1.Contents

**Brush Area Chamber of Commerce
Logo Standard Guide**

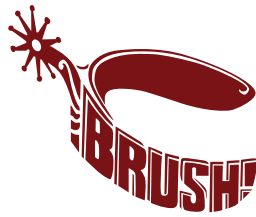Area Chamber of
Commerce
A Colorado Main Street Graduate Community

2.Logo Elements

Brush Area Chamber of Commerce is identified with a logo with 2 key elements.

1. Icon - The first element of the Brush Chamber's logo is the icon, a spur with the word "BRUSH!" placed inside the closer edge of the heel band.
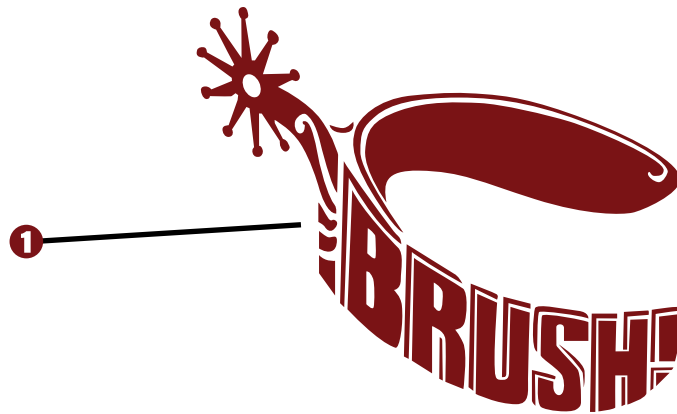
2. Word Mark - The second element of the Brush Chamber's logo is the Word Mark "Area Chamber of Commerce". This portion can appear in different Lock-Up orientation positions depending on the use of the logo.
[See section 3]

3. Tagline - The third element of the Brush Chamber's logo is the Tagline "A Colorado Main Street Graduate Community"

Brush Area Chamber of Commerce currently does not require any Trademark symbols(™ and ®). So no version of the Brush Area Chamber of Commerce Logo will contain any Trademark or copyright symbols (® and ™).

Brush Area Chamber of Commerce's legal name is "Brush Area Chamber of Commerce" (Not Inc., or Brush Area Chamber of Commerce Corporation, for example). All legal documents, including contracts, checks, etc should bear the name: Brush Area Chamber of Commerce.

3. Primary Logo

The Primary Logo represents the Brush Area Chamber of Commerce parent brand. (Think of it as the official logo of Brush Area Chamber of Commerce).

Use the primary Brush Area Chamber of Commerce logo whenever possible. If the space you have, or can create, is of a square format, use the Primary Icon. However, if the space is more horizontal than square, use the Primary Long Lockup W/ Tagline.

For smaller displays of the logo, such as a fav icon on a website or the profile picture of a social media page, use the Primary Icon as the smaller size would render the smaller words of the Wordmark unreadable.

Note that Brush Area Chamber of Commerce has two color sets of logos; one for white (or light) background and one for maroon (or dark) backgrounds.
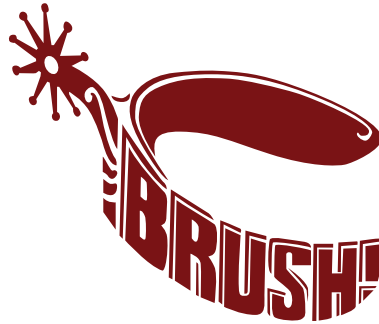[See section 4]

Primary Long Lockup W/ Tagline

Primary Long Lockup

Primary Icon

Primary Wordmark

Area Chamber of
Commerce

Primary Tagline

A Colorado Main Street Graduate Community

A large part of the Brush Area Chamber of Commerce identity is established with consistent use of its color scheme. The logo should create "instant recognition as it is used over time.

Use the primary logo in color whenever possible. However, if you do not have a printer that can accurately reproduce the primary logo colors or you are using the logo in a medium in which colors are not accurate (e.g., project on a bright screen), feel free to use the gray and black, or black version of the logo. Also note, Black and white can be interchanged to fit the need of any background.

Also note, that the logo is designed to be used with colors Maroon and White interchangebly. So whenever used on white backgrounds use the logo in Maroon, and vice-versa. Additionally, when used on images use the white version of the logo for easier visibility.

4.Logo Colors
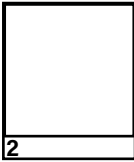
Full Color

Print

PANTONE 188C
CMYK (29,100,100,40)
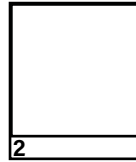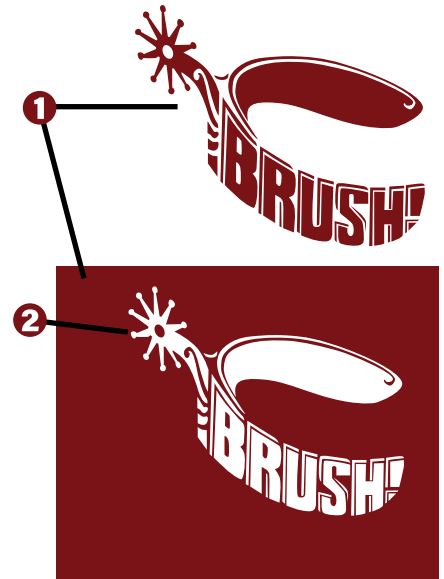RGB (122,19,21)
HEX: #7a1315

Screens

PANTONE 188C
CMYK (29,100,100,40)
RGB (122,19,21)
HEX: #7a1315

PANTONE 000C
CMYK (0,0,0)
RGB (255,255,255)
HEX: #ffffff

PANTONE 000C
CMYK (0,0,0)
RGB (255,255,255)
HEX: #ffffff
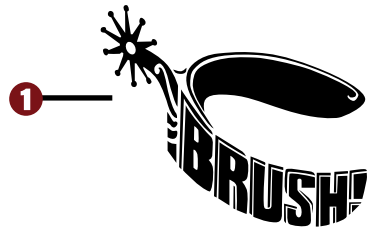
Grayscale/Monotone

Print

PANTONE Black 6
CMYK (0, 0, 0, 75)
RGB (99, 100, 102)
HEX: #000000

Screens

PANTONE Black 6
CMYK (0, 0, 0, 75)
RGB (99, 100, 102)
HEX: #000000

Typography provides the framework for Brush Area Chamber of Commerce's identity system.

The Palatino Linotype font family is the primary font for Brush Chamber of Commerce. If this typeface is not available, use Times New Roman in its place.

The Palatino Linotype fonts can be used for body text, preferably in 10, 11 or 12pt size type.

The Bold version of the font works well for headlines.

For emphasis, use bold or italic, or a larger size type - underlining or an additional font.

Complementary san serif fonts are Helvetica Neue and Arial.

NOTE - As the Brush Chamber of Commerce is a non-profit organization, the organization is allowed to use the Palatino Linotype as personal use. So any and all use of the fonts for the Brush Area Chamber of Commerce is permitted within that use.

You can download the following fonts at the links below:
1. Palatino Linotype

Body Type

Palatino Linotype Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Headline Type

Palatino Linotype Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

6.Files Download

To go to the online folders with the Brush Area Chamber of Commerce logo files, click the "Download" button. Note that there are three items in the folder.

1. General Use (PNG) - General Use files are meant for basic use as the file types are PNGs made at 1000x1000 pixels at 72 resolution. Note, the quality will stay true if the logo was to take up the full size of a legal sized paper. Any project that requires a larger size, it would be recommended to use the vector files [See item 2].
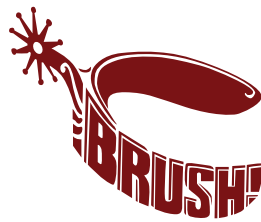
2. Logo Files (Vector) - Logo Files are meant for Graphic Designer use, as the files require a vector reading software (Adobe Illustrator, Flexi Sign Pro, etc). Note that Illustrator files are saved for cs5 backwards compatibility.

3. Logo Standard Guide - The Logo Standard Guide is this PDF file, which describes and explains any and all elements of the Brush Chamber of Commerce Brand.

To Download - To download files from our database either (a) click the download icon in the top left of the thumbnail of each item when hovering over it or (b) click the "Download All" button in the upper right side of the page.

Note: The General Use (PNG) and Logo Files (Vector) are both zip folders. So the file will need be extracted on Windows (Right Click the folder and select extract all option).