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**FOR MORE INFORMATION**
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**Toledo Region Launches Next Phase of Branding Initiative**

TOLEDO, Ohio – Toledo Region, the organization leading the brand and image campaign for Northwest Ohio, unveiled a new brand identity today, symbolized by the introduction of a new logo and campaign slogan that celebrates both the cultural and economic assets of the region.

“It Matters Where You Make It” captures the Toledo Region’s rich manufacturing history and a dynamic culture that has spawned a can-do attitude. The campaign is built upon the premise that making something means something again, and Toledo is a place where companies and individuals can come and “make it.”

The double meaning is intentional. You can physically make or assemble something in the Toledo Region because of the abundant economic assets, and you can make a life or accomplish goals here because of the inviting culture and lifestyle.

The new logo is a simple type-treatment built around the word, “Toledo” with a small arrow signifying progress. The green is energetic, fresh and youthful.  The black is simple, powerful, and strong. The identity is bold, efficient, and unadorned, lending itself well to co-branding opportunities and community partnerships.

The new look and feel is the culmination of a six-month strategic process that will strengthen Toledo Region’s value proposition and drive growth for the brand.

Brand Manager, Jeff Schaaf, says “We originally did not want the initiative to have a slogan or tagline, but we’ve realized that we need something more than a name and logo for people to associate with and adopt. The new slogan, *It Matters Where You Make It,* allows people, businesses, and organizations to customize the brand to fit their needs. When you make a personal connection with the brand, it feels more authentic and shows the true Toledo brand.”

Toledo Region encourages businesses, citizens and organizations to adopt the new slogan and logo in their marketing and communication pieces.  A new hashtag, *#ItMattersWhereYouMakeIt*, has been developed for immediate social media use and will be collectively curated on the Region’s website.

The launch of the updated logo and new brand identity was developed in collaboration with North Design, a local brand design firm best known for their work in helping cities and regions brand themselves for events such as Olympic games and world renowned sporting events.

“Toledo Region selected North Design as the brand partner for the launch of their new identity,” said David Woodward, Creative Director, North Design. “As their brand partner, our work included the refresh of the brand story, definition of the messaging and the resulting logo that delivers on the organization’s desire to make the brand easy to adopt by playing on the duality of the new slogan: “It Matters Where You Make It.” North is thrilled to have played a part in helping the Toledo Region strengthen its message. We can’t wait to see how the community adopts this phase.”

To download the new Toledo Region media kit, please visit [www.ItMattersWhereYouMakeIt.com](http://www.ItMattersWhereYouMakeIt.com) or

<https://www.dropbox.com/s/i5aohvn5gv1uzxr/ToledoRegion.pdf>

**About Toledo Region**

The Toledo Region Branding Initiative is a long-term plan supported by a collaborative group of organizations with the unified goal of championing and promoting the region. The mission is to raise awareness and preference for the region in support of its ongoing economic development, education, tourism and quality of life goals. Founding members include Bowling Green State University, City of Toledo, Destination Toledo, Downtown Toledo Improvement District, Toledo Community Foundation, Toledo-Lucas County Port Authority, Toledo Mud Hens, Toledo Regional Chamber of Commerce, University of Toledo, Regional Growth Partnership, and Wood County Economic Development Commission with additional support from The Andersons, Rudolph/Libbe, Buckeye Cable System, Findley Davies, Owens Corning, Job1USA, Toledo Building Services, and Lucas County.

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