

MOBILE AREA CHAMBER OF COMMERCE

GRAPHIC STANDARDS MANUAL

The Mobile Area Chamber of Commerce is a nonprofit organization and our name is our most valuable asset as a symbol for quality and representative of who we are. We must ensure our name and logo are used consistently and uniformly in all applications – from a business card to an advertisement to a company sign.

The graphic standards manual discusses the application and use of our organization's name and logo, from proper *color combinations* to the *typography* of the words. The elements of the Mobile Area Chamber's name and logo were specifically created for us. Through our logo, our organization has a graphic identity to ensure the clear and consistent visual impression and integrity of the Mobile Area Chamber. Improper use could lead to false representation or lack of customer recognition, both of which can weaken or damage the organization.

If you have any questions about the Mobile Area Chamber's name and logo usage, contact the director of digital media & design at (251) 431-8623.

Communications & Marketing Department (251) 431-8623
mobilechamber.com

Updated May 2019

Name Usage

The Mobile Area Chamber of Commerce's name must be used in full when it is accompanied with the logo. When referencing the Mobile Area Chamber, the full name of the organization is preferred on first reference.

Shortening the name to "Mobile Area Chamber" is acceptable only on a second reference. Do not shorten the name to "Mobile Chamber" or "The Chamber." Such usage does not properly represent the Mobile Area Chamber and does not distinguish itself from other Chamber's of Commerce.

The symbol rings and Mobile Area Chamber name may not be broken apart, under any circumstances. Proportionally, the name and the rings should not be enlarged or the name reduced, or vice versa.

Typeface

The typeface used for the Mobile Area Chamber of Commerce is **Berthold Azkidenz Grotesk Condensed**. The tagline beneath the logo's rings is neither bold nor italic and should not extend past the out edges of the rings. The kerning of the letters and should not be changed or altered.



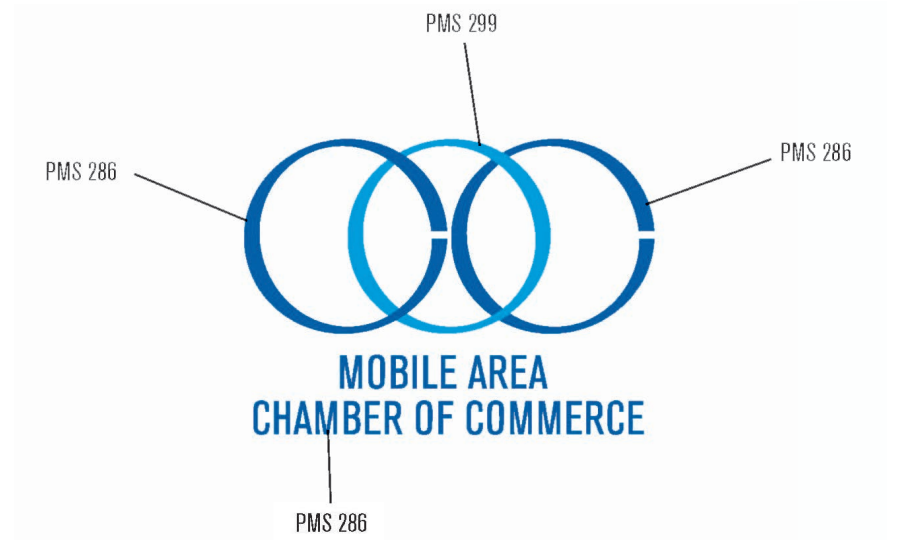
Color Palette and Usage

When representing the Mobile Area Chamber of Commerce, consistent use of color is vital to its recognition and remembrance. The identity of our organization's color palette includes the Mobile Area Chamber's signature colors, Pantone 286 (outer circle and text), the primary color; and Pantone 299 (center circle), the secondary color.

When printing the logo as a single color (all black or Pantone 286); center circle may be a 50 percent screen.

When producing web/electronic art, use the electronic color equivalents for the logo, which are percentages of red, green and blue (RGB), so that the colors appear properly on screen.

	CMYK	RGB
PMS 286	C100 M60 YO K5.8	RO G96 B168
PMS 299	C87 M18 YO KO	RO G156 B220



Restrictions for Use

The Mobile Area Chamber of Commerce is committed to providing businesses in the Mobile community with the highest quality of programs and benefits. Our members rely on our high standards to ensure they are represented by an organization that cares about their business and the community in which we live.

The logo should never be used as an advertising agent for any business unless used as promoting members and unity of the business and the Mobile Area Chamber and specific authorization has been granted the user by a representative of the Mobile Area Chamber.

The logo should not be used to promote events, clubs or organizations not affiliated with the Mobile Area Chamber unless specific authorization has been granted the user by a representative of the Mobile Area Chamber's communications & marketing department.

Minimum Size

The minimum size for the Mobile Area Chamber logo refers to the smallest size the logo may be reproduced to ensure optimal legibility, detail and color registration. When determining the minimum size for the Mobile Area Chamber's logo, the height from the bottom of the text to the top of the rings is used. The minimum size for the Mobile Area Chamber of Commerce logo is 3/4".

Minimum size = 3/4"



Maximum size = infinite



Incorrect Usage of Logo

To preserve the integrity of the Mobile Area Chamber's logo, it must never be altered or deviated from these guidelines.

NEVER apply these examples, or any similar execution. The list is not intended to be complete.

- Do not use colors other than the assigned colors for the logo (except black).
- Do not use another font for the logo.
- Do not replace the logo with any other words, names or phrases.
- Do not alter the proportional relationship of the logo elements.
- Do not tint or fade the logo.
- Do not distort the logo.
- Do not reposition the logo elements.
- Do not place the logo on a patterned or textured background that would compromise its legibility. A white background is preferred.
- Do not use the type as an independent graphic. Do not break apart the symbol or use its parts as an independent graphic.
- Do not "cut off" the logo or allow it to go over an edge in any application.
- Do not add any additional tagline to the logo.

Other Chamber Logos

The following logos are representative of the Mobile Area Chamber and all previous rules apply to all logos used by the Mobile Area Chamber.

For more information, contact the director of digital media & design at (251) 431-8623.

