



Neka  
creative

## MEDA

Helping entrepreneurs of color succeed has far-reaching advantages, including the opportunity to inspire, empower and advance the community at large.



LOGO DESIGN



MNPTAC  
A meda SERVICE

LOGO DESIGN



## THE WORK

### Brand Strategy

- Research
- Workshops (brand, strategy)
- Brand architecture

### Brand Implementation

- Messaging matrix
- Naming
- Logo design
- Image system
- Collateral
- Annual report

## WEBSITE

### CHALLENGE

Meda's mission is to help entrepreneurs of color succeed and, in turn, support the community at large. With the steady decline in minority business growth, particularly during the recession, Minnesota ranked second to last in the nation for racial disparities. Meda knew it had to do something bold, and do it quickly. To deliver their mission while offsetting operation costs, Meda took on administration roles for MBDA (Minority Business Development Agency) and PTAC (Procurement Technical Assistant Center). The latter did not fit neatly under the Meda brand as it catered to all people, not just people of color. Our first task was to resolve this issue while keeping the mission intact.

### SOLUTION

We embarked on an in-depth discovery with one-on-one interviews as well as brand development and strategic planning workshops with staff, clients, funders, competitors and desired clients. Based on our insights, we proposed an endorsed brand strategy. This approach was designed to keep Meda's mission at the forefront while also identifying PTAC as a valuable service for all people. We refined the organization's name, taking it from an acronym to a word. We broadened the scope of the tagline. We rebranded Meda with a new image system, key messaging matrix, collateral and website.

### RESULTS

With sound strategic direction and a new brand in tow, Meda has earned a reputation for excellence. They have since helped entrepreneurs secure thousands of jobs, grown financial assets by 221 percent and are a clear leader in economic growth, providing advocacy and support to business capacity builders locally and across the nation.



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Helping entrepreneurs of color SUCCEED. And communities GROW.



## MEDA MESSAGING – A Matrix For Success

	CLIENTS	PIPELINE PARTNERS	COLLABORATIVE PARTNERS/ ADVOCACY GROUPS	FUNDERS/ FOUNDATIONS
AUDIENCE PROFILE	<p>Entrepreneurs of color with the business potential to create viable economic and job growth.</p> <p>Typically, these are emerging to mature clients with revenues of \$1 million and above.</p>	<p>Local and regional organizations with a similar mission to end racial economic disparity in their individual communities, i.e., NDC, ADC, LEOC.</p> <p>These are organizations willing to participate with Meda to take clients to the next major level of business success.</p>	<p>Organizations with a broader economic development purpose, Greater MSP, The Itasca Project, Everybody In.</p>	<p>Foundations and corporations with money to spend on causes that match their missions and show great promise to move the community to notable action.</p>
OBJECTIVE	<p>Create awareness of Meda as the leading business development authority helping entrepreneurs of color achieve the next major level of success.</p>	<p>Create awareness of Meda as a supportive and generous partner in the region's collective efforts to end racial economic disparities.</p>	<p>Create awareness of Meda as proactively taking action to close the gap in the region's collective efforts to end racial economic disparities.</p>	<p>Create awareness of Meda as the leading business development authority helping to end racial economic disparities in Minnesota.</p>
KEY MESSAGE	<p>Meda can help entrepreneurs of color become even more successful so they can pay success back to the community.</p>	<p>Meda facilitates the vision of helping entrepreneurs and communities of color succeed by supporting partners in the following ways:</p> <ul style="list-style-type: none"> <li>- <b>The Beginning:</b> Meda supports community partners in their efforts to build start-up businesses of color (start-up clients, micro entrepreneurs).</li> <li>- <b>Growth period:</b> Meda provides senior-level executive support to help businesses of color achieve the next major level of success (emerging to mature clients \$1 million and above).</li> <li>- <b>Return to the field:</b> The Meda culture encourages successful clients to contribute to the overarching mission of ending racial economic disparity by continuing to pay success forward as a business mentor/teacher/philanthropist.</li> </ul>	<p>Meda is actively engaged in providing solutions and resources to support the region's overarching mission of ending racial economic disparities.</p>	<p>Meda is a results-oriented business partner, leading the way in the region's efforts to end racial economic disparities by:</p> <ul style="list-style-type: none"> <li>- Providing senior-level consulting for entrepreneurs and communities of color.</li> <li>- Paying success forward.</li> <li>- Supporting the health of our community which leads to more success for all.</li> </ul>
SUPPORTING MESSAGES	<p>Meda is a results-oriented business partner that helps take clients to the next level of success through the following programs and services:</p> <p><b>Consulting</b></p> <ul style="list-style-type: none"> <li>- One-on-one consulting and mentoring with senior-level executives.</li> <li>- Focused services to expand revenue and employment in high impact businesses.</li> </ul> <p><b>Capital Funding</b></p> <ul style="list-style-type: none"> <li>- Meda's loan fund.</li> <li>- Managed funds on behalf of external partners.</li> <li>- Leveraged funds with community lenders, commercial banks and the State of Minnesota.</li> </ul> <p><b>Market Opportunities</b></p> <ul style="list-style-type: none"> <li>- MEDA - regional</li> <li>- MNPTAC - state</li> <li>- MEDA - national</li> </ul>	<p><b>Business Advice</b></p> <ul style="list-style-type: none"> <li>- Business roundtables</li> <li>- Online blogs</li> <li>- Tool kit</li> </ul> <p><b>Referral System</b></p> <p>Meda is a clearinghouse for business referrals, providing appropriate recommendations for business support at every stage of development.</p> <p><b>Co-branded awareness campaigns</b></p>	<p>Progress / Impact - 33 % discussed.</p>	<p>43-year history of senior-level consulting for entrepreneurs and communities of color, bringing high impact companies to scale.</p> <p><b>Matchmaking</b> - MBEs with corporations, suppliers and partners locally, regionally and nationally - Meda has an office in DC and a diverse supplier network across the nation.</p> <p><b>Proven record:</b></p> <ul style="list-style-type: none"> <li>- Client success rate almost twice the national average.</li> <li>- At enrollment, 20% of clients are low income.</li> <li>- Meda clients tend to hire more minorities in their work force at an average rate of 50%+.</li> <li>- 89% of jobs paid at least \$14 / hr.</li> <li>- Over half provide health care.</li> <li>- Generates \$200,000,000 in contracts annually.</li> <li>- Specialized initiatives like the Construction Connection Program.</li> </ul> <p>Opportunities to be a part of paying success forward as community leaders, business role models, sponsors, mentors, volunteers.</p>

MESSAGING MATRIX



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ANNUAL REPORT



STATIONERY SYSTEM