MEDICINE HAT & DISTRICT
Chamber
of COMMERCE

Brand Guide

Introduction

The Chamber's Brand Guide outlines consistent rules for using the logo and graphic elements of the brand. These rules apply to all advertising and promotional materials, regardless of their source of funding. Adherence to this Brand Guide is mandatory, therefore you accept responsibility for producing ads, promotional material and all communications in accordance with these rules.

Please use this manual to guide your branding activities to ensure proper brand representation and consistency. Forward all final communication pieces and any direct questions to the Marketing Department via email to: policy@medicinehatchamber.com.

It is critical that we are consistent in our communications. With consistency comes familiarity; with familiarity comes confidence and trust.

Main Logo

Ideal *for* Light Backgrounds

MEDICINE HAT & DISTRICT
Chamber
of COMMERCE

MEDICINE HAT & DISTRICT
Chamber
of COMMERCE

MEDICINE HAT & DISTRICT
Chamber
of COMMERCE

Ideal *for* Dark Backgrounds

MEDICINE HAT & DISTRICT
Chamber
of COMMERCE

Alternative Logo

Ideal *for* Light Backgrounds

the Chamber

MEDICINE HAT **1** & DISTRICT
Chamber
of **COMMERCE**

the Chamber

MEDICINE HAT **1** & DISTRICT
Chamber
of **COMMERCE**

the Chamber

Ideal *for* Dark Backgrounds

MEDICINE HAT **1** & DISTRICT
Chamber
of **COMMERCE**

the Chamber

Icon Options

Ideal *for* Light Backgrounds

Logo Rules

Below are some examples of common misuses of the logo. Please be sure to use the approved digital artwork and do not recreate or change it in any way.

MEDICINE HAT & DISTRICT
Chamber
of **COMMERCE**

minimum size for
logo is 1.25"

MEDICINE HAT & DISTRICT
Chamber
of **COMMERCE**

DO NOT ALTER THE TYPEFACE OR
PROPORTIONS OF THE NAME.

MEDICINE HAT & DISTRICT
Chamber
of **COMMERCE**

DO NOT REARRANGE THE
ELEMENTS OF THE LOGO.

MEDICINE HAT & DISTRICT
Chamber
of **COMMERCE**

DO NOT TILT OR
SHIFT THE LOGO.

MEDICINE HAT & DISTRICT
Chamber
of **COMMERCE**

DO NOT ADD ELEMENTS TO
THE LOGO.

MEDICINE HAT & DISTRICT
Chamber
of **COMMERCE**

DO NOT ALTER PROPORTIONS
OR CHANGE THE SYMBOL.

MEDICINE HAT & DISTRICT
Chamber
of **COMMERCE**

DO NOT CHANGE THE
COLOUR OF THE LOGO.

Patterns

Below are the graphic patterns that can be used as backgrounds for identity pieces like report covers, presentations etc... The pattern is available in vertical/horiztonal version and the size of the pattern varies from small, medium and large.

Colour Codes

Below are the colour codes and fonts used in the identity. For a consistent professional brand, only these colours should be used in communications.

C 0 M 0 Y 0 K 10	R 230 G 231 B 232	HEX #e6e7e8
C 18 M 95 Y 80 K 60	R 104 G 11 B 19	HEX #680b13
C 18 M 95 Y 80 K 6	R 193 G 48 B 60	HEX #c1303c
C 0 M 70 Y 70 K 0	R 243 G 112 B 83	HEX #f37053
C 0 M 25 Y 85 K 0	R 254 G 195 B 64	HEX #fec340
C 46 M 20 Y 84 K 0	R 152 G 172 B 86	HEX #98ac56
C 40 M 0 Y 17 K 10	R 149 G 214 B 215	HEX #95d6d7
C 100 M 43 Y 33 K 0	R 0 G 121 B 152	HEXa #007998
C 100 M 75 Y 40 K 40	R 0 G 53 B 82	HEX #003552
C 0 M 0 Y 0 K 100	R 255 G 255 B 255	HEX #ffffff

Corporate Colours

Typography

Below are the typographic styles used in this identity. For a consistent professional brand, only these fonts should be used in communications.

TITLES

Adobe Caslon Pro

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

--

SUB TITLES

Adobe Caslon Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

--

BODY COPY (10.5PT)

Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

--

BODY COPY (ALTERNATIVE)

WHEN AVENIR IS UNAVAILABLE WE SUGGEST YOU USE:

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

EXAMPLE OF TYPOGRAPHY

Titles
This is a sub-title

This is Body copy. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Please contact us with any
questions about this brand.

403.952.5750
hello@flag5.ca

flag five