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No matter what your title or official duties, your involvement with the Green Bay Area Chamber of Commerce has placed you in the role of a communicator – a crucial member of a team which presents the Chamber’s image to its various audiences.

It’s a big responsibility. You’re on the front lines in making sure our identity consistently communicates a strong, united image. The purpose of this manual is to help you communicate more effectively by building on the strong identity developed for the Chamber and its core programs.

We based our new identity on research – interviews and written questionnaires with the Chamber staff – which revealed to us that the Chamber should project the image of a community leader. Key concepts in the development of the new identity were leadership, progress, innovation, proactiveness, forward motion, and serving as a united voice for business and the community.

By using the following standards, you’ll continue to build on those concepts. We want our audiences to be able to tell – in a single glance – that the Green Bay Area Chamber of Commerce is the sponsoring organization behind each of our programs, events, or communications. That’s why in addition to our Chamber identity, we’ve developed complimentary identity standards for the Chamber’s main programs.

These guidelines are intended to help you create attractive communications vehicles that will encourage brand recognition among our target audiences.

#### **DISKS AVAILABLE**

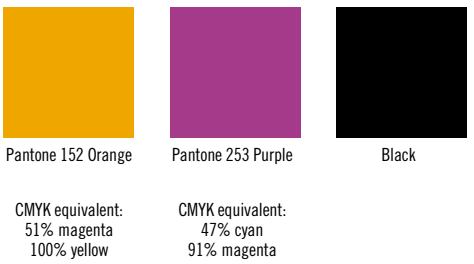
Macintosh and PC computer disks featuring all artwork, typefaces, and support files are available at the Chamber (images are constructed in Adobe Illustrator 8.0). Please use the correct electronic images rather than attempting to reconstruct or reposition the artwork.

#### **FOR MORE QUESTIONS**

We know we can’t cover specifications for every situation that may arise, but we have provided guidelines for the most common applications. We’re counting on you to maintain consistency.

If you have questions on something not covered in this booklet, need more details, or need signed approval of artwork, please contact Chamber communications at (920) 437-8704.

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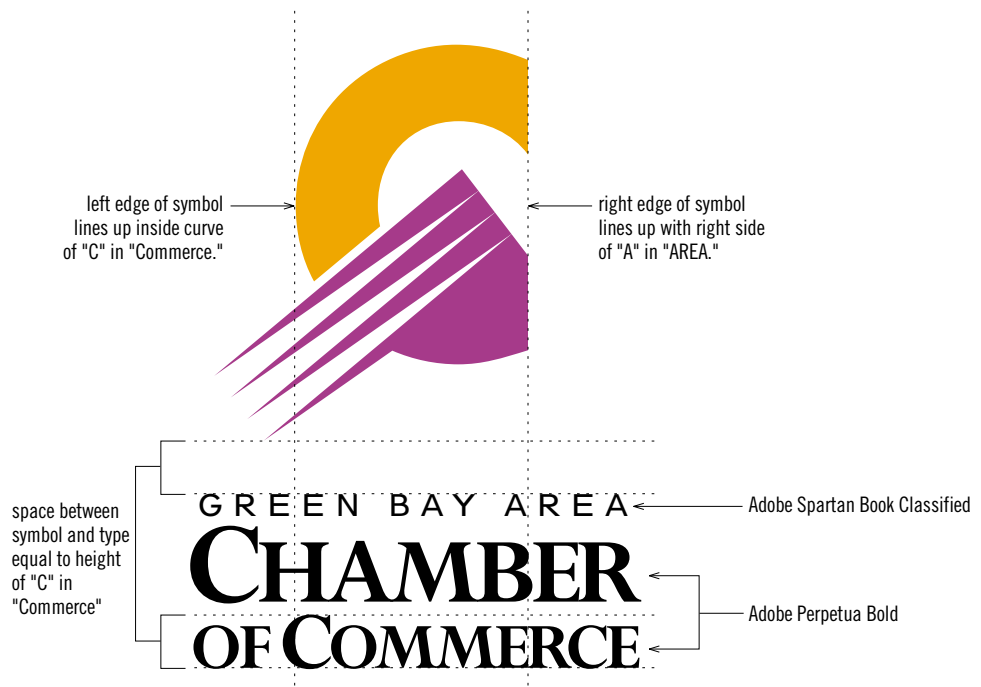


The Chamber’s new identity represents a celebration of the Chamber’s efforts; a bright, vibrant icon that’s unique and abstract, yet strong and reflective of energy. The symbol recognizes the efforts of many forces coming together and moving in an upward, forward direction. The type treatment is also clean and strong, focusing on the key word “chamber.”

Crispness and cleanliness of design are key to the successful implementation of the new identity. A clear area around the logo will help isolate it from other visual “clutter.” Clear area around the logo (x) on all sides is equal to the height of the type treatment. The size of “x” varies depending upon the size of the logo.

Colors used are Pantone 152 Orange, Pantone 253 Purple, and Black (for CMYK equivalents, see left). Fonts used are Adobe Spartan Book Classified and Adobe Perpetua Bold.

All elements of the logo must appear in every application in the exact proportions and sizes as specified below. No changes should be made in the logo art, the colors, or the spatial relationships of the logo at any time. If it becomes necessary to reconstruct the artwork rather than use the approved electronic files, please follow the guidelines below.



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The Chamber identity should be used primarily in the vertical, three-color format on a white or black background. Where necessary, the identity may also be used in a horizontal format.

For one-color usage on white backgrounds or multi-color situations in which the exact logo colors are not achievable, the identity should appear in black, without the use of screens on the symbol. Although not preferred, the identity may be used in an alternate color when used on a one-color piece – in that case, the entire identity should appear in the alternate color.

On black backgrounds, the symbol should appear as shown, with the name reversed out of the background to appear white. On all other dark backgrounds other than black, and whenever the exact logo colors are not achievable, the entire logo should reverse to white.

three color verticle format on white or black background (preferred when possible)

one color verticle format on white or black background (preferred when possible)



three color horizontal format (acceptable)

one color horizontal format (acceptable)



one color usage other than black (not preferred, but acceptable when necessary)



reversed out of solid color other than black (not preferred, but acceptable when necessary)



one color usage printed on background other than white (not preferred, but acceptable when necessary)



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In order to maintain consistency of usage and the Chamber's overall image, the identity must not be altered in any way from the guidelines on page 3. While we can't illustrate or anticipate every inappropriate usage, we've identified some potential usage errors below. In addition to these examples, remember to observe the clear space around the logo indicated on Page 3. If you have questions on usage, please contact Chamber communications.



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program logos should be reproduced no smaller than shown here to ensure legibility of identification line



Program logos have been formatted to take advantage of the recognition of the global Chamber look. Each makes use of a standardized typeface and simple, graphic symbol. Each is also followed by the line “A Program of the Green Bay Area Chamber of Commerce.”

This approach establishes a strong Chamber identity while allowing the core programs a degree of autonomy. It builds on the strengths of both parts of the organization: the core programs are treated as individual brands, while the Chamber is immediately recognized as the sponsoring organization. It also maintains the integrity and strength of the overall Chamber brand, and communicates the Chamber’s services to its wide variety of audiences.

Program logos are treated in two colors with the type printing in black and the symbol printing in the second color. The second color should be chosen carefully and compliment the overall tone and appeal of the Chamber identity.

Program logos should always be accompanied by the identification line: “A PROGRAM OF THE GREEN BAY AREA CHAMBER OF COMMERCE.” The identification line should appear in a single line (below left) with the chamber symbol positioned between the words “OF” and “THE” in the size relationship shown. For usage on stationery or instances where the available width would force reduction of the logo to a point that the identification line becomes illegible, it may be formatted as shown below at right.



sample program logo with Chamber identification line



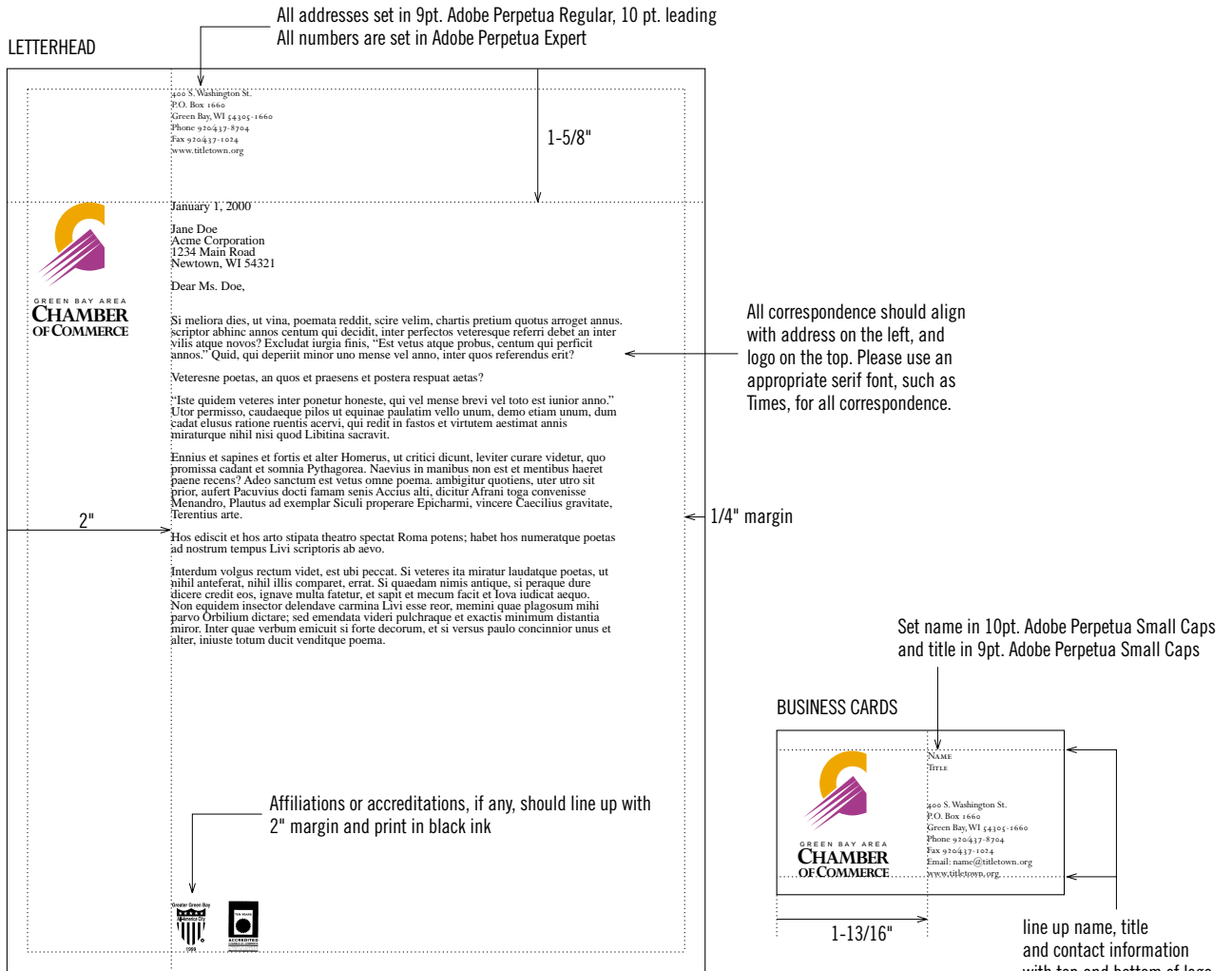
sample program logo with stacked Chamber identification line (for select uses on stationery, etc.)

# CHAMBER STATIONERY APPLICATIONS

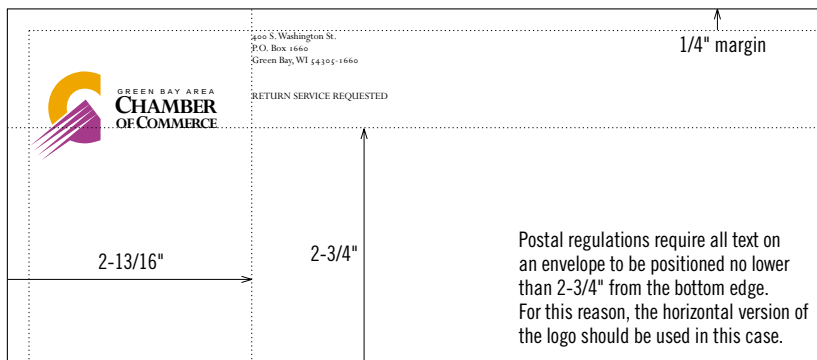
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Chamber stationery utilizes a white paper, 60# Goldcrest Bright White, with a simple, clean design. The logo is used in its vertical form on the letterhead and business cards; the envelope is an exception to the overall logo standards due to postal regulations.

The following layout template should be followed for all stationery applications.



### #10 REGULAR AND WINDOW ENVELOPE



# PROGRAM STATIONERY APPLICATIONS

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Stationery for Advance, Leadership Green Bay, Partners in Education, and other assigned programs follows the design of the Chamber stationery package. The stacked line “A Program of...” is included directly beneath the logo on the letterhead and business cards; the line is not used on the envelope. The program logos should not be combined with other logos on the letterhead. The margin below the logo should be used for any board listings, etc.

**LETTERHEAD**

All addresses set in 9pt. Adobe Perpetua Regular, 10 pt. leading  
All numbers are set in Adobe Perpetua Expert

2433 S. Potts Ave.  
Green Bay, WI 54304  
Phone 920496-9010  
Fax 920496-6009  
Email: advance@titletown.org  
www.titletown.org

1-5/8"

1/4" margin

January 1, 2000

Jane Doe  
Acme Corporation  
1234 Main Road  
Newtown, WI 54321

Dear Ms. Doe,

Si meliora dies, ut vina, poemata reddidit, scire velim, chartis pretium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novus? Excludat iurgia finis, "Est vetus atque probus, centum qui perficit annos." Quid, qui deperit minor uno mense vel anno, inter quos referendus erit?

Veteresne poetas, an quos et praesens et postera respuat aetas?

"Iste quidem veteres inter ponetur honeste, qui vel mense brevi vel toto est iunior anno," Utor permissio, caudaeque pilos ut equinae paulatim vello unum, demo etiam unum, dum cadat elusus ratione ruentis acervi, qui redit in fastos et virtutem aestimat annis miraturque nihil nisi quod Libitina sacraavit.

Ennius et sapines et fortis et alter Homerus, ut critici dicunt, leviter curare videtur, quo promissa cadant et somnia Pythagorea. Naevius in manibus non est et mentibus haeret paene recens? Adeo sanctum est vetus omne poema, ambigitur quotiens, uter utro sit prior, auferit Pacuvius docti famam senis Accius alii, dicitur Afrani toga convenisse Menandro, Plautus ad exemplar Siculi properare Epicharmi, vincere Caecilius gravitate, Terentius arte.

Hos edocuit et hos arto stipata theatro spectat Roma potens; habet hos numeratque poetas ad nostrum tempus Livi scriptoris ab aevo.

Interdum volgus rectum videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam mimis antiquae, si peraeque dure dicere credit eos, ignave multa fatetur, et sapit et mecum facit et lova iudicat aeque. Non equidem insector delendave carmina Livi esse reor, memini quae plagosum mihi parvo Orbilius dictare; sed emendata videri pulchraque et exactis minimum distantia minor. Inter quae verbum emicuit si forte decorum, et si versus paulo concinnior unus et aliter, iniuste totum ducit venditque poema.

2"

Use the margin below the logo for any board listings, member groups, etc. Center in 9 pt. Perpetua Small Caps, 18 pt. leading.

**PARTNERS IN EDUCATION**  
BUILDING SKILLS FOR THE FUTURE  
A PROGRAM OF  
THE GREEN BAY AREA CHAMBER OF COMMERCE

ASHWAHBEENON  
DENMARK  
DE PERE  
GREEN BAY  
HOWARD-SHAMICO  
LUXEMBURG-CASCO  
PULASKI  
SEYMOUR  
WEST DE PERE  
WRIGHTSTOWN

All correspondence should align with address on the left, and logo on the top. Please use an appropriate serif font, such as Times, for all correspondence.

Set name in 10pt. Adobe Perpetua Small Caps and title in 9pt. Adobe Perpetua Small Caps

**BUSINESS CARDS**

NAME  
TITLE

400 S. Washington St.  
P.O. Box 1660  
Green Bay, WI 54305-1660  
Phone: 920427-9704  
Fax 920437-1024  
Email: name@titletown.org  
www.titletown.org

1-7/8"

line up name, title and contact information with top and bottom of logo

Affiliations or accreditations, if any, should line up with 2" margin and print in black ink

### #10 REGULAR AND WINDOW ENVELOPE

2433 S. Potts Ave.  
Green Bay, WI 54304

1/4" margin

RETURN SERVICE REQUESTED

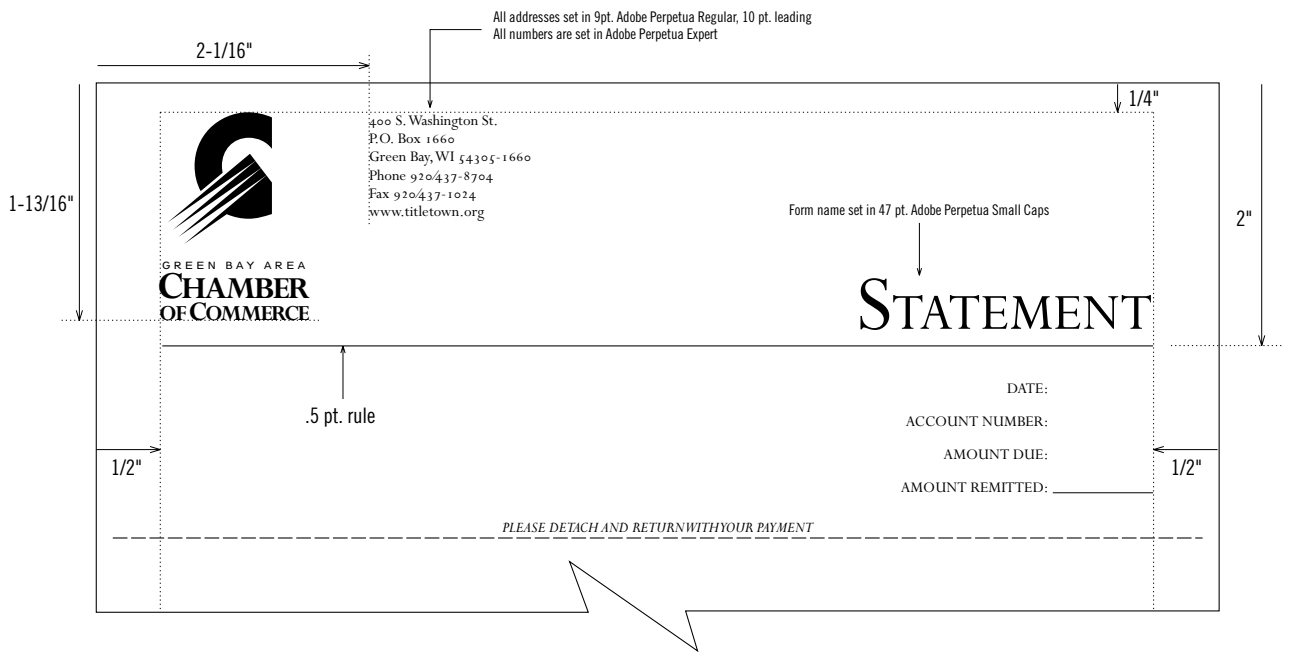
2"

2-3/4"

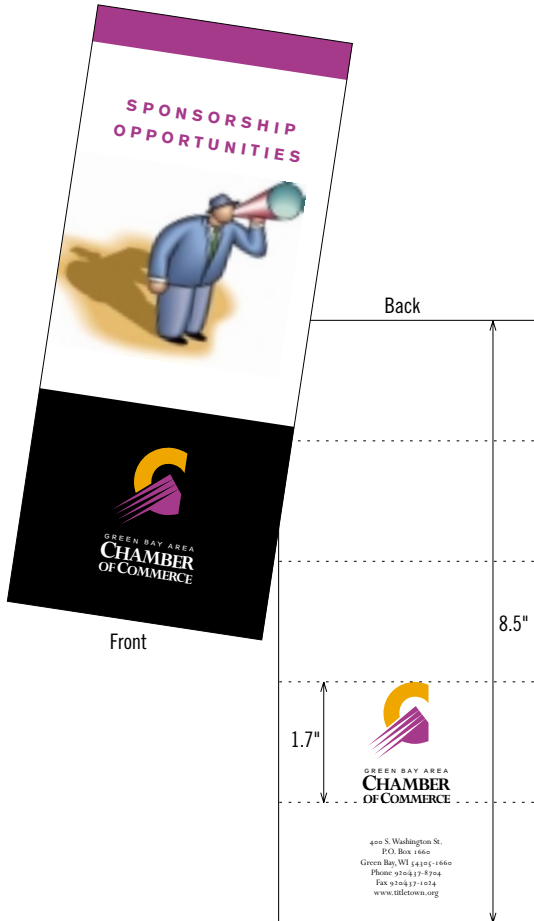
Postal regulations require all text on an envelope to be positioned no lower than 2-3/4" from the bottom edge.



The Chamber has developed a standardized form header for the Chamber identity as well as program identities, as shown. Fonts for new or revised forms should not vary from this format.



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The Chamber identity is intended to be bold, strong and impactful. The design of communications materials should reflect this theme. Use bold, simple images, graphics and color. Avoid excessive use of blends or over-complex design elements.

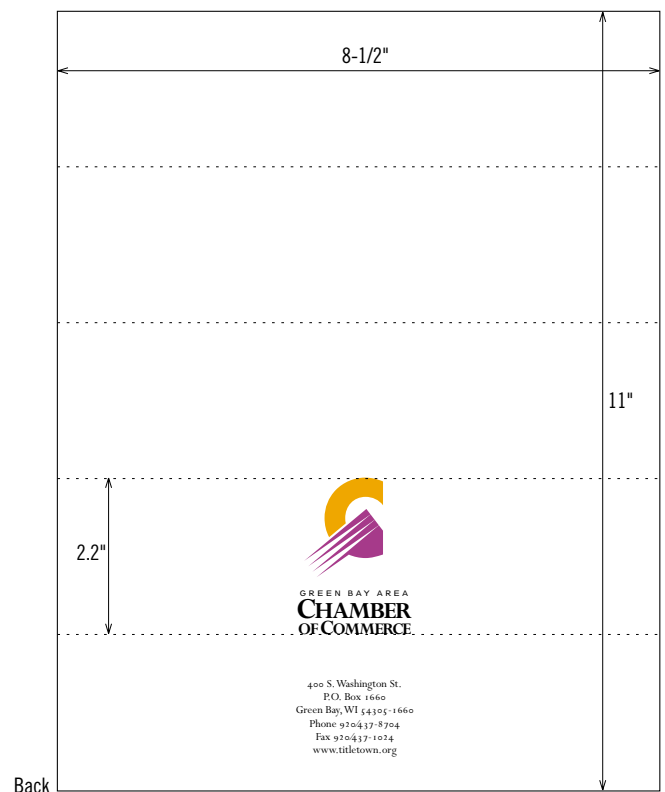
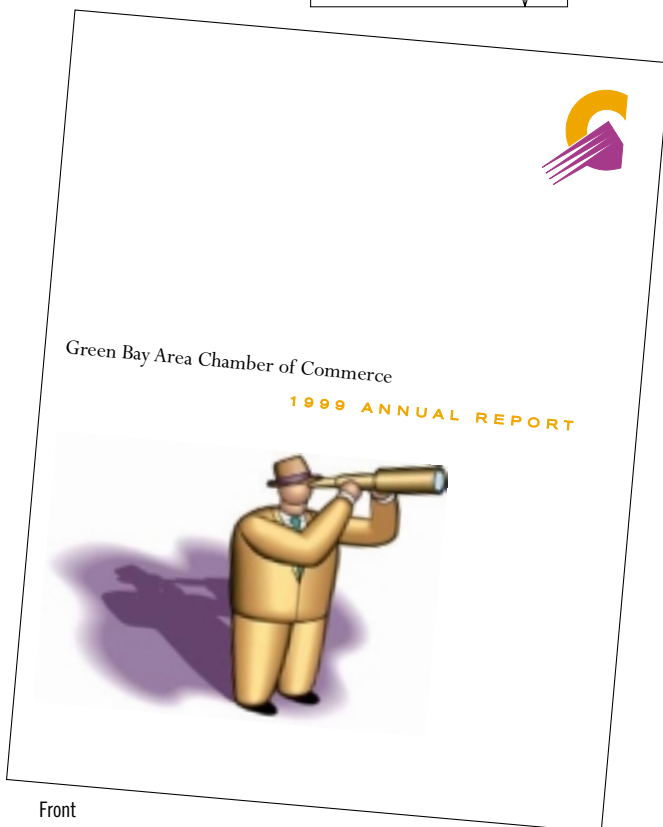
The logo should appear somewhere on the piece. The front cover may contain either the logo or the words "Green Bay Area Chamber of Commerce" (not in the logo font). If the words are used on the front cover, the logo should appear on the back in the relationship shown here. The height of the logo should be 1/5 the height of the piece and should be placed 2/5 up from the bottom edge.

Unless the print piece is promoting the logo itself, avoid using the logo or any of its elements as design elements.

If the collateral materials involve an event or other partners/ sponsors, see [Page 11](#).

The sample design at left shows a possible treatment for a small pamphlet. Both front and back utilize the logo in an appropriate format. On the back, the logo follows the 1/5th rule. On the front, however, more design freedom is granted to allow for maximum flexibility and impact. Logo size and placement may vary depending on the design and intent.

The sample design below is graphically tied to the small brochure, but utilizes a different logo treatment. Here the Chamber name is treated as text and is set apart from the symbol in a different font. The logotype is only used when combined with the symbol. Notice that the symbol is used as an identifier, not as a graphic or background element.



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Promotional items such as mugs, pins, shirts, pens, etc., offer a great opportunity to showcase the Chamber identity. Usages like these may sometimes deviate from the identity standards, but great care must be taken to uphold the Chamber image. Overall, the rules for appropriate and inappropriate usages (Pages 4-5) still apply. If the design deviates from the standards, there must be an acceptable design or promotional reason for doing so.

In any case, usage of the logo on promotional merchandise must be approved by Chamber communications staff. (This is easiest done at the concept or initial proof stage).

For promotional merchandise, the logo symbol may be used alone (without the words "Green Bay Area Chamber of Commerce"). Please make every attempt to use a white or black background. For usage questions, please contact Chamber communications.



Shirts of all types are a great vehicle to promote the Chamber's identity. In addition to the possible applications shown above, denim shirts (preferably white), sweatshirts and T-shirts can also be developed.

For a more specialized, formal presentation, the logo can be utilized in a monochromatic fashion (i.e. black embroidery on a black shirt) as simulated to the right. This is a departure from the established usage guidelines, but is acceptable in this type of instance and when great care is taken with material selections, etc.



Sample coffee mug front and back. The symbol may be used without the text on one side for strong impact.



Sample fitted style hats may utilize the symbol on the front and the name on the back.

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A.

**Business Expo 99**  
*Contacts For The Future*

PRESENTED BY: GREEN BAY AREA CHAMBER OF COMMERCE

SPONSORED BY:

SPONSOR LOGO    SPONSOR LOGO    SPONSOR LOGO    SPONSOR LOGO

B.

**Associated Bank**  
Green Bay

PRESENTS

**THE SMALL BUSINESS RECOGNITION LUNCHEON**

PRODUCED BY: GREEN BAY AREA CHAMBER OF COMMERCE

SPONSORED BY:

SPONSOR LOGO    SPONSOR LOGO    SPONSOR LOGO    SPONSOR LOGO

Events and sponsorships offer outstanding opportunities to promote the Chamber, its programs, and its partners. Because of their unique nature and their wide external exposure, events are allowed SOME freedoms not available to other Chamber programs or councils. For discussion purposes, good examples of the difference between an event and a council are the Small Business Council (non-event) and the Small Business Recognition Luncheon (event).

**A. CHAMBER “OWNED” EVENTS**

When the Chamber “owns” the event, but it includes other sponsors, the Chamber should be identified with the words “Presented by...” The level to which the Chamber wants to be identified as the presenter dictates the size and placement of the logo. In any case, the Chamber logo should be separated from the rest of the sponsor logos to clearly identify the event as a Chamber-run event.

Sponsors should be identified in a manner proportionate to their level of sponsorship and importance to the event. Larger sponsors should be listed first with larger logos; smaller sponsors should be below them with smaller logos (or listed only with the part of the event they’re sponsoring.) This ensures that all sponsors receive the exposure proportionate to their level of support.

**B. SPECIAL SITUATIONS**

Sometimes a sponsor’s support is so large that the sponsor merits special status. In that case, the sponsor’s name may be used in the following manner:

(SPONSOR) presents (NAME OF EVENT)  
or

(NAME OF EVENT) presented by (SPONSOR)

When used like this, the Chamber becomes the “producer” of the event, and the Chamber name/logo should be used together with the words “Produced by...”

**C. CHAMBER PROGRAM EVENTS**

Other Chamber events may require that a specific Chamber program be identified as the presenter (such as Advance, Partners in Education, or Leadership Green Bay). In those cases, the program’s logo may be used with the words “Presented by...,” but be sure that the Chamber’s identifying tagline is used with the program’s logo.

If the Chamber is lending its name to an outside program, our status as sponsor may not be used in materials unless Chamber communications approves a proof showing the usage of our name or logo.

C. PRESENTED BY:

**ADVANCE**  
GREEN BAY AREA ECONOMIC DEVELOPMENT  
A PROGRAM OF THE GREEN BAY AREA CHAMBER OF COMMERCE