



AUSTIN CHAMBER

Brand Style Guide

Included in this document:

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- Typography

- Color palette
- Icons & infographics

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Brand identity

We are a nonprofit membership organization that helps create jobs so people can find work, provide for their families and achieve prosperity. We invest in a broad range of programs that build, support, and diversify our regional economy.

Our values and personality

Mission

To provide leadership that facilitates the creation of a prosperous regional economy and results in effective advocacy for its partners.

Vision

For Austin to have the country's most prosperous business community.

Core purpose

The Austin Chamber takes on the biggest challenges so you can focus on growing your business.

Boilerplate

The Greater Austin Chamber of Commerce focuses on how the Austin region works. We serve as the voice of business for our member organizations and their employees throughout the Austin region. Our mission is to provide leadership that facilitates the creation of a prosperous regional economy and effective advocacy for members.



Logo

The updated Austin Chamber logo is one color and features the font **Soleil**.

Our new mark



Stacked



Horizontal



One line

Versions included in asset package

Stacked

Black
Gradient
White



Horizontal

Black
Gradient
White



One line

Black
Gradient
White



Need logo assets?

 **ONLINE:** [AUSTINCHAMBER.COM/BRANDKIT](https://austinchamber.com/brandkit)

VERSIONS: Horizontal/stacked/one-line logo

FORMATS: EPS and PNG (300 & 72 DPI)

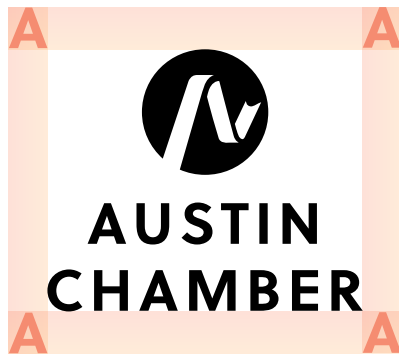
USAGE: Both RGB (WEB) & CMYK (PRINT)

COLORS: Black & white and full-color gradient

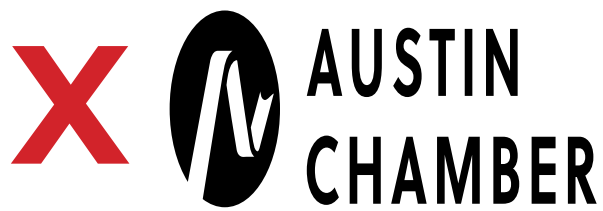
Usage

To maintain our brand's integrity, clarity and consistency, the size and clear space around the logo must always be maintained across all forms of communication. **Do not change the typeface or logo color.**

Clearspace



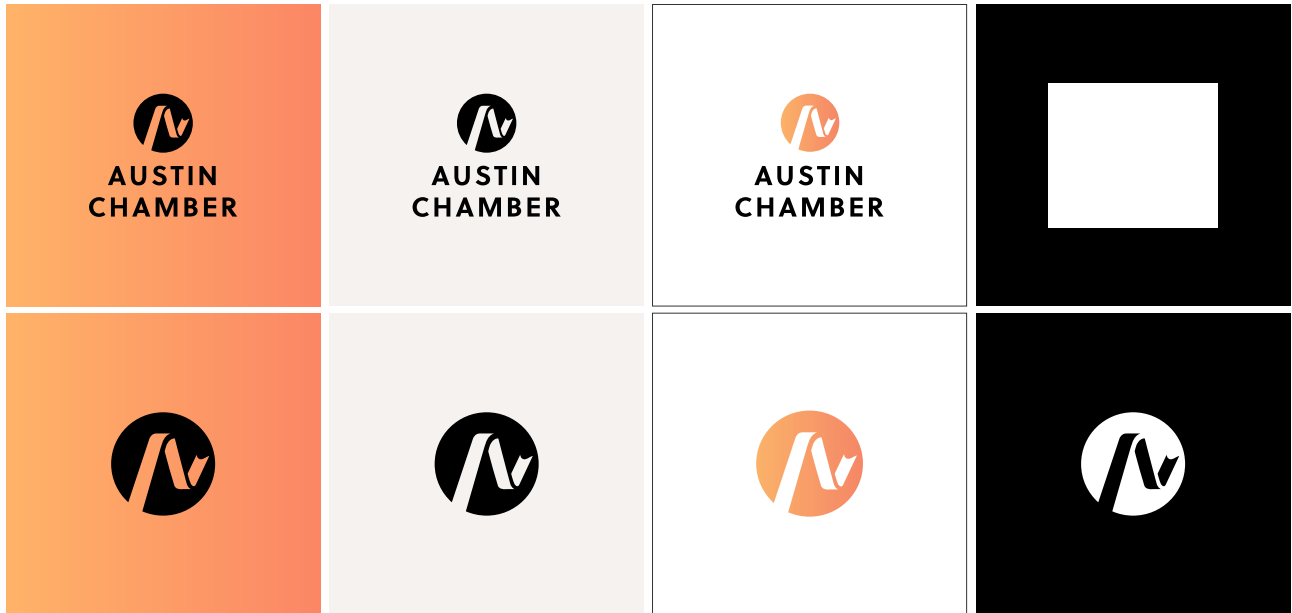
When using the Chamber logo, **avoid placing elements within this space noted clearspace.**



Always avoid distorting the Chamber Logo.

All instances of the logo in your documents should match what is seen on the previous page.

Backgrounds



In most cases, the black logo should be used when placed over the gradient and other lighter colors. If there is enough contrast, the white logo should be used when placed over an image or solid color. When placed on a white background, the black or gradient logo can be used.





Typography

The Chamber has purchased licenses of this font for all employees. This file can be found in Sharepoint in the Assets folder. If the font face cannot be accessed, **Georgia** can be used as an alternative font.

Heading typeface

Poynter Oldstyle

Narrow Roman and Semibold versions can be used for titles and section headers.

Lorem ipsum dolor sit amet

consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse.

ROMAN

Poynter Oldstyle Roman

SEMIBOLD

Poynter Oldstyle Semibold

Alternative typeface (free)

Georgia

consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse.



Usage examples

Page header

Some kind of section header

Some kind of body copy would go here, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Some kind of callout in body copy or as a more prominent link.

Some numbered stats include #1 in Branding, 1,234 Awards in Design Excellence, and 75% Growth in Design Aesthetic.



Typography

The Chamber has purchased licenses of this font for all employees. This can be found in Sharepoint in the Assets folder. If the font face cannot be accessed, **Arial** can be used as an alternative font.

Body typeface

Soleil

Every version in this font family is **used in body copy, buttons, and subheaders.**

Lorem ipsum dolor sit amet

consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit.

LIGHT

Soleil Light

SEMIBOLD

Soleil Semibold

Alternative typeface (free)

Arial

consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse.



Usage examples

Title header

SECTION HEADER

Some kind of body copy would go here, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

LINK: AUSTINCHAMBER.COM



Full Name

Full Title

Contact Info 1

Contact Info 2

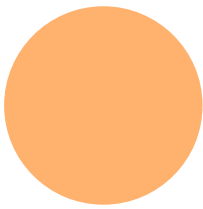


Color palette

Use of color must be consistent across the organization.

Primary and neutral colors

PRIMARY COLOR PALETTE



Chamber Orange

RGB: 255 178 110

CMYK: 0 35 62 0

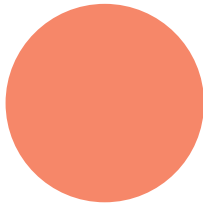
#ffb26e

Chamber Orange is used along with Chamber Peach for the Primary Chamber Gradient. It is used on its own for headers and single color icons and text graphics.

25% Tint

50% Tint

75% Tint



Chamber Peach

RGB: 246 135 105

CMYK: 0 58 58 0

#f68769

Chamber Peach is used along with Chamber Orange for the Primary Chamber Gradient. It is used on its own for headers and single color icons and text graphics.

25% Tint

50% Tint

75% Tint

NEUTRAL COLOR PALETTE



Chamber Beige

RGB: 245 242 239

CMYK: 3 3 4 0

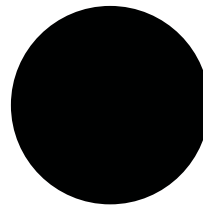
#f5f2ef

Chamber Beige is used on its own as a background element for text breakouts and as a design accompaniment to images.

25% Tint

50% Tint

75% Tint



Black

RGB: 0 0 0

C: 75 68 67 90

#000000

Black is used along with Chamber Peach for the Primary Chamber Gradient. It is used on its own for headers and single color icons and text graphics.

25% Tint

50% Tint

75% Tint

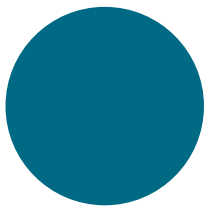


Color Palette

Use of color must be consistent across the organization.

Secondary colors

SECONDARY COLOR PALETTE



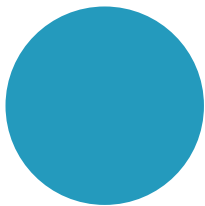
Chamber Dark Blue

R:0, G:105, B:132
C:96, M:22, Y:8, K:29
#006984

25% Tint

50% Tint

75% Tint



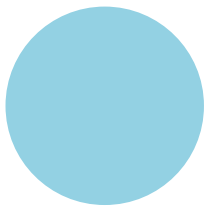
Chamber Blue

R:36, G:154, B:189
C:80 M:16, Y:5, K:4
#259ABD

25% Tint

50% Tint

75% Tint



Chamber Light Blue

R:147, G:209, B:227
C:42, M:0, Y:0, K:0
#93D1E3

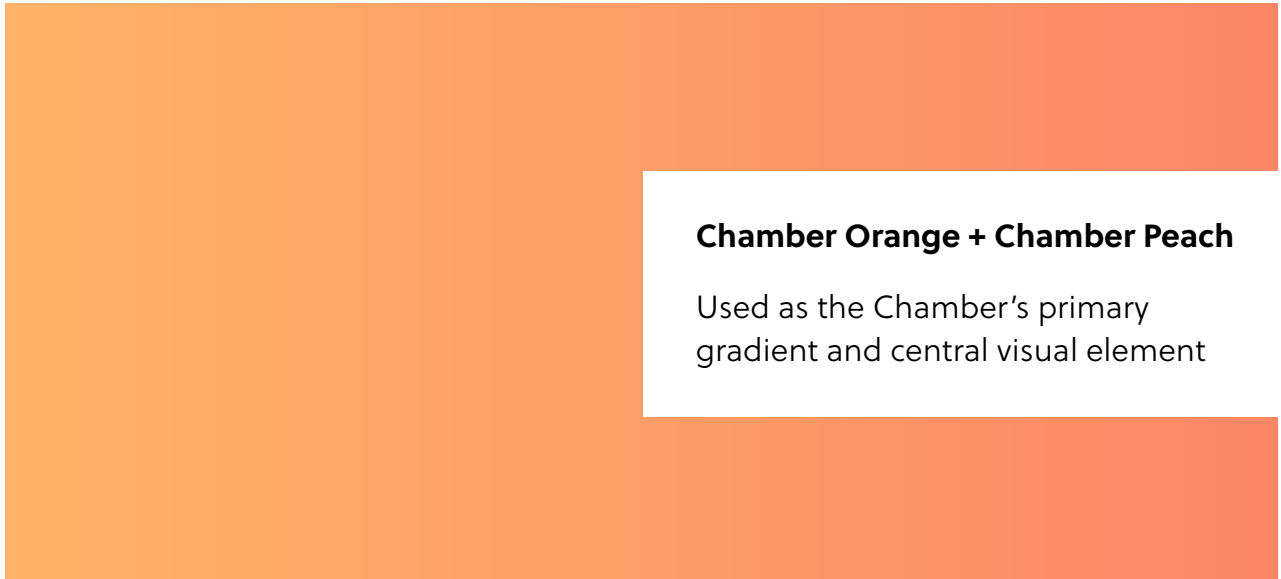
25% Tint

50% Tint

75% Tint



Gradient



Chamber Orange + Chamber Peach

Used as the Chamber's primary gradient and central visual element

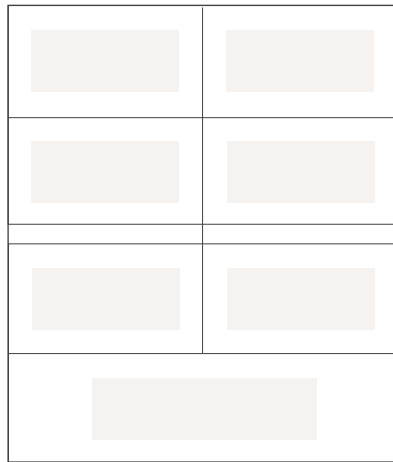









Logomark Gradient

Icons & infographics

Infographics

For generic data infographics, we use a simple combination of an icon + text. Numbers and significant data is bold and scale of text is adjusted to fill the space accordingly.



| | |
|---|---|
|  <p>Contacted 265k Austin Voters</p> |  <p>Added 26,800 New Jobs</p> |
|  <p>Added \$1.62bn In Payroll</p> |  <p>Helped 1,300 High School Seniors File for Financial Aid</p> |
|  <p>Spotlighted 300 Businesses</p> |  <p>Recognized 66 Philanthropic Businesses</p> |
|  <p>Held more than 60 Events & Meetings</p> | |



Held more than
60 events & meetings



Contacted
265k Austin voters



Added
26,800 new jobs



Added
\$1.62B in payroll



Helped more than
1,300 high school seniors
apply for financial aid



Spotlighted
300 businesses



Recognized
66 philanthropic businesses



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