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BRAND MANUAL

**THE NEW BRAND GUIDELINES
FOR THE GUELPH CHAMBER OF COMMERCE.**

October 16, 2018

CHAMBER DESIGN & ADVERTISING MANUAL

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CHAMBER LOGO.

ABOUT THE CHAMBER.

The Chamber's mission has remained the same; to improve our community through economic expansion and prosperity, and to provide local businesses and organizations with A.C.E- Advocacy, Connections, and Education.

The Guelph Chamber is home to almost 900 Members - from the largest to the smallest businesses, non-profit community benefit organizations, community groups, festivals, educational and healthcare institutions, and almost everything in between.

THE LOGO TYPE



THE LOGO TITLE



THE FULL LOGO



THE ALTERNATE LOGO



GUELPH CHAMBER
OF COMMERCE

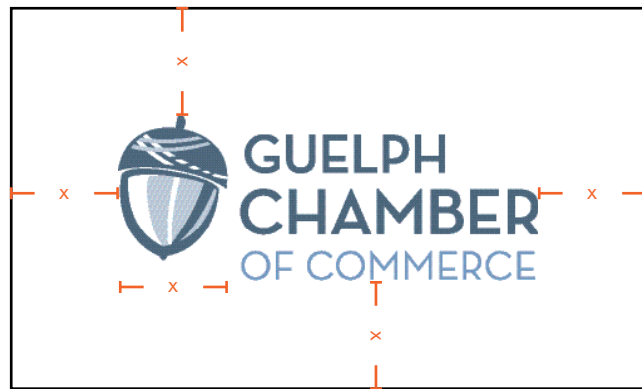
CLEAR SPACE + MINIMUM SIZE

CLEAR SPACE

The clear space is the area around the logo that should be “protected” from objects such as text, icons, or other logos. This is to ensure that the logo has enough breathing space adding to its visual impact.

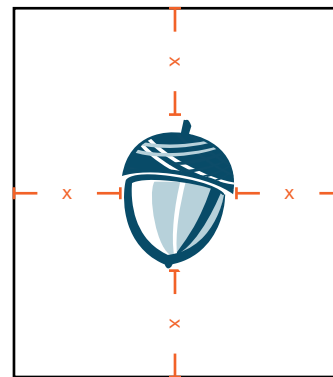
THE FULL LOGO

The clear space is determined by the width of the acorn.



THE ACORN

The clear space is determined by the width of acorn.



MINIMUM SIZE

For legibility purposes, do not scale the logo down further than the suggested minimum size.











INCORRECT LOGO USAGE.

Please avoid any of the following placements for our logo. See images to the right for reference.

1. DO NOT STRETCH OR COMPRESS OUR LOGO
2. DO NOT DELETE CONTENTS OF THE LOGO
3. DO NOT ADD ELEMENTS TO THE LOGO
4. DO NOT ALTER THE COLOURS
5. DO NOT TILT THE LOGO
6. DO NOT CROP THE LOGO
7. DO NOT REARRANGE THE LOGO
8. DO NOT USE A PIXELATED OR LOW QUALITY VERSION OF OUR LOGO

PLEASE CONTACT DYLAN AT THE CHAMBER TO OBTAIN OUR LOGO.

1. 
2. 
3. 
4. 
5. 
6. 
7. 
8. 

IF THE LOGO LOOKS LIKE ANYTHING YOU SEE HERE PLEASE CONTACT THE CHAMBER

CHAMBER TYPOGRAPHY.

CHAMBER FONTS AND TYPOGRAPHY

Here you will find the font of the Guelph Chamber and how it is supposed to look. If you need the font, please contact the Chamber for a downloadable file.

**FONT:
NEUTRA TEXT.**

NEUTRA TEXT BOLD

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

NEUTRA TEXT BOOK

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

FIGURES

1 2 3 4 5 6 7 8 9 0

SPECIAL CHARACTERS

! @ # \$ % ^ & * ()
~ - - + =

CHAMBER COLOURS.

CHAMBER COLOURS & COLOUR CODES.

The three (3) colours that the Gueph Chamber use are Dark Blue, Light Blue & Orange. Below you will find colour codes for web and print. DO NOT ALTER THE COLOURS.

01. PRIMARY COLOUR DARK BLUE

Colour Codes:

CMYK : C98 M68 Y39 K23
RGB : R0 G76 B104
Web : #004c68

02. SECOND COLOUR LIGHT BLUE

Colour Codes:

CMYK : C36 M9 Y10 K19
RGB : R135 G170 B184
Web : #87AAB8

03. THIRD COLOUR ORANGE

Colour Codes:

CMYK : Co M76 Y95 Ko
RGB : R242 G99 B41
Web : #F26329

CMYK is used for anything you plan on printing. RGB is to be used when creating graphics for the web. The Hexcode can also be used as colour for the web.