



Greater Houston LGBT  
Chamber of Commerce

# Brand Identity & Standards Manual

created: 09-2016

updated: 11-2016

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# A quick thought on branding...

Consistency is critical to a strong identity.

As a new organization it is important that the Greater Houston LGBT Chamber of Commerce's brand be consistent from the very beginning. It is for this purpose that we have created this guide, both for internal and external parties. It presents a clear, strong and united image of the Chamber.

These standards cover all aspects of our identity: message, voice, tone and appearance. It provides a way for us to make all our communications look, sound and feel as if they are coming from the same organization.

The information on the following pages will strengthen our identity from the beginning while improving our visibility as we grow, thereby enhancing our credibility as a serious player in the game.

This document is fluid, however, and will continue to grow and expand, just like our Chamber itself.

**If you have any questions relating to this style guide and/or the use of the Greater Houston LGBT Chamber of Commerce logo, please contact:**

PO Box 701154 | Houston, TX 77270  
832.510.3002 | [info@houstonlgbtchamber.com](mailto:info@houstonlgbtchamber.com)

# Logo Variations

Below are the acceptable formats for the Greater Houston LGBT Chamber of Commerce logo. It consists of 2 parts: the logomark (skyline) and the logotype.

There are both horizontal and vertical orientations. Please think carefully about the space in which you will be using our logo, and which orientation will work best.

Please do not separate the skyline from the name of our organization.

*Note: In instances where our name will be used often, it can be shortened to “the Chamber,” however our full name must be used in the first instance.*

**Full Color:** To be used in any digital instance or whenever 4-color printing is required



**Black/Grayscale:** To be used when 2-color printing is required



**Knockout White:** To be used on any black or dark-colored background



# Logo Usage Violations

Please do not compromise the integrity of our logo by doing any of the following:

Stretching it (horizontally or vertically)



Rearranging it in any other forms other than the ones given



Tilting, rotating or twirling it



Changing its typeface



Adjusting its proportions



Recoloring it in any color other than official brand color palette



# Typography (Display Fonts)

The font used in the Chamber logo itself is Dekar. There are two other fonts that can be used for titles, headlines or any other type of display. They are listed below.

## Banda

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  
0 1 2 3 4 5 6 7 8 9 [ ] ! ? . , @ # \$ % & < > | / \ + =

## Dekar

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  
0 1 2 3 4 5 6 7 8 9 ! ? . , & + =

## Dekar Light

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  
0 1 2 3 4 5 6 7 8 9 ! ? . , & + =

## BLANCH CAPS

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  
0 1 2 3 4 5 6 7 8 9 ! ? . , & + =

## BLANCH CAPS INLINE

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  
0 1 2 3 4 5 6 7 8 9 ! ? . , & + =

# Typography (Text Fonts)

In the case of large amounts of body copy, or other large sections of small text, the following can be used. They are also available for use as subheads.

## Banda

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  
0 1 2 3 4 5 6 7 8 9 [ ] ! ? . , @ # \$ % & < > | / \ + =

## Trade Gothic Medium

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  
0 1 2 3 4 5 6 7 8 9 ! ? . , & + =

## Trade Gothic Condensed No.18

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  
0 1 2 3 4 5 6 7 8 9 ! ? . , & + =

## Helvetica Neue

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  
0 1 2 3 4 5 6 7 8 9 ! ? . , & + =

# Color Palette

Below are the official names and color breakdowns of the Chamber color palette. Tints for each color are also available. Percentages are listed below.

Maroon

CMYK: 24/100/96/19  
RGB: 163/30/36  
HEX: #A31E24

Teal

CMYK: 85/38/37/6  
RGB: 27/124/141  
HEX: #1B7C8D

Navy Blue

CMYK: 100/77/39/28  
RGB: 10/61/95  
HEX: #0A3D5F

Pale Blue

CMYK: 22/5/0/0  
RGB: 194/221/244  
HEX: #C2DDF4

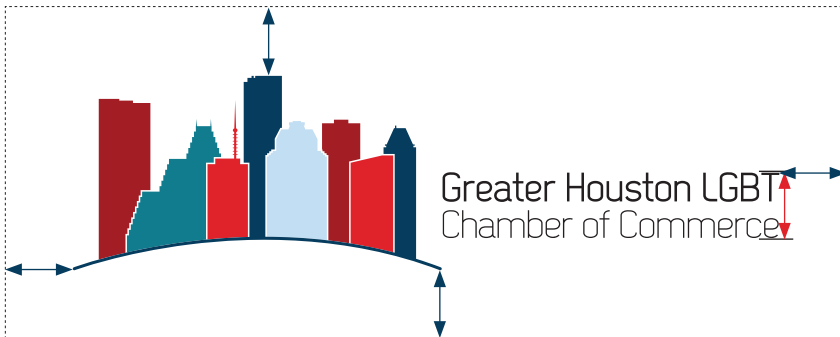
Scarlet

CMYK: 7/99/95/0  
RGB: 223/36/43  
HEX: #DF242B



# Clear Space

To protect our brand's integrity, a defined "clear space" surrounds our logo. No other image or text should appear in this area. The dotted line around the logo indicates the clear space. The unit of measurement is determined by the total height of the logotype.



# Vision

We are a leading economic voice in the greater Houston region. We achieve economic parity resulting in unprecedented economic opportunities for the lesbian, gay, bisexual and transgender and allied business community.

# Mission

We accelerate economic growth for the lesbian, gay, bisexual and transgender business community using an entrepreneurial approach through a strong network of business allies, innovative programs, strategic partnerships and advance policies that foster inclusion and equality.

# Focus Areas

- Business Development & Growth
- Education & Networking
- Collaboration & Partnerships
- Leadership Development
- Advocacy/Policy