

A Website to Support Global Detroit’s Bright Future

Research shows that when communities welcome immigrants, they create strong neighborhoods, a productive workforce and successful businesses. Global Detroit is a nonprofit dedicated to policy and research, cultivating startup and small business growth, and supporting neighborhoods.

Global Detroit’s website was ready for a refresh. As they grew, their site had begun to sprawl into several sites, which were hard to maintain and eroded a sense of cohesive branding. As the organization moved toward their next exciting phase of growth, they wanted to have an identity that could grow with them. Without changing their logo, Global Detroit wanted to develop and deepen their visual identity and connect to several key communities. Lastly, they wanted a site with a strong structure, so they could stay organized and keep their message clear as they updated it with new projects.

globaldetroit.org

“I’ve worked with several contractors on website and database projects, and I would tell them that Invisible Engines is, hands down, the best firm I have ever worked with. The Invisible Engines team listens and really works to understand the organization’s unique needs. They get nonprofits and they ensure the product they are creating is right for you. Beyond all else, they are really easy and fun to work with. Usually working with a contractor feels like managing another person, if not several. Invisible Engines was both responsible and responsive, as well as smart and savvy and creative, and I could not be happier with either our website or the experience of working with this incredibly talented team!”

– *Kristin Palm, Communications Director, Global Detroit*

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Thriving Economies and Vibrant Communities Include Immigrants

Together, let's build a prosperous Southeast Michigan.

[LEARN MORE](#)

Global Detroit Is Part of the Solution

We create strategies to strengthen the region through immigrant inclusion. Research shows that when communities welcome immigrants, they create strong neighborhoods, a productive workforce and successful businesses.

Southeast Michigan benefits when businesses, nonprofits, government and communities attract and retain immigrants. Companies are able to fill jobs. Innovators launch startups. International students put their talents to work. Families put down roots.

25% of Michigan's high-tech companies were started by immigrants.

State University and IGC Berkeley

Immigrant-owned businesses in Michigan generated \$2.7 billion in sales in 2018.

New American Economy

The #1 (and only) growing population source in Detroit is immigration.

U.S. Census

Four out of ten of immigrants in Michigan have a bachelor's degree or higher.

U.S. Census

Work with Us

Shaping Policy and Practice

We are establishing Southeast Michigan as a center for prosperity. Our work shapes policy locally and state-wide. [Global Detroit](#) writes the benefits of immigrant inclusion. [Global Detroit](#) are felt throughout Michigan and beyond.

Keeping Talent in Michigan

Filling unmet talent needs in Southeast Michigan means retaining new and current immigrant residents. We [recruit international students](#) for the job market and connect them to career mentors, as well as [help them secure jobs](#).

Growing Entrepreneurship

Our strategies fuel innovative growth. We [connect Detroit residents and business owners](#) in immigrant neighborhoods in Detroit's immigrant neighborhoods to resources, while also helping immigrants and international students [launch startups and create jobs](#).

Supporting Strong Communities

We [connect Detroit residents and business owners](#) in immigrant neighborhoods with homeownership and home repair programs, foreclosure prevention, small business support, and other [resources](#) they need to put down roots and thrive.

NEWS

Preparing Top Talent

This past summer, we launched the Global Talent Accelerator as part of our effort to connect Southeast Michigan companies to top global talent and prepare our region's international students for the U.S. job market. Eleven students and recent graduates were selected for this inaugural cohort. Most are in the STEM field and all possess degrees (or soon to be completed degrees) from bachelor's to Ph.D. The students spent the summer attending interactive workshops on pitching, resume writing, networking, business etiquette and other important professional skills, and visiting some of metro Detroit's leading companies, including StockX, OptTech, LindeTech and Quicken Loans. Several have already landed internships or full-time positions. Sudhansu Kulkarni, a graduate of Lawrence Technological University, used the skills he gained in GTA to secure a position as a technical sales engineer with Global Window Films. "GTA was a bridge between graduation and professional world for me," he observed.

[Read more stories](#)

Invest in Southeast Michigan's future with Global Detroit.

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Building An Inclusive and Prosperous Southeast Michigan

Global Detroit is a regional economic-development and community development organization. With a focus on immigrants and global talent, we develop and implement inclusive strategies to drive the growth, revitalization and family shared prosperity of Detroit and Southeast Michigan.

We know that immigrant inclusion is critical to Detroit's revitalization and our region's growth. By ensuring immigrants are a vital part of our region's community and economic development ecosystem, we're building a vibrant job and thriving cultural scene with diverse assets, vibrant, healthy families, competitive companies, successful small businesses, and a rich and diverse cultural life.

Let's make Southeast Michigan the most inviting place for immigrants to work and live.

We U.S. major metropolitan area that has lost population since the 1970s has addressed it several times without success. In Michigan, comprehensive research of all of our population in the last 50 years. By intentionally building bridges between our region's community and economic development strategies, we will create sustained prosperity for everyone.

How We Work

We are trusted connectors, architects of ideas and change makers. We drive lasting regional change. Our programs are designed to be visible and replicable, serving as models for governments, business, nonprofits and public institutions to adopt immigrant-inclusive policies, practices and programs.

Global Detroit began with a study on the powerful impact that immigrants have on the regional economy. In the decade since, we have and continue to produce an extensive body of research related to the economic impact of immigrants, as well as recommendations for inclusive strategies for our cities, regions, states and nation.

RESEARCH & POLICY

TALENT

ENTREPRENEURSHIP

NEIGHBORHOODS

INCLUSIVE INSTITUTIONS

With the sixth largest international student population in the nation, Michigan currently educates 15,000 international students who contribute \$1.2 billion annually to our economy. Through our Global Talent Accelerator Initiative, Global Detroit is working to help Southeast Michigan companies connect to global talent and to prepare international students for the US job market. We are working to make Southeast Michigan a national leader in providing, mentoring and placing these international graduates and other foreign-born professionals.

Immigrants have founded 6% of US startups valued at \$1 billion or more. And in Michigan, 20 percent of Main Street business owners are immigrants, generating \$1.3 billion annually. High tech as well, we have founded a startup on creating a small business tool for artists. The program can be even more exciting for immigrants and international students, who need to navigate our complex and often confusing immigration and cultural. We help high growth startups with foreign-born founders set up and create jobs in Southeast Michigan through our Global EBP program, and we connect small business owners to Detroit's immigrant neighborhoods to get the city's economic engine of funding and support.

Being Global Detroit is not just a goal, it's a mission. Global Detroit's Opportunity Neighborhoods program helps families and small business owners connect to homeownership and career opportunities. Our programs, services, and resources, such as business support, community engagement opportunities and other resources they need to put down roots and thrive.

An inclusive institution is a successful institution. We help governments, businesses, nonprofits and public institutions develop strategies for intentionally including immigrants in their work. Place developing outreach and marketing strategies to help the this process creating an immigrant-friendly inclusive culture, we can help strengthen your organization and our region through the development of immigrant-inclusive strategies.

Connections are the key to making our work happen.

[LET'S WORK TOGETHER](#)

GLOBAL DETROIT

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GLOBAL DETROIT

Trusted Connectors
Architects of Ideas
change agents

Vibrant
Inclusive

Impact
Effective
Transforming

● #E6672E
PMS 158 C

● 4BA6BA
PMS

● #062F49
PMS 2965 C

● #00965E
PMS 340 C

● 8ABD92

● F2ECE9

The Global Detroit brand's orange communicates warmth, approachability, energy and strength without being as aggressive as red. but more serious than yellow.

Complementary colors (in this case orange and blue) are impactful and vibrant. Using a blue, cool palette for most of the site and reserving the orange for the Global Detroit logo and call to actions will make those elements stand out and remain impactful.

The brighter shade of blue is calm, fresh, professional, and secure. Green conveys health, wealth, and growth.



A Logo for an Organization that Monitors Data

The Great Lakes Observing System needed a logo that reflected the gravitas of the work they do: making current and historic data accessible to those who need it, from scientists to boaters. Observing the Great Lakes through the lens of changing data is one way that we protect public health safety and preserve the world's largest source of fresh water.

THE CHALLENGE

The Great Lakes Observing System's (GLOS) existing logo conveyed the lakes and water, but the organization felt the logo didn't relate to the work, which addresses technology, information and science. When used in small sizes, the full name of the organization could be difficult to read. As the organization was growing, it wanted an identity that projected their expertise and capabilities with confidence.

DISCOVERY AND EXPLORATION

Invisible Engines worked with Great Lakes Observing System to develop a strategy for the identity that would help them connect to a wide audience. We learned that the people who access data through the GLOS web site might include boaters who want to check the conditions of the lakes, municipalities keeping an eye on algae bloom, scientific researchers or even students. Keeping the data public and accessible is key to GLOS' mission.

We outlined some of the key concepts that a successful solution would include:

- Data/Science
- Collaboration
- Utility/Clarity/Logic
- Strength/Power
- Innovation

GLOS wanted to be sure that the logo would show a connection to their parent organization, the International Oceanic Observing System, a division of NOAA. At the same time, they needed and wanted their identity to be unique.

The concept that the client found most compelling was the idea of data as bars. An interesting thing about GLOS' audience of Great Lakes organizations and peers. This audience was keenly attuned to the portrayal of the Great Lakes and their size in relation to each other. As a result, we designed each bar to be proportionally accurate to one of the Great Lakes.



“When we received the first draft we were thrilled to see how they had translated our rambling conversations into tight, easily consumed logos. We worked together to make changes to get a final product that staff, and ultimately the board, felt really represented the combination of environment and technology that is unique to our organization. In addition to being a smart visualization, the new logo complemented our parent governmental organizations without being just another version of them.

GLOS has been living with the logo for a couple of years, now, and it’s serving its mission really well.

Anyone who has worked on a logo knows that a single image is tasked with a huge amount of communication, and we’re happy that Invisible Engines was able to imbue our logo with our story, readable at a glance.”

– *Kristin Schrader, Communications Director, Great Lakes Observing Systems*





Designing a Way to Bring Alive the Mission of University of Michigan Technology Transfer

After a long process of collaboratively working on a mission statement with their entire staff, University of Michigan Technology Transfer wanted the mission to become an inspiring and active part of their organizational culture, not wilt in a binder!

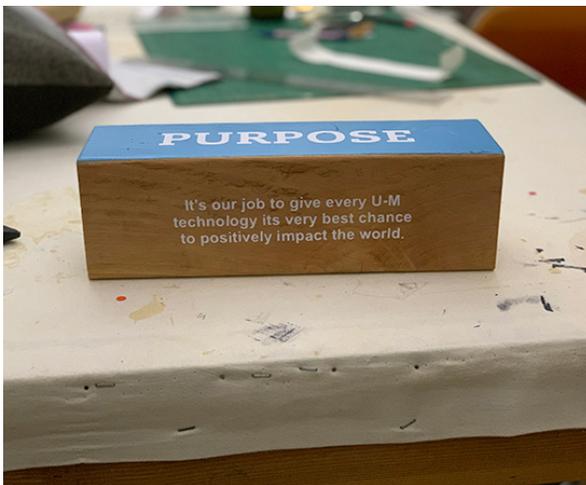
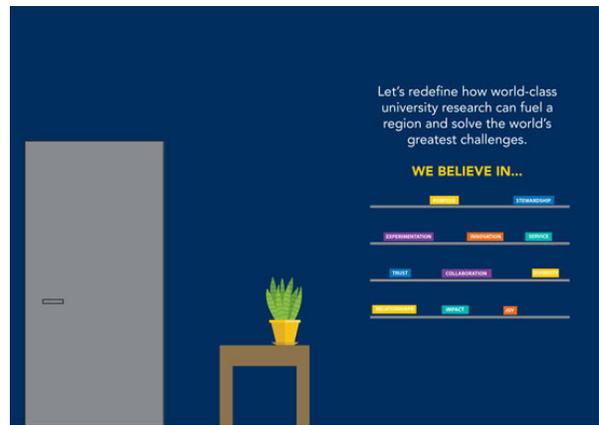
They hired Invisible Engines to create a way to make this happen.

Process

We visited the Technology Transfer office to help discover a space that we could work with. We measured, took notes and asked questions.

We got to sketching and discovered that while the mission statement was full of powerful and inspiring words, it was also quite lengthy. It had the potential to overwhelm a reader with a sea of words.

An idea emerged: what if we created a way to physically interact with the language? We imagined a system of painted wooden blocks, with the conceptual words on one side and the explanations of why that concept was important on the other. Staff and visitors could move the words around, hold them in their hands and literally “feel” a connection to the mission.



DESIGN AND FABRICATION

- Laser cut vinyl
- Laser engraving
- Paint
- Shelving (purchased)