

## Growing Mission-Driven Ventures

### ABOUT SOCENTCHI

Social Enterprise Chicago (SocEntChi) is a social-enterprise infrastructure organization helping Greater Chicago's mission-driven ventures thrive collectively.

As a convener, advocate, and builder, SocEntChi connects diverse stakeholders, strengthens collaboration, and advances the conditions that enable ventures to use earned-revenue strategies for positive social change.

### OUR MISSION

SocEntChi leverages thought leadership to empower Greater Chicago's for-profit, nonprofit, and hybrid ventures that seek earned-revenue strategies to advance positive social change. Partnerships and activities support education, incubation, and the field's development and growth.

### OUR BACKGROUND

SocEntChi originated as the Social Enterprise Alliance Chicago Chapter and became an independent 501(c)(3) nonprofit in 2020.

Our focus is collective capacity and systems change—not direct-service charity.

### OUR COMMUNITY

Mission-driven entrepreneurs, nonprofit and hybrid-venture leaders, impact investors, higher education, government, and socially responsible businesses.

### HOW WE WORK

**Convene:** Bring stakeholders together through events, networking, and shared learning.

**Advocate:** Elevate mission-driven enterprise and the conditions it needs to thrive.

**Build:** Strengthen relationships, partnerships, and infrastructure for collective progress.

### DIGITAL MEDIA CHANNELS

LinkedIn  
Facebook  
X  
Instagram  
YouTube

### CONTACT

info@socentchi.com  
www.socentchi.com

200 E. Randolph St., Suite 5100  
Chicago, IL 60601

## Growing Mission-Driven Ventures

### NAME & TAGLINE

Use “Social Enterprise Chicago (SocEntChi)” on first reference and “SocEntChi” thereafter. Preserve capitalization.

**Tagline:** *Growing Mission-Driven Ventures*

### BRAND FONTS

Poppins · Montserrat · Open Sans  
Roboto · Lato

### VOICE & PERSONALITY

Strategic, collaborative, optimistic, and ecosystem-centered. Serious about systems change while approachable enough to bring diverse stakeholders together around shared impact.

A blend of **convener, advocate, and builder**. Position SocEntChi as an infrastructure organization helping mission-driven ventures thrive collectively—not a direct-service charity.

### COLOR PALETTE



Navy  
#003060



Teal  
#0097B2



Light blue  
#68BBE3



Coral  
#FE4646

### PHOTOGRAPHY & IMAGERY

Imagery reflects community and the core values of equity, innovation, integrity, and sustainability.

#### Community

Use warm, inclusive imagery of diverse groups collaborating or celebrating. Focus on authentic, candid moments.

#### Equity

Highlight diversity and representation across race, gender, and socioeconomic backgrounds.

#### Innovation

Use modern, dynamic visuals. Abstract shapes, forward-looking designs, or vibrant colors can communicate progress and fresh ideas.

#### Integrity

Choose clean, professional visuals and balanced compositions. Avoid excessive editing or artificial-looking images.

#### Sustainability

Include relevant nature-inspired visuals, greenery, renewable energy, or eco-friendly practices to convey environmental care.

### LOGO USE

Recommended: preserve proportions and original colors. Avoid added effects; keep the logo (s) clear and legible.

