



*Twin County*TM

CHAMBER OF COMMERCE

Together to Prosper

Brand Guideline

Adopted by the Board of Directors: January 22, 2019

Updated: March 26, 2019 (SOM Logo Refresh)

Table of Contents:

Background.....	3
Guideline.....	3
Design	4
Vertical.....	4
Horizontal.....	4
Examples of use	5
Format.....	6
Fonts.....	6
Colors	6
Use of Tagline in image.....	6
Trademark.....	7
Proper Placement	7
Dimensions	8
Sub-Branding	9
Source Files.....	10
Amendments	10

Background:

On October 12, 2017, the Twin County Regional Chamber of Commerce, Inc., initiated a rebranding project by sending a Request for Proposal (RFP) to multiple marketing and graphic designers in the Twin County area and outside region. The RFP carried with it not only the request for project bid information, but also instructions and data for designers to use in their process. Upon receipt, the marketing committee, leading the project, referred bids to the Board of Directors, and the brand direction was set.

At the November 21, 2017 meeting of the Board of Directors, the approval was met to rebrand the Chamber with our new silhouette logo and begin the process to change the name of the chamber to: organization name to Twin County Chamber of Commerce.

The new logo and visual brand present homage to our local region as presented in the example below:



Guideline:

The purpose of this guideline is to support marketing and communication goals with end users while strengthening the new brand of the organization. With logo consistency across all platforms of use, the logo will build strong brand awareness in our regional community. This strength will echo the resolve of the chamber to carry out the organization mission in a consistent and engaging manner.

With this guideline, the end user will find the preferred methods to which the chamber wishes for its logo to be used in marketing and communications.

Design:

The new logo and visual brand have two designs for structural use based on directional setting of the work that it will accompany. These two designs are vertical and horizontal. The vertical logo is considered our primary logo.

Vertical:



Horizontal:



Examples of use:

Vertical: For our new sign located at our local office, we used the vertical logo as it is our primary logo and the structure of the new sign allowed space for proper dimension aspect of the vertical logo.



Horizontal: For letterhead and official documents from the organization, we use the horizontal logo to fit the structural dimensions of header formats for letter, executive, and legal paper size.

Letterhead Example



Format:

Our specifications for the logo and tagline are:

Fonts

Twin County - Rage Italic

Chamber of Commerce - Goudy Old Style Regular

Together to Prosper - Myriad Pro Regular

Colors

Twin County - Dark Blue

0E3251	R – 14	C - 99
	G – 50	M - 80
	B – 81	Y - 42
		K – 37

Chamber of Commerce - Black

231F20	R - 35	C - 0
	G - 31	M - 0
	B - 32	Y - 0
		K – 100

Together to Prosper - Yellow Gold

C14C3B	R - 236	C - 7
	G - 185	M - 28
	B – 95	Y - 73
		K – 0

***The Chamber logo source file will contain black/white and greyscale files. Do not modify with outside software.

Use of Tagline in image:

Our primary brand uses the colors and shades of blue, dark blue, black, and white. Our tagline and motto, “Together to Prosper”, has an offset in relation to the color palette in the majority of the brand. The yellow gold is meant to create a visual “pop” to catch the reader’s visual attention. This color is part of our brand and should not be formatted to meet the color specifications of an end-user’s project or presentation. Instead the tagline should be removed if the specifications of the visual project create a distortion, compression, or color pattern that is unfavorable to the brand or image. Please contact the Executive Director or Marketing Committee Chair for assistance in this process.

Examples of use from page 4. Our new sign at our local office does not have the tagline on it. This is due to the sun’s direction on the Chamber Office and the visibility presentation needs for traffic attention. However, the letterhead example presents a perfect use of the visual brand with logo as this is an official document, and the specifications of the visual project allow the use with impeding the brand or overall image.

Trademark:

The Twin County Chamber of Commerce has ownership through common-law trademark of the logo. The TM on the logo and documentation denotes this ownership. The use of “TM” on the logo is interchangeable depending on the visual project. The end-user has discretion on its use in visual projects. Please contact the Executive Director or Marketing Committee Chair for assistance on this placement.

Proper Placement:

The Twin County Chamber of Commerce logo and brand should stand apart from the surroundings of other images and shapes. The logo should not be placed on top of background or pictures without consent of Executive Director or Marketing Committee Chair. A buffer. For example:

Vertical:



Horizontal:



Dimensions:

The end-user, depending on the visual project, will have discretion over the size of the logo but must abide by the following style guide:

1. The text of the brand must not become distorted during sizing modification.
2. The text and logo of the brand must not be compressed or stretched in overall modification.
3. The dimensions of the logo or text cannot be modified in separate manners.
4. **Lock-aspect ratio** must always be used when modifying the dimensions.
5. Silhouette should always follow source file of horizontal or vertical. Do not change placement.

Contact the Executive Director or Marketing Committee Chair with any questions or assistance with a visual project or media placement.

Examples of prohibited use:



Sub-Branding:

The organization recognizes the need for sub-branding of events, professional groups, initiatives, joint-ventures, committees, and programs. Therefore, as part of this brand guideline, the Chamber adopts new sub-brands and reaffirms the use of existing sub-brands.

All sub-brands and taglines to be created or modified by the organization umbrella units must be recommended by the Marketing Committee to the Board of Directors. In the event the marketing committee is absent in function, the Officers committee will recommend the creation or modification to the Board of Directors for approval. This process is for the protection of the organization brand awareness.

Sub-brand #1: Smoke on the Mountain Barbecue Championship:



Sub-brand #2: Twin County Professionals Network:



End-users should practice the recommendations provided throughout this guideline for use of the sub-brands. Special attention to placement and compression. Please direct questions to the Executive Director or Marketing Committee Chair for use of sub-brands in visual projects, media, or advertisements. An exception is questions regarding the use of the Smoke on the Mountain Barbecue Championship logo; the Smoke on the Mountain Committee Chair will assist in this guidance.

Source Files:

Request for image files for outside organization use, requires writing or e-mail to the Executive Director, with a summary regarding the intended use of the image files. Upon the approval of the Executive Director, the image files will be released. (director@twincountychamber.com)

The image files are not to be shared with other organizations without approval of the Executive Director or Marketing Committee Chair. It is imperative that the “shareable” logo files be kept with the Executive Director and Marketing Committee Chair to ensure that images are up-to-date and risk of unapproved modification sharing is low.

Guidance: When using the source files, please do not edit the logo file provided. When using multiple times in documents or presentations, use the source file provided in its original image file state. **Please do not copy/paste within a document or project as image integrity may be effected.**

***Partnering with outside organizations is a form of synergy for our organization. We will always be available to answer questions about our logo, as well as provide image files to project managers and graphic designers for use with media and event planning. We do however, reserve the right to monitor the use of our logo and sub-brands for approving of their use as part of protecting our on-going brand awareness campaign.

Amendments:

The Marketing Committee and Board of Directors will review the Brand Guideline at their discretion. In the absence of a Marketing Committee as a function, the Officers Committee will assist.

Changes are recommended annually to provide for brand additions and sub-brand management.

Contact information:

Executive Director – director@twincountychamber.com

Marketing Committee – marketing@twincountychamber.com

Date of Adoption:

March 26, 2019

Twin County Chamber of Commerce Board President:

