



# BRAND GUIDELINES





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



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.

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.

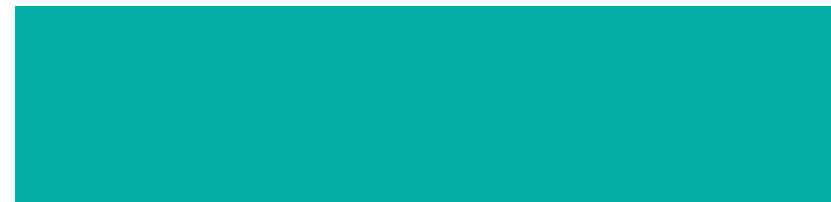
Overall, our tone of voice is authentic, optimistic, and approachable. Through our words, we convey a sense of purpose and a commitment to excellence.

**TONE OF VOICE**

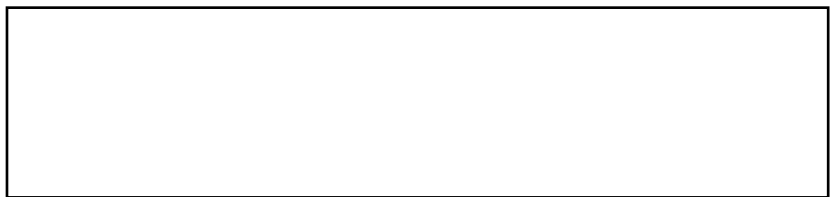
# BRAND ELEMENT



# Chamber



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PMS: PANTONE 3262U



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**#000000**  
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## COLOR PALETTE

Using our approved colors helps brand identity.

# Sponsor



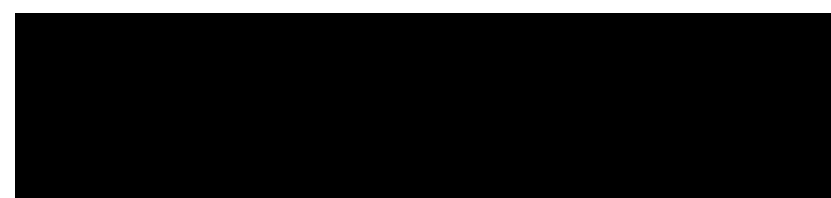
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PMS: PANTONE 3262C  
PMS: PANTONE 3262U



**#FFFFFF**  
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**#000000**  
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# Member



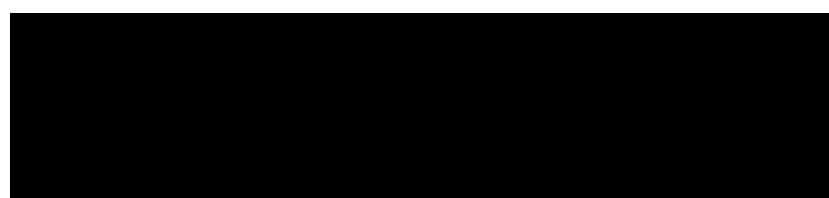
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PMS: PANTONE 3262U



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# Foundation



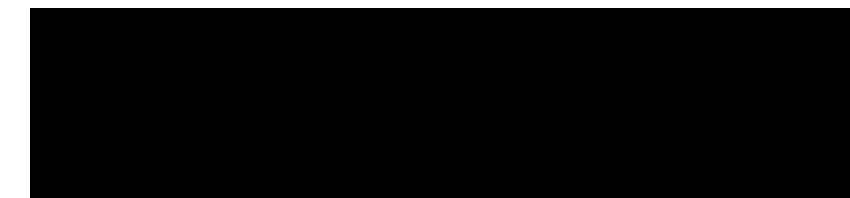
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PMS: PANTONE 3262C  
PMS: PANTONE 3262U

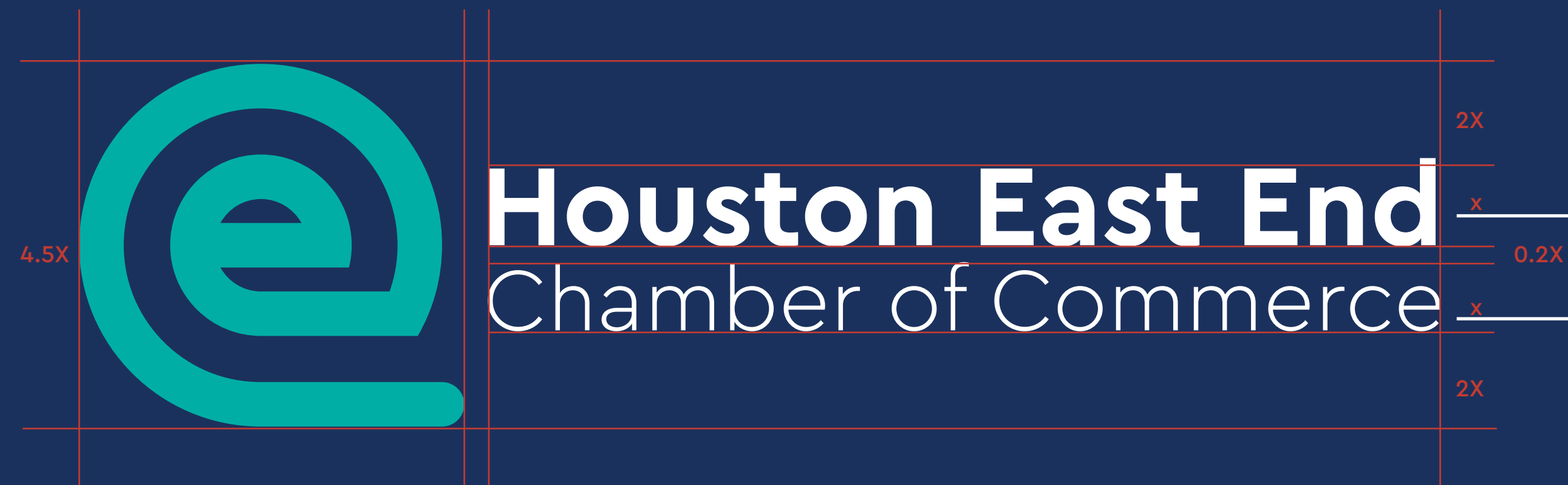


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**#000000**  
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R:0 G:0 B:0





**Fonts**  
**Gilroy ExtraBold**  
Cera Pro Light

## ANATOMY OF THE LOGO



## LOGO ALTERNATES

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Vertical



**Houston East End**  
Chamber of Commerce

Icon





**Houston East End**  
Chamber of Commerce



**Houston East End**  
Chamber of Commerce

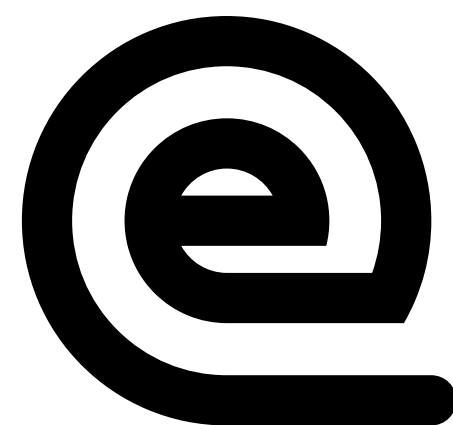


**Houston East End**  
Chamber of Commerce

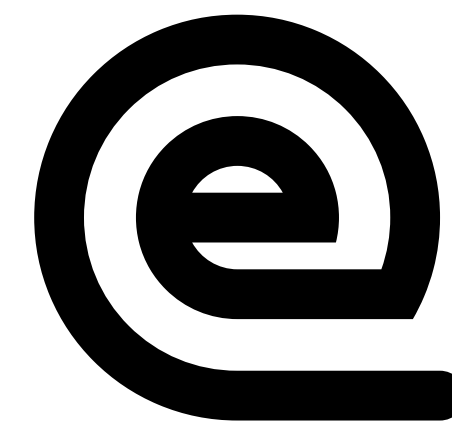


**Houston East End**  
Chamber of Commerce

**COLOR LOGO USAGE**



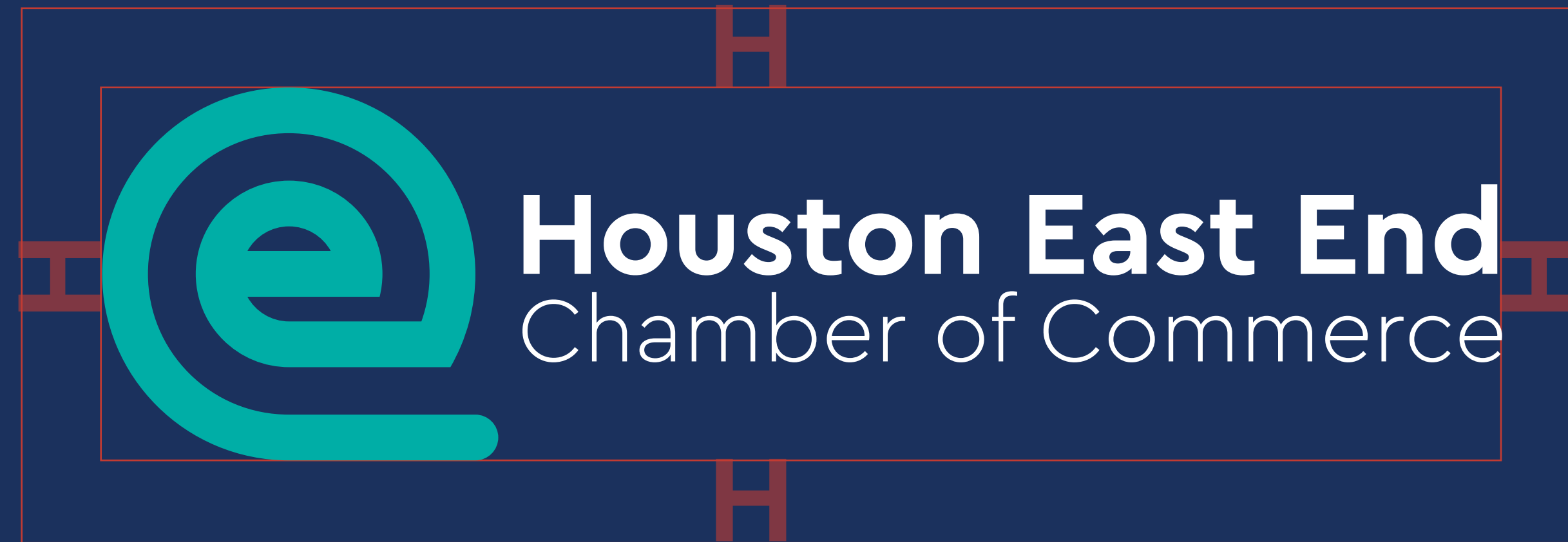
**Houston East End**  
Chamber of Commerce



**Houston East End**  
Chamber of Commerce

# 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

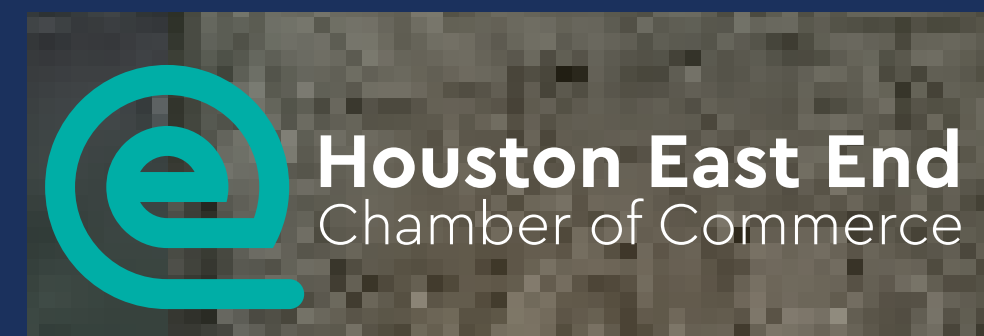


FULL-COLOR REVERSE ON:

Dark Colors



Dark Photography



ONE-COLOR:

White



Dark Color

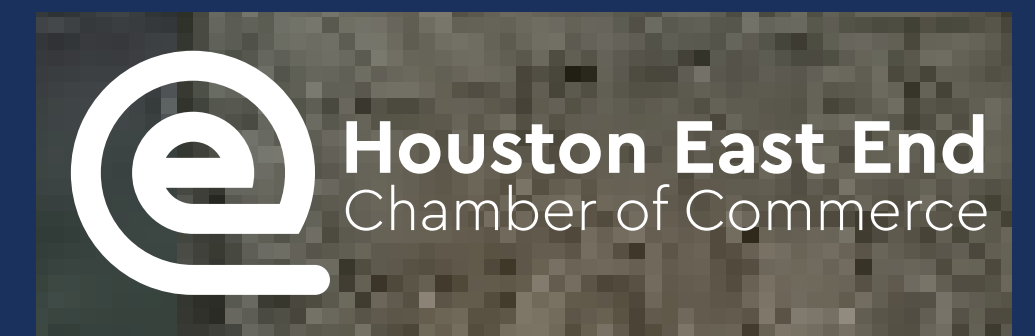


ONE-COLOR WHITE:

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





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 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

**PRIMARY LOGO**

Vertical



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

## LOGO ALTERNATES

Icon



# COLOR LOGO USAGE

Vertical

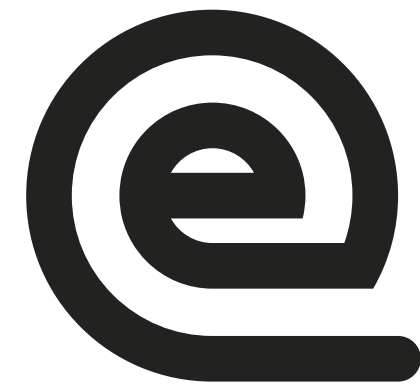


**Houston East End  
Chamber Foundation**  
Education & Workforce

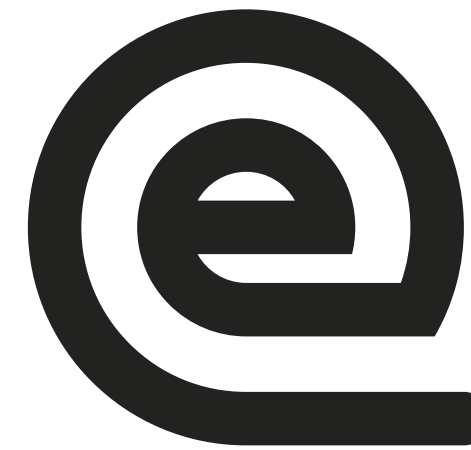
Horizontal



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



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



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



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



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



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