



# BRAND GUIDELINES



# TABLE OF CONTENTS

**01 HOUSTON EAST END CHAMBER OF COMMERCE**

Introduction.....4

Who We Are.....5

Mission & Vision .....6

Our Values.....7

**BRAND PERSONALITY.....8**

Brand Voice.....9

Tone of Voice.....10

**BRAND ELEMENTS .....11**

Color Pallete.....12

Fonts.....13–16

Primary Logo.....17

Anatomy of the Logo.....18

Logo Components.....19

Logo Alternates.....20

Color Logo Usage.....21

Clear Space and Minimum Size.....22

Backgrounds.....23

Proper Use.....24

Watermark.....25

**PATTERN.....26**

Application .....27

**STATIONARY.....28**

Business Cards.....29

Letterhead .....30

Folder .....31

Notebook.....32

**EVENTS BRANDING.....33**

Chamber Events.....34

Signature Events Logos.....35

**MOCKUPS.....40–44**

**02 THE FOUNDATION.....45**

Introduction.....46

Foundation Marketing.....47

**LOGO.....48**

Primary Logo .....49

Logo Alternates.....50

Color Logo Usage.....51

Event Logo.....52

**PATTERN.....53**

Application.....54



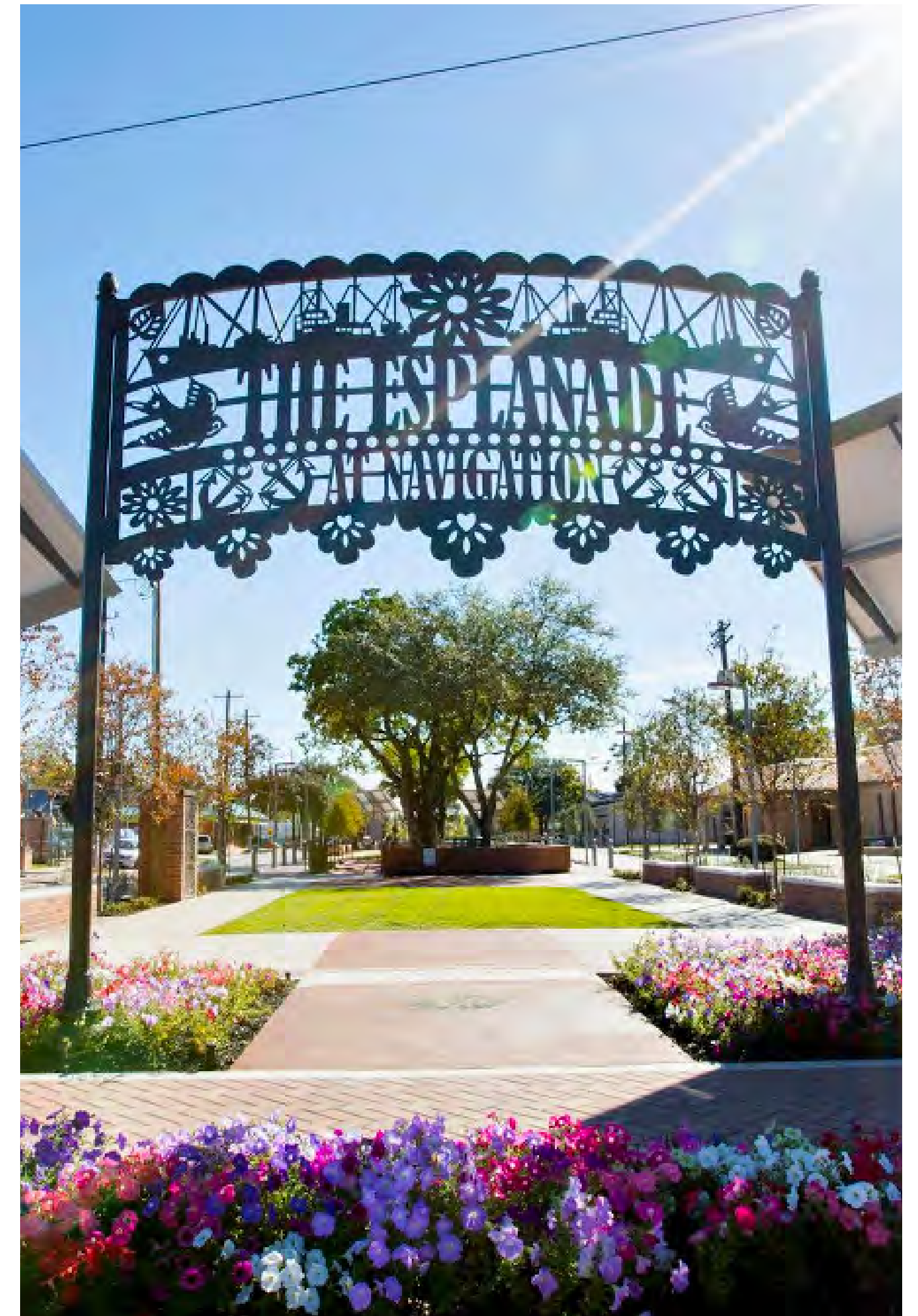
# 01

HOUSTON EAST END  
CHAMBER OF COMMERCE

## INTRODUCTION

Welcome to the brand of the Houston East End Chamber of Commerce! The magic happens in east of downtown, south of I-10 and reaches Hobby Airport. The East End is rich in history and culture with lots of shopping, dining, housing, and opportunities for additional investors. The area offers a vast variety of commercial real estate ready to house the next East End Business of the Year. Residing in the East End are nearly 300,000 prospective employees or clients that are representative of Houston's diversity.

Our brand explores the interesting mix of Houston's history and culture, woven together with the strength and determination of our members. We're building a community where we all work together and celebrate success as a team.



## IT'S WHO WE ARE

The Houston East End Chamber of Commerce brands itself as a small town within a big city. Members look to do business with other East End businesses, which helps grow both parties.

These connections with members help broaden their network, attract new customers, expand their business, and give back to the community.

Keep our brand in mind when creating marketing materials.



## MISSION

To connect businesses to promote economic expansion and investment in the East End.

## VISION

To be the premier catalyst for economic and community development in the East End.



# Impact

***Making a Difference***

Working together to make an impact for the community, our employees, and business partners.

# Sense of Community

***Community Passion***

Caring for the community, people, and businesses that we serve with genuine concern.

# Excellence

***Do It Right***

Always striving for excellence by applying good work ethics, fairness, utilizing the moral compass and ethical standards to always do the right thing.

# Exuberance

***Energy/ Positive Attitude***

To always execute with a can-do attitude that promotes engagement, excites our community and creates a productive environment.

# BRAND PERSONALITY



## BRAND VOICE

The Houston East End Chamber of Commerce's brand is all about working together, being creative, and including everyone. We see ourselves as a close group in the big and lively city of Houston. Our promise is to create a helpful space where businesses can do well by supporting each other and celebrating the diverse identity of Houston.

Our brand is like a friendly invitation, welcoming individuals and businesses from everywhere to join our growing group. We talk in a clear and simple way to encourage, teach, and make everyone feel strong. We believe that when we create a place where everyone is included, we're also making a place where good things can grow, creativity can happen, and big changes can take place. Using easy-to-understand words, we tell a story of lots of exciting things that can happen.

TONE OF VOICE

Our tone of voice is one of genuine warmth and approachability. We are friendly, empathetic, and always ready to listen and support. Our communication is clear, concise, and engaging, making complex ideas accessible to all.

We embrace creativity and innovation, encouraging fresh ideas and new perspectives. We celebrate diversity and inclusivity, valuing the unique contributions of every individual. Our tone is respectful, uplifting and empowering, fostering an atmosphere of collaboration and mutual respect.

Overall, our tone of voice is authentic, optimistic, and approachable. Through our words, we convey a sense of purpose and a commitment to excellence.

**BRAND  
ELEMENT**



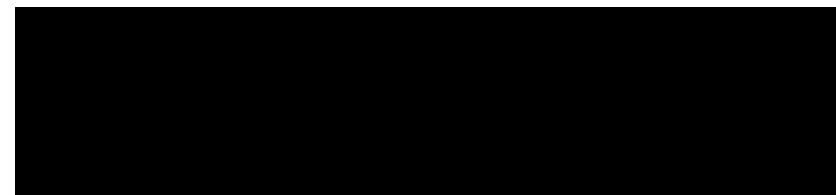
# Chamber



#00AEA6  
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R:0 G:174 B:166



#FFFFFF  
C:0% M:0% Y:0% K:0%  
R:255 G:255 B:255



#000000  
C:0% M:0% Y:0% K:100%  
R:0 G:0 B:0

COLOR PALETTE  
Using our approved colors helps  
brand identity.

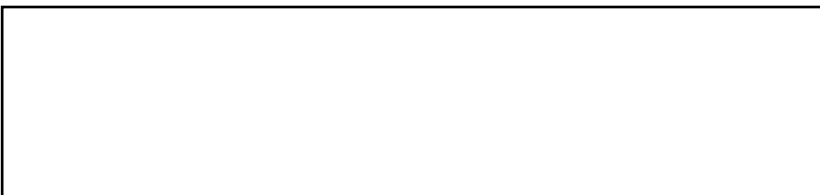
# Sponsor



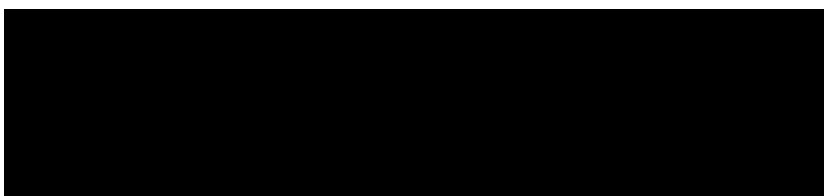
#1B315D  
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R:27 G:49 B:93



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R:0 G:174 B:166



#FFFFFF  
C:0% M:0% Y:0% K:0%  
R:255 G:255 B:255

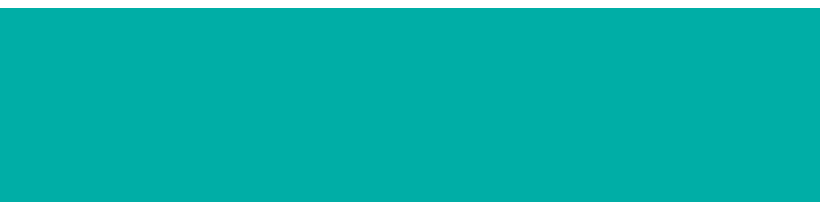


#000000  
C:0% M:0% Y:0% K:100%  
R:0 G:0 B:0

# Member



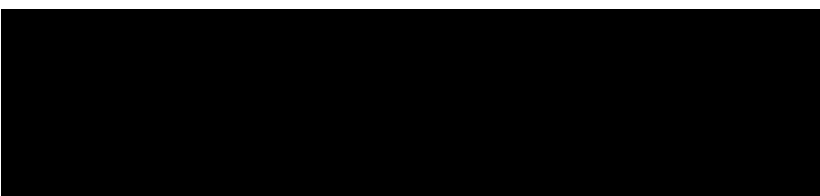
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R:247 G:77 B:61



#00AEA6  
C:77% M:6% Y:41% K:0%  
R:0 G:174 B:166



#FFFFFF  
C:0% M:0% Y:0% K:0%  
R:255 G:255 B:255

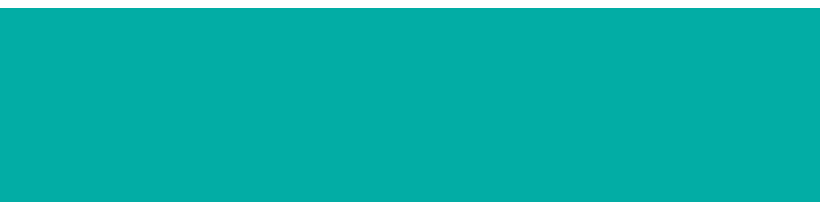


#000000  
C:0% M:0% Y:0% K:100%  
R:0 G:0 B:0

# Foundation



#AEB333  
C:34% M:16% Y:100% K:3%  
R:174 G:179 B:51



#00AEA6  
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R:0 G:174 B:166



#FFFFFF  
C:0% M:0% Y:0% K:0%  
R:255 G:255 B:255



#000000  
C:0% M:0% Y:0% K:100%  
R:0 G:0 B:0

CERA PRO BOLD

Aa

TYPOGRAPHY  
TITLES & HEADINGS

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam

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  
1234567890

# CERA PRO BLACK



## TYPOGRAPHY SUBHEADINGS

Lorem ipsum dolor sit amet, consectetuer  
adipiscing elit, sed diam nonummy nibh eu-  
ismod tincidunt ut laoreet dolore magna ali-

**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**  
**1234567890**

CERA PRO LIGHT

Aa

TYPOGRAPHY  
SUBHEADINGS

Lorem ipsum dolor sit amet, consectetur adi-  
piscing elit, sed diam nonummy nibh euismod  
tincidunt ut laoreet dolore magna aliquam

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  
1234567890

# CERA PRO MEDIUM

Aa

## TYPOGRAPHY BODY + NAME BADGES

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit, sed diam nonummy nibh euismod  
tincidunt ut laoreet dolore magna ali-

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  
1234567890





ANATOMY OF THE LOGO



## LOGO ALTERNATES

The Houston East End Chamber of Commerce brands itself as a small town within a big city. Members look to do business with other East End businesses, which helps grow both parties.

These connections with members help broaden their network, attract new customers, expand their business, and give back to the community.

Keep our brand in mind when creating marketing materials.

Vertical



**Houston East End**  
Chamber of Commerce

Icon

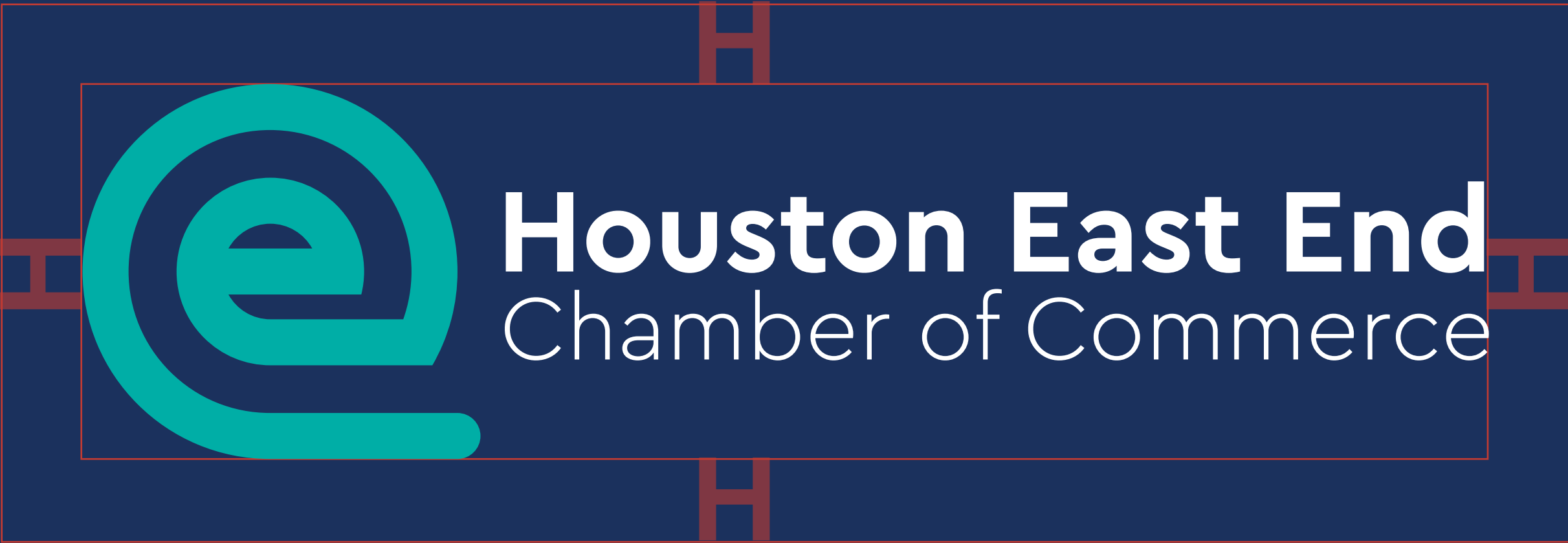


COLOR LOGO USAGE



CLEAR SPACE  
AND MINIMUM SIZE

Clear Space



Minimum Size



Print  
2in

Digital  
144px



Print  
2in

Digital  
144px

FULL-COLOR POSITIVE ON

White



Light Colors



Light Photography



FULL-COLOR REVERSE ON:

Dark Colors

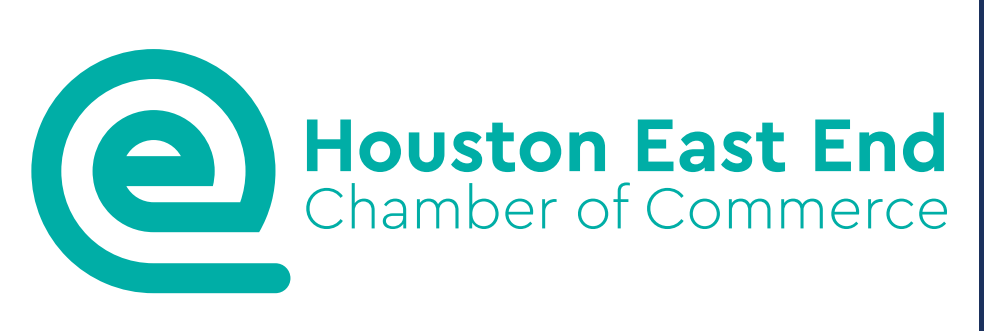


Dark Photography



ONE-COLOR:

White



Dark Color



ONE-COLOR WHITE:

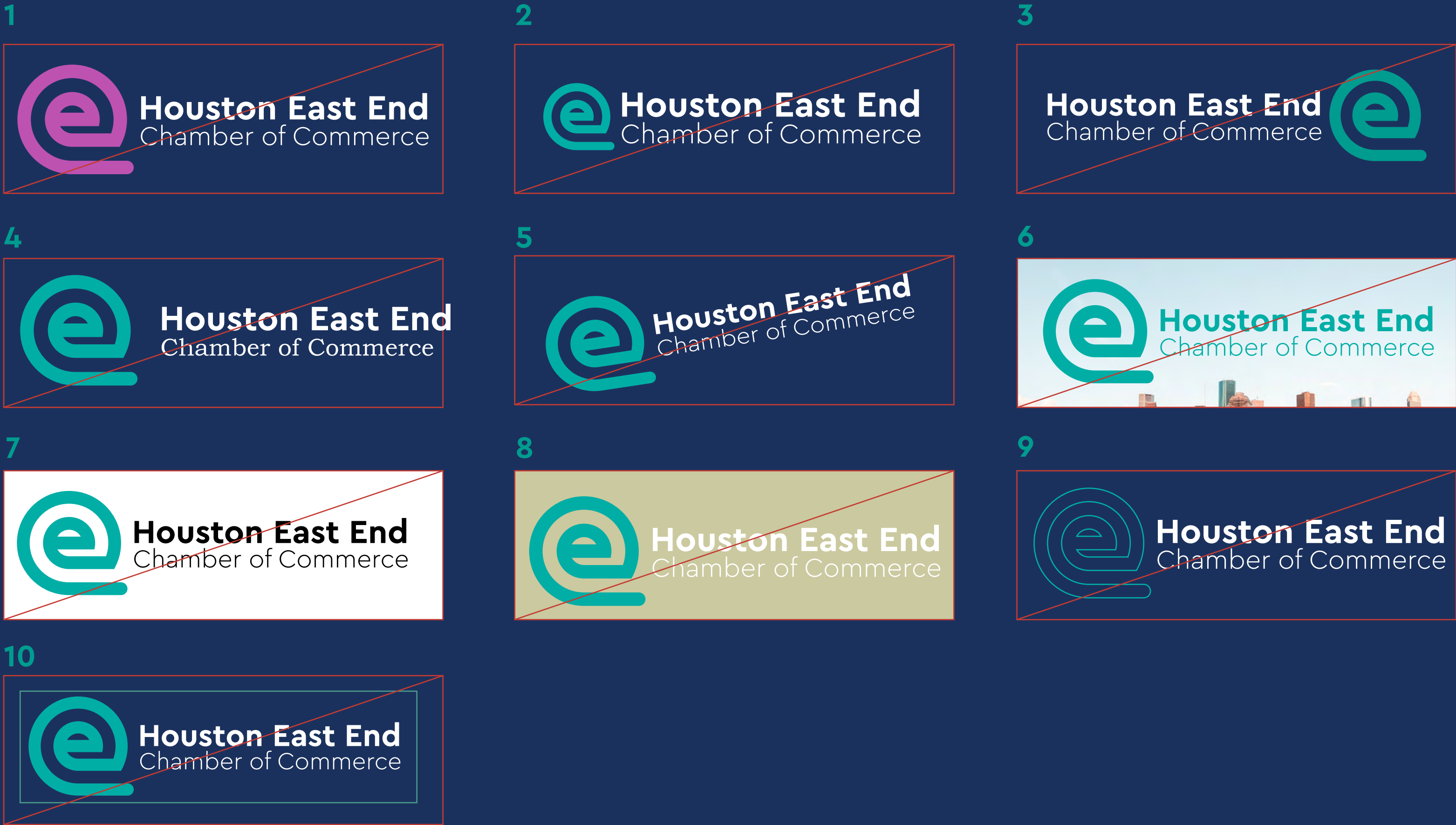
Dark Colors



Dark Photography



- 1 Do not alter color
- 2 Do not alter size
- 3 Do not rearrange logo elements
- 4 Do not change the font
- 5 Do not rotate
- 6 Do not use one-color when full-color logo can be applied
- 7 Do no add drop shadows
- 8 Always ensure legibility
- 9 Do not outline
- 10 Do not add holding shapes



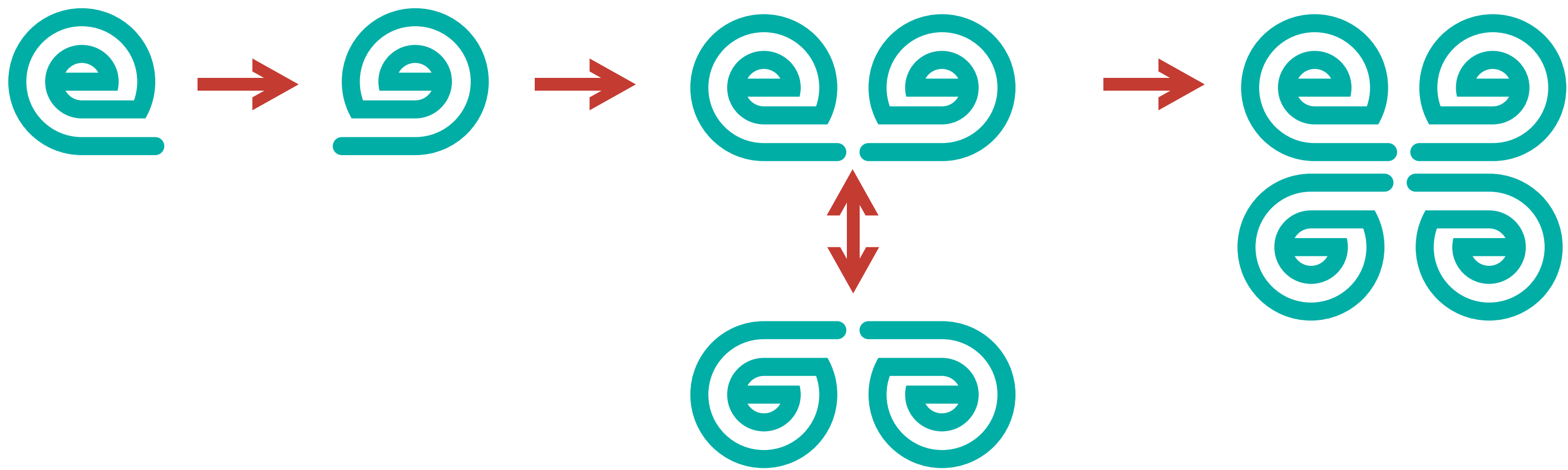
WATERMARK



PATTERN



Pattern foundation



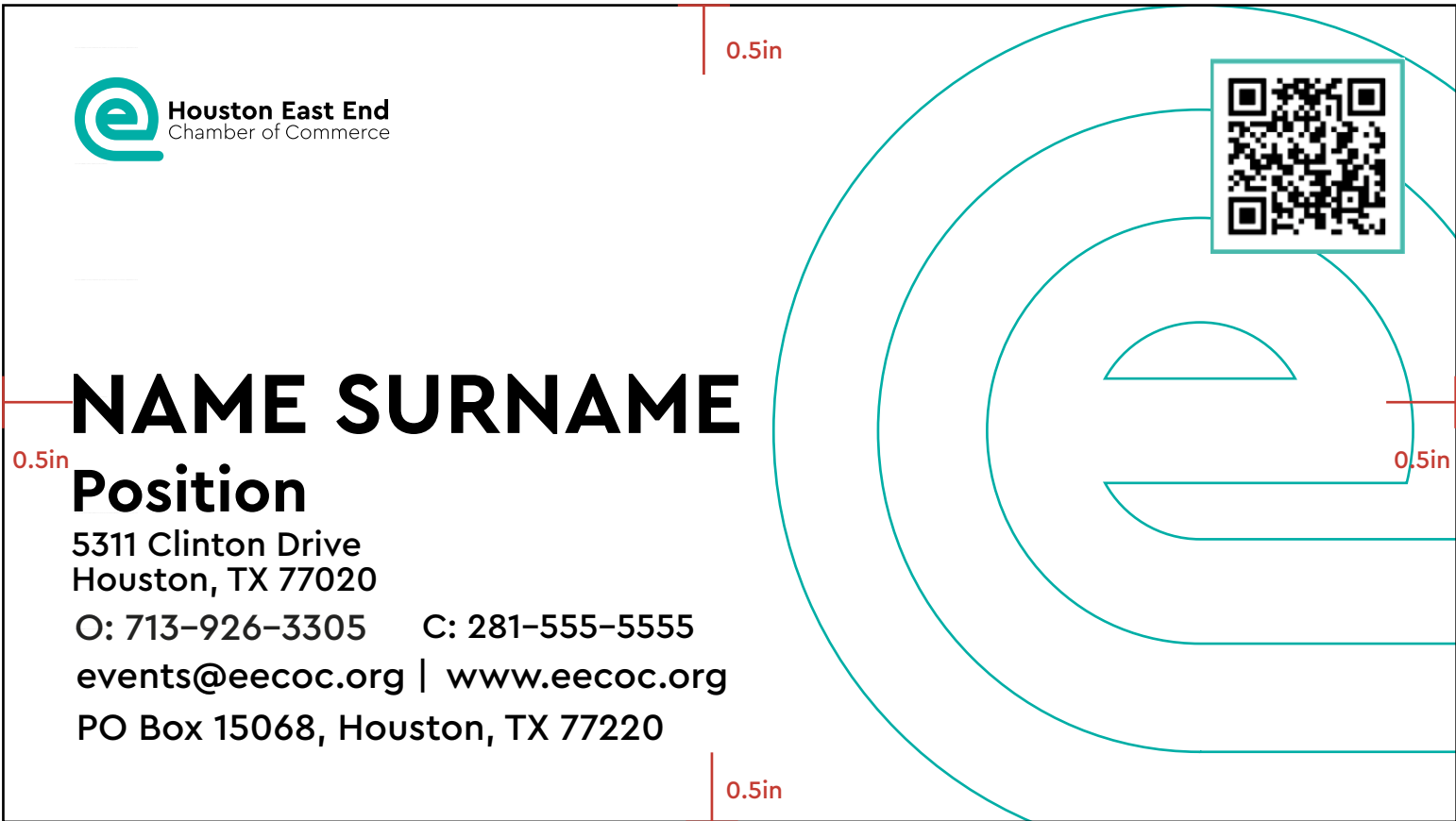
Pattern application



PATTERN

STATIONARY





BUSINESS CARDS



LETTERHEAD



Houston East End

Chamber of Commerce

CHAMBER FOUNDERS

Anheuser-Busch  
Cadeco Industries, Inc.  
Comcast  
Giant Texas Distillery  
HEB – Gulfgate Center  
LyondellBasell  
Port Houston  
Silver Eagle Distributors  
Valero - Houston Refinery

CHAMBER PARTNERS

Cooper/Ports America  
INVISTA  
Regions Bank  
Shook, Hardy & Bacon LLP  
The University of Texas MD Anderson  
Cancer Center  
Truist  
United Airlines  
Wulfe & Co. - Gulfgate Center

CHAMBER BUILDERS

All Points Warehouse, Inc  
Bank of America  
Bayside Printing Company Inc.  
Calpine  
CEMEX  
Chicago Title Southeast  
Comerica Bank  
Excargo Services  
Felix H. Morales Funeral Home  
Frost Bank  
Funeraria Del Angel - Crespo  
G&A Partners  
Gulf Winds International  
Houston Distributing Co.  
Houston Pilots Association  
KC Events & Florals LLC  
Manhattan Construction Company  
METRO  
Morningstar Storage of EaDo  
Nan and Company Properties, LLC  
PKF of Texas  
RockPoint Marketplace  
Sesco Cement Corp  
Space City Credit Union  
Targa Resources  
Tellepsen  
Texas Port Recycling  
Tiana Ochoa Mortgages & Real Estate  
Services  
TPC Group

EXECUTIVE BOARD OF DIRECTORS

Mike Redditt, Chair  
*HEB – Gulfgate Center*  
Michael Veuleman, Treasurer  
*Pannell Kerr Forster of Texas, P.C.*  
Amber Sheppard, Secretary  
*Cadeco Industries*  
Sharon Booker  
*LyondellBasell*  
Martin Perez  
*Houston Community College – SE*  
Jose Valdez  
*Frost Bank*  
Frances Castaneda Dyess, President  
*Houston East End Chamber*

April 24, 2023

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lectus quam id leo in vitae. Nulla facilisi etiam dignissim diam quis enim lobortis scelerisque. Vitae ultricies leo integer malesuada nunc vel risus commodo viverra. Nisi lacus sed viverra tellus in. Aliquam vestibulum morbi blandit cursus. Id nibh tortor id aliquet lectus proin nibh nisl. Porttitor leo a diam sollicitudin tempor. In cursus turpis massa tincidunt dui. Auctor augue mauris augue neque gravida in fermentum et sollicitudin. Eget est lorem ipsum dolor sit amet consectetur adipiscing. At erat pellentesque adipiscing commodo elit at. Orci ac auctor augue mauris augue neque. Eu sem integer vitae justo eget magna fermentum iaculis eu. Placerat orci nulla pellentesque dignissim enim sit amet. Augue neque gravida in fermentum. Ante in nibh mauris cursus mattis. Sem viverra aliquet eget sit amet tellus cras adipiscing.

Nisi est sit amet facilisis. Gravida in fermentum et sollicitudin ac orci phasellus. Ultrices tincidunt arcu non sodales neque. Purus non enim praesent elementum facilisis leo vel. Nunc scelerisque viverra mauris in aliquam. Aliquam eleifend mi in nulla posuere sollicitudin. Velit dignissim sodales ut eu sem integer vitae. Laoreet id donec ultrices tincidunt. Posuere ac ut consequat semper viverra nam libero. Egestas diam in arcu cursus.


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Office: 5311 Clinton Drive • Houston, Texas 77020  
Correspondence: PO BOX 15068 • Houston, Texas 77220  
713-926-3305 • [www.eecoc.org](http://www.eecoc.org)

FOLDER



5,8in	
0,5in	
0,5in	 <b>Houston East End</b> Chamber of Commerce
	Date   /   /
Thank You!	

# EVENTS BRANDING



The East End Chamber currently has seven Signature Events that have established logos associated with them. The colors for each have been standardized and each logo exists as a unit that should not be altered. These logos provide an ongoing identity for these major annual events, and the consistent use of this "family" of logos strengthens the brand attributes.

When an event has an annual theme, this can be developed separately with the look/graphics in line with the theme. The Signature Event logo should not be altered, however, and should appear in conjunction with the theme graphics, carrying the East End of Commerce identifier. A clear space should be maintained around each logo, similar to the guidelines for the Chamber logo.

Digital Graphics and print material should reflect the established branding for the event; to include but not limited to Flyers, Social Media Posts, Print Programs, Website Banner Ads, Event PowerPoint Presentation and Eblast promotion.

Vision Luncheon



Scholarship Golf Tournament



Houston East End Women In Business Luncheon



Awards Celebration Logo



Education Symposium Logo




Port Houston Appreciation Luncheon



East End Means Business



 Houston East End  
Chamber of Commerce

SCHOLARSHIP  
**GOLF**  
TOURNAMENT

A PERFECT  
SWING FOR  
SCHOLARSHIPS

WEDNESDAY  
OCTOBER 20, 2021  
12PM

GUS WORTHAM GOLF COURSE  
70000 Capitol St, Houston TX 77011

IN HONOR OF OUR 30TH ANNIVERSARY

PLAY A ROUND OF GOLF TO HELP MAKE COLLEGE EDUCATION REALITY!

PRESENTING SPONSOR  
  
**Valero**  
Houston Refinery



## REGISTER TODAY!

2023 EAST END MEANS BUSINESS:  
CONNECTING AND GROWING  
BUSINESSES THROUGH KNOWLEDGE  
& PROCUREMENT

MEMBERS  
\$25  
NON-MEMBERS  
\$35

SEPTEMBER 19, 2023 | 8:30AM - 1:30PM  
The Federal Reserve Bank, 1801 Allen Parkway, Houston, TX 77019

JCDecaux



# PORT HOUSTON APPRECIATION DAY

BUSINESS EXPO & LUNCHEON

OCTOBER 19, 2023 | 8:30AM - 1:30PM | Marriot South at Hobby Airport



Houston East End  
Chamber of Commerce

**SIGN UP FOR THE LARGEST  
BUSINESS EXPO IN  
EAST END HOUSTON!**

Annually Sold Out Premium Expo  
Meet Port Commissioners & Executives  
Networking Opportunities  
Businner Building and Luch

FOR INQUIRIES AND BOOTH RESERVATIONS Contact Us at [events@eecoc.org](mailto:events@eecoc.org)

Houston East End  
**WOMEN**  
IN BUSINESS LUNCHEON

**PANELIST**

VICTORIA CHEN  
TIFANIE STEELE  
RAQUEL BOUJOURNE  
MAYRA MORENO



**LET'S  
MEET  
THE  
PANELISTS!**



**MARCH 1, 2023**  
MARRIOTT SOUT AT  
HOBBY AIRPORT

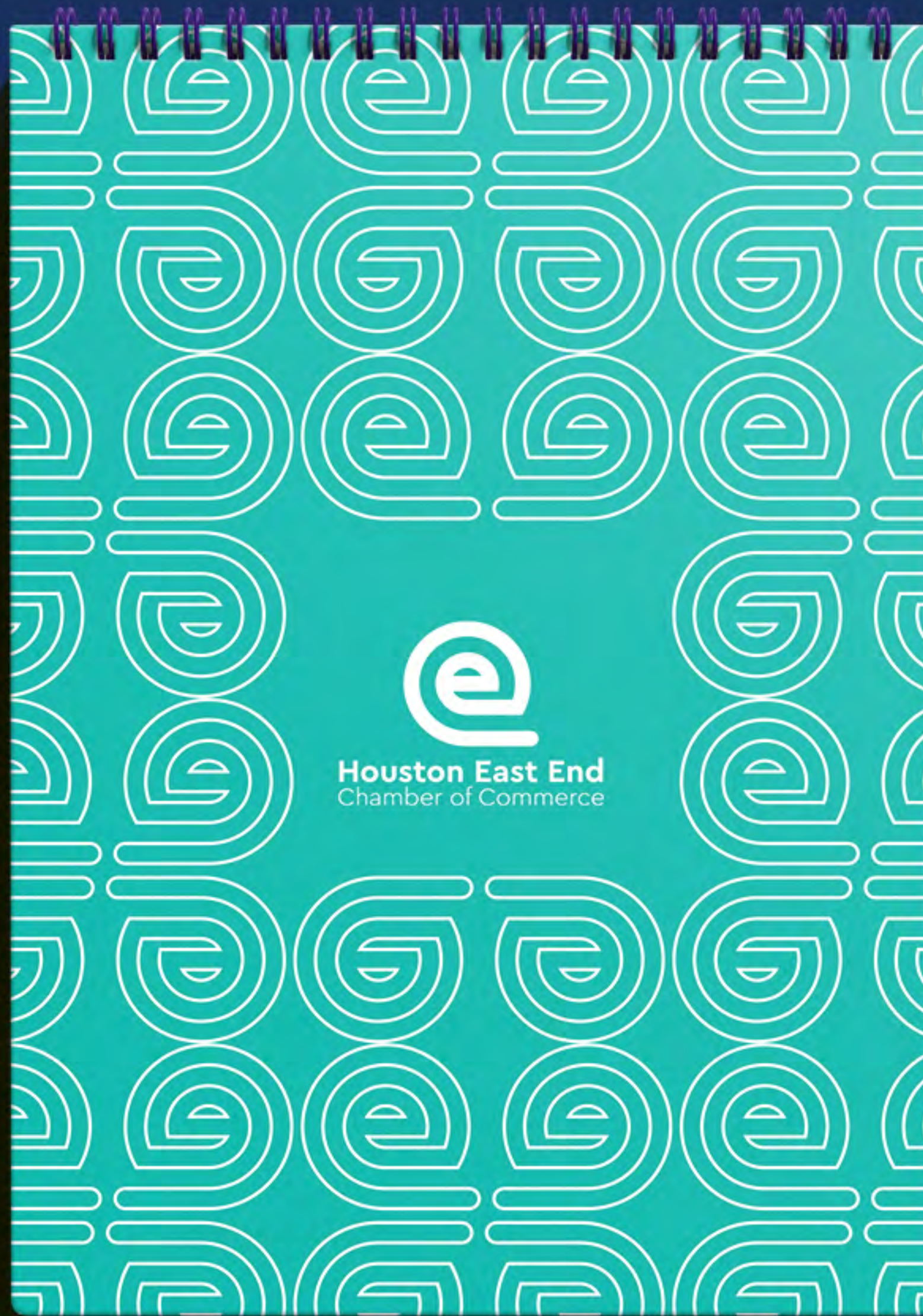


Houston East End  
Chamber of Commerce

MOCKUPS











**Houston East End**  
Chamber of Commerce

**MEMBER**

YOUR PARTNER IN BUSINESS





02

THE FOUNDATION

# INVOLVEMENT

The Houston East End Chamber Foundation helps Chamber members and nonmembers become more involved with the East End community. Each year the Foundation selects a handful of initiatives, programs and/or partnerships to advocate.

# MISSION

The Houston East End Chamber Foundation is committed to serving the educational and communal needs of Houston's East End by partnering with public officials, Chamber Members, and the community to offer workforce development, monetary support and guidance to local students.

The Houston East End Chamber Foundation Event Branding to be used for the Education Symposium and any Foundation centered events.

The East End Chamber Foundation has established logos associated different from the Chamber. The colors for the Education Symposium have been standardized and the logo exists as a unit that should not be altered. The Symposium logo provides an ongoing identity for this annual event, and the consistent use of the Foundation "family" of logos strengthens the brand attributes.

The Education Symposium logo should not be altered, however, and should appear in conjunction with the theme graphics, carrying the East End of Commerce Foundation identifier. A clear space should be maintained around each logo, similar to the guidelines for the Chamber Foundation logo.

Digital Graphics and print material should reflect the established branding for the event; to include but not limited to Flyers, Social Media Posts, Print Programs, Website Banner Ads, Event PowerPoint Presentation and Eblast promotions.

LOGO





**Houston East End  
Chamber Foundation**  
Education & Workforce

Vertical



**Houston East End  
Chamber Foundation**  
Education & Workforce

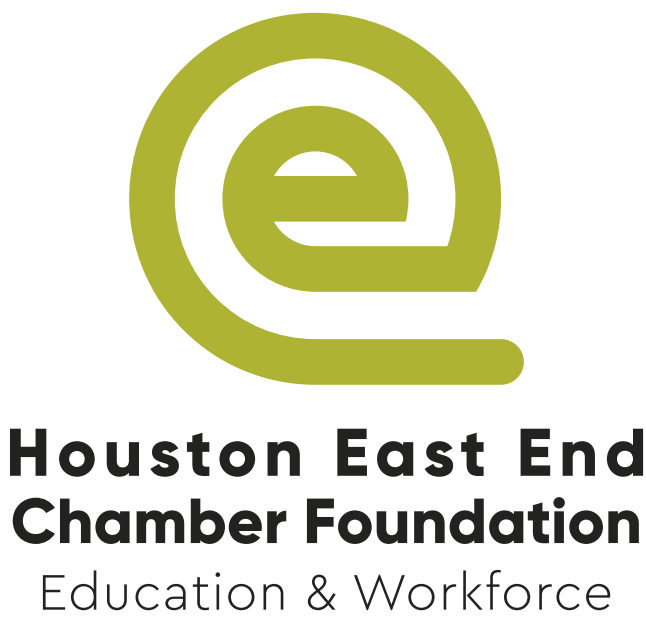
LOGO ALTERNATES

Icon

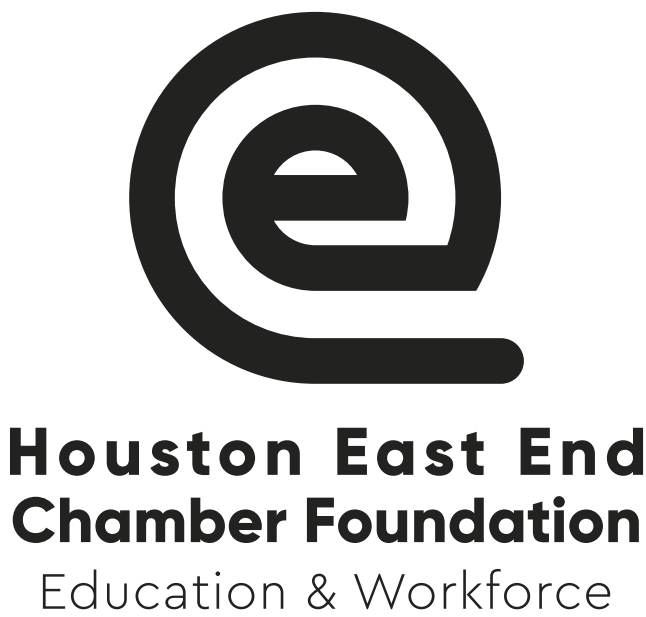


COLOR LOGO USAGE

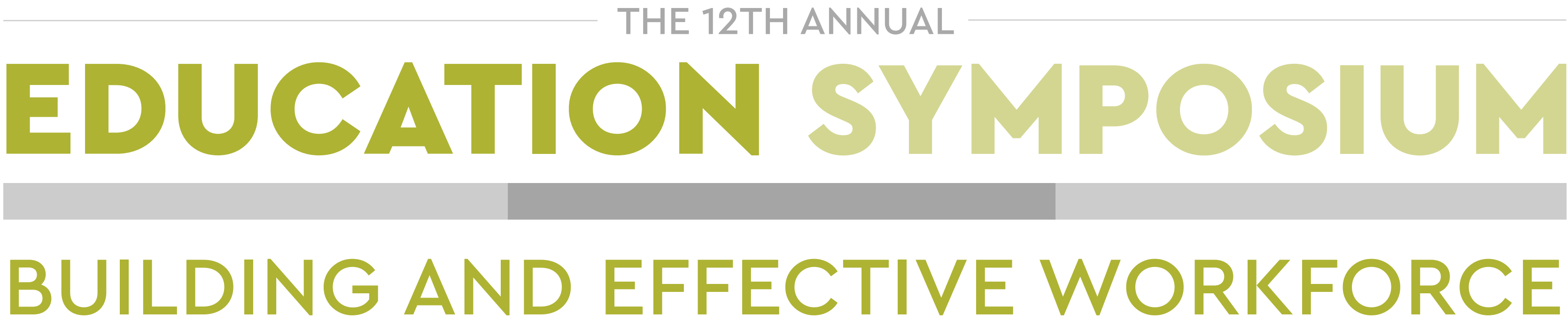
Vertical



Horizontal



Primary

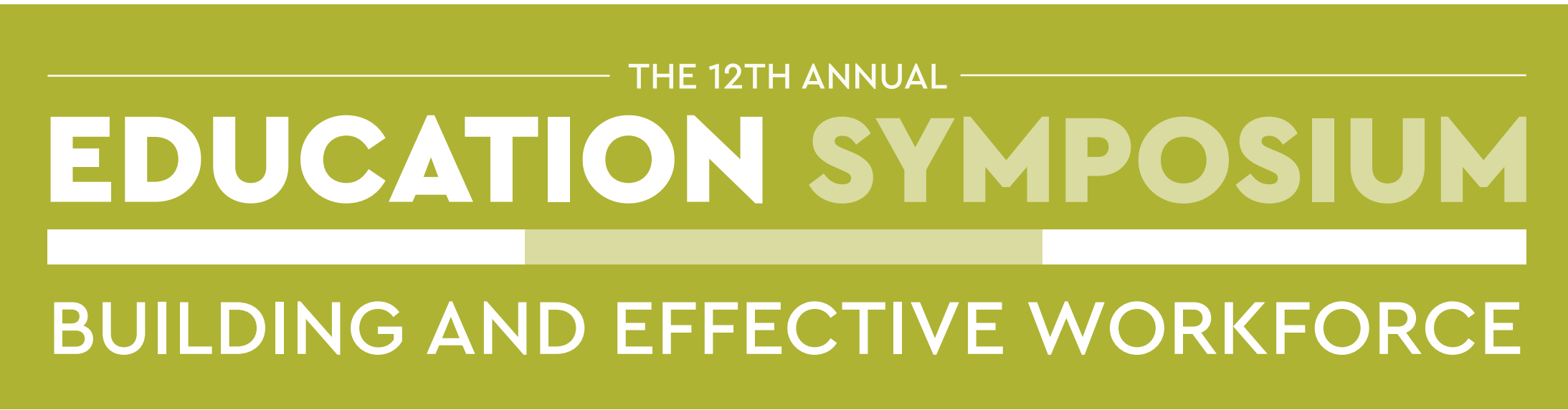


EVENT LOGO

Vertical



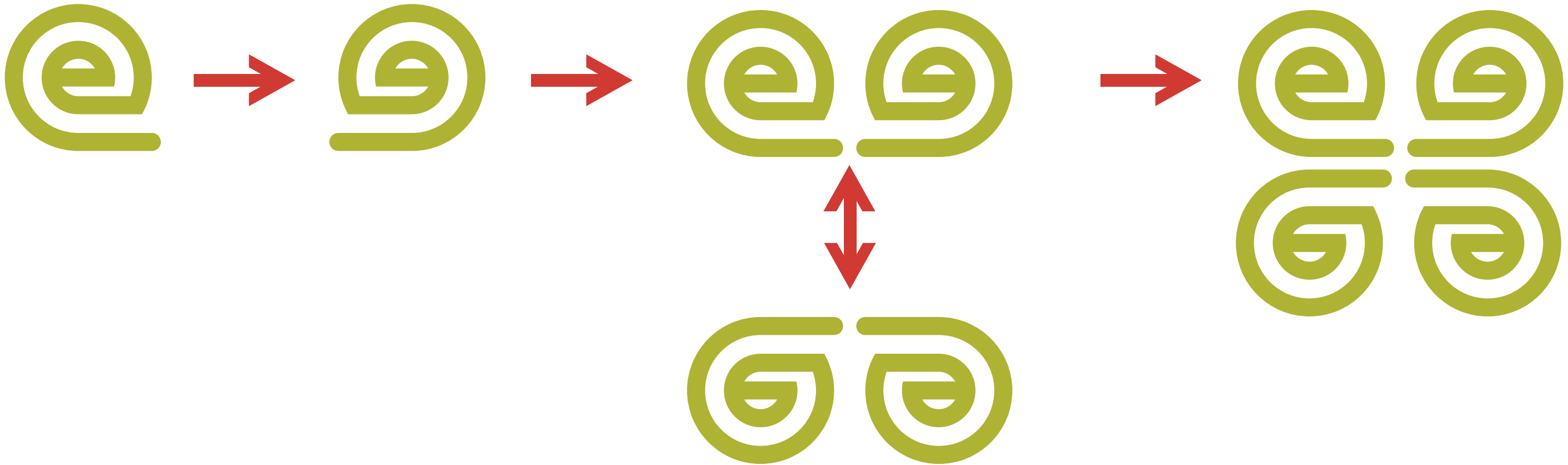
Single Color



PATTERN



Pattern foundation

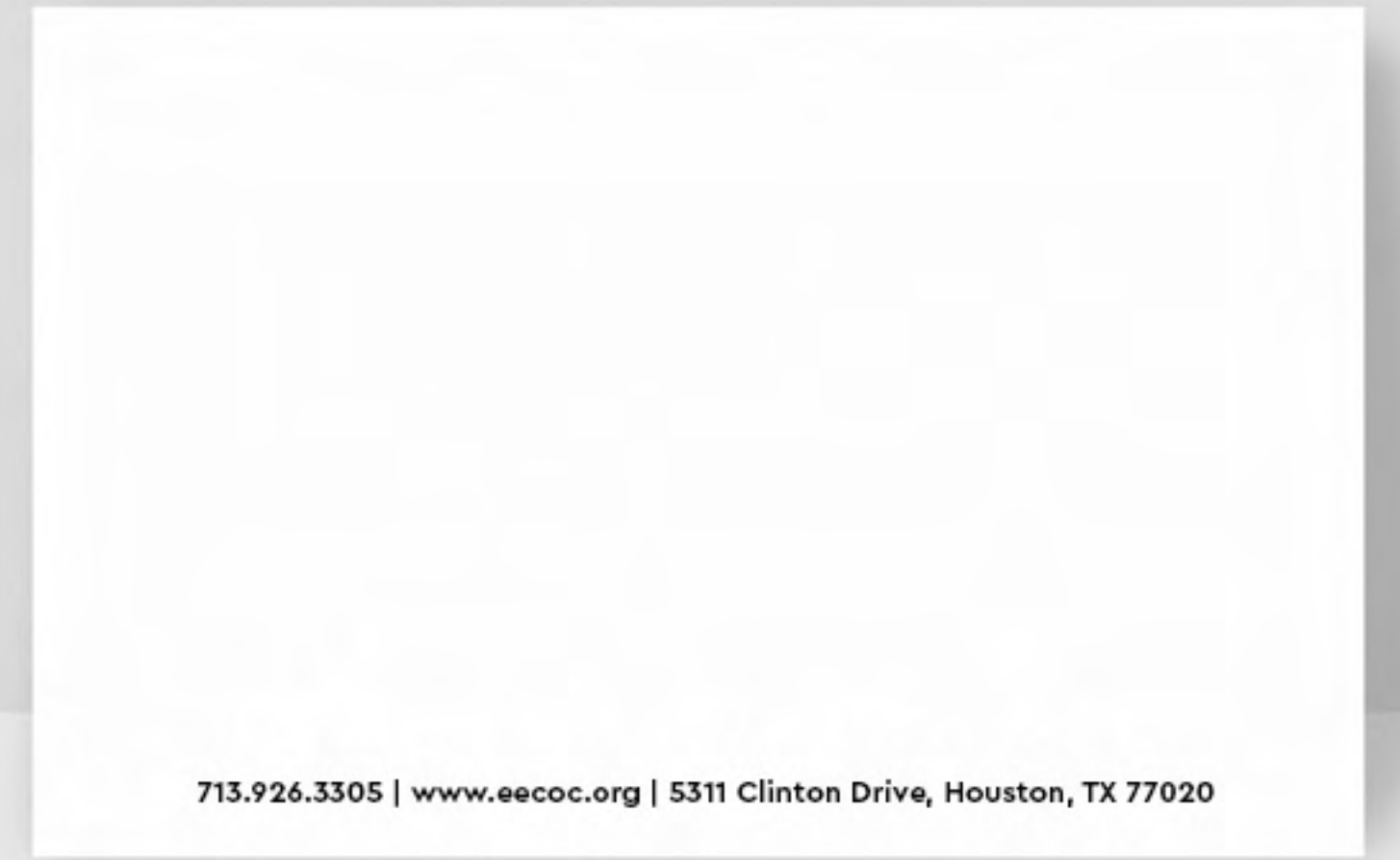


Pattern application



PATTERN







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