



CAPE CHAMBER 2016 STYLEGUIDE

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Overview

USING THESE GUIDELINES

Communicating consistently across all media makes it easier to build trust and forge an authentic connection with our members and community. It's this bond that helps us strengthen relationships, increase membership, and build a more valuable brand.

These guidelines are designed to help everyone at Cape Chamber communicate our brand with confidence and consistency. Please use this document as a reference whenever you create a Chamber experience — from marketing to events to communications.

On each page, detailed rules and examples illustrate proper use of the most common Cape Chamber brand elements. Whenever possible, reference these rules so that you can ensure all brand expressions you create look and sound precisely like Cape Chamber.

Remember, our brand is what sets us apart, defining our reputation and image.

Message + Tone

VOICE OF THE REGION

The way we speak or write as a brand not only expresses the personality of the Cape Chamber, but also helps set us apart from other organizations and allows people to get to know us. That's why it's important that we all speak, write and communicate on behalf of the brand using the same brand voice.

Operating from of the economic hub of our region, the Cape Chamber message is one of unity and community. We take great pride in advocating for existing business and members while creating an environment that welcomes the next generation of community leaders.

The voice of the brand embodies the expertise of the Cape Chamber while simultaneously providing clear information that attracts new members and connects communities —influencing those discovering the brand to take action.

- Cape Chamber's voice is human.
- It's familiar, friendly, and straightforward.
- Our priority is to lead and advocate for the community with absolute clarity.
- We want to educate people without patronizing or confusing them.

Logotype

The Cape Chamber logotype has been developed to express clarity, strength and modernity. The simple letterforms have been optically kerned and carefully weighted to maximize legibility at all sizes.

The sans serif type choice was selected to add a modern look to a legacy brand. The logotype is easily adaptable to all media, print and digital.

**Cape
Chamber**

Emblem

The Cape Chamber 'C' is our symbol. Our stamp. A distinctive signal of our identity. The emblem is a quick representation of both stability and flexibility. A geometric shape that elicits a clean sense of movement.

The emblem and elements of its construction can be used independently in marketing material, communications, print and digital design.



Lockup

The landmark elements (logotype and emblem) can be combined to form different lockups:



PRIMARY - VERTICAL LOCKUP



SECONDARY - HORIZONTAL LOCKUP



HORIZONTAL LOCKUP WITH TAGLINE

Lockup

The lockup can be displayed in three different color modes:



LOCKUP IN COLOR ON WHITE



LOCKUP IN WHITE ON SOLID COLOR



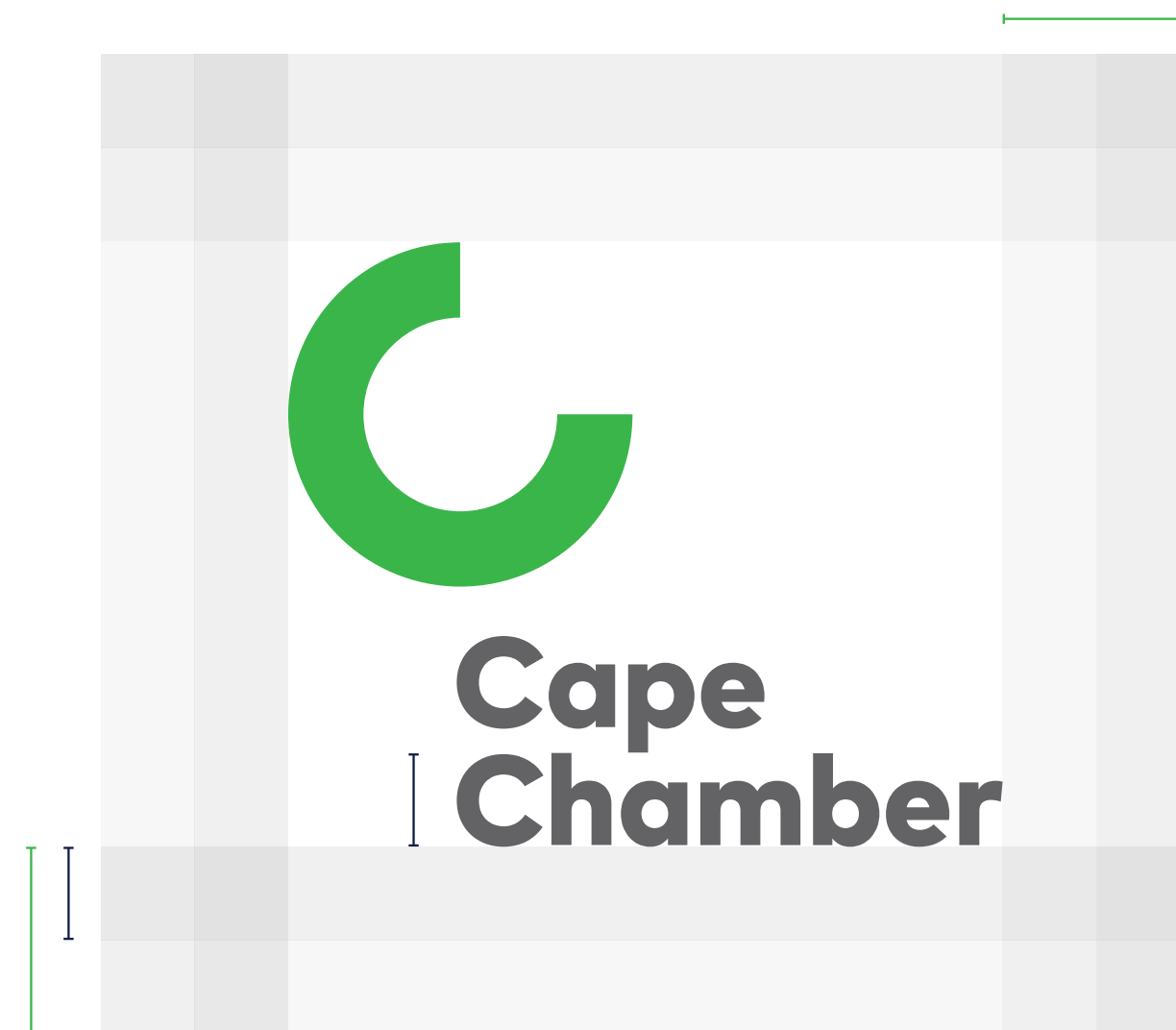
LOCKUP IN GRAYSCALE ON WHITE

Clear Space

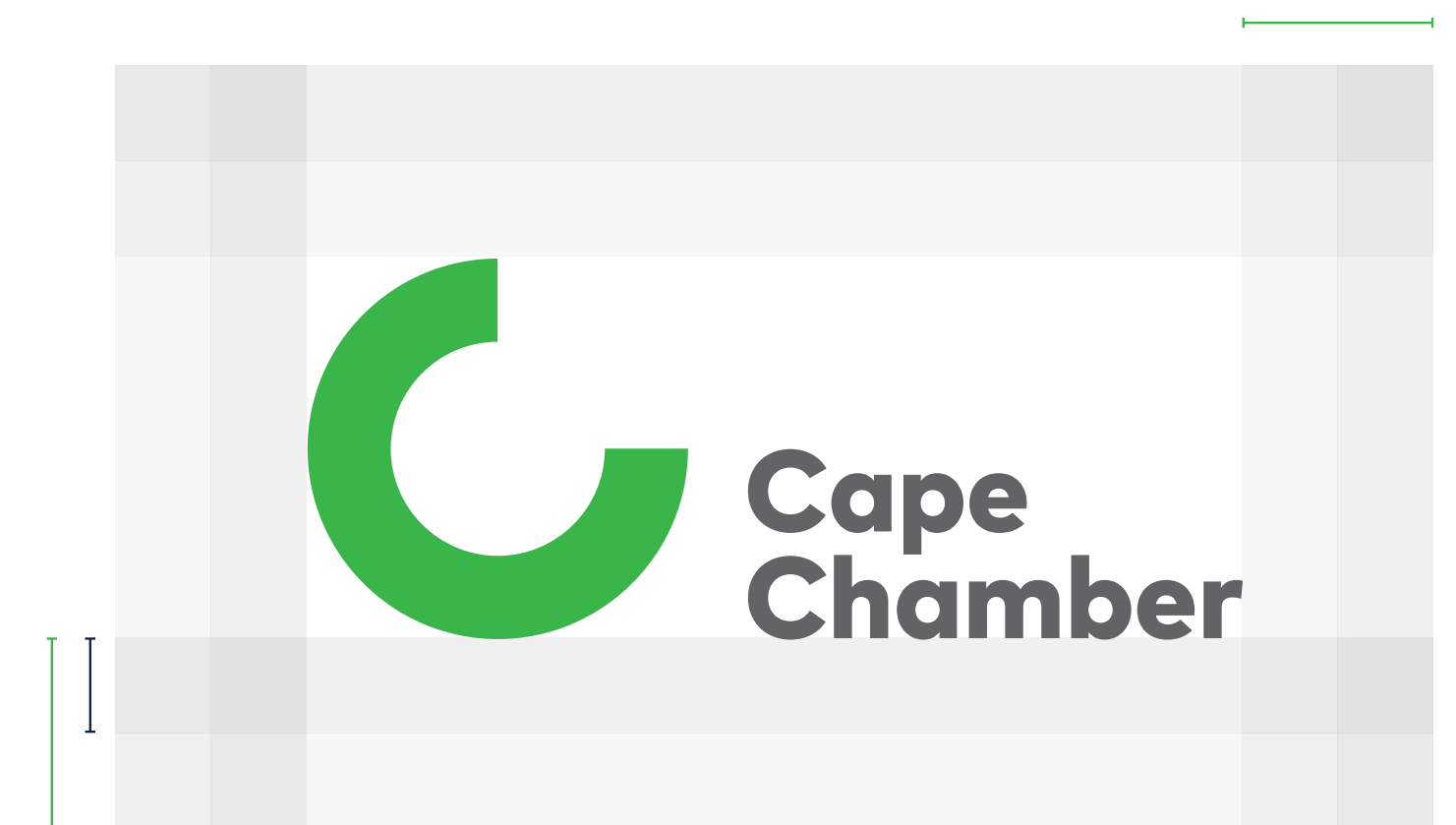
To preserve the integrity and visual impact of the Cape Chamber logo, always maintain adequate clear space around it. This is an integral part of its design and ensures the logo can be seen quickly, uncluttered by other symbols, logos, artwork or text.



Minimum size: 1.25"



Preferred clear space is twice the height of "C."
Minimum clear space is the height of "C."



Violations

Because the logo is our brand's primary visual representation, its integrity should be respected in all uses. Do not stretch, distort, condense or otherwise augment the logo.

Changing any graphic element of the mark will weaken the overall brand experience. The examples to the right describe some, but not all, of the more common mistakes and inappropriate uses of the logo.



Do not alter the scale or proportions of the logo.



Do not change the orientation of the logo.



Do not change the logo color beyond approved color palette.



Do not make alterations to the logo's text.



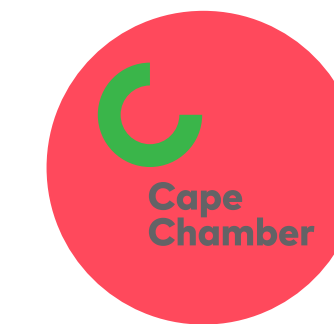
Do not add effects to the logo, such as drop shadows.



Do not add a stroke to the logo.



Do not change the size of the logo's text.



Do not place the color logo on a colored background.

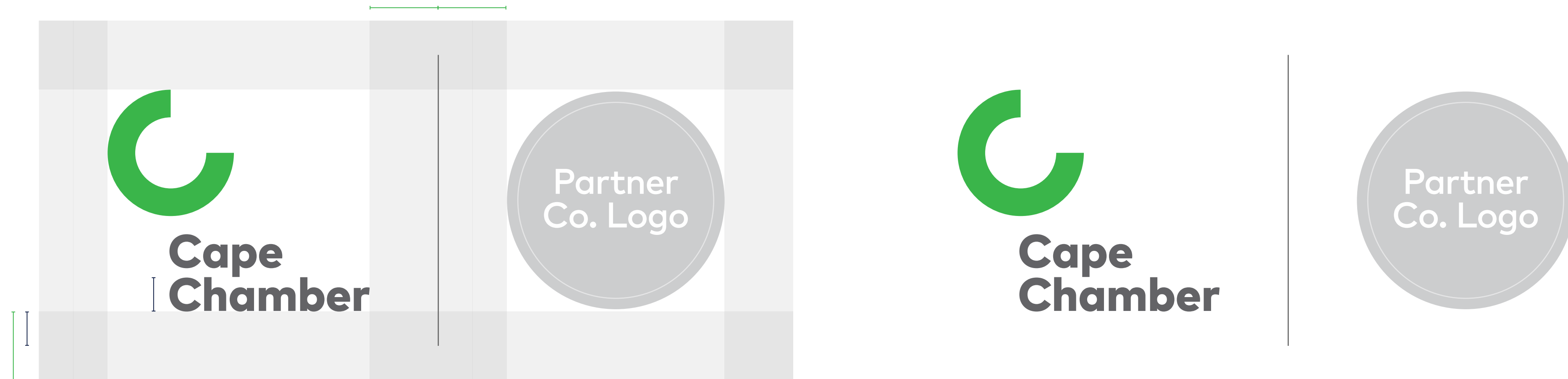


Do not place the logo in perspective.

Partner Lockup

Sometimes we need to combine the Cape Chamber logo with a logo or symbol from one of our partners, members or community entities. In these instances, use the Chamber Partnership lockup shown here.

- Cape Chamber logo preferably appears on the left side of the stroke
- Vertical stroke weight and height scales with the rest of the lockup.



Partner Lockup - Clear space breakdown

Color Palette

PRIMARY COLORS

WHITE	COMMERCE	SLATE
HEX #ffffff	PMS 361 C	PMS 424 C
	Print CMYK C 75 M 0 Y 100 K 0	Print CMYK C 3 M 1 Y 0 K 48
	Screen RGB R 56 G 180 B 73	Screen RGB R 128 G 130 B 132
	HEX #38B449	HEX #808284
	90%	
	80%	
	70%	
	60%	
	50%	
	40%	
	30%	
	20%	
	10%	

SECONDARY COLORS

VISION	BOLT	SPARK
PMS 2678 C	PMS 299 C	PMS 107 C
Print CMYK C 76 M 52 Y 0 K 72	Print CMYK C 95 M 30 Y 0 K 9	Print CMYK C 0 M 12 Y 81 K 0
Screen RGB R 17 G 33 B 71	Screen RGB R 12 G 162 B 232	Screen RGB R 255 G 222 B 46
HEX #112147	HEX #0CA2E8	HEX #FDDD2E
90%		
80%		
70%		
60%		
50%		
40%		
30%		
20%		
10%		

Typeface

Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9*

Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9**

FF MARK

FF MARK is a versatile workhorse of a sans serif. The typeface is easy to read, but maintains an elegant, modern feel that adds sophistication to the design. It was developed as a full system of fonts with a range of weights for almost any typographical need.

Iconography

THE ARC

The base shapes that form the Cape Chamber Emblem are utilized to create a simple, but dynamic visual language. The result is a common theme, The Arc. The Arc represents the core values and offerings of the Cape Chamber:

- A connection. A bridge. The literal act of connecting members to the community and consumers to local business.
- A vital part of the community cycle as a whole.
- A smile. The welcoming and helpful nature inherent in the Cape Chamber's advocacy.

The Arc can be used as a graphical element in design or to sub-brand Chamber programs. Use of The Arc should be limited in any one piece so as not to deter from the message, but to support the overall brand.



Imagery



THE CAPE CHAMBER LOOK

The primary use of the brand elements are in official documents, sponsorship and advocacy roles. However, in recruitment materials, social media application, website and general marketing collateral imagery is an important component.

The Cape Chamber look is a celebration of the Cape Girardeau region. We focus on the people; the storytellers, business owners, entrepreneurs and community leaders. This approach creates a sense of belonging and positions the Cape Chamber as a professional but welcoming organization.

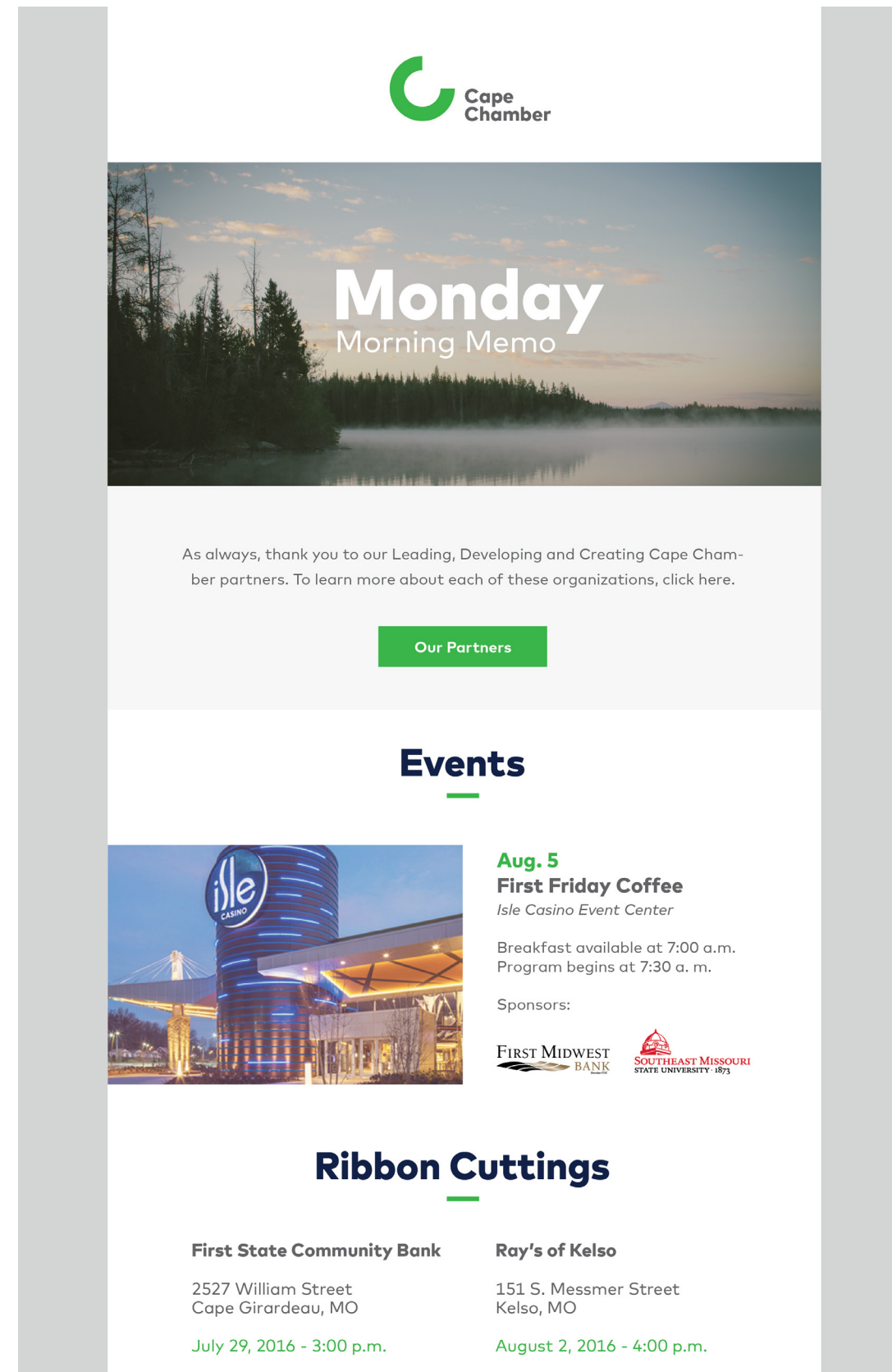
Black and white photography in particular can be very powerful when contrasted with the primary Chamber Green.

Application



Stationery examples.

Application

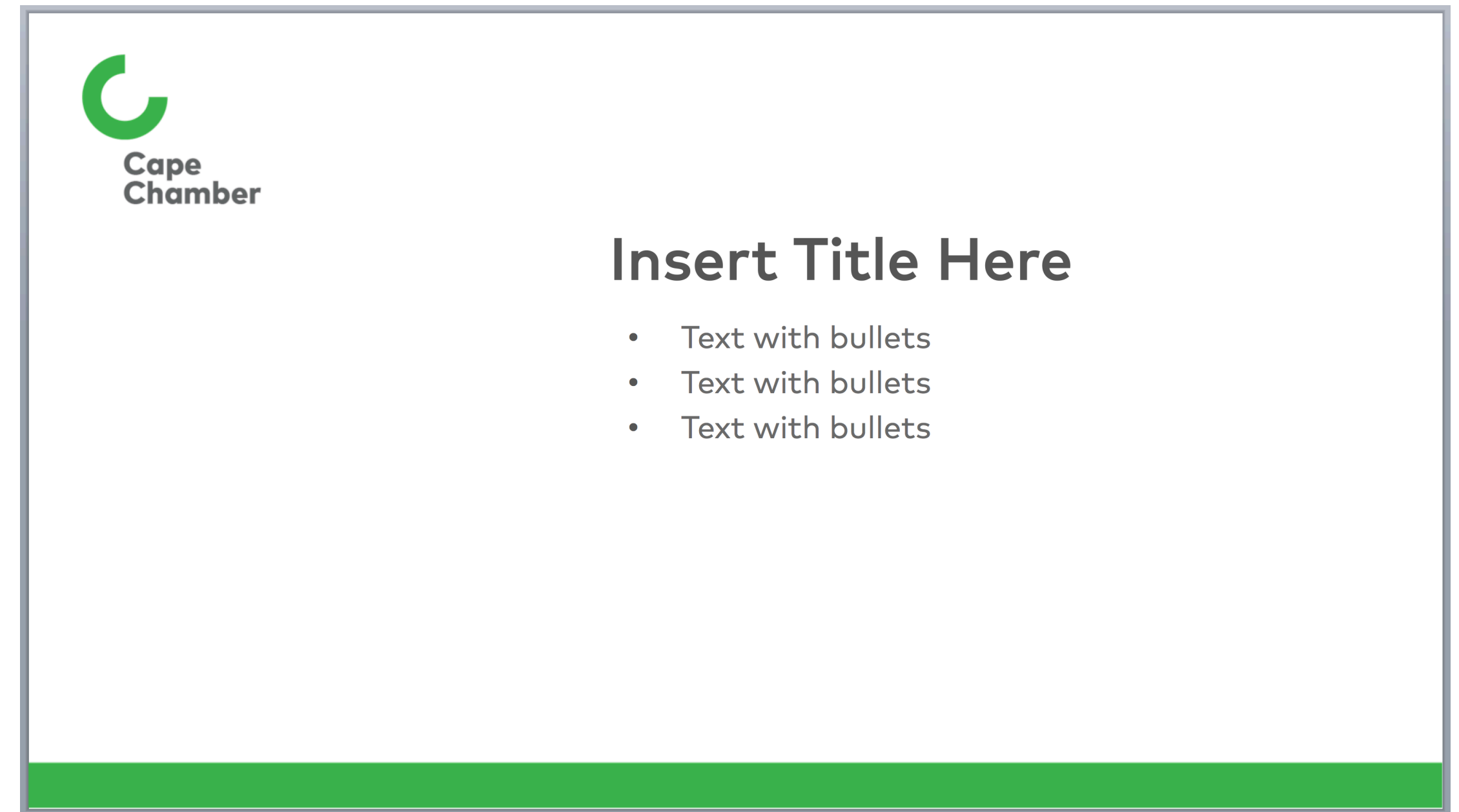


Sample Email Design



Sub-branded Brochure

Application



Powerpoint Template



*CONFIDENTIAL

TAKE ALL NECESSARY PRECAUTIONS TO PROTECT CONTENTS