



BRAND POSITIONING

Ohio is bursting with opportunity,
and this logo embodies that optimism.

The word Ohio extends beyond our borders, with its italicized modern monoline script leaning into the future. The flowing typography conveys feelings of warmth, creativity, and connectedness, while the bold sans serif is robust and legible. A subtle but noteworthy design element is the “infinity sign” at the top of the capital O, signifying the infinite possibilities in Ohio.





1.3 Brand Story

Ohio is more than just a place on a map. It's a place in people's minds, and in their hearts. Ohio, is a brand.

Our brand theme, "Ohio, The Heart of it All," speaks to Ohio's central geographic location — we're within a day's drive of 60% of the U.S. and Canadian populations. But just as importantly, it conveys that Ohio is the heart of the heartland. The heart-shaped state. The home of heartwarming stories and heartfelt joy.

When we say the heart of it all...we mean **ALL**. This is a brand for all of Ohio, uniting all the things we love about our great state under one powerful phrase. It's also an incredibly flexible and versatile theme that works in many ways, including the examples that follow...

1.3 Brand Story

Ohio is...

The heart of opportunity.

Whether you're starting a business, looking to change careers, or working toward a better future, Ohio brings life goals to life.

The heart of adventure.

We're home to 75 free state parks, five zoos, two amazing amusement parks, Cuyahoga Valley National Park, and thousands of events and festivals.

The heart of technology.

From Intel to Google to Honda's new EV plant and more, we're building on our innovative history and staking our claim as the Silicon Heartland.

The heart of family.

If you're reuniting with your family, starting your own, or finding a community that feels like home, Ohio welcomes you.

The heart of education.

Higher learning is a high priority in Ohio, with 14 public universities, 23 community and technical colleges, and over 50 private colleges and universities.

The heart of creativity.

Inventors, artists, writers, rock stars and rock star chefs all let their creative minds shine in Ohio.

The heart of prosperity.

Ohio boasts the 7th largest economy in the U.S. and is home to 25 Fortune 500 companies.

For some, the brand theme may evoke fond feelings of nostalgia. "Ohio, The Heart of it All" was the state's much-loved tagline from the mid 1980s to 2001, and it still holds a spot in the hearts of many Ohioans. And while we're proud of our past, we're looking to the future, building on that brand equity and adding modern updates. Crafting something familiar, yet fresh.

This is Ohio's time. Companies are investing here and creating countless opportunities. We've been recently recognized as a leading state for affordability and quality of life. It's time to tell our story. It's time for a creative, inclusive, unifying brand that positions Ohio for today, and tomorrow.