



**MIDDLE
GEORGIA
INNOVATION
CORRIDOR**

BRAND GUIDELINES

SUMMER 2024 | VERSION 1.1

**WELCOME
HOME TO
MIDDLE
GEORGIA**

EXPERIENCE THE HEART
OF INNOVATION



EXPERIENCE THE HEART OF INNOVATION



MIDDLE
GEORGIA
INNOVATOR
CORRIDOR

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VERBAL IDENTITY



**MIDDLE
GEORGIA
INNOVATION
CORRIDOR**

WHAT IS VERBAL IDENTITY?

Our verbal identity is the articulation of our brand through distinct and focused language with the goal of building a voice that is recognizable, cohesive, and compelling across all initiatives.

These pages outline our brand voice and messaging foundations to help the Middle Georgia Innovation Corridor (MGIC) develop content that expresses **what we do, how we do it, and why we matter.**

WHY WE MATTER

What inspires us? What is our motivation?
Why do we exist?

HOW WE DO IT

What is our process and how do we stand
out in the market? How are we unique?

WHAT WE DO

What services/products do we provide?
These are the results of the WHY WE MATTER.



WHAT

HOW

WHY

MESSAGING FRAMEWORK

The Big Idea is the essence of our brand – it's **why we matter**. This is why we go to work and the value we believe we bring to our customers and the world.

BIG IDEA

ADVANCING MIDDLE GEORGIA

MESSAGING FRAMEWORK

The Core Purpose combines **why we matter** with our **approach**. This reveals how we achieve our ultimate goal.

CORE PURPOSE

**PROMOTE MIDDLE GEORGIA'S
VALUE AND ESTABLISH THE
REGION AS AN INNOVATION
HUB TO ATTRACT NEW
INDUSTRY, BUSINESSES,
WORKERS, AND FAMILIES.**

MESSAGING FRAMEWORK

The Brand Positioning combines why we matter with our **what makes us unique**. This reveals how we differentiate ourselves in the marketplace in order to achieve our goal.

CORE PURPOSE

MIDDLE GEORGIA'S STRATEGIC LOCATION, HIGH QUALITY OF LIFE, AFFORDABLE REAL-ESTATE, WORLD-CLASS EDUCATION, AND PIONEERING BUSINESSES AND PARTNERSHIPS MAKE IT THE IDEAL LOCATION TO ESTABLISH AN INNOVATION CORRIDOR.

MESSAGING FRAMEWORK

The Key Attributes reinforce the brand positioning statement to support **how we are unique.**

KEY ATTRIBUTES

STRATEGIC LOCATION

Positioned at the crossroads of major transportation arteries, the region's central location facilitates seamless connectivity, making it a hub for commerce and collaboration.

HIGH QUALITY OF LIFE

Middle Georgia's strong community and low cost of living is attractive to families seeking to maximize their financial resources and enjoy a high quality of life.

AFFORDABLE REAL ESTATE

Middle Georgia offers ample and affordable real estate to individuals seeking homes and to businesses looking to minimize operational costs, allocate resources efficiently, and establish a sustainable foundation for growth and profitability.

MESSAGING FRAMEWORK

The Key Attributes reinforce the brand positioning statement to support **how we are unique.**

KEY ATTRIBUTES

WORLD-CLASS EDUCATION

Middle Georgia's robust educational institutions provide a fertile ground for the innovation sector, fostering a skilled workforce, collaborative research opportunities, and a continuous flow of talent that propels advancements and economic growth.

PIONEERING BUSINESSES & PARTNERSHIPS

Middle Georgia businesses and partnerships, coupled with the strategic presence of Robins Air Force Base, strengthen the innovation corridor by fostering collaborations, sharing technological advancements, and leveraging resources for mutually beneficial growth.



**MIDDLE
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INNOVATION
CORRIDOR**

MESSAGING FRAMEWORK

Our **Core Pillars** are the foundation of **who we are** and help to frame our external messages. These are our brand values.

CORE PILLARS

- 01 | **COMMUNITY**
- 02 | **INSPIRATION**
- 03 | **GROWTH**



WELCOME HOME COMMUNITY

A supportive community is the heartbeat of progress – driving innovation, economic growth, and a sense of belonging that enriches daily life. We celebrate diversity, inclusivity, and the common principles that sustain and connect us as together we build bridges, overcome barriers, and pave the way for a brighter future for Middle Georgia.



IMAGINE MORE **INSPIRATION**

Middle Georgia doesn't simply facilitate innovation, it unlocks inspiration. We personify the inventive spirit of local entrepreneurs, industry leaders, and business owners. We provide resources, support networks, and infrastructure to empower individuals and organizations to push the boundaries of traditional thinking and drive meaningful change.



MOVE FORWARD GROWTH

Growth is a core value that encapsulates the region's commitment to progress while maintaining a deep respect for its heritage. We champion innovation and collaboration as the pathways to economic success, driving forward a vision of prosperity while preserving the diverse cultural fabric that defines Middle Georgia as a beloved home for countless individuals.

BRAND VOICE

Our voice is the unique expression of our brand's personality and helps us stand out in a crowd. To reinforce our core pillars of **Community**, **Inspiration**, and **Growth**, we communicate in a way that invites all stakeholders to the table.

WHAT WE SOUND LIKE



COLLABORATIVE

We are in this together. Our voice is collaborative, compelling businesses, educational institutions, government agencies, and the community to all join for the betterment of Middle Georgia.



BOLD

Our voice commands attention and unlocks opportunities, showcasing our leadership and willingness to take big steps.



FRIENDLY

Our voice is conversational and welcoming as if having a discussion over coffee. We are lighthearted and strive to keep things positive.



AVOID

- Insider language without clear explanation
- Gimmicky appeals



AVOID

- Arrogance
- Narrow-mindedness
- Passive voice
- WRITING IN ALL CAPS



AVOID

- Cheesiness and clichés
- Negative comparisons
- Formal, stiff language
- Long-windedness

BRAND VOICE

Our voice doesn't change from one piece of communication to the next and helps us create awareness and attract new customers.

WHAT WE SOUND LIKE

AUTHENTIC BUT NOT UNFILTERED

INNOVATIVE BUT NOT TECHNICAL

INCLUSIVE BUT NOT CATCHALL

COLLABORATIVE BUT NOT ALWAYS AGREEING

FRIENDLY BUT NOT OVERBEARING

PASSIONATE BUT NOT OVERZEALOUS

SMART BUT NOT ARROGANT

CASUAL BUT NOT UNPROFESSIONAL

BRAND VOICE

The Middle Georgia Innovation Corridor voice is carefully crafted, so we need to be discerning about the words we use and try to keep that voice intact across all communications. Here are some words we should use, paired next to words we shouldn't use in **Advancing Middle Georgia**.

SAY THIS

PARTNERS
COMMUNITY
SOLUTIONS
UNLOCK VALUE
GROW
TRANSFORM
INSPIRE
COLLABORATE
CONNECT

NOT THIS

COMPANIES
PEOPLE
SERVICES
CREATE VALUE
DEVELOP
CHANGE
INFLUENCE
SUPPORT
INTEGRATE

OUR TAGLINE & SLOGAN

The tagline/slogan are our first point of communication, so it should differentiate us and create brand awareness. The tagline is paired with the logo to reinforce our two-pronged message of “Heart” and “Innovation.” Our slogan can be inverted depending on which message we want to emphasize more and can be placed separately from the logo.

TAGLINE

**THE HEART OF
INNOVATION**

SLOGAN

**EXPERIENCE
THE HEART OF
INNOVATION:**
WELCOME HOME TO
MIDDLE GEORGIA

**WELCOME HOME TO
MIDDLE GEORGIA:**
EXPERIENCE
THE HEART OF
INNOVATION

HEADLINES

Our voice becomes more powerful with our headlines. These are places in marketing where we want to quickly draw attention and evoke emotion.

HEADLINES

TAKE CHARGE OF YOUR FUTURE

MOVE FORWARD IN MIDDLE GEORGIA

CONNECT TO EVERYTHING

IMAGINE YOURSELF IN MIDDLE GEORGIA

THRIVE IN MIDDLE GEORGIA

MIDDLE GEORGIA: WHERE INNOVATION RESIDES

YOUR FUTURE STARTS HERE

SHINE IN THE HEART OF IT ALL

LIVE FORWARD

EMBRACE THE MIDDLE GEORGIA LIFE

CONVERSATION STARTERS

These one-liners are quick descriptors we can keep in our pockets to introduce who we are and why we stand apart in one simple sentence. They should empower us in conversation. They should flow. They should keep us all on the same page.

OPTION 1

Middle Georgia's strategic location and abundant resources make it an ideal innovation hub, driving technological advancement and enhancing quality of life in the region.

OPTION 2

Middle Georgia's strategic location, high quality of life, affordable living, top-tier educational institutions, and vibrant business ecosystem make the region the ideal location for innovation, careers, and families to thrive.

CASE BUILDERS

Case builders are simple paragraphs to support stories and micro stories. Just like a case study, they introduce a **challenge** and a **solution**. Case builders should be brief. Support for claims can come later.

CHALLENGE

In today's fast-changing world, you aren't just seeking a job—you want the package deal: a meaningful career, an affordable home, and a supportive community.

SOLUTION

Middle Georgia isn't just about high-tech industries and A+ schools—it's where you can build a career you love while giving your family the quality of life they deserve.

GENERAL COPYWRITING TIPS AND TOOLS

THE FRAMEWORK

Big Idea + Brand Voice + Key Services

We should always approach writing copy with this framework in mind. Each piece of communication should reflect the sentiments behind **Advancing Middle Georgia** (Big Idea), sound like us (Brand Voice) and capture the practical information we need to articulate about our brand and products.

When successful, it will sound like all of our materials are written by the same person, without sounding redundant or stale, and make sure that we are telling a consistent and compelling story.

THE OUTLINE

Headline

Overview Paragraph (1-3 sentences)

Details (2-3 paragraphs)

Closing Paragraph + Call to Action

For long-form copy, this is the general framework to follow: start with a headline, move into an overview statement, dig into the details and then end with a summary and/or call to action. Examples of longform copy are: website sections, articles, pitch deck slides and other materials that go into detail and require more information.

GENERAL COPYWRITING TIPS AND TOOLS

THE FLOW

General + Emotional to Specific + Informative Connect the Dots

As the viewer reads through content, the flow of copy should move from general and emotional to specific and informative. We need to persuade our audience to read on by capturing their attention first. The deeper you dig in a brochure or on a website, the more granular and detailed the content.

Sentence flow is extremely important to telling a cohesive story. Each sentence in a paragraph should build on the one before it, so they sound connected and in chronological order (as if you're telling a story). Consider reading your paragraph out loud to see if it flows naturally. If it doesn't sound good, it's not going to read well either.

BEST PRACTICES

Keep it Fresh Keep it Clear and to the Point

We never want our content to be stale, so we should consider regular maintenance of our marketing copy.

With marketing copy, clear and succinct messages are the most powerful. We're not writing novels or encyclopedias—it's about getting people to quickly grasp who we are and what we offer, without lacking personality and emotion. Ask yourself, "What's the most clear and simple way I can get my point across?" Start by writing the one sentence takeaway or summary, and then build from there. Strip your content down and then add in detail and personality as needed. Most important rule of thumb: say only what your audience needs to hear. Cut out redundancies and unnecessary detail.



VISUAL IDENTITY



MIDDLE
GEORGIA
INNOVATION
CORRIDOR

**WELCOME
HOME TO
MIDDLE
GEORGIA**



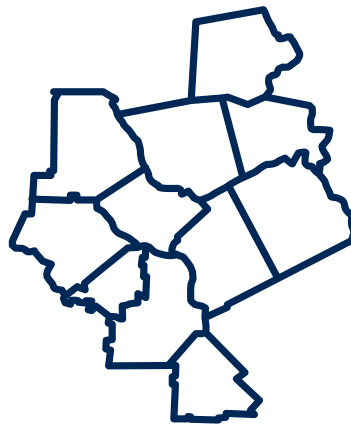
INTRODUCTION

This concept, meticulously crafted to outline all 11 counties of Middle Georgia, serves as a powerful symbol underscoring the vital concepts of centrality, community, and innovation. Its striking lightning bolt design represents energy and progress, highlighting Middle Georgia's pivotal role as a central hub for collaboration and growth.

The inclusion of all counties within the bolt's contours reinforces the spirit of unity, emphasizing the interconnectedness of communities across the region. The unique design embodies forward-thinking ideals, inspiring collective efforts towards advancement and prosperity, and fosters a sense of pride and belonging while rallying individuals and organizations alike to work together towards a brighter future for Middle Georgia.



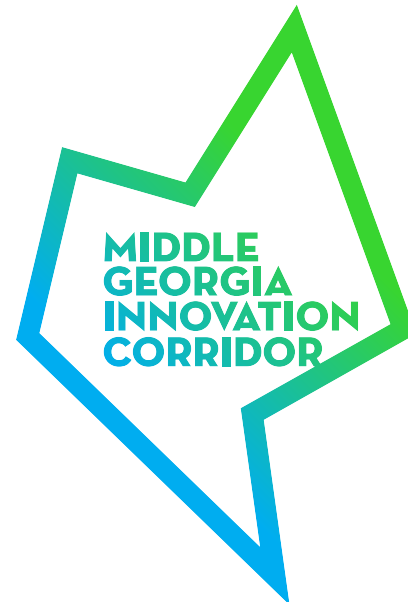
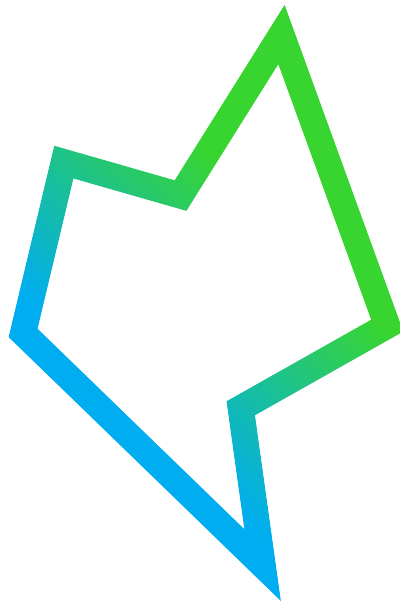
COMMUNITY



COUNTIES



INNOVATION



EXPERIENCE THE **HEART** OF INNOVATION

WELCOME HOME
TO MIDDLE GEORGIA

EXPERIENCE THE **HEART** OF INNOVATION

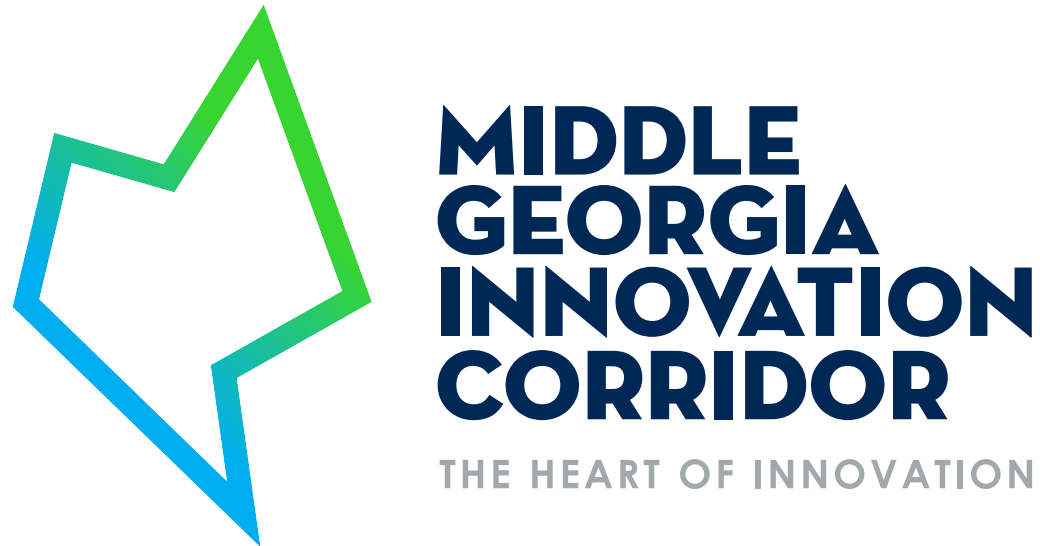
WELCOME HOME
TO MIDDLE GEORGIA



MIDDLE
GEORGIA
INNOVATION
CORRIDOR

LOGO

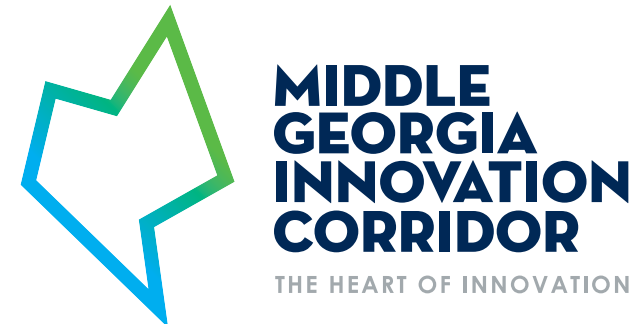
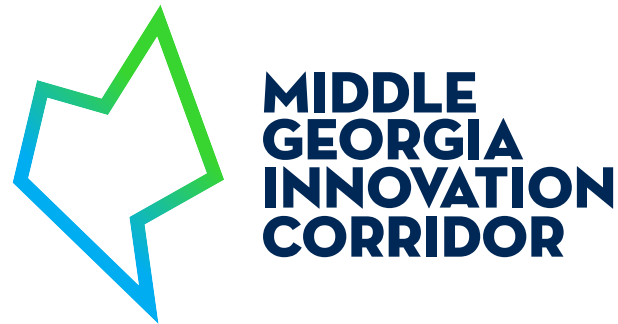
Our Logo is one of first brand pieces that is seen. It lives proudly on our website, in our emails, and on every piece of communication we generate. For that reason it's important to use it with care. These guidelines will cover how to use and how not to use our Logo as well as how to implement it in communications.



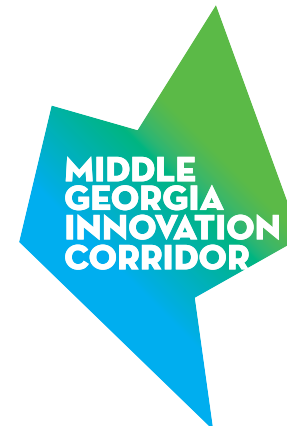
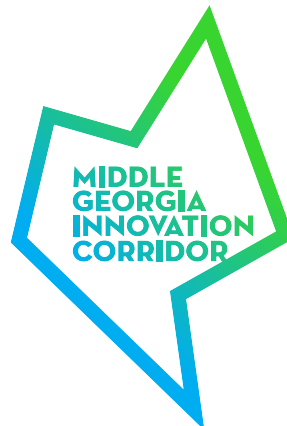
LOGO

The Innovation Corridor logo can be applied in multiple ways depending on placement needs; however, the tagline is only paired with the Primary Use logo concept as seen below.

Primary Use



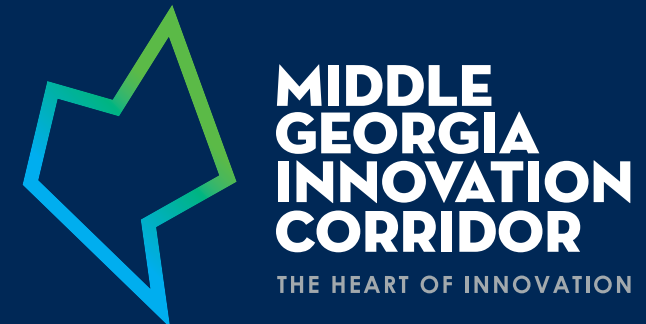
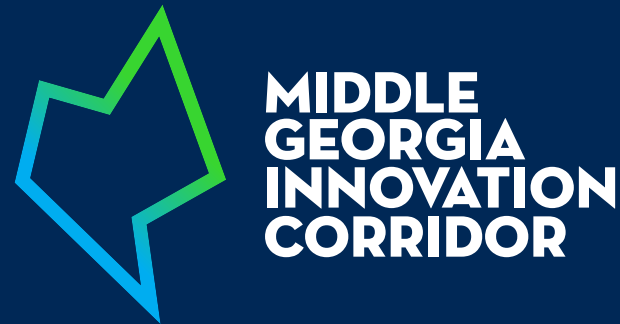
Secondary Uses



LOGO IN REVERSE

The Innovation Corridor logo can be applied in multiple ways depending on placement needs; however, the tagline is only paired with the Primary Use logo concept as seen below.

PRIMARY



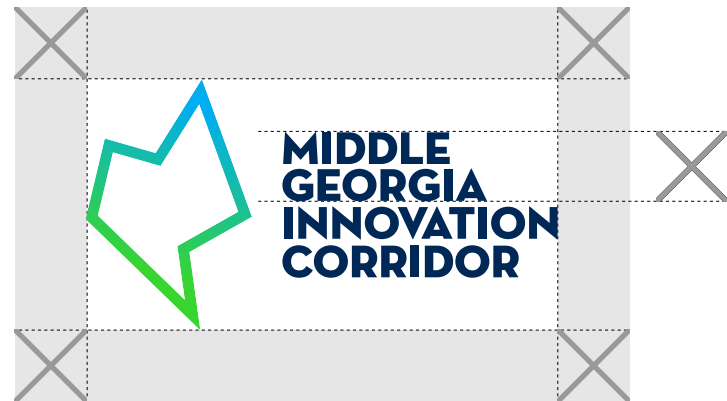
SECONDARY



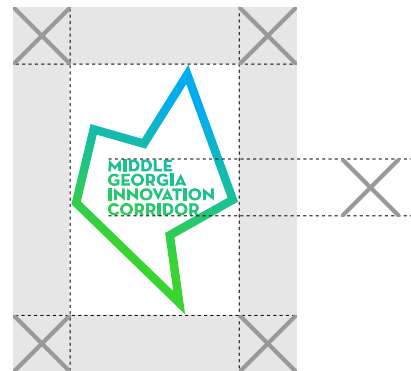
CLEARSPACE

Clearspace is the area around the logo that needs to be kept free of typography, graphics, and any other elements that might obstruct its visibility and legibility. Clearspace is derived from the height of the stacked letters “M” and “G” in the wordmark. Clearspace is always the same as the height of “M” and “G” on all sides of the logo. This amount of space can be increased whenever possible.

Primary Use



Secondary Uses



MINIMUM SIZE

The logo can be scaled up as large as needed, but shouldn't be made smaller than the recommended minimum sizes shown here. The minimum print and digital sizes are based on the logo's overall height. Minimum sizing is the same for all color variations.

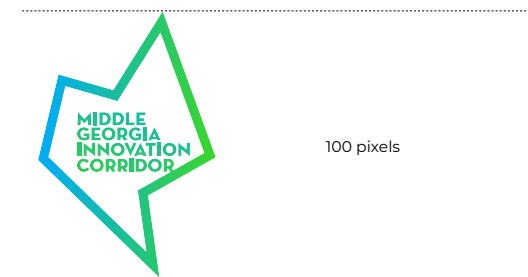
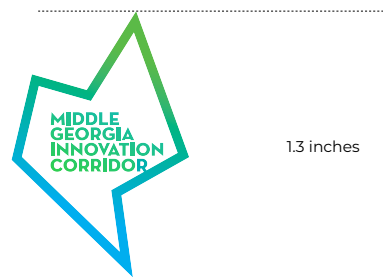
PRINT

DIGITAL

PRIMARY



SECONDARY



LEGIBILITY

The full-color logo (for both primary and secondary concepts) should always be staged against a white background or a non-busy area of a neutral photograph. The reverse variation is for darker backgrounds and can also be used over a non-busy area of a photograph. The black variation is used on light-colored backgrounds or non-busy areas of a photograph.

NOTE: Be sure to allow sufficient contrast for maximum legibility and visibility when placing either variation against color fields or photographs. Backgrounds should be neutral when using the reverse or black variations.

PRIMARY



DO place the full-color variation against a white background



DO place the full-color variation against a non-busy area of a photograph or background



DO NOT place the full-color variation against a colored background or busy photograph that doesn't provide enough contrast

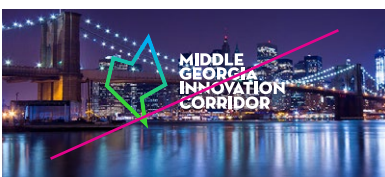
REVERSE



DO place the reverse variation against a dark-colored background



DO place the reverse variation against a non-busy area of a photograph or background



DO NOT place the reverse variation against a colored background or busy photograph that doesn't provide enough contrast

SOLID WHITE



DO place the white variation against a solid-colored background



DO place the white variation against a non-busy area of a photograph or background



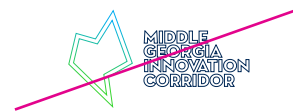
DO NOT place the white variation against a colored background or busy photograph that doesn't provide enough contrast

INCORRECT USE

To properly strengthen and maintain our logo's effectiveness, care must be taken to ensure its correct and consistent use across every application. Altering or redrawing the logo in any way weakens the power of our brand. Some common logo misuses are shown here.



DO NOT stretch or distort the logo



DO NOT outline the logo



DO NOT change logo colors



DO NOT delete logo components



DO NOT rearrange logo components



DO NOT scale logo components separately



DO NOT use drop shadow or other techniques



DO NOT rotate any part of the logo



DO NOT replace the wordmark

SLOGAN

When used as a graphic, our slogan should utilize Neutra Display Titling as the primary font and Century Gothic Bold as the secondary font. The slogans can be inverted depending on message emphasis. HEART and HOME should always maintain a gradient. The gradient may be applied to the text or the text can be made white with a gradient box behind it.

**WELCOME
HOME TO
MIDDLE
GEORGIA**









EXPERIENCE THE HEART
OF INNOVATION

**EXPERIENCE
THE HEART OF
INNOVATION**

WELCOME HOME
TO MIDDLE GEORGIA

PALETTE PRIMARY

We have four primary colors – green, cyan, navy, and gray. These colors vary when used in digital (RGB) and print environments (CMYK). The RGB color palette takes priority and should be used in screen-based materials (e.g., presentations, websites, social media).

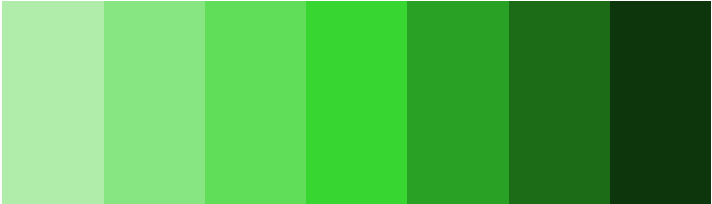
	RGB: DIGITAL ONLY	CMYK: PRINT ONLY
GREEN	 RGB: 56, 213, 48 HEX: #38D530	 CMYK: 67, 0, 100, 0 PMS: 802
CYAN	 RGB: 0, 174, 239 HEX: #00AEEF	 CMYK: 100, 0, 0, 0 PMS: CYAN
NAVY	 RGB: 0, 40, 86 HEX: #002856	 CMYK: 100, 84, 36, 39 PMS 295
GRAY	 RGB: 162, 169, 173 HEX: #A2A9AD	 CMYK: 38, 27, 27, 0 PMS: 429

TINTS & SHADES

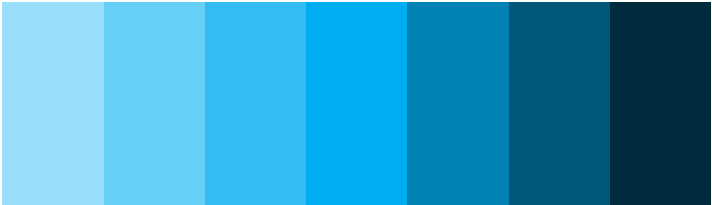
RGB: DIGITAL ONLY

CMYK: PRINT ONLY

GREEN



CYAN



NAVY

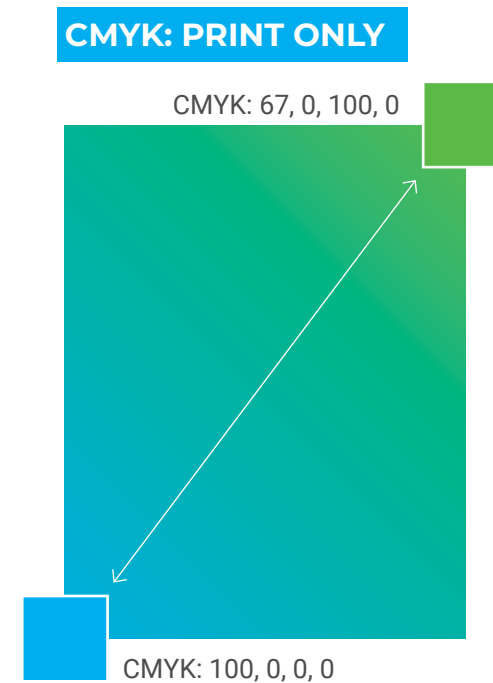
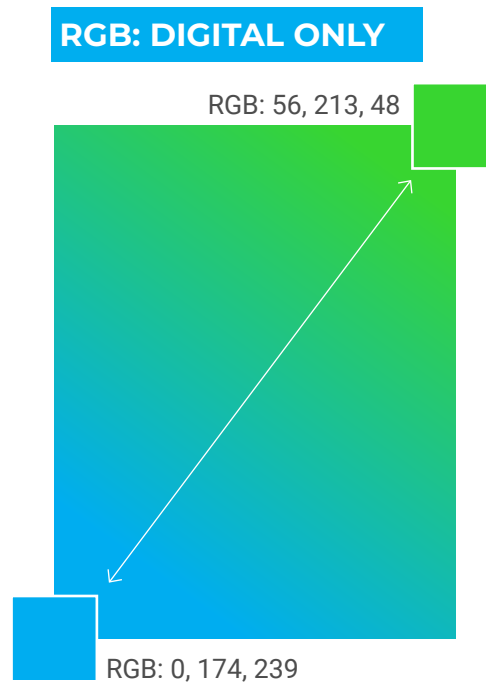


GRAY



GRADIENTS

The Innovation Corridor uses a diagonal gradient to reinforce the ideas of progress and innovation. The gradient should always begin with the cyan in the bottom right corner and end with the bright green in the top left corner. This demonstrates how blue (representing stability, trust, and inspiration) leads to green (representing growth, renewal, innovation).



TYPOGRAPHY

Below is an example of how copy should be employed using Montserrat, Roboto and Open Sans fonts.

HEADLINE
Montserrat Bold

---->

Tectesequat aut Voles Scuioso

SUBHEADLINE
Roboto Regular

---->

Molorpos alis eatur a qui veliae sus. Ota volupta tibusci et qui dolupis natur sum unt. Lia quo cuscill atempelitat quia accatia dus di quaectas aut dus, odicienecto conecuscium.

SUBHEADLINE
Roboto Black

---->

Ciendigentur reptatis

BODY
Open Sans

---->

Que volupta temporem. Ita quis aestia nditet laut qui idionsendi remporecus dolum ad eium eni solori reic tenemque et adia prentis ma vene rerio. Et verrunt ped ea ius quaspic imaio. Itatemo luptae derum volum eturibus, idebitae voluptat idi ne venia quam, quam reped quatquiatur aut litia velit ex earit, ium utemolora con earum, sita inulliquo tem.

Volum eturibus idebitae

Et, et faccum suntem latum quia plit ut molupta quatem il minimag nisciis ium accus eliquias eatius velicipsanda sume vid et ad essit valorit asperatem faccupatsum listiur itassin re sinctae doluptas vidicillecab inctotat platemp orioribusae volupta veribus doluptatus

TYPOGRAPHY

The Montserrat and Roboto font families are modern sans serif typefaces that are used to deliver clear, confident messaging and reinforce our strong brand attributes. These typefaces are used in prominent ways for headlines, large intro copy, pull-quotes, and sidebars.

MONTSERRAT

Aa

Montserrat Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*()/=+.,

Aa

Montserrat Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*()/=+.,

Aa

Montserrat Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*()/=+.,

TYPOGRAPHY

Roboto is a highly readable typeface and is used to support our primary headline typeface, Montserrat. It is used for subheads and other supporting text such as body copy, subheads, excerpts, captions and data.

ROBOTO

Aa

Roboto Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()/=+,.

Aa

Roboto Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()/=+,.

Aa

Roboto Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()/=+,.

TYPOGRAPHY

Opens Sans is a highly readable, sans serif font, which is used for subheaders, body copy, excerpts, captions, and data.

OPEN SANS

Aa

Open Sans Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()/_=+,.

Aa

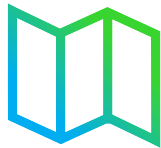
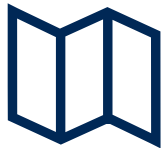
Open Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()/_=+,.

Aa

Open Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()/_=+,.

ICONS:
KEY ATTRIBUTES

Our icons are comprised of simple shapes that reinforce the Innovation Corridor brand. The contours and gradients are designed to complement the logo mark. The icons below are used exclusively to represent the Innovation Corridor’s five key attributes.



**Strategic
Location**

**High Quality
of Life**

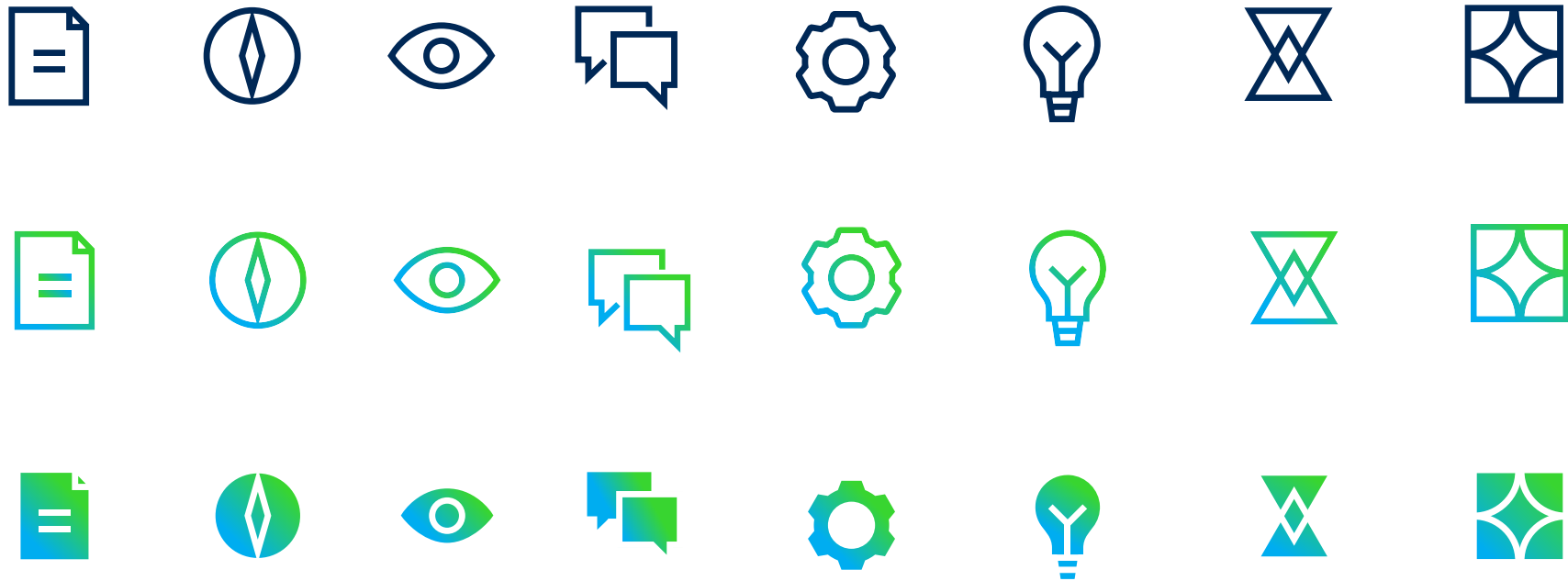
**World-Class
Education**

**Affordable
Real-Estate**

**Leading-Edge
Partnerships**

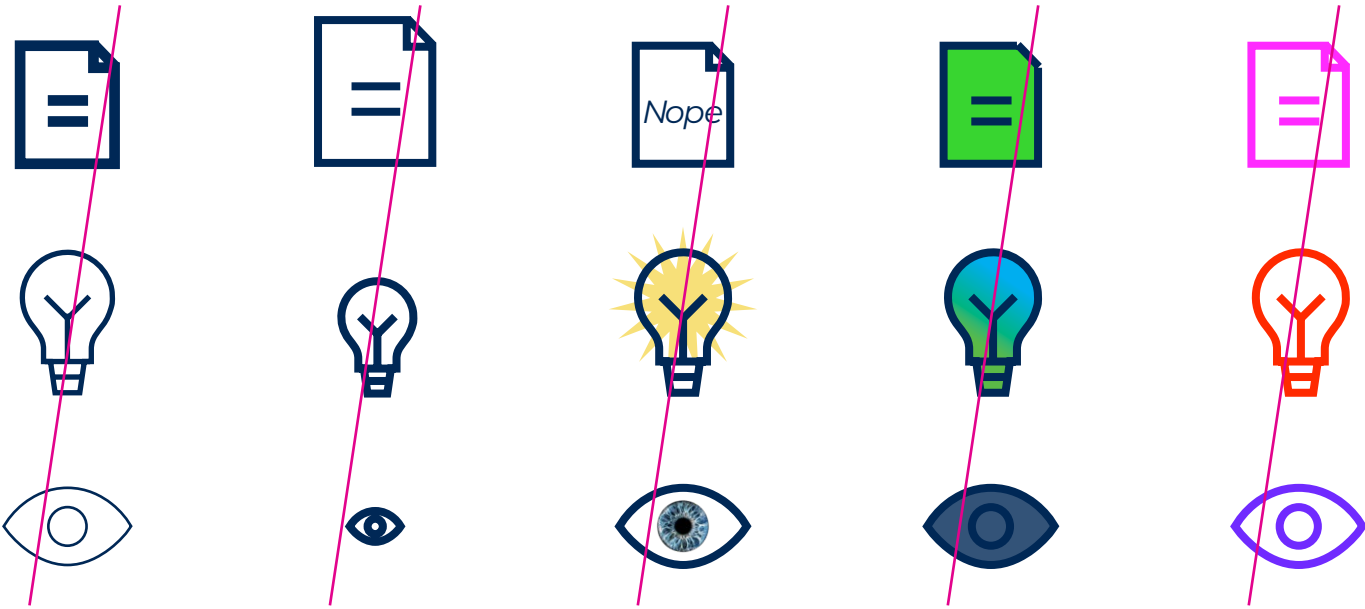
ICONS

Our icons are comprised of simple shapes that reinforce the Innovation Corridor brand. The contours and gradients are designed to complement the logo mark. Below are additional icon concepts showing the level of simplicity that should be maintained.



ICONS: INCORRECT USE

Below are icon applications that should be avoided in order to maintain consistency across brand products.



AVOID
Using inconsistent
stroke weights

AVOID
Using multiple icons
shown at different
scales

AVOID
Adding or removing
elements from an icon

AVOID
Using a filled-in version
of an icon

AVOID
Using off-brand colors



APPLICATION

WELCOME HOME TO MIDDLE GEORGIA

EXPERIENCE THE HEART
OF INNOVATION



MIDDLE
GEORGIA
INNOVATION
CORRIDOR



**MIDDLE
GEORGIA
INNOVATION
CORRIDOR**

**EXPERIENCE
THE HEART OF
INNOVATION**

WELCOME HOME
TO MIDDLE GEORGIA

EXPERIENCE
THE **HEART** OF
INNOVATION

WELCOME HOME
TO MIDDLE GEORGIA

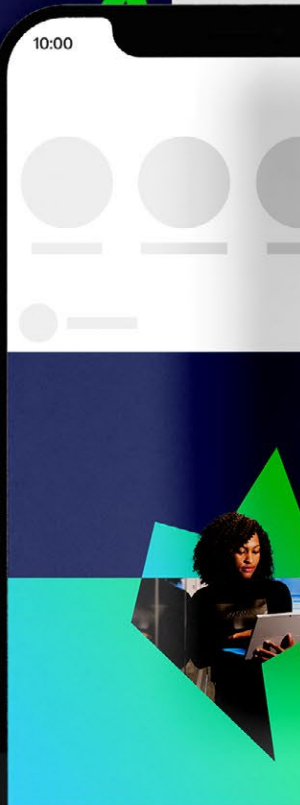
WELCOME
HOME TO
MIDDLE
GEORGIA

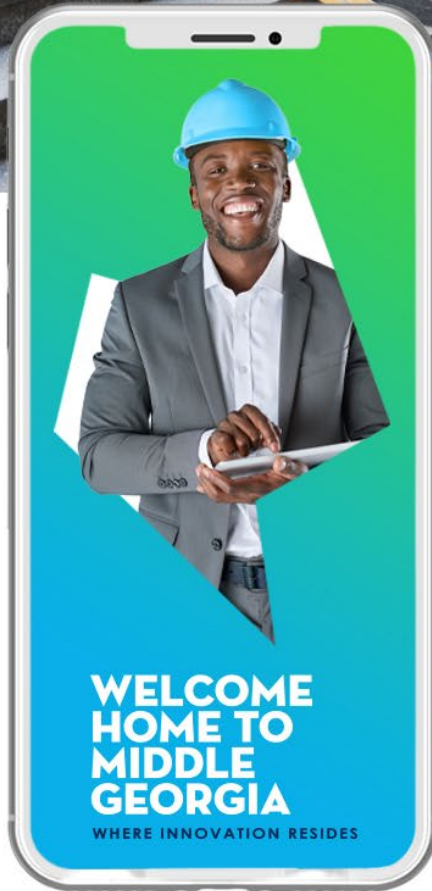
EXPERIENCE THE HEART
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MIDDLE
GEORGIA
INNOVATION
CORRIDOR

MIDDLE
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INNOVATION
CORRIDOR

MIDDLE
GEORGIA
INNOVATION
CORRIDOR







MIDDLE GEORGIA INNOVATION CORRIDOR

Name
Lastname

Development Authority
of Houston County
200 Carl Vinson Parkway
Warner Robins, GA 31088
info@houstoncountygga.net

MIDDLE GEORGIA INNOVATION CORRIDOR

Middle Georgia Innovation Corridor
200 Carl Vinson Parkway
Warner Robins, GA 31088

Month 00, 0000

Firstname Lastname,

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Sincerely,

Firstname Lastname

Firstname Lastname

(478) 923-5470

middlegeorgiainnovates.com



MIDDLE GEORGIA INNOVATION CORRIDOR



MIDDLE GEORGIA INNOVATION CORRIDOR

