

# Lansing EDC | Mission, Vision and Target Audience

---

## Mission

Our mission is to improve the Lansing community by fostering economic growth that is strategic, sustainable, and equitable.

## Vision

Striving to build a Lansing that is strong, proud and prosperous for all.

## Who We Serve

- The Business community • Prospective businesses
- City of Lansing residents • Prospective residents
- Prospective developers • Developers
- City leaders • Policymakers
- Nonprofits • Civic organizations
- Faith community • Visitors • Media

# Lansing EDC | Color Palette and Fonts

---

### NAVY

HEX: #143862

PMS: 534

### ULTRAMARINE

HEX: #4878FF

PMS: 2727

### PERSIMMON

HEX: #F94E19

PMS: Bright Red

### CLOUD

HEX: #EDEFFF

PMS: 663

### LILAC

HEX: #D0CAFF

PMS: 7444

### PISTACHIO

HEX: #BAE9CF

PMS: 622

## Roc Grotesk

Aa Bb Cc Dd Ee Ff

Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss

Tt Uu Vv Ww Xx Yy Zz

## AZO Sans

Aa Bb Cc Dd Ee Ff

Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss

Tt Uu Vv Ww Xx Yy Zz