



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: communications@southeastalbertachamber.ca.

It is critical that we are consistent in our communications. With consistency comes familiarity; with familiarity comes confidence and trust.



SOUTHEAST ALBERTA
Chamber
of **COMMERCE**

Main Logo

Ideal for Light Backgrounds



Ideal for Dark Backgrounds



Alternative Logo

Ideal for Light Backgrounds



SOUTHEAST ALBERTA
Chamber
of COMMERCE

the
Chamber

SOUTHEAST ALBERTA
Chamber
of COMMERCE

the
Chamber

Ideal for Dark Backgrounds

SOUTHEAST ALBERTA
Chamber
of COMMERCE

the
Chamber

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 TYPE FACE 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/horizontal 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.



C 0 M 0 Y 0 K 10	R 230 G 231 B 232	HEX #e6e7e8
C 18 M 95 Y 80 K 60	R 104 G 11 B 19	HEX #680b13
C 18 M 95 Y 80 K 6	R 193 G 48 B 60	HEX #c1303c
C 0 M 70 Y 70 K 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
C 40 M 0 Y 17 K 10	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
C 0 M 0 Y 0 K 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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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.

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hello@flag5.ca

flag five