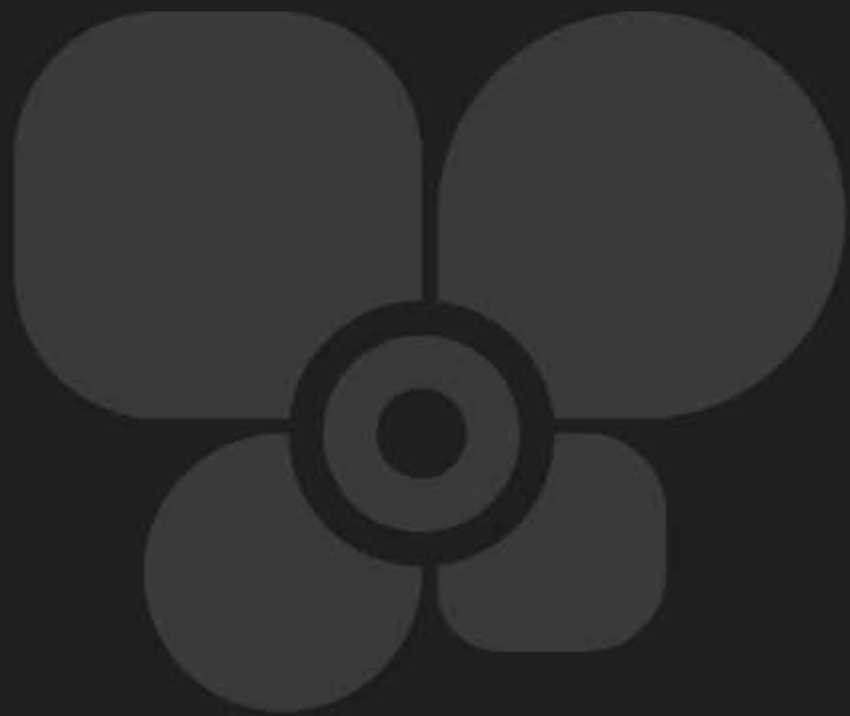


# Brand Guidelines

A Document on the vision , Mission , Values of the community.



# Ondo State Entrepreneurs Network

*Inspire , Connect, Thrive*

# Table of Contents

---

- 03 • About Us
- 04 • Mission & Vision
- 05 • Goals
- 07 • Designing The Logo
  - Crafting the icon
  - Color palette
  - Icon in colors
  - Typography
  - The Logo
  - Do's & Don'ts
- 16 • Deliverables & Mockups

# About Us

The **Ondo State Entrepreneurs Network** (Ondopreneur) is a vibrant community of passionate individuals driven by the vision to cultivate a supportive ecosystem for entrepreneurs across Ondo State. Founded on the principles of **collaboration, innovation, and growth**, Ondopreneur serves as a hub where aspiring and established entrepreneurs converge to connect, learn, and thrive together. With a diverse membership spanning various industries and sectors, Ondopreneur is committed to fostering a culture of entrepreneurship that empowers individuals to pursue their dreams and make a meaningful impact in their communities. Through our platform, members gain access to valuable resources, mentorship opportunities, and a supportive network of like-minded peers dedicated to their success.





# Mission & Vision

## Mission

To cultivate a supportive ecosystem that empowers entrepreneurs in Ondo State, fostering innovation, collaboration, and sustainable growth."

## Vision

To become the leading catalyst for entrepreneurial success and economic prosperity in Ondo State, driving positive change and inspiring a culture of innovation and resilience."



# Goals

- **Foster Collaboration:** Facilitate meaningful connections and collaborations among entrepreneurs to enhance knowledge sharing, resource access, and business synergies.
- **Promote Innovation:** Encourage and support the development of innovative solutions and ideas that address local challenges and contribute to the economic advancement of Ondo State.
- **Provide Resources:** Offer valuable resources, including mentorship, funding opportunities, and educational programs, to equip entrepreneurs with the tools and skills needed to succeed.
- **Support Growth:** Enable entrepreneurial ventures to scale and thrive by providing strategic guidance, networking opportunities, and access to markets and investment.
- **Drive Impact:** Measure and celebrate the impact of entrepreneurs within the community, highlighting success stories and positive contributions to the local economy and society.





# Goals

- **Advocate for Entrepreneurial Needs:** Serve as a voice for entrepreneurs, advocating for policies and initiatives that create a conducive environment for business growth and innovation.
- **Promote Diversity and Inclusion:** Embrace diversity and inclusion within the entrepreneurial community, ensuring equal opportunities for all individuals regardless of background or identity.
- **Build Resilience:** Equip entrepreneurs with the resilience and adaptability needed to navigate challenges and setbacks, fostering a culture of perseverance and continuous learning.
- **Strengthen the Ecosystem:** Collaborate with stakeholders, including government agencies, educational institutions, and industry partners, to strengthen the overall entrepreneurial ecosystem in Ondo State.
- **Inspire and Educate:** Inspire the next generation of entrepreneurs through educational initiatives, mentorship programs, and outreach activities aimed at fostering an entrepreneurial mindset from an early age.



# Designing The Logo





# Crafting The Icon

Our Icon is a visual representation of our brand identity and should be used in accordance with established guidelines. This includes the proper use of color, scale, and white space around it but before we dive into the technicalities let us understand how we arrived at our choice , the challenge we faced and the inspiration behind our choice.

## The Challenge

The **Ondo State Entrepreneurs Network** (Ondopreneur) as a community needed a logo that will encapsulate their vision , mission and goals as a community. which could be translated to a vibrant ecosystem. The need to grasp that in a symbol was of utmost importance. we needed to bring together community , synergy , collaboration , growth and scale together at the same time.

## The Inspiration

After researching , we arrived at using a flower , which represents an ecosystem in its own, despite being divided into smaller parts represents a whole unit . we decided to make slight modifications to translate other keywords into visuals.

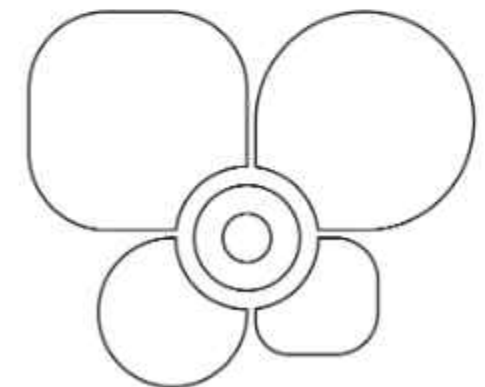
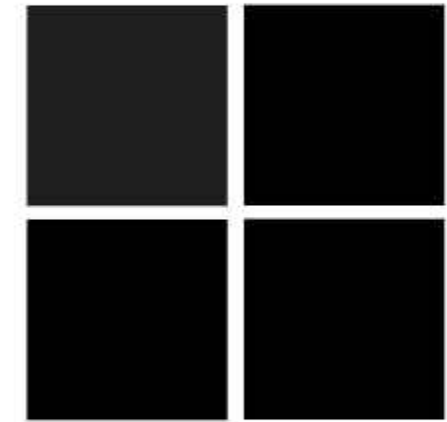




# Crafting The Icon

Our logo is inspired by a flower, symbolizing an ecosystem. The petals represent the diverse players and varying sizes of businesses that make up this ecosystem. A flower produces nectar, analogous to the investment opportunities our initiative aims to provide. The different sizes of petals reflect the diversity of entrepreneurs at various stages of their journey. The circle signifies networking and also represents the "O" in Ondo State.

## The Process

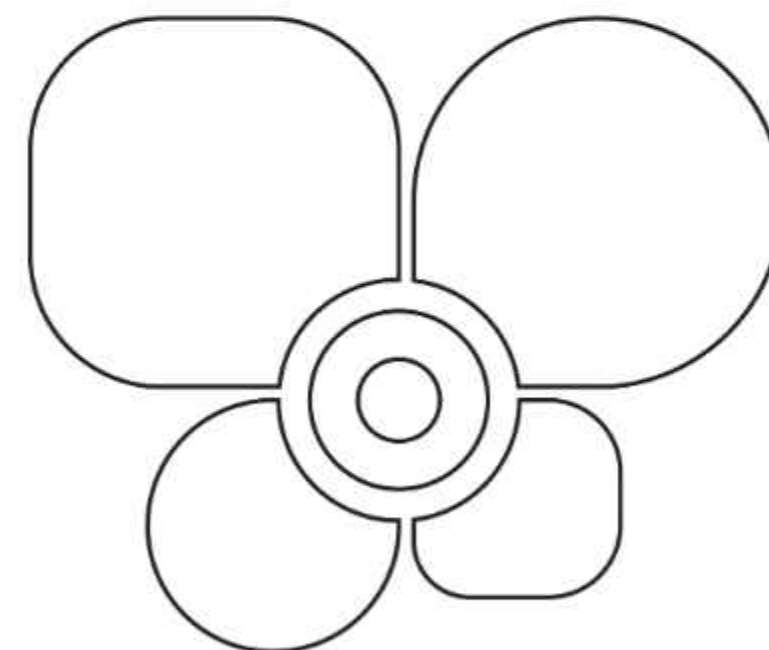
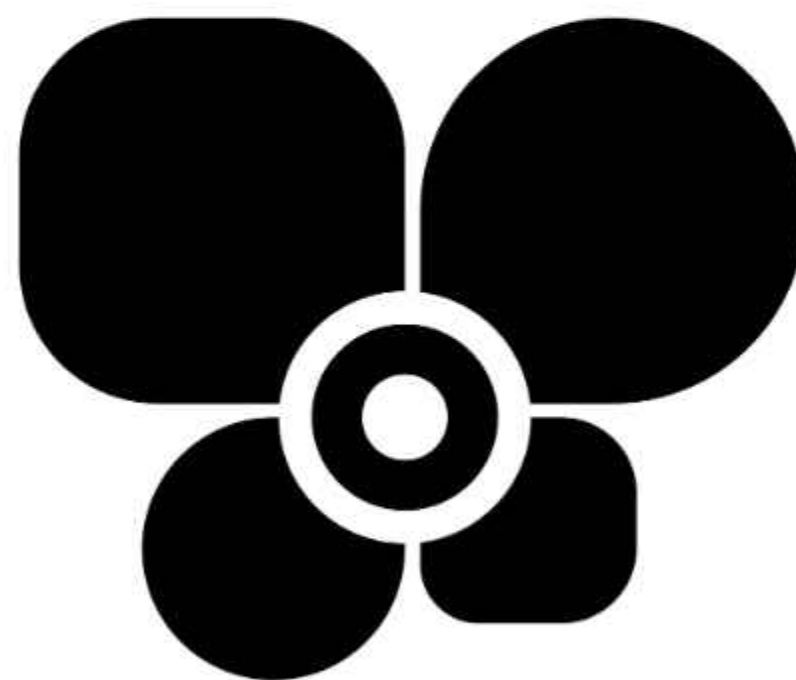


We began with four squares, each modified at the corners to symbolize the imperfections inherent in the entrepreneurial journey. Recognizing that this path is rarely straightforward, we used the contours of these squares to reflect that complexity. These altered square shapes form the petals of our icon, with the circles at the center representing the synergy and collaboration among diverse players in the ecosystem. The second circle specifically signifies the letter "O," representing the initial of Ondo State.

# Crafting The Icon

Our logo is inspired by a flower, symbolizing an ecosystem. The petals represent the diverse players and varying sizes of businesses that make up this ecosystem. A flower produces nectar, analogous to the investment opportunities our initiative aims to provide. The different sizes of petals reflect the diversity of entrepreneurs at various stages of their journey. The circle signifies networking and also represents the "O" in Ondo State.

## The Icon in Black & White





# Color Palette

Our color palette is inspired by success represented by **Russian Violet** ( Primary Color), **pumpkin** representing unity ( Secondary Color), white for transparency , **Eerie black** color represents elegance and sophistication. These colors should be used consistently across all media to maintain brand integrity.

#1F1F20

Eerie Black

#290042

Russian Violet

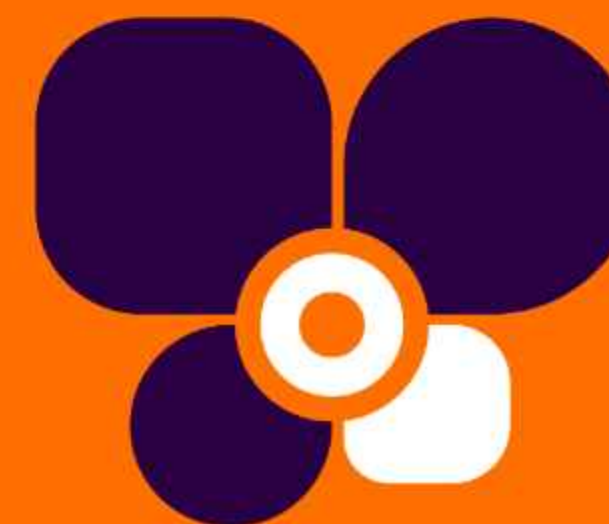
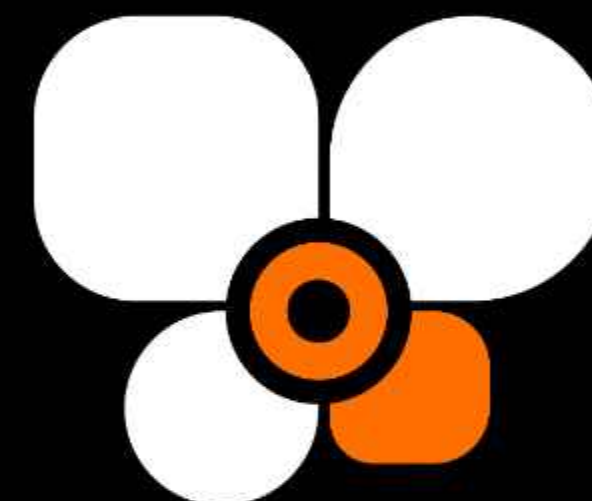
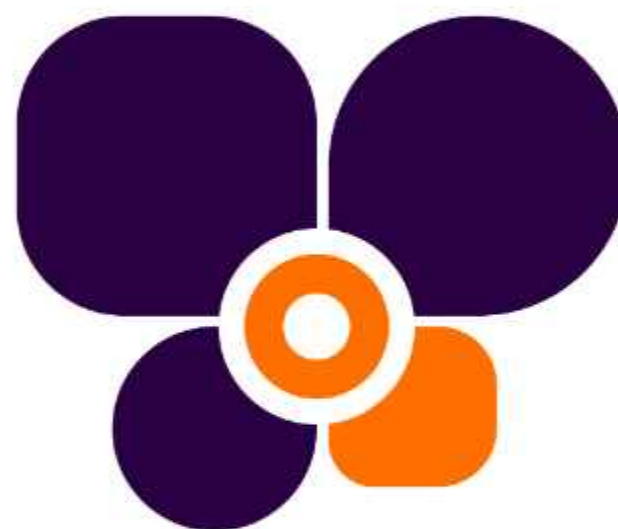
#FF6F00

Pumpkin

White

## The Icon In colors

Our logo is inspired by a flower, symbolizing an ecosystem. The petals represent the diverse players and varying sizes of businesses that make up this ecosystem. A flower produces nectar, analogous to the investment opportunities our initiative aims to provide. The different sizes of petals reflect the diversity of entrepreneurs at various stages of their journey. The circle signifies networking and also represents the "O" in Ondo State.





# Typography

Lato, a widely used Google font, is known for its versatility and modern design. It represents a balance of professional and friendly characteristics, making it suitable for a variety of applications. Designed by Łukasz Dziedzic in 2010, Lato features semi-rounded details that give it a feeling of warmth, while its strong structure maintains stability and seriousness. This blend makes it ideal for both corporate use and more casual contexts, effectively conveying a sense of reliability and approachability.

We use a custom font selected for readability and elegance. This typography helps to reinforce our brand identity and should be used in all communications.

## Lato

### Headings

**Aa**

Headings can be either used in black weight or bold weight depending on sizes of touchpoints

### Body

Aa

Body text should always be in the regular weight of the font.

# The Logo

## The Tagline

"Inspire, Connect, Thrive" encapsulates the essence of our community. "Inspire" reflects our commitment to fostering innovation and creativity, motivating members to reach their full potential. "Connect" emphasizes the importance of building meaningful relationships and networks, facilitating collaboration and support among members. "Thrive" signifies our ultimate goal: to help every member achieve success and well-being by leveraging the inspiration and connections made within the community.



**Ondo State  
Entrepreneurs  
Network**

*Inspire , Connect , Thrive*



**Ondo State  
Entrepreneurs  
Network**

*Inspire , Connect , Thrive*



**Ondo State  
Entrepreneurs  
Network**

*Inspire , Connect , Thrive*



**Ondo State  
Entrepreneurs  
Network**

*Inspire , Connect , Thrive*



# Do's & Don'ts

the "Do's" and "Don'ts" provide clear guidelines for maintaining the consistency and integrity of the brand's visual and verbal presentation. They help ensure that the brand is represented correctly across various platforms and touchpoints

## ✓ Do

### Use Official Color Palette

Ensure you use the brand's specified colors in all assets.

## ✓ Do

### Typography Consistency

Use the specified fonts and styles in the brand guidelines for all written communications.

## ✓ Do

### Consistent Messaging

Ensure the message delivered is aligned with our brand values.

## ✗ Don't

### Inappropriate Color Usage

Do not use colors that are not included in the brand's official palette for brand representation.

## ✗ Don't

### Modify the Logo

Do not alter, distort, or change the logo colors without permission.

## ✗ Don't

### Misuse Design Elements

Avoid using the brand's graphic elements in a way that is not consistent with the guidelines.

# Mockups





# Mockups



# Mockups





# Mockups

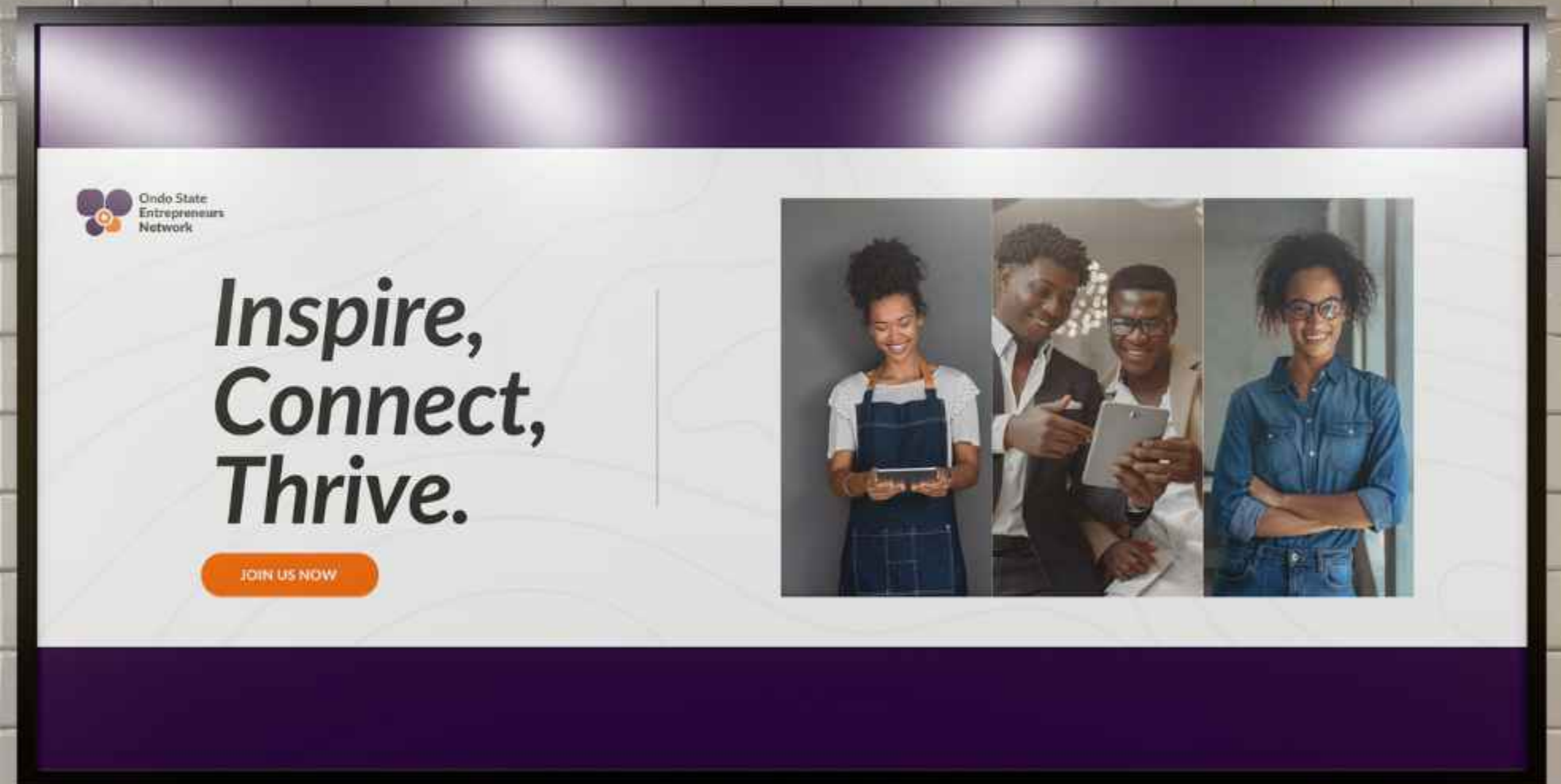


# Mockups





# Mockups





**Thank You**