MICHIGAN WEST COAST

CHAMBER OF COMMERCE

IDENTITY GUIDELINES

Your new logo.

WORDMARK   ICON

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This document will be used as a guide for how to use your new logo and other brand elements.

The diagram above simply outlines some terminology for the different elements of your logo. The following pages will outline usage/reproduction scenerios and specifically address logo formats, color, typography as well as providing some examples of what NOT to do. **Brand consistency is the goal.**

LOGO FORMATS

The Michigan West Coast Chamber of Commerce identity has been designed with some flexibility in mind. Various formats and arrangements are acceptable for use.

HORIZONTAL FORMAT

Your "official logo." It includes all logo elements and should be the most frequently used format.

VERTICAL STACKED FORMAT

This format should be used in scenarios where vertical format is spacially preferred.

ICON ONLY

Icon can be used as a stand alone graphic.

LOGO FORMAT AND COLOR SCENARIOS

The examples below demonstrate two common color/usage scenarios for each acceptable format.

FULL COLOR

GRAYSCALE

REVERSED-OUT

COLOR

The "official" CMYK (Cyan, Magenta, Yellow, Black) "color breakdowns" of the Michigan West Coast Chamber of Commerce identity are listed below.

PANTONE 2747 U
100c, 79m, 1y, 9k
60r, 74g, 132b

PANTONE 299 U
69c, 10m, 0y, 0k
0r, 147g, 215b

PANTONE 166 U
0c, 57m, 84y, 2k
227r, 109g, 74b

PANTONE 7409 U
0c, 29m, 91y, 4k
248r, 173g, 81b

PANTONE 369 U
55c, 0m, 92y, 3k
94r, 160g, 69b

PANTONE 381 U
25c, 0m, 83y, 0k
182r, 215g, 65b

PANTONE 115 U
0c, 11m, 94y, 0k
255r, 209g, 65b

PANTONE 603 U
2c, 0m, 58y, 0k
241r, 230g, 112b

MINIMUM SIZE

Do not reproduce the logo smaller than 3/4" in height. Do not use third generation art or low-resolution art downloaded from the Web for reproduction purposes. Low-resolution versions that work well on the Web are not of a high enough resolution for printing.

.5"
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CLEAR SPACE

To ensure visibility, provide adequate spacing between the logo and other design elements, a minimum required spacing of the height of the letter "E" in "WEST" is required.

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TYPOGRAPHY

Futura STD And Celest ST are the standard fonts to accompany the logo on printed pieces, including stationery, business cards, and labels.

Futura STD Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura STD Book Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura STD Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CelesteST Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CelesteST Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CelesteST Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

INCORRECT USES OF THE LOGO

Do not change the proportions of the logo.

Do not change the colors of the logo.

Do not place the logo on a busy pattern or photo.

Do not screen the logo.

Do not place the logo on a color field without significant contrast.

Do not change the typeface of the logo.

Do not place the logo in a box.

Do not remove any elements from the logo.

SUBSET LOGO FORMATS

The West Coast Leadership logo is a subset of the Michigan West Coast Chamber of Commerce identity. Two acceptable formats are shown below.

HORIZONTAL FORMAT

VERTICAL STACKED FORMAT

DISC CONTENTS

The following disc contains several different logo artwork files. The files are organized and titled in a way that should make it easy to navigate and choose the right file given any specified reproduction scenario.

For offset or internal, inkjet and laser printing, use the "4-color" CMYK logo files.

For faxes/invoices and other printed mediums which usually exclude color reproduction, use the "Grayscale" logo files.