Gwinnett Chamber

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Gwinnett Chamber

The Gwinnett Chamber brand is one of the organization's most valuable assets. To maintain the distinctive visual style and integrity of our brand, this guide will outline the proper usage of the visual elements that make up the Gwinnett Chamber brand.

Building and protecting our brand by following brand identity standards is everyone's job. Maintaining a strong, consistent organizational identity ensures that people know who we are and what we do.

Our public-facing communications must be a direct reflection of the quality we deliver to our stakeholders through our world-class staff and volunteer leadership. That includes what we say and how we say it through design, imagery, layout, typography and color.

The following guidelines will establish the basic brand elements that we all need to follow to protect, support and strengthen the Gwinnett Chamber brand in everything we publish.

LOGOS

The Gwinnett Chamber logo was designed to depict the vision statement of the organization: The Gwinnett Chamber will be the forum for business, government, education, healthcare, arts/culture/entertainment, and philanthropic and public-service communities to come together to advance our region's economy and enrich Gwinnett's quality of life.

The mark depicts the divergent aspects of our community converging in one place—the forum where these entities come together.

PRIMARY LOGO

SECONDARY LOGO

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The Secondary logo is to be used only in cases where a horizontal design will best enhance the visibility of the brand.

NOTE: All Gwinnett Chamber logos are available for staff at: COMMON>General Graphics & Printed Documents>Logos>Gwinnett Chamber Logo

All logos are available as vector AND raster files for outside use at: http://www.gwinnettchamber.org/mediaimages

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LOGOS

TERTIARY LOGOS

The logo with the "Success Lives Here" tagline is only used on the Gwinnett Chamber letterhead.

The GCOC MEMBERSHIP SERVICES logo is to be used only in cases where the department needs to be differentiated from the organization in general.

The PROUD MEMBER logo is for members to display on their publications. These files are available to members at: http://www.gwinnettchamber.org/logo/

CHAIRMAN'S CLUB LOGOS

The Chairman's Club logo is to be used only for Chairman's Club events and publications. The one-color version below should only be used on applications where 2-color or full-color printing is not available

NOTE: All Chairman's Club logos are available for staff at:
COMMON>General Graphics & Printed Documents>Logos>Chairmans Club Logo

Chairman's Club PROUD MEMBER logo is available for CC members use at:
http://www.gwinnettchairmansclub.com/logo

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COLORS & FONTS

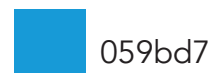**Gwinnett** Chamber

CMYK COLORS

76•24•0•0

60•40•40•100

HEX COLORS

059bd7

000000

SPOT COLORS

PMS 2925

Black

Approved Fonts

The Gwinnett Chamber logo should use ONLY the approved fonts as depicted in the logo files. The fonts in these files are outlined and therefore do NOT need to be installed on a computer.

If you are creating a PowerPoint or other publication that utilizes Gwinnett Chamber branding, it is best to use the Chamber Logo fonts for most applications where a sans serif font is used.
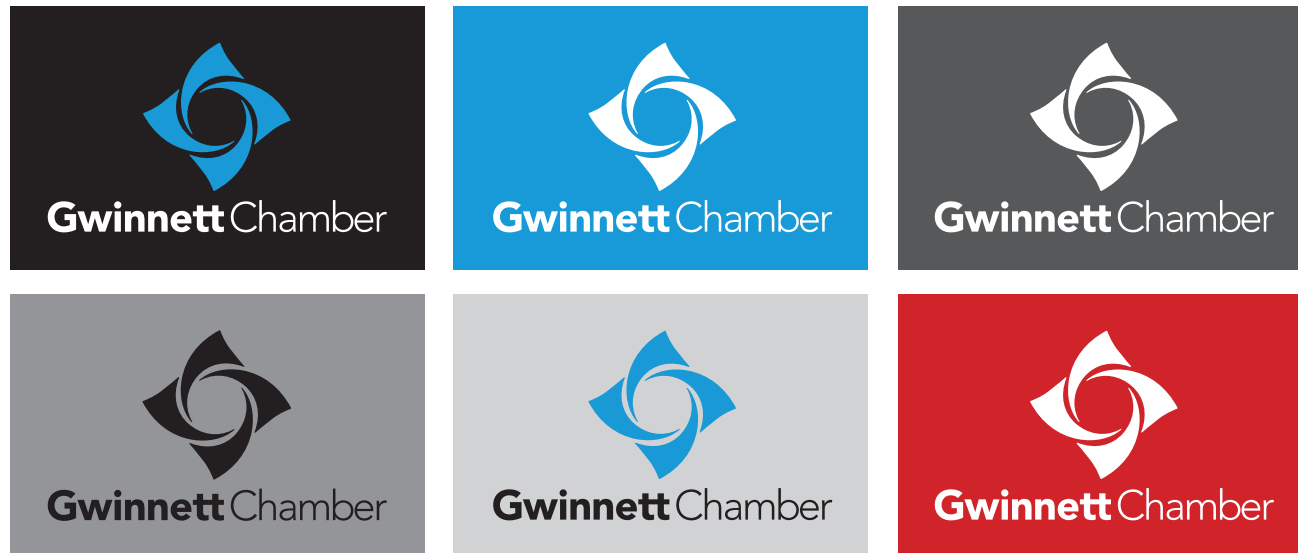
The approved fonts are:

Avenir Roman, *Avenir Oblique*, **Avenir Heavy,** *Avenir Heavy Oblique,* **Avenir Black,** and ***Avenir Black Oblique***

Staff can install Avenir Roman, *Avenir Oblique,* **Avenir Heavy, and** *Avenir Heavy Oblique.*

The files are here: COMMON>Design Department Documents>Fonts>Avenir

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Proper Usage on Color Backgrounds

For black background it is preferred to use the color logo with white text (upper left).

For backgrounds that are tonally more than 50%, use all-white (upper right).

For backgrounds that are tonally less than 50%, use all-black (lower left) unless the background color is NEUTRAL and the tonal value of the background is lighter than the tonal value of the blue in the logo (lower middle).

For backgrounds where the color is outside of the logo pallette, it is preferred to use the all-white logo (unless the background is tonally less than 20%, then use all-black).

File types and appropriate usage

- Vector files (.ai, .pdf): Use for all printing (signage, collateral, etc.)

- JPEG files: Use for web applications where small file size is critical and the background is white.

- PNG files: Use for Microsoft applications (PowerPoint, Word, etc.) or web applications where the background is any color *other* than white (.png files have a transparent background).

IMPROPER USAGE

The following are examples of misuse of the Gwinnett Chamber Logo.

Incorrect sizing or positioning of elements:

Incorrect logo on dark backgrounds:

Exception: tone on tone embroidery or blind embossing

Always use .png file with transparent background in PowerPoint or web applications

Use of logo at too low resolution:

Use of logo out of proper proportion: