



ELEVATE
Hennepin™

Promotional Partner
Brand Guidelines



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Hennepin County overall vision

We envision a future where residents are healthy and successful and where our communities are safe and vibrant. We will strive to meet and exceed expectations by engaging people and communities in developing innovative solutions to challenges. We will be a diverse, learning organization. We will partner with others to enhance the quality of life in Hennepin County and the region.

[Read more here.](#)

Hennepin Community + Economic Development vision + mission

VISION

A community where all people are healthy, all people are valued, and all people thrive.

MISSION

To serve residents through transformative services that reduce disparities, eliminate inequities, and create opportunity for all.

Elevate Hennepin background + origin

The concept of Elevate Hennepin came out of the Hennepin County Business Advisory Council that was established in May of 2020 by the Hennepin County Board of Commissioners to combat economic disruption, unemployment, and the economic uncertainty resulting from the COVID-19 pandemic. The council included politicians, business leaders, bankers, and non-profit organizations.

Elevate Hennepin TM is truly a partnership between the business community, Hennepin County staff, business support organizations at the state and federal level, and county cities. Through this initiative, Hennepin County has been able to build a more resilient local small business community by answering one simple question: Where do I go for support for my business goals?

Elevate Hennepin has become an essential platform for a wide range of businesses in our community– one that connects business owners to a robust group of tools, professional resources, and guidance from experts in various fields.

This hub is available to businesses at nearly every stage of development, from entrepreneurs with an idea to established small businesses. This rapid solution was only possible because of the relationships and trust already built with local entrepreneurs and small businesses over the years.



Guiding statement

We provide access to customized, professional resources that support business owners in every stage of development to build a more diverse, thriving economic landscape and strengthen communities.

Guiding principles

INCLUSIVE

actively designing Elevate Hennepin's communications and service model so everyone feels welcomed and respected.

TRUSTWORTHY

earning and establishing a reputation for being reliable, transparent, and dependable through consistent, professional support.

EMPOWERING

offering expertise, encouragement, and support to business owners as they take action toward a thriving future.

ENTREPRENEUR-CENTERED

promoting the best outcomes for entrepreneurs and business owners by providing helpful and useful resources and supports.

INTERCONNECTED

demonstrating the value “we all do better when we all do better,” we acknowledge our connection to community and spark new connections for business owners.

Tagline



Resources to power your business

Brand differentiators

Elevate Hennepin is dynamic, accessible, professional, and...

- Serves as a network for small business owners
- Provides customized one-on-one advising to business owners.
 - Navigators assess individual needs and connects them to:
 - Advisors across numerous specialties
 - Advisors with relevant lived experience
 - Peer to peer learning
- Covers costs to participate-Hennepin County pays for all consulting costs
- Shares a convenient listing of other vetted, government resources for small business owners and entrepreneurs
- Offers easy and straightforward registration- minimal forms to complete
- Facilitates quick registration, without a long application process
- Supports business owners with peer-to-peer learning opportunities through the various cohort programming
- Removes barriers to access by offering translators in a wide variety of languages

Overview of brand voice + tone

Communication should feel like it comes from someone who cares deeply and enjoys connecting people. The brand evokes someone experienced, wise, steady, helpful, and empathetic. Someone encouraging and supportive, whose approach is energetic and optimistic yet pragmatic.



Key brand messages

Elevate Hennepin is:

- Welcoming, inclusive, agile, and accessible
- Available to business owners who need support to get to the next step
- A team and a hub that provide connections to customized services that meet you where you are
- A point of entry that offers access to tools and resources to strengthen your business
- Supportive, helpful, and informative as you work to elevate your business

Key descriptors + word bank

THE INITIATIVE + OFFERINGS

Community-focused. Platform. Hub. Network. Business support resources. Tools. Professional advising. Customized. Accessible. Practical. Holistic.

THE ENTREPRENEURS + BUSINESS OWNERS

Entrepreneurial. Visionary. Community-driven. Energetic. Seeking opportunities. Important. Vital.

THE BUSINESS NAVIGATORS

Supportive. Connectors. Empowering. Resourceful. Dedicated. Passionate. Elevating. Knowledgeable. Reliable. Dedicated. Problem-solvers.

THE ADVISORS

Professional. Experienced. Experts. Specialists. One-on-one consulting. Business advisory services. Local. Community-focused. Culturally-responsive. Cross-cultural. Multilingual. Vetted. Reliable. Supportive. Engaged. Committed. Problem Solvers.

General website guidance for promotional partners: do's + dont's

Do's...

- Be consistent using Elevate Hennepin™, business resources powered by Hennepin County in collaboration with [ORGANIZATION NAME] and other local partners.
- Take credit!
 - Cities, you are:**
 - An Elevate Hennepin host
 - Proud sponsor Elevate Hennepin
 - Proud to invest in Elevate Hennepin
 - Advisors, you are:**
 - An Elevate Hennepin consultant
 - An Elevate Hennepin advisor
 - Working with Elevate Hennepin
 - Providing service under Elevate Hennepin

Dont's...

- Do not dilute the brand or cause marketplace confusion with spinoffs such as “Elevate [ORGANIZATION NAME]”.
- Do not shorten the brand name to “Elevate,” it's too common and can cause confusion when the business community searches for support.

Words to use + words to avoid

Use

- Initiative / effort
- Powered by Hennepin County
- CEO / Small business owner / Business owner / Entrepreneur
- Cohort / group learning
- Meet you where you are
- Connector to professional resources
- Support
- Consultant
- Professional tools

Avoid

- Program
- Free / without a bill / sponsored by
- Elevate Business
- Ecosystem / Public-private partnership / Accelerator
- Guide (for navigator) / Assist / Assistant / Help
- One-stop shop
- Disadvantaged / Underestimated business
- Intake
- Achieve their dreams / dreams to reality / business pioneer / risk-taker
- Speed of business

Best practices for describing services offered

We have chosen to consistently refer to Elevate Hennepin's services as "no-cost" or "offered at no cost to you" because our research and testing have shown that it indicates a higher value product and allows us to share that Hennepin County is covering the costs to connect business owners to high-quality tools, resources, and time with professional advisors.

- Hennepin County is covering the cost of these valuable professional services.
- People tend to react more positively to "offered at no cost" than "free."
- In this context, the word "free" has the potential to connote "bargain" services and make people wonder if such services are different or not as comprehensive as others would receive outside of Elevate.
- Visually, "free" is more easily confused with "fee."



Elevate Hennepin Visual Brand Guidelines

Badges + seals

No-cost seal



Use

The no-cost seal can be used as a stand-alone graphic element on the website and social media images. If the seal is used in print, the Elevate Hennepin logo needs to be applied with the layout.



Badges + seals

Advisor badge



Use

The advisor badge is not a stand-alone graphic element. It must be used in conjunction with an advisor profile, headshot, or testimonial.




Visual overview

A diverse array of materials and messaging, unified with common colors and visual themes



Elevate
your
small
business

Trusted
advisors are
available



ELEVATE
Hennepin™

No-cost services and tools to help Hennepin County businesses of all backgrounds start, grow, and thrive.

One-on-one services from experts in legal support, marketing, book-keeping, loan assistance, grant navigation, and more.

Elevate Hennepin's professional consultants and library of trusted resources are ready to help you plan, get organized, tell your story, and set you up for long-term success.



“ I believe in the power of collaboration and so much can be achieved when we work together towards the same goal.

Laura Merino Franco
Founder, Primitiva Jewelry and Primitiva Collective



We're here for your business



Building your business can be a balancing act, but it doesn't have to be a solo endeavor.

Business consulting
Up to 25 hours of one-on-one consulting and advising from each expert advisor across



Imagine.
Build.
Create.



Services

Business consulting
Up to 25 hours of one-on-one consulting and advising from each expert advisor across disciplines and cultural backgrounds

Peer-to-peer roundtables
Ongoing facilitated small-group discussions and training grouped by industry and business scale

Topic-driven webinars
Industry and subject matter experts explain issues and strategies to address the challenges of owning a business

Tools to help Hennepin County businesses of all backgrounds start, grow, and thrive.

One-on-one services from experts in legal support, marketing, book-keeping, loan assistance, grant navigation, and more.

Elevate Hennepin's professional consultants and library of trusted resources are ready to help you plan, get organized, tell your story, and set you up for long-term success.

Elevate your business at ElevateHennepin.org



Logos

Elevate Hennepin™

Primary - full color



Secondary - white



Spacing

The height of the "H" in "Hennepin" shows the minimum amount of clear space around the logos

Hennepin Logo

For placement of the Hennepin "H," [follow Hennepin design guidelines](#).



ELEVATE

Hennepin™

