

Colors

Logo Color Guide

The colors used in the logo are specific, and important. They are 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 typography 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