

## Objective

To provide Huron-Superior Métis Businesses with a free suite of foundational brand development, custom promotional materials, and website design services to enhance their growth and success within the regional economy.

## Eligibility

Any business (including artists and creative businesses) wholly or partially owned by a verified Métis Nation of Ontario citizen living within the regional boundaries of the Huron-Superior Regional Métis Community is eligible to apply.

## Services

Approved Huron-Superior Métis Businesses are eligible to receive one or more of the following three service packages through the Métis Business Support Program, pending their individual needs, available funding, and program demand.

### Package 1: Brand Builder

Brand Builder is the starting point for all approved Métis Business Support Program businesses. Working with the Aspire Métis Design Services team, businesses will receive:

- High-resolution, professionally designed business logo suite
- Logo variations for any digital or print application
- Comprehensive brand guide, with custom fonts and colours
- 1,000 custom business cards

*Note: Businesses with existing logos and branding that are of insufficient resolution or inadequate file types may be required to receive the Brand Builder package, via a Logo Refresh, before receiving additional services.*

### Package 2: Trade/Craft Show Pro

Approved businesses that would benefit from attending trade shows, craft fairs, and other in-person events are eligible to choose four of the following custom-branded materials:

• Tabletop retractable banner	• 1,000 price tags
• Large retractable banner	• 100 rack cards
• Vinyl hang-up banner	• 2 logo t-shirts
• 1,000 business cards	• Table runner

*Note: Businesses must have an existing high-quality logo suite and branding to be eligible.*

### Package 3: Website Lite

Approved businesses that would derive material benefit from a professional online presence for sales or marketing purposes are eligible to receive:

- Custom 4-page 'business card' website
- Basic search engine optimization plan
- Custom registered website domain
- 1-year of subscription fees
- 1-year of basic website maintenance

*Note: Businesses must have an existing high-quality logo suite, branding, and website photography to be eligible.*