



PALM BEACH NORTH
CHAMBER OF COMMERCE

BRAND AND LOGO USAGE GUIDE

NOVEMBER 2016

Your Logo

The logo for the Palm Beach North Chamber of Commerce is made up of two parts. One being the “Gemstone” while the other being the Wordmark. The relationship between these two elements should always be one of the approved versions shown in this document. (DO NOT CHANGE THEM IN ANY WAY).

Gemstone

Wordmark



PALM BEACH NORTH
CHAMBER OF COMMERCE

Logo Variations

You have two Logos, and one “Gemstone” that make up the logo suite for PBNCC. These logos should not be used interchangeably. The primary logo should always be the default with the secondary should be used sparingly, DO NOT use the tertiary or Icon version by itself to denote PBNCC, as this may create conflicts with the Palm Beach North Initiative. Retain the orientation and relationship within each artwork depicted below whenever possible (DO NOT CHANGE THEM IN ANY WAY).

Primary



PALM BEACH NORTH
CHAMBER OF COMMERCE

Secondary



PALM BEACH NORTH
CHAMBER OF COMMERCE

Gemstone



Color Choice

All efforts should be made to render the PBNCC logo in full color at all times. One Color or Solid Shape versions are available in one file format but should be used only as a last resort. Secondary is shown but Primary versions are preferred.

Full Color



PALM BEACH NORTH
CHAMBER OF COMMERCE

One Color



PALM BEACH NORTH
CHAMBER OF COMMERCE

Solid Shape



PALM BEACH NORTH
CHAMBER OF COMMERCE

Other Logos

The complete set of logos for the Palm Beach North Chamber of Commerce covers all their various committees and councils. Below you will find the various version that have been created for use. Any older versions or self created versions of logos for committee and councils below should no longer be used. Retain the orientation and relationship of the elements within each logo depicted below (DO NOT CHANGE THEM IN ANY WAY).



AMBASSADOR COMMITTEE
PALM BEACH NORTH CHAMBER OF COMMERCE



ECONOMIC DEVELOPMENT COMMITTEE
PALM BEACH NORTH CHAMBER OF COMMERCE



EDUCATION COMMITTEE
PALM BEACH NORTH CHAMBER OF COMMERCE



GOVERNMENT AFFAIRS COMMITTEE
PALM BEACH NORTH CHAMBER OF COMMERCE



HEALTH CARE COMMITTEE
PALM BEACH NORTH CHAMBER OF COMMERCE



LIFE SCIENCES COMMITTEE
PALM BEACH NORTH CHAMBER OF COMMERCE



NON PROFIT COMMITTEE
PALM BEACH NORTH CHAMBER OF COMMERCE



RIVIERA BEACH BUSINESS COUNCIL
PALM BEACH NORTH CHAMBER OF COMMERCE



SMALL BUSINESS ADVISORY COUNCIL
PALM BEACH NORTH CHAMBER OF COMMERCE



WOMEN IN BUSINESS COUNCIL
PALM BEACH NORTH CHAMBER OF COMMERCE



PALM BEACH NORTH
CHAMBER OF COMMERCE
FOUNDATION

Young Professional Logo

The logo for the Young Professionals of Palm Beach North is made up of two parts. One being the “Burst” while the other being the Wordmark. The relationship between these two elements should always be the approved version shown in this document. (DO NOT CHANGE THEM IN ANY WAY).

Burst

Wordmark



YOUNG PROFESSIONALS OF
PALM BEACH NORTH

Color Choice

All efforts should be made to render the YPPBN logo in full color at all times. One Color or Solid Shape versions are available in one file format but should be used only as a last resort.

Full Color



YOUNG PROFESSIONALS OF
PALM BEACH NORTH

One Color



YOUNG PROFESSIONALS OF
PALM BEACH NORTH

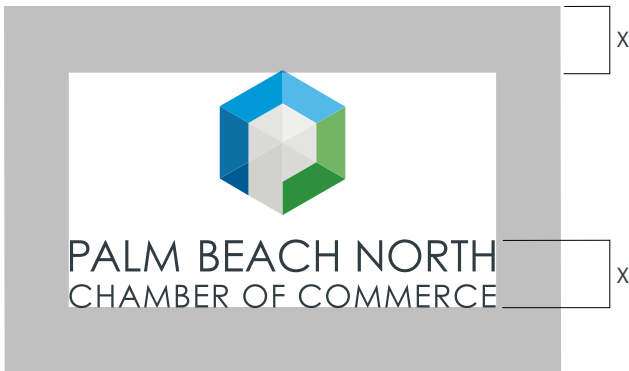
Solid Shape



YOUNG PROFESSIONALS OF
PALM BEACH NORTH

White Space

So your logo can be clearly visible it is important to leave space around it that is free from any competing graphical element. The gray space is to be left empty with "X" determining it's thickness. A similar proportion of grey space should be used around the other elements. It is recommended to always place the logo on a white background to preserve its integrity and clearly communicate the Chambers ownership or involvement.



Official Primary Colors

The official primary colors from the chamber logo are listed below. These will be important when communicating how to correctly reproduce your colors with various vendors. Please note the colors depicted below ARE NOT press accurate. Colors are specified within the "For Pro Printers" files and should be used sparingly. All files have types have corresponding colors preselected, refer to file types on the following pages for additional information. In most instances you will use a CMYK or Websafe/RGB build of the colors listed below. Chamber, Young Professionals and Committee logos are all comprised of the same colors.

CMYK COATED



100. 43. 0. 30



76. 4. 100. 21



100. 13. 1. 2



60. 9. 0. 0



56. 2. 78. 5



6. 4. 7. 13



48. 29. 26. 76

CMYK UNCOATED



98. 30. 0. 20



61. 1. 93. 15



100. 4. 0. 9



53. 4. 0. 9



56. 2. 85. 3



18. 12. 14. 2



25. 18. 15. 51

PMS COATED



PMS 7691 C



PMS 7741 C



PROCESS BLUE



PMS 2915 C



PMS 7489 C



PMS 420 C



PMS 425 C

PMS UNCOATED



PMS 7691 U



PMS 7741 U



PROCESS BLUE



PMS 2915 U



PMS 7489 U



PMS 420 U



PMS 425 U

WEBSAFE / RGB



#006298



#44883E



#0085CA



#62B5E5



#74AA50



#C7C9C7



#54585A

Official Secondary Colors

The official secondary colors have been selected to complement the chamber logo and are listed below. These will be important when communicating how to correctly reproduce your colors with various vendors. Please note the colors depicted below ARE NOT press accurate. In most instances you will use a CMYK of Websafe/RGB build of the colors listed below.

CMYK COATED



58. 76. 0. 0



0. 83. 16. 0



0.72.70.0



84. 0. 59. 0



7. 45. 66. 18



22. 14. 18. 45

CMYK UNCOATED



43. 57. 0. 0



1. 78. 23. 0



1. 62. 73. 0



68. 0. 51. 0



15. 36. 53. 2



19. 11. 12. 31

PMS COATED



PMS 2587 C



PMS 205 C



PMS 7416 C



PMS 339 C



PMS 729 C



PMS 423 C

PMS UNCOATED



PMS 2587 U



PMS 205 U



PMS 7416 U



PMS 339 U



PMS 729 U



PMS 423 U

WEBSAFE / RGB



#8246AF



#E0457B



#E56A54



#00B388



#B58150



#898D8D

Color usage

When creating supporting graphics please use the following breakdowns for percentage of use. It is preferable for the Chamber to be primarily Blue whereas Young Professionals should be an equal distribution of all primary colors. Tints and transparencies of the primary chamber blue are allowed as percentage of blue usage but please adhere to specified values.

PALM BEACH NORTH CHAMBER OF COMMERCE USAGE



AUTHORIZED TINTS



YOUNG PROFESSIONALS OF PALM BEACH NORTH USAGE



Color Designation

Certain colors from the secondary palette have been designated to appear in conjunction with specific initiative, endeavors or ideas specific to the Chamber only (not Young Professionals or partner organizations). These relationships should be adhered to whenever possible and replace the green percentage stipulated in usage breakdown above.



HEALTHCARE

Should appear in conjunction with any initiative having to do with a healthcare or the medical industry.



TECHNOLOGY

Should appear in conjunction with any initiative or outreach involving the technology or engineering industries.



GENDER

Should appear in conjunction with or any initiative having to do with a gender or gender equality (Women in Business).



FESTIVALS & CELEBRATIONS

Should appear in conjunction with ArtiGras, Artfest, and any public facing initiative that results in a festival type event.



COMMUNITY OUTREACH

Should appear in conjunction with any initiative having to do with building community (Ambassadors).



ENVIRONMENT

Should appear in conjunction with any environmental initiatives or partnerships that better the surrounding area



BOARD OF DIRECTORS / PARTNERS.

Should appear in conjunction with things related to the Board of Directors or significant chamber business relationships



TRUSTEES

Should appear in conjunction with things related to the trustee program.



NEUTRALS

To be used whenever and wherever deemed necessary if white is not available. Preference to use darkest color instead of black when possible

Typography

The typography for use for the Palm Beach North Chamber of Commerce is consistent from the website to print collateral. The preferred type hierarchy is stipulated below. The minimum size difference to keep between each hierarchy is to be 2 points. Body copy should always be the basis for this ratio. If body copy is 8 point then caption would be 6 points subheadline would be a minimum 10pts, and Headline would be a minimum of 12 points. Increments of 2pts is advisable when selecting size to display content. Measurements units and increments vary for web based applications, please use below for reference. Font files have been made available in conjunction with this file.

HEADLINE

Sintony Bold
Sintony Regular

BODY

Droid Sans Bold looks like this and is a typeface available for use both online and offline. It should really be used primarily for Subheadlines.

Droid Sans Regular looks like this and is a typeface available for use both online and offline. It should really be used primarily for Body copy, when used as a caption it should be reduced in size.

RATIO

THIS HEADLINE IS 12 PTS (MINIMUM SIZE)

THIS SUBHEADLINE IS 10 PTS (MINIMUM SIZE).

THIS BODY COPY IS 8 PTS.

THIS CAPTION IS 6 PTS.









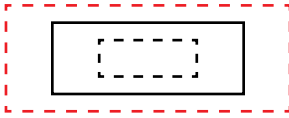
FILE TYPES

Various file types have been prepared to accompany this document.

- .AI** A vector file format used only by experienced graphic design professionals, all colors available within.
- .EPS** A vector file format for infinite scaling, created in CMYK coated colors.
- .PDF** A vector file format for infinite scaling, created in CMYK coated colors.
- .JPG** An image file for use in print reproduction such as brochures, letterhead etc.. created in CMYK coated colors Available in large and small sizes, if not big enough please use a vector file format.
- .PNG** A low resolution image for use online or to be projected or shown on a monitor. Some have been made available with a transparent background.

DO NOT DO THIS!

This is a section detailing all the things that you should NOT DO to your logo. One important rule to remember is that if you are in

 <p>DO NOT stretch, skew, or squash the logo. Retain proper proportions regardless of size.</p>	 <p>DO NOT change the colors of any mark, reproduce as is whenever possible.</p>	 <p>DO NOT add any non brand colors within the logos. Only use the approved colors.</p>
 <p>DO NOT use the logo in any orientation other than what is shown in the logo.</p>	 <p>DO NOT make a pattern from the logo or use the same logo multiple times on the same item.</p>	 <p>DO NOT place a full color logo on any other color than white.</p>
 <p>DO NOT place the logo over or on top of any image ever.</p>	 <p>DO NOT Add drop shadow, effects, extra texture or filters to the logo.</p>	 <p>DO NOT scale up an image based version of the logo, only scale those down to preserve resolution.</p>