



Mobile Chamber

Who We Are

We are the Mobile Chamber.

Attracting economic development in new ways.

Leading business leaders to where they want to go.

Providing value that impacts the bottom line.

Reimagining the business of business.

Knowing the most important business—is our member's.

Our Vision

The Mobile Chamber will be the leading catalyst for economic expansion in the Mobile area, building more opportunities and an enhanced quality of life for all citizens.

Who We Are

Our Mission

To serve as a progressive advocate for business needs to promote the Mobile area's economic well-being.

Our Strategic Goals

Jobs

Retain, expand and recruit businesses, investment and jobs in the Mobile area.

Advocacy

Create an environment that promotes business and community growth, and diversity, equity and inclusion.

Value

Provide value, services, opportunities and recognition for our members.

Excellence

Operate the Chamber with excellence, innovation and efficiency.

Design Elements

In this section, we outline best practices for the use of Mobile Chamber brand assets and offer useful examples.

The Icon

The Mobile Chamber Icon is made up of three shapes, representing the Mobile Chamber bringing together big businesses, small businesses and our area's legislative bodies. Through this action it advances Mobile's businesses and its economy — propelling our city forward.

The shapes can be extracted and used as graphic elements.



The Logo

The Mobile Chamber logo is composed of the M icon and a logotype set in Cera Pro Bold.

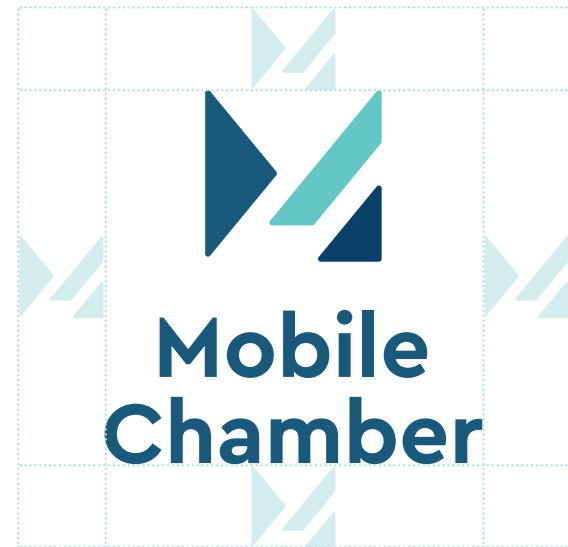
The horizontal and stacked logos may be used interchangeably.

The stacked logo is preferred for large-scale use.

The horizontal logo is preferred for small-scale use, as well as use on the website.

Always use the logo files provided.
Do not re-create.

The exclusion zone should be no less than half the height of the M icon.



Usage on Backgrounds

The full-color logos should be used only on white.

Two color reversed logos may be used on the navy and dark navy.

One color navy or white may be used on the coastal blue.

Avoid using full-color logos on photographs unless the logo sits on a white area of the image.



Logo Misuse

Do not crop the logo



Do not change the transparency of the logo



Do not shuffle around the colors of the icon



Do not use different colors



Do not change the size or position of the icon and logotype



Do not distort the logo



Do not add a drop shadow to the logo



Do not change the font



Do not outline logotype



Do not rotate any part of the logo



Brand Colors

These are the primary brand colors of the Mobile Chamber. No other colors are to be used in Mobile Chamber materials unless approved in advance.

PMS (Pantone Matching System)

For use in printing when spot colors are needed (promotional gift items, embroidery, etc.)

CMYK (Cyan-Magenta-Yellow-Black)

For use in standard digital or 4-color printing.

RGB (Red-Green-Blue)

For use in digital mediums (social media ads, email graphics, digital signs, etc.)

HEX (Hexadecimal)

For use in digital medium (Canva, website design, email platforms, powerpoints, etc.)

PMS 7700c
CMYK 93-62-32-13
RGB 24-90-125
HEX #185a7d

PMS 325c
CMYK 57-0-25-0
RGB 98-203-201
HEX #62cbc9

PMS 7694c
CMYK 100-77-34-21
RGB 0-65-107
HEX #00416b



Mobile Chamber

Typography

Mobile Chamber's primary font is Cera Pro.

When using Cera Pro to create headings on embedded or printed collateral for Slack, always typeset it with optical kerning, set the tracking to 0, and set in sentence case. Do not set in all caps or all lowercase.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 012345678**

Thin	The quick brown fox jumps over the lazy dog
<i>Thin Italic</i>	<i>The quick brown fox jumps over the lazy dog</i>
Light	The quick brown fox jumps over the lazy dog
<i>Light Italic</i>	<i>The quick brown fox jumps over the lazy dog</i>
Regular	The quick brown fox jumps over the lazy dog
<i>Regular Italic</i>	<i>The quick brown fox jumps over the lazy dog</i>
Medium	The quick brown fox jumps over the lazy dog
<i>Medium Italic</i>	<i>The quick brown fox jumps over the lazy dog</i>
Bold	The quick brown fox jumps over the lazy dog
<i>Bold Italic</i>	<i>The quick brown fox jumps over the lazy dog</i>
Black	The quick brown fox jumps over the lazy dog
<i>Black Italic</i>	<i>The quick brown fox jumps over the lazy dog</i>

Typography | Ideal Stack

H1
Cera Pro Bold, 40

We are the Mobile Chamber.

H2
Cera Pro Bold, 24

We will be the leading catalyst for economic expansion in the Mobile area, building more opportunities and an enhanced quality of life for all citizens.

H3
Cera Pro Bold, 16

Serving as a progressive advocate for business needs to promote the Mobile area's economic well-being.

H4
Cera Pro Bold, 12

Knowing Business. Knowing You.

Body Copy
Cera Pro Regular,
10, double spaced

Although our programs are always changing to meet the needs of the Mobile area, the foundation upon which the Chamber was built never changes. As a private business organization, the Chamber's mission is simple and direct: to serve as a progressive advocate for business needs to promote the Mobile area's economic well-being.

Pull Quote
Cera Pro Bold, 16,
Coastal Blue

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."

Attribution
Cera Pro Bold/
Regular Italic, 10

Firstname Lastname
Title

Questions?

For any brand inquiries contact

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