



BRAND  
GUIDELINES

# Logos



**Rochester  
Regional  
Chamber**  
of Commerce

MAIN LOGO, TO BE  
USED MAJORITY OF  
THE TIME



**Rochester  
Regional  
Chamber**  
of Commerce

ONLY FOR WHEN  
BLACK LOGO  
CANNOT BE USED



**Rochester  
Regional  
Chamber**  
of Commerce

WHEN  
HORIZONTAL  
LOGO  
CANNOT BE  
USED.



FOR LOGO  
RECOGNITION IN  
SMALLER AREAS



FOUNDATION LOGO

to be used for all Foundation programming/  
events including Leadership Greater  
Rochester, Youth Leadership and the  
Rochester Area Hometown Christmas Parade



# LEADERSHIP PROGRAM LOGO

---

## LOGO USAGE DO AND DON'T

Consistency in a brand is vital, as such the Chamber logo should not be altered, stretched or rotated in any way. The logo should not be crowded and there should be space surrounding it.

Members of the Chamber are allowed to display the Chamber logo on their own materials if it says "Proud member of". It is never okay to say "endorsed by" or "recommended by" the Chamber.

Before using the Chamber logo on any document, website or publication, it must be sent to the Chamber for approval or it could be requested to be taken down or pulled from print.



# Fonts

AVENIR Avenir

For headings & some body text

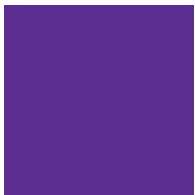
*The Braggest*

For headings to be used moderately

Calibri **Calibri**

Main body text

# Colors



CMYK: 33 • 98 • 0 • 48

RGB: 92 • 46 • 145

#: 580384



CMYK: 35 • 78 • 0

RGB: 255 • 165 • 55

#: FFA537