ROWLETT AREA
CHAMBER
& VISITORS CENTER

Branding Guide

Our Logo

Our brand is more than just a logo, it's our chamber. Our logo, colors, and fonts work together to form the recognized identity of the Rowlett Area Chamber & Visitors Center.

Our logo should always be used in the original design proportions. It should not be stretched wide, condensed narrow or distorted into curves or angles.

Logos may be scaled smaller than the file size. If the logo needs to be scaled larger than the size provided, only .eps vector files should be used, otherwise image quality will be compromised.

Logo Use Guidelines & Restrictions

There are many opportunities for Chamber members to embrace our logo. While we want them to be used regularly, we also have to protect the integrity of our brand.

Before using the Rowlett Chamber logo on any posters printed on paper, canvas or any other media, postcards, mugs, t-shirts, calendars, screensavers or wallpapers, websites, mobile telephones, or similar items, please contact the Rowlett Area Chamber & Visitors Center CEO for written consent.

When the logo graphic is displayed on a website, it must be linked back to the Chamber website at http://www.rowlettchamber.com.

The Rowlett Area Chamber & Visitors Center logo identity cannot be used in any unflattering or unduly controversial subjects, topics and/or communication.   Defamatory or otherwise unlawful use of the logo identity is strictly prohibited.

Clear Space

Sufficient white space should surround the logo so it is separated from other design elements that would compete for visibility.

The logo should be surrounded by white space of not less than 0.125" at all times.

Ut sit amet est vel leo scelerisque ultricies vitae eu elit. Nulla facilisi. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean blandit aliquam arcu, et laoreet nisl ornare eu. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Vivamus pellentesque sem eu tellus consequat laoreet. Vivamus lacinia felis eu pharetra commodo. Quisque lobortis commodo nunc ut congue. Nulla a dolor a arcu molestie semper placerat in eros. Nunc tempor sodales augue eget gravida. Sus-pendisse at magna vel null. Ut sit amet est vel leo scelerisque ultricies vitae eu elit. Nulla facilisi. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean blandit aliquam arcu, et laoreet nisl ornare eu. Class aptent taciti sociosquad litora torquent per conubia nostra, per inceptos himenaeos. Vivamus pellentesque us pellentesque
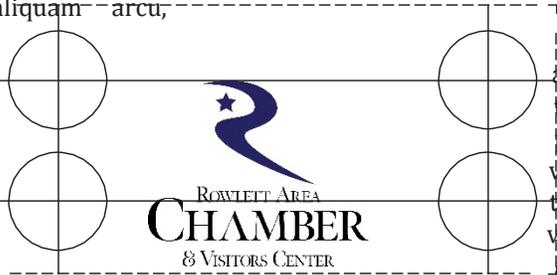
Incorrect Usage Logo

DON'T stretch out of proportion

DON'T change colors of the signature "R". Changing to black/white is allowable for printing.

Changing the "R" to other color combinations is prohibited.

Text should be either black or white, no colors.

DON'T place on texture, photo or bright color where the integrity of the logo is lost or greatly diminished.

DON'T combine the logo with other elements or place the logo too small to be easily read by the viewer

Logos for Programs or Events may be customized to identify the program and still maintain the identity of the original logo.

Typography

Never alter or construct our logo. However, you may wish to select the typeface below for artwork you are designing to better complement our logo.

The primary typeface is Trajan Pro - Bold

Primary Typeface

Trajan Pro Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0 1 2 3 4 5 6 7 8 9 @ & $ % ! ?

The secondary typeface for printed matter is Minion Pro. Minion Pro may be used as a substitute font if Trajan Pro is not available. The font may also be used for report titles, headlines, highlighted text, etc.

Secondary Typeface
Minion Pro

a b c d e f g h i j k l m n o p q r s t u v w x y z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0 1 2 3 4 5 6 7 8 9 @ & $ % ! ?

Standard Font – Times New Roman

Standard Typeface
Times New Roman

a b c d e f g h i j k l m n o p q r s t u v w x y z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0 1 2 3 4 5 6 7 8 9 @ & $ % ! ?

Color Palette

Color is an important part of our identity. The logo can be one color - the colored "R" as described below. Individual letters cancan only be black. For backgrounds or alternate colors, the gray shown below may be used.

PANTONE 534 C
RGB   16 51 96
HEX   103360
CMYK 87 47 0 62

PANTONE 422 C
RBG   166 166 166
HEX   A6A6A6
CMYK 0 0 0 35

The above colors are the official colors of the Rowlett Area Chamber & Visitors Center logo, and when producing artwork with the official color, please match to this as close as possible.

Business Cards

Business Cards are a necessity for communication in any business. The Rowlett Area Chamber & Visitors Center supports business cards that establish a connection.

Chamber staff business cards shall follow these guidelines:
- Landscape layout, standard size 2" x 3.5"
- Include the following elements on the front:
    - Logo
    - Tagline with the words Catalyst, Convener, Champion
    - Chamber address
    - Name, title
    - Office phone
    - Cell phone (optional)
    - Direct Number (optional)
    - Email
- Paper: White stock, coated glossy finish, 14 pt weight

The backside may be used with a QR code to highlight a specific page on the Chamber website, an event or program, as a leave behind note, or other appropriate use as determined by the CEO.

Sample Card:

QR Code
http://www.RowlettChamber.com

Letterhead

Letterhead is intended for official, approved communications when required to be in writing and serve as a permanent record.

The following are design elements required for Rowlett Area Chamber & Visitors Center letterhead – both electronic and in print format:

- Letterhead shall have a 1.25" header that contains the following:
  - Logo (1" height)
  - CEO and current Board Chair name and title, right justified, Bold, Font: Minion Pro, 12 pt.
  - Text shall be in black
  - Names should be in line with the Chamber name text in the logo
  - 1 pt black line that separates the header from the main body of the letterhead

- Letterhead shall have a 1" footer that contains the following:
  - Mission Statement,
  - Text shall be centered, Bold, Font: Minion Pro, 12 pt.
  - Text shall be in white
  - Footer bar shall be colored (Pantone 356 U) .5" H x full margin width

- Margins of Main Body
  - Top 1.5"
  - Bottom 1"
  - Side margins at 1"

Sample Header:

Sample Footer:

Email Signature

In order to ensure consistent communication and brand awareness for the Chamber, the following standard shall be used for email signatures.

Important Features:
- Staff name and title in Pantone 534 C, Bold, Times New Roman, Bold, 12 pt.
- Mission Statement in Pantone 534 C, Bold, Times New Roman, Bold, 12 pt.
- Text in Pantone 7687 C, Times New Roman, Regular, 12 pt.
- "R" should be equal in height to 4 lines of text.
- Email address and Chamber url may be hyperlinked.
- Mission Statement should be centered below 4th line of text and stretch across whole signature block.

Michael Gallops, President/CEO
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Mission: To represent and promote the economic well-being of the business community!