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LAUNCH NY UNVEILS LOGO FOR NYSERDA'S WNY CLEAN ENERGY INCUBATOR

*Public votes on chosen logo designed by Buffalo Center for Arts and
Technology and local ad agency FIFTEEN*

Buffalo, N.Y., July 23, 2018 – The vote is in: after a collaborative design process between the Buffalo Center for Arts and Technology (BCAT) and FIFTEEN, a local advertising agency, Launch New York (Launch NY) has revealed the final logo for the Emerging Cleantech Opportunity (ECO) Incubator, one of six incubators supported by the New York State Energy Research and Development Authority (NYSERDA).

Launch NY, Upstate New York's first and only venture development organization to provide pro bono mentoring and capital access to high-growth potential startup businesses across the 27 westernmost counties of New York State, announced last month it received a four-year award from NYSERDA to operate the ECO Incubator to expand entrepreneurs' access to resources aimed at accelerating their new clean energy ventures.

FIFTEEN provided guidance to BCAT students, who developed eight possible logos. Over 150 voters cast their choices online and in-person during the kick-off event, narrowing the contenders down to the top three, with Launch NY ultimately deciding upon the final logo, which compliments its current logo and encompasses a clean sans serif font and eco-friendly colors to correlate with the straightforward, minimalist graphics:



*The new logo for the Emerging Cleantech Opportunity Incubator,
as chosen by Launch NY.*

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“Not only are we thrilled to be leading the new ECO Incubator, but also we are gratified to be able to involve the community in helping build this new economy industry. Many people think that only scientists and engineers are involved in areas like clean energy, when in fact, it takes all kinds of skill sets to build a clean energy business,” said Marnie LaVigne, Ph.D., President and CEO of Launch NY. “It was an honor to tap the creativity of BCAT students working with the branding expertise of FIFTEEN to create the amazing selection of ECO logo concepts.”

“My team and I guided the students and provided input on the fundamentals of what makes a logo successful and useable from a branding standpoint, but the ultimate designs were their creations,” said Zack Schneider, one of the partners at FIFTEEN. “They came into the process with a clear idea on what the logo should encompass and how it should represent the balance between energy and the environment. We were very impressed by their skill sets and vision.”

Schneider said his team at FIFTEEN suggested elements like how a logo would look when it’s enlarged or minimized, how it should transcend different mediums such as print and digital and how recognizable it needs to be both at first glance and after multiple exposures as basic starting points in the brainstorming process.

"Working with Zack Schneider and his team was a terrific learning opportunity for our very talented BCAT students," said Gina Burkhardt, President and CEO of BCAT. "The willingness of Launch NY to trust and engage with BCAT was bold and generous and is very much appreciated. This collaboration is definitely a model for Buffalo."

Creating the ECO Incubator brand was just the first step for Launch NY. Along with partner University at Buffalo, the ECO Incubator will introduce new programs, events, funding, and resources to continue to grow the cleantech industry cluster in Western New York.

For more information about Launch NY, or to become involved in its programs, mentorship or entrepreneurial opportunities, including the ECO Incubator, go to its website at www.launchny.org, or follow Launch NY on its [Facebook](#), [Twitter](#) and [LinkedIn](#) pages.

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About Launch New York:

The mission of Launch New York, Inc. (Launch NY), a United States Treasury-designated Community Development Financial Institution (CDFI) is to identify, support and invest in high-growth, high-impact companies, and catalyze the entrepreneurial culture in the 27 counties comprising the western half of Upstate New York. Launch NY is a 501(c)(3) non-profit venture development organization that promotes economic development through best practices, proven activities of experienced business mentoring and seed capital investing in order to create investment-ready companies which have the promise to create significant economic impact and jobs for our region.

Launch NY uniquely fills the gap in connecting all of Upstate New York's entrepreneurship resources to a pathway to success via unique proof-of-concept capital and high-quality pro bono mentoring support through 18 experienced local entrepreneurs-in-residence and a national mentor network of 2,000 industry, business and investment experts. Launch NY was formed as a result of a collaboration between private and public stakeholders in Upstate New York to create long term strategies that would foster a robust, self-sustaining entrepreneurial ecosystem built on regional collaboration. Launch NY is headquartered in Buffalo and has regional co-locations with partner organizations in Binghamton, Ithaca, Rochester and Syracuse. It has served over 750 companies comprising more than 2,500 jobs since starting operations in 2012.

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