

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.

Chamber of COMMERCE

Main Logo

Ideal for Light Backgrounds







Ideal for Dark Backgrounds



Alternative Logo

Ideal for Light Backgrounds





Chamber





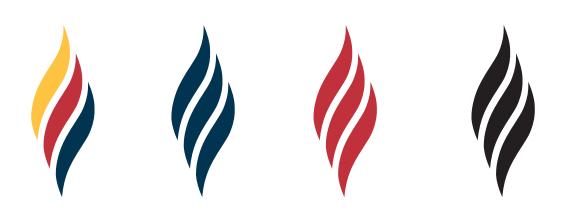
Ideal for Dark Backgrounds





Icon Options

Ideal for Light Backgrounds



Ideal for Dark 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.



minimum size for logo is 1.25″



DO NOT ALTER THE TYPEFACE OR PROPORTIONS OF THE NAME.



DO NOT REARRANGE THE ELEMENTS OF THE LOGO.



DO NOT TILT OR SHIFT THE LOGO.



DO NOT ADD ELEMENTS TO THE LOGO.



DO NOT ALTER PROPORTIONS OR CHANGE THE SYMBOL.



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.

		СО МО ҮО К10	R 230 G 231 B 232	HEX #e6e7e8
		C 18 M 95 Y 80 K 60	R 104 G 11 B 19	HEX #680b13
Corporate Colours		C 18 M 95 Y 80 K 6	R 193 G 48 B 60	HEX #c1303c
		СО М 70 Ү 70 К 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
		C40 M0Y17K10	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
		СО МО ҮО К 100	R 255 G 255 B 255	HEX #ffffff

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