



The Chamber

For a Greater Chapel Hill-Carrboro

We believe:

Diversity builds a more resilient economy.

Our progressive reputation is an asset and part of our competitive advantage.

Our individual communities benefit from the success of each other and the region.

The collaboration between and among business, government, academia, and residents is civics at its best.

We are:

Warm, modern, strong, collaborative, trustworthy, innovative, effective, influential, engaged leaders.

The Chamber For a Greater Chapel Hill-Carrboro

is both the name of our organization and a directive that reinforces our mission: to serve and advance the business interests of our area and to build a sustainable community where business thrives.

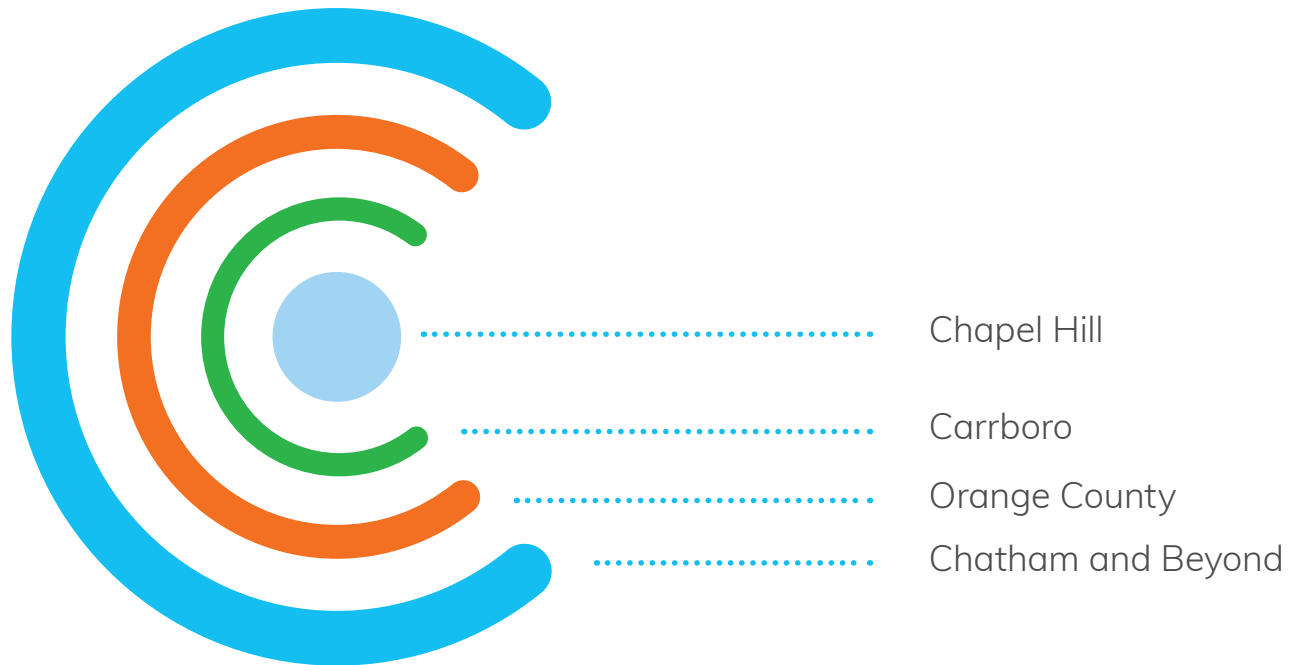
Name **The Chamber**

Tagline **For a Greater Chapel Hill-Carrboro**

Charge The Chamber has one thousand members,
four promises, and one purpose:
For a Greater Chapel Hill-Carrboro.

The Chamber • Our Logo Mark

The Chamber **logo mark** represents the area we serve. A central circle surrounded by series of concentric C shapes represents our home of Chapel Hill and our work radiating out into the greater community.





The Chamber

For a Greater Chapel Hill-Carrboro



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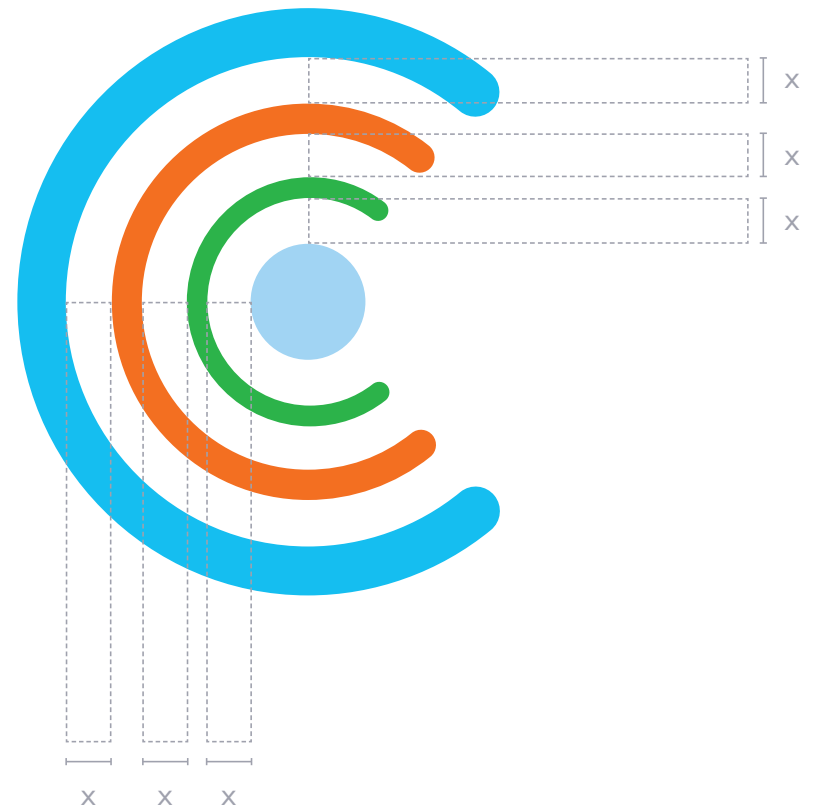


The Chamber

For a Greater Chapel Hill-Carrboro

The Chamber • Logo Mark

The Chamber **logo mark elements** are positioned in equal distances. The width of the largest arc ("x") is used as a unit of measure to ensure the distances between arcs are the same.



The Chamber • Logo (alternate versions and use)



Horizontal Layout

Printed Materials
Stationery

Brand Badge

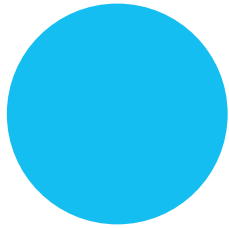
E-Mail
Digital Marketing

Mark

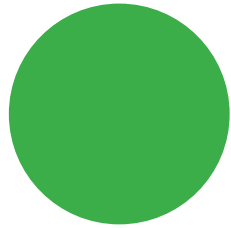
Social Media
Swag
Collateral

The Chamber • Color Palette

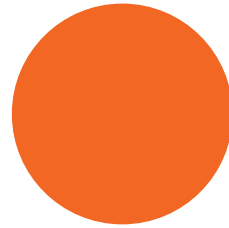
Primary



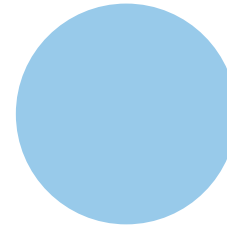
PMS 298
CMYK: 67, 2, 0, 0
41B6E6



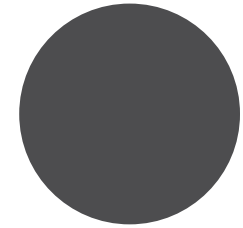
PMS 361
CMYK: 77, 0, 100, 0
43B02A



PMS 165
CMYK: 0, 70, 100, 0
FF671F

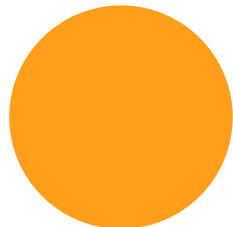


PMS 291
CMYK: 38, 4, 0, 0
9BCBEB

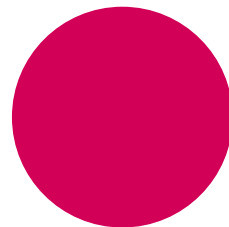


PMS Cool Grey 11
CMYK: 44, 34, 22, 77
53565A

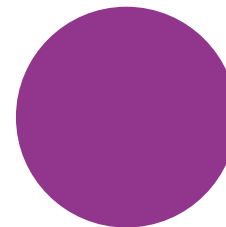
Secondary



PMS 1375
CMYK: 0, 45, 94, 0
FF9E1B



PMS Rubine Red
CMYK: 0, 100, 22, 3
CE0058



PMS 513
CMYK: 53, 99, 0, 0
93328E

The Chamber • Fonts

The Chamber logo font is also the brand font, **Muli**. Muli is a minimalist, sans serif font that can be used in both print and web applications. It is used primarily in two weights - light and black.

DOWNLOAD FONT: [HTTPS://FONTS.GOOGLE.COM/SPECIMEN/MULI](https://fonts.google.com/specimen/muli)

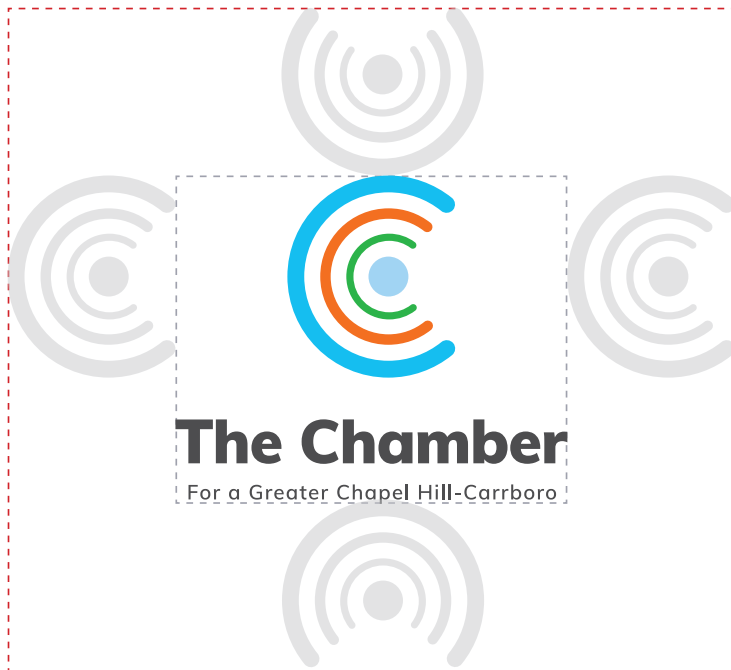
Muli black **For a resilient**
Chapel Hill-Carrboro.

Muli light The Chamber supports **Partnership for a Sustainable Community**, which tracks the well-being of Greater Chapel Hill across social, economic, and environmental indicators to ensure we remain one of the best places to live, work, shop, play, learn, and raise a family.

Muli black  **[Learn more at carolinachamber.org](https://carolinachamber.org)**

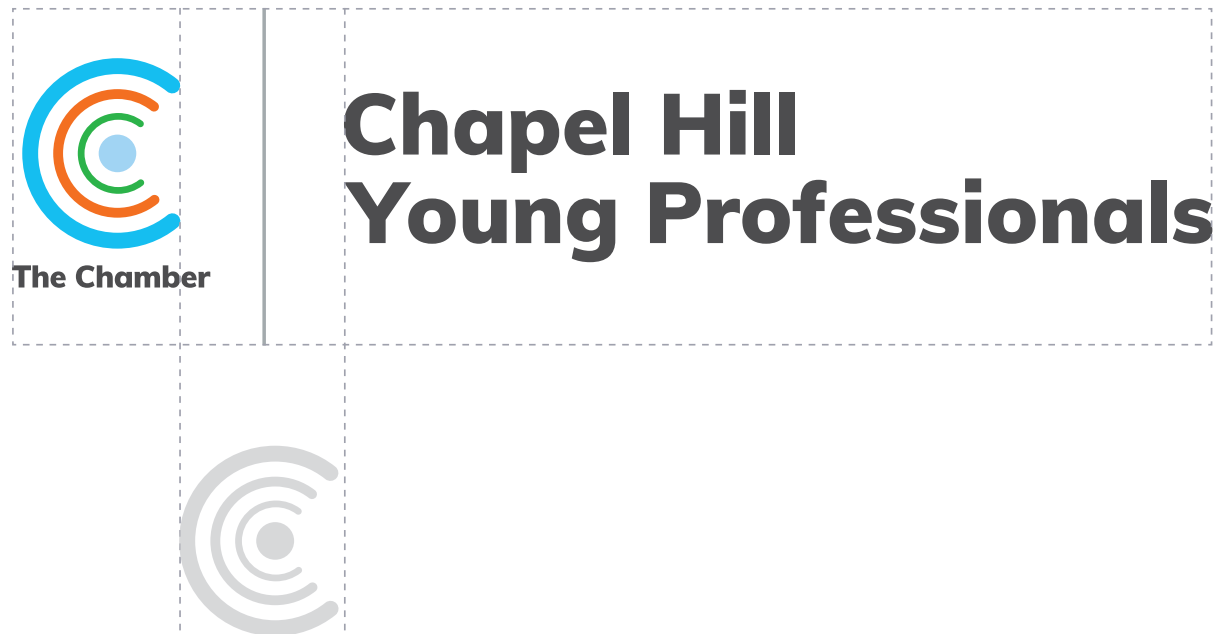
The Chamber • White Space

Leaving the correct amount of white space around the Chamber logo is crucial for brand consistency, legibility and recognition. The width of the logo mark is used below as a unit of measure, ensuring consistent white space around the logo.



The Chamber • Partner Logos - Example

The partner logos are created by combining The Chamber Badge and the Partner's organization name. The distance between the badge and Partner's name equals the width of the logo mark





**Chapel Hill
Young Professionals**



**Leadership
Chapel Hill-Carrboro**



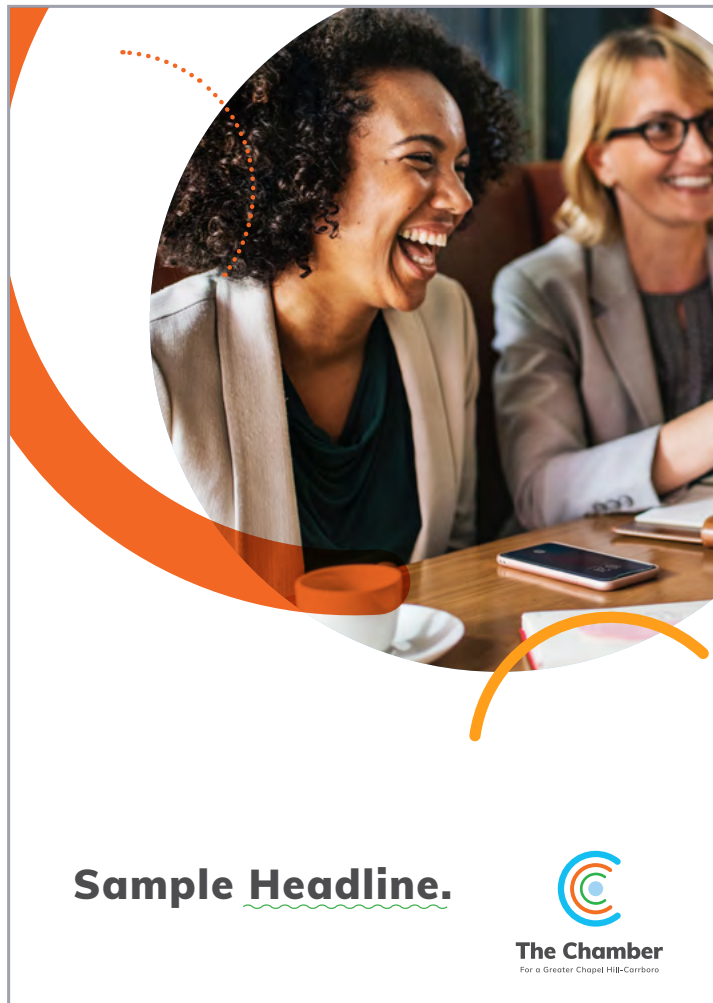
**Business Excellence
Awards**



**Partnership for a
Sustainable Community**

The Chamber • Brand Elements - Arcs

The brand arcs are formed from half of our C shape and can be combined with the C shapes in an illustrative background motif or to highlight content.



The Chamber • Logo and Badge in Use

The brand badge can be used on pieces where the full logo is also displayed.




The Chamber



Sample Headline.

As sit et pos nus doluptae velit, inim aut isquamoloritia derio. Elibus sum eserro delibus tectecaest eumqui officab iliquias num ento mini soluptaque ipsunt es autem sitent eictem non consequodit idipient autem volupta

Sample Headline.

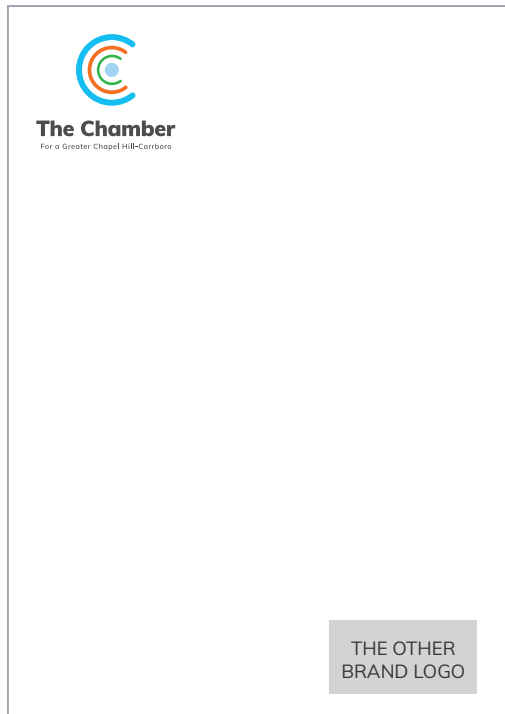
As sit et pos nus doluptae velit, inim aut isquamoloritia derio. Elibus sum eserro delibus tectecaest eumqui officab iliquias num ento mini soluptaque ipsunt es autem sitent eictem non consequodit idipient autem volupta


The Chamber
For a Greater Chapel Hill-Carrboro

The Chamber • Third Party Logo Positioning

EXAMPLE 1

Messaging, look and feel to reflect
The Chamber visual identity



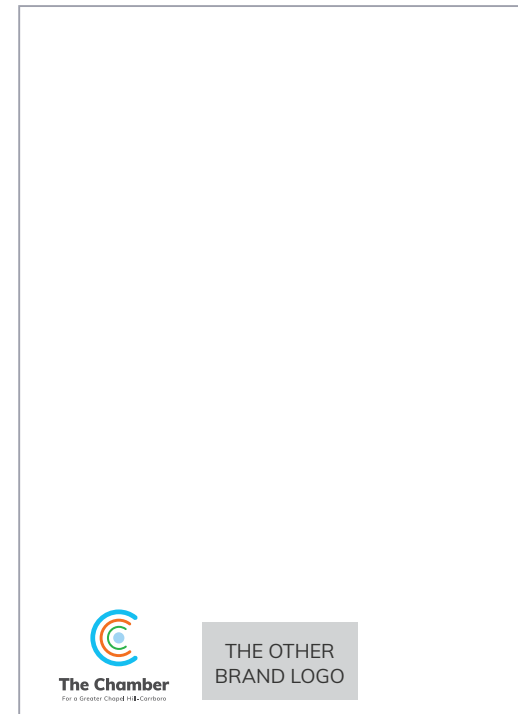
EXAMPLE 2

Messaging, look and feel to reflect
other brand's visual identity



EXAMPLE 3

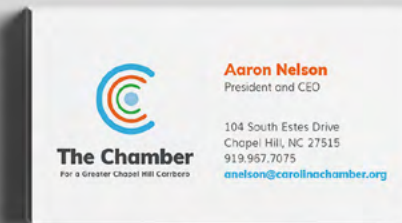
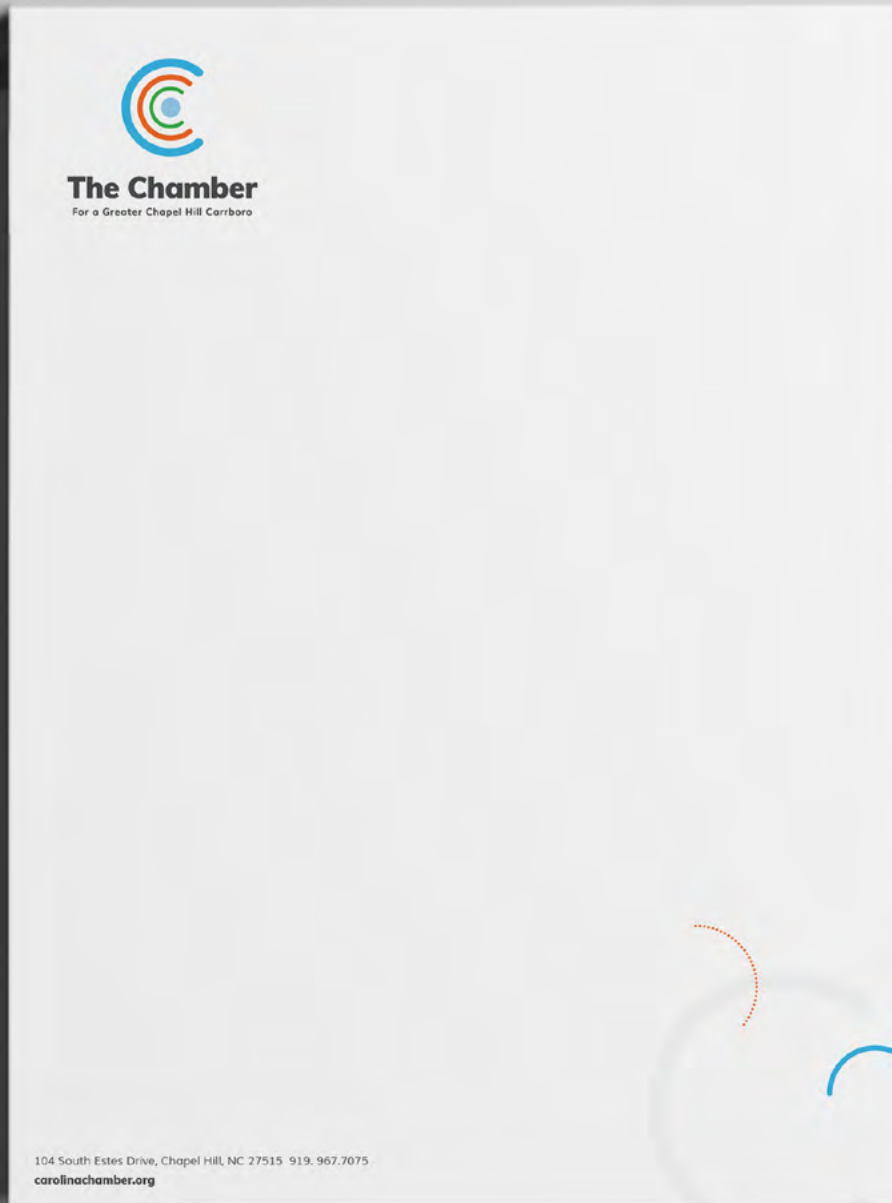
Neutral look to reflect the balance
between The Chamber and the
other brand.



The Chamber • Applications



The Chamber • Applications





For a collaborative Chapel Hill-Carrboro.

The Chamber supports **Central Carolina Women in Business**, a tri-Chamber initiative connecting and engaging local businesswomen through professional development and networking opportunities.

 [Learn more at carolinachamber.org](https://www.carolinachamber.org)




The Chamber
For a Greater Chapel Hill-Carrboro



For a resilient Chapel Hill-Carrboro.

The Chamber supports **Partnership for a Sustainable Community**, which tracks the well-being of Greater Chapel Hill across social, economic, and environmental indicators to ensure we remain one of the best places to live, work, shop, play, learn, and raise a family.

 Learn more at carolinachamber.org



Partnership for a
Sustainable Community



For a leading Chapel Hill- Carrboro.

Leadership Chapel Hill-Carrboro supports the exploration of multiple perspectives in a safe and respectful environment. Participants build their personal and professional networks as they turn knowledge into action and leverage resources for the benefit of greater Chapel Hill and its people.


 Learn more at carolinachamber.org



Leadership
Chapel Hill Carrboro

The Chamber • Applications




The Chamber

Membership matters.


Hello Creighton!
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin nibh augue, suscipit a, scelerisque sed, lacinia in, mi. Cras vel lorem. Etiam pellentesque aliquet tellus. Phasellus pharetra nulla ac diam. Quisque semper justo at risus.

In partnership.

Aaron Nelson
President and CEO
Chapel Hill-Carrboro Chamber of Commerce


**Sign up today
to attend our 2019 Annual Meeting**


[Register](#)



Sample Headline
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin nibh augue, suscipit a, scelerisque sed, lacinia in, mi. Cras vel lorem.

Sample Headline
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin nibh augue, suscipit a, scelerisque sed, lacinia in, mi. Cras vel lorem.




The Chamber

The Chamber for a Greater Chapel Hill-Carrboro Community
104 S. Park Drive, Chapel Hill, NC 27514
1-800-876-8888
Home | Office | About and contact information

The Chamber • Logo Don'ts



The Chamber
For a Greater Chapel Hill-Carrboro

Don't mix element colors



The Chamber

Don't remove or simplify logo elements



The Chamber
For a Greater Chapel Hill-Carrboro

Don't change logo element sizes



The Chamber
For a Greater Chapel Hill-Carrboro

Don't stretch or squish logo



The Chamber
For a Greater Chapel Hill-Carrboro

Don't use any other color palette on the stand-alone primary logo



The Chamber
For a Greater Chapel Hill-Carrboro

Don't outline logo or elements of the logo



Don't put logo on a low contrast color or busy photograph



The Chamber
For a Greater Chapel Hill-Carrboro

Don't skew or warp logo



The Chamber
For a Greater Chapel Hill-Carrboro

Don't change logo hierarchy

Thank you!