



**Stateline Chamber**

# **Media Kit - Guidelines**

*Stateline Chamber of Commerce*

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# Logo

## *Design concept and meaning*

The Stateline Chamber logo has been designed to deliver a simple, functional, and easy to remember visual identity to the organization. It serves as a key asset to our brand identity, and shall be used, and protected, accordingly.

The logo design is made of 2 Cs that come together to form a negative space S which holistically stands for SCC (Stateline Chamber of Commerce).

Notice how the icon creates an image that looks like a chain link. This is intentional - as the coming together of the 2 Chambers, and the collaboration of the Chamber's members, is critical in the Chamber's vision.



# Logo

## *Variations and Usage Guidelines*

The logo can be used in 3 different forms, horizontal, centered, and icon. You can see each variation below.

Horizontal



Centered



Icon



# Logo

## *Horizontal Version Usage*

The horizontal logo shall be used in all possible applications, as it is the main version of the logo. Only in cases where there is not enough space for this logo, shall a different version be used.

Horizontal



**Examples of appropriate usage for the horizontal logo are:**

- Letterhead
- Website header
- Email signature
- Event banners & advertisements

### **Whitespace & surrounding logos**

At no time shall any typographic content or other logos/images take up the logo's surrounding whitespace, as noted below. Any surrounding logos, cut lines, content, etc.. shall be a minimum distance away of at least 50% the height of the icon. The logo may be placed over other images, but the 50% breathing room shall be respected.



# Logo

## *Centered Version Usage*

The centered logo shall be used only when the horizontal version is not appropriate, and does not fit. It is the secondary version of the logo

**Centered**

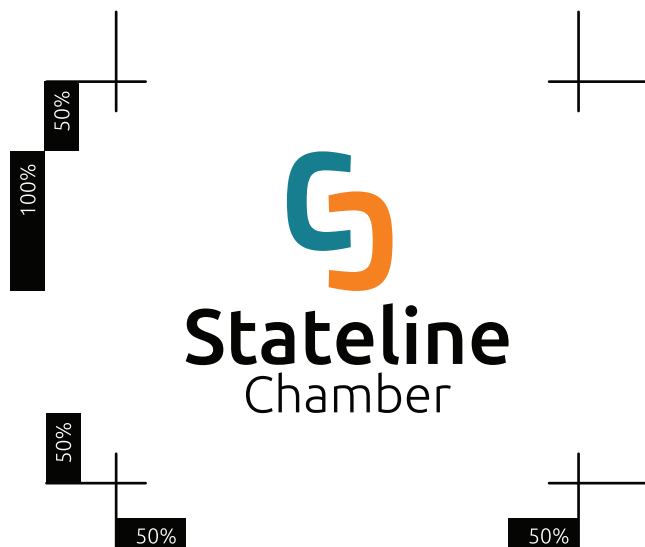


**Examples of appropriate usage for the centered logo are:**

- When only square space is available
- When all other content has been centered on the piece
- On partner listings where limited space is available

### **Whitespace & surrounding logos**

At no time shall any typographic content or other logos/images take up the logo's surrounding whitespace, as noted below. Any surrounding logos, cut lines, content, etc.. shall be a minimum distance away of at least 50% the height of the icon. The logo may be placed over other images, but the 50% breathing room shall be respected.



# Logo

## *Icon Version Usage*

The icon version of the logo shall be used where there is no need for the added identity recognition of the words “stateline chamber”. This is the complimentary version, and shall not be used to replace the horizontal or centered logo. It is only to compliment our brand visually in places where it is already known that the Stateline Chamber is represented.

Icon

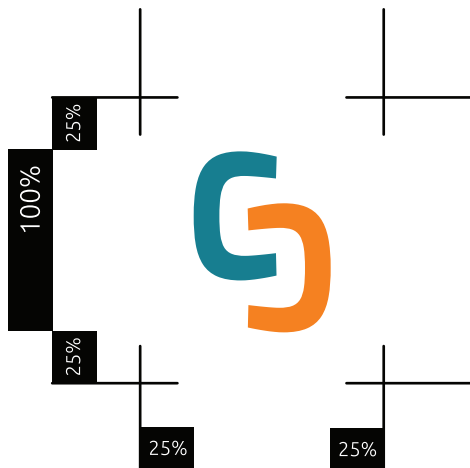


### **Examples of appropriate usage for the icon logo are:**

- Social media page avatars and profile pics
- Watermark on forms
- Apparel and print collateral

### **Whitespace & surrounding logos**

At no time shall any typographic content or other logos/images take up the logo's surrounding whitespace, as noted below. Any surrounding logos, cut lines, content, etc.. shall be a minimum distance away of at least 25% the height of the icon. The logo may be placed over other images, but the 25% breathing room shall be respected.



# Logo

## *Version Usage - Examples*

There are many cases where it will be tempting to ignore the usage guidelines - however, it is critical that we maintain our visual integrity throughout all our presentations and communications.

Here are a few examples of what to do and not to do:



# Logo

## *Logo Usage - No "of commerce"*

You will notice that no version of the logo contains the words "of commerce". This is intended, and important. The name may be fully spelled out as a title, or separate from the logo, but at no time shall the logo include the words "of commerce".

### **Why not "of commerce"**

These words do not offer any additional value to the brand, nor do they specify any added uniqueness to the brand that is not already implied with the words "Stateline Chamber". Adding them would make the logo harder to use in smaller size, and make it impossible to set the horizontal version for proper weighting.





# Colors

## *Logo Color Guide*

The colors used in the logo are specific, and important. They are reflective of the previous main brand colors of the separate chambers. The orange and teal serve to be our main brand colors, with both serving as primary colors, and black as the standard typographic color.



### Primary Color Choice

When only one primary color may be used, we must realize the goal of the piece being made. We will split our colors into 2 usage categories: Social & Professional. For instance, for a piece that is advertising a social networking event, we will use orange as the primary color. For a piece that is communicating professional information, or an educational event, we will use teal as the primary color.

In these specific cases, both colors may be used together, but with non primary used only in a complimentary / secondary role.

**RGB** • 100, 51, 0  
**HEX** • ff8200  
**CMYK** • 0, 49, 100, 0  
**PMS** • 1585 C

**Chamber Orange**

**RGB** • 8, 53, 59  
**HEX** • 148395  
**CMYK** • 94, 46, 26, 4  
**PMS** • 7712 C

**Chamber Teal**

**RGB** • 0, 0, 0  
**HEX** • 000000  
**CMYK** • 0, 0, 0, 100

**Black**

# Colors

## *Logo Color Guide - Usage*

The logo uses these colors in a specific way, which shall be followed, no matter the application. There are only 3 acceptable forms of the logo, Color, Black, & White. The color version shall only have our brand colors on the icon, and the type font shall remain black. Teal shall be the forward facing C, and Orange shall be the reverse facing C. At no time shall the logo be used with only the orange or teal, and the type font shall never be used in color.



# © Copyright

*All design elements are protected*

All logos, phrases, and other branded elements, are the property of the Stateline Chamber of Commerce, and are protected by Federal and State regulation. These elements are an asset to our organization, and will be protected as such.

Unauthorized use of these assets is considered infringement of our protected rights. The Stateline Chamber of Commerce may choose to seek recovery of injuries for any unauthorized use of these elements.

Only the express written permission of use by the Stateline Chamber of Commerce may authorize the use of Chamber Assets.

## **Member Usage**

Members of the Stateline Chamber of Commerce retain the right to use our logo on digital and print materials for the purpose of advertising their association with the Chamber. Usage rights of the logo is reserved for members in good standing. The Chamber may revoke this right if the member is no longer in good standing, or if the Chamber feels the logo is being used against these guidelines, or in a manner detrimental to the Chamber or its brand.

The brand assets are contained on our website for public access @ [statelinechamber.com/brand-assets](http://statelinechamber.com/brand-assets)

## **Internal Usage**

All internal usage shall abide by the guidelines contained within our Brand Guide. If there are any questions regarding the internal usage of the logo, typography, or other brand assets, reach out to:

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*Brand Identity and Guidelines  
conceptualized, designed, and delivered by  
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