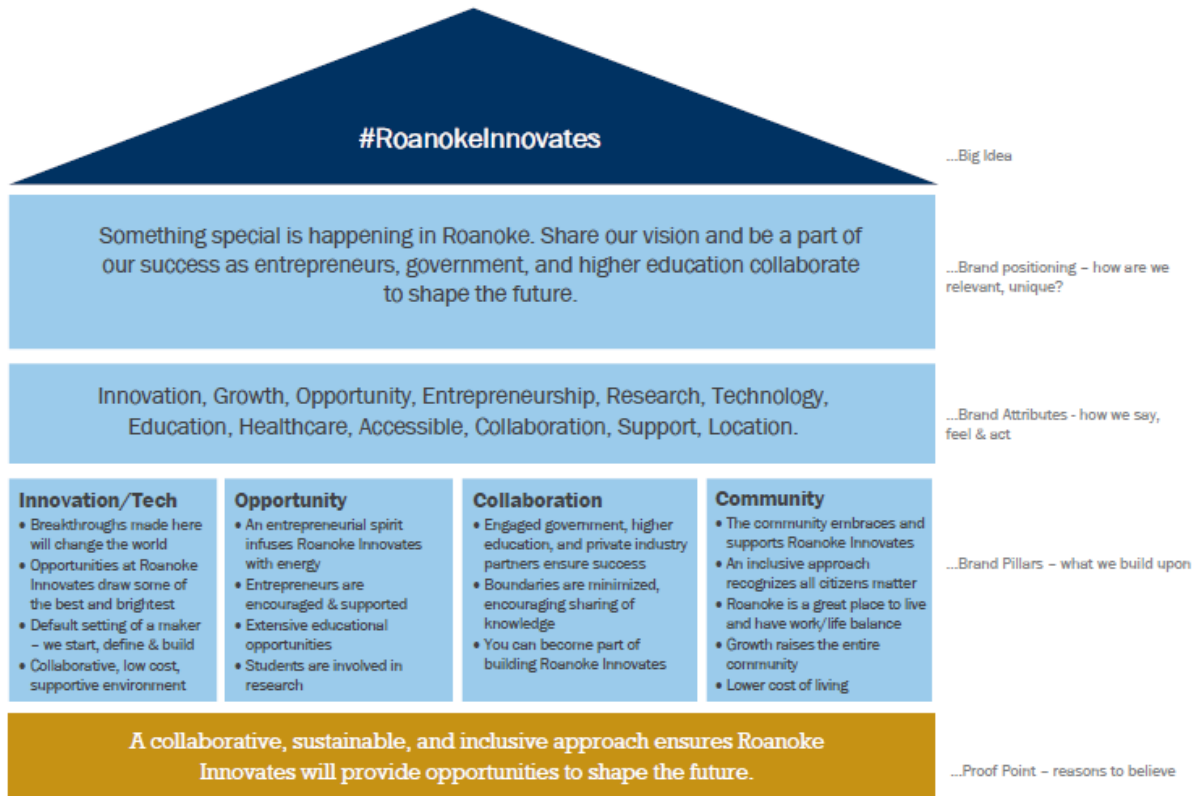
Arial Bold (headlines)

Arial Regular (text)

# Roanoke Innovates PR Boilerplate

Roanoke Innovates is a community of entrepreneurs, businesses, government agencies, and higher education professionals working to create opportunity and success in the Roanoke Valley. The collaborative effort brings together ideas plus business and growth opportunities in healthcare, technology, and research. Roanoke Innovates is shaping the future. Learn more at [www.roanokeinnovates.com](http://www.roanokeinnovates.com). #roanokeinnovates

## Brand Message Architecture



## Hashtag

#roanokeinnovates

## Elevator Pitches

### High Level

Roanoke Innovates is a collaborative community of entrepreneurs, businesses, government agencies, and higher education professionals working together to create opportunity and success in research, healthcare, and technology. Roanoke Innovates is helping to shape the future.

### Partners (speaking to outsiders)

We are part of Roanoke Innovates, a cross-section of entrepreneurs, businesses, government agencies, and higher education professionals working to create opportunity and success in research, healthcare, and technology.

## Sample Messaging

Long: Looking for an opportunity to shape the future? Roanoke Innovates is a collaborative community of entrepreneurs, businesses, government agencies, and higher education professionals working together to create opportunity and success in research, healthcare, and technology. Roanoke Innovates is helping to shape the future and you can be a part of it.

Short: Innovation. Opportunity. Collaboration. Community. We're looking for researchers and clinical professionals to join us and become part of something special. #RoanokeInnovates

### Talking Points for Primary Audiences

- We are a community of like-minded professionals
- Cross industry collaboration knocks down walls and results in innovation
- What we do creates opportunity for the Roanoke area
- We set aside egos to collaborate for success
- Roanoke Innovates is still young, so we can help shape its future

### Talking Points for Entrepreneurs

- Cross industry collaboration knocks down walls and results in innovation
- We set aside egos to collaborate for success
- Roanoke Innovates is still young, so you can help shape its future
- Roanoke is a great community where people want to be
- Roanoke is opportunity – and a worthy investment

### Talking Points for Developers

- What we do creates opportunity for the Roanoke area
- Success for Roanoke Innovates is success for the Roanoke Valley
- Roanoke is a great community where people want to be
- Roanoke is opportunity – and a worthy investment

### Talking About Roanoke Innovates with Media

Make certain as you reference Roanoke Innovates on traditional (TV, print) and social media that you incorporate messaging and carry through the pillar concepts (Innovation/Tech, Opportunity, Collaboration, Community).

- Reference that your organization is a proud Roanoke Innovates partner and/or include language like, “[Your organization name] is creating opportunity with Roanoke Innovates” or, “Roanoke Innovates with [Your organization name].”
- Use photos that represent the pillars to tell the story
- Collaborate to develop videos to share the Roanoke Innovates story
- Promote collaborative efforts with Roanoke Innovates partners; use the hashtag #roanokeinnovates on social media, and tag partners

When speaking with the media or in a case where geography is referenced, please state that your organization is in the Roanoke Innovation Corridor.

## Other Materials

The following files are available to partners. Vendors may be provided with art files and the Brand Guide. If a printer needs a file, please send them the .eps version (do NOT try to open the file or it may be corrupted).

- Brand Guide
- Logos and creative files in all standard formats
- PowerPoint template with key talking points that may be used in your presentations (should be customized for your organization)
- Button art in color and white formats for partner websites; when you place this on your website, please link the graphic to [www.roanokeinnovates.org](http://www.roanokeinnovates.org).