NASHVILLE AREA CHAMBER OF COMMERCE

BRANDING
GUIDELINES

# TO CREATE **ECONOMIC PROSPERITY** BY FACILITATING **COMMUNITY LEADERSHIP**

TABLE OF **CONTENTS**

LOGO &
PICTORIAL
MARK

The full logo feautres both the pictorial mark and the word mark. This should be used whenever possible to oficially represent the company and will be featured most often. The pictorial mark features the Nashville "N" icon alone and should be present when the full logo is unessecary or requires a small scale/area. The word mark alone is utilized primarily in digital ads or print collateral.

The logo should always be shown in one or two of the gray pantones, fully black or fully white. While the logo may be placed as an overlay over a color, image or graphic, it should always be strategically placed. The word mark may utilize image tracing but the full logo or pictorial mark alone should not.
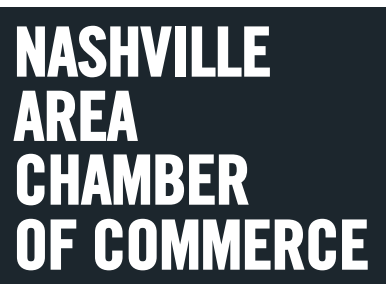
FULL LOGO

NASHVILLE AREA CHAMBER OF COMMERCE
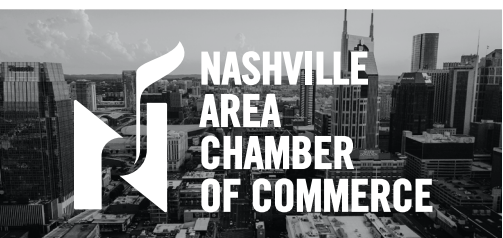
PICTORIAL MARK

WORD MARK

NASHVILLE AREA CHAMBER OF COMMERCE

LOGO & PICTORIAL MARK

DOS&DON'TS

The logo should not appear in any colors other than the approved usages, unless permission is granted by the Nashville Area Chamber communications and marketing department.

When the logo is placed on a background color graphic or image, the background should have sufficient contrast to the logo. Do not print black on a dark background color due to lack of contrast. The same is true that white should never be printed on a light background due to lack of contrast.

When adjusting the scaling of any logo it is important to remain within the orginal ratio of deminsions. It is a common occurance that can degrade the Chamber's brand and appearance. Please also refrain from utilizing previous or outdated Nashville Area Chamber of Commerce branded materials.
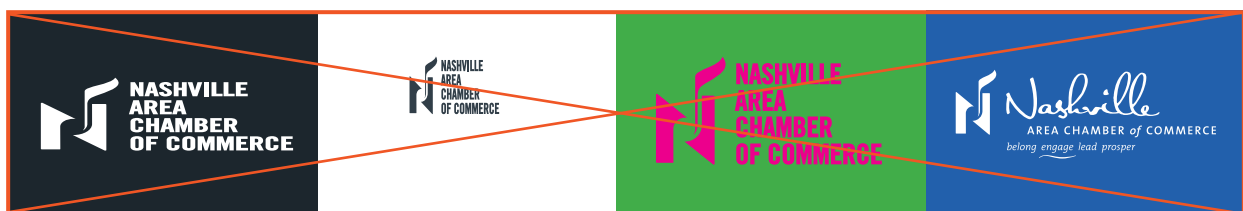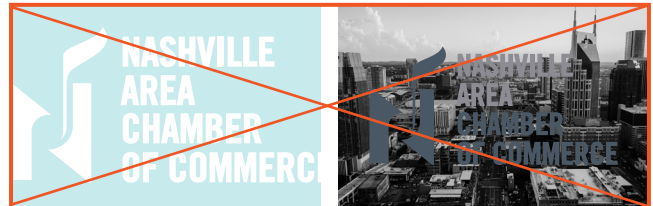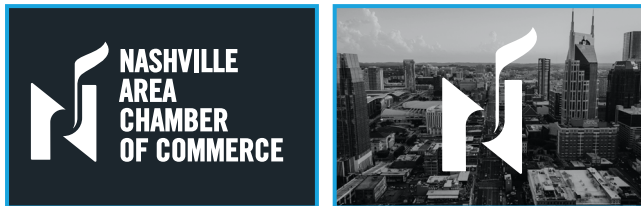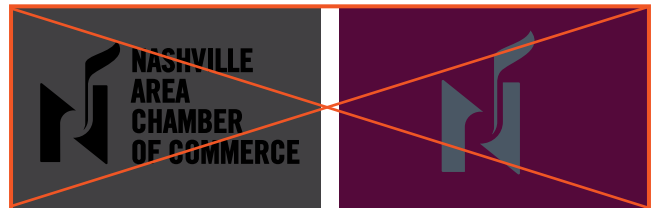
LOGO &
PICTORIAL
MARK

CLICK HERE FOR LOGO FILES

SIZE&SPACING

Always position the logo for maximum impact and give it plenty of room to breathe. This will help to ensure our logo's visibility and legibility.

The minimum clear space for the Nashville Area Chamber of Commerce logo is defined by the height of the pictorial mark's N. Understanding the clear-space rule is essential, as it is also the standard for logo position and scale on most printed communications. In that regard, the clear space rule should be maintained as the logo is proportionately enlarged or reduced in size.

Please note that when mentioning the height of the pictorial mark, these guidelines specifically mean the N.
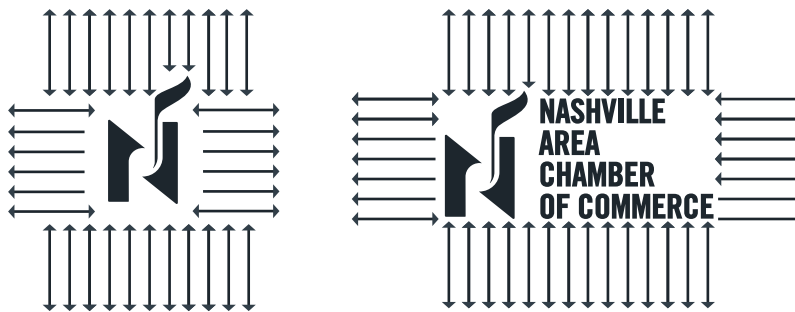
To make sure the logo is always clear and legible, there is a minimum size requirement. The minimum size requirement is based on the height of the pictorial mark's N.

When reproducing the Nashville Area Chamber of Commerce logo in print, the minimum height of the N is 0.2". For online use, the minimum size is 20 pixels at 72 dpi.
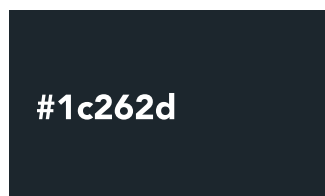
COLOR
PALETTE

Getting color right is crucial if you want to convey the right message and to keep our branding consistent. It can affect your mood or an impression of a brand. The Nashville Chamber traditionally should feel friendly and inviting while also portraying professional elegence. Due to the abundance of initiatives and target audiences, the Nashville Chamber utilizes a broad color pallete.
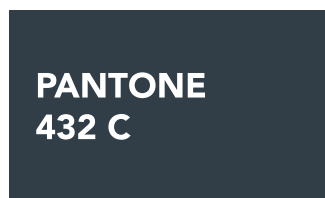
RGB stands for Red, Green, and Blue. It's used exclusively in the digital design industry because it represents the same colors used in computer screens, TVs, as well as mobile device screens.

HEX color code is expressed as a six-digit combination of numbers and letters defined by its mix of red, green and blue.
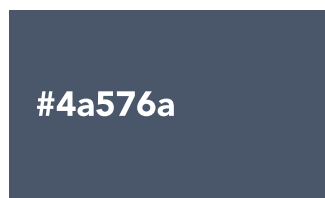
CMYK stands for Cyan, Magenta, Yellow, and Key (Black). Black, in this case, is referred to as key because it is used in the key plate which is responsible for adding the contrast and the detail for the final image. The CMYK color system is most commonly referred to as the four-color process because it uses four different colors to produce different hues. The black color here is used because the other three colors combined cannot produce a fully saturated black. CMYK process is essentially used for anything printed.

PANTONE orange 021 C	*RGB* 254, 80, 0 *HEX/HTML* #FE5000 *CMYK* 0, 65, 100, 0
PANTONE 2685 C	*RGB* 51, 0, 114 *HEX/HTML* #330072 *CMYK* 90, 99, 0, 8
PANTONE 328 C	*RGB* 0, 115, 103 *HEX/HTML* #007367 *CMYK* 100, 10, 61, 38
PANTONE 130 C	*RGB* 242, 169, 0 *HEX/HTML* #F2A900 *CMYK* 0, 32, 100, 0

#1c262d	*RGB* 28, 38, 45 *HEX/HTML* #1C262D *CMYK* 81, 68, 58, 66
PANTONE 432 C	*RGB* 51, 63, 72 *HEX/HTML* #333F48 *CMYK* 65, 43, 26, 78
#4a576a	*RGB* 74, 87, 100 *HEX/HTML* #4A576A *CMYK* 73, 58, 45, 25
#8b8b94	*RGB* 139, 139, 148 *HEX/HTML* #8B8B94 *CMYK* 48, 40, 33, 2
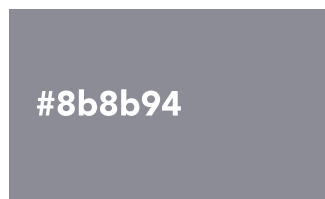
PANTONE 484 C	*RGB* 154 51 36 *HEX/HTML* #9A3324 *CMYK* 8, 92, 100, 33
#0c8ba6	*RGB* 12 139 166 *HEX/HTML* #0C8BA6 *CMYK* 82, 31, 27, 1
PANTONE 2995 C	*RGB* 0, 169, 224 *HEX/HTML* #00A9E0 *CMYK* 83, 1, 0, 0
PANTONE 318 C	*RGB* 136, 219, 223 *HEX/HTML* #88DBDF *CMYK* 40, 0, 14, 0
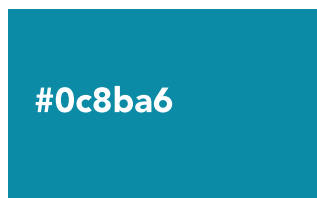
COLOR
PALETTE

BY TARGET **AUDIENCE**

Our color palette has transformed with us. In recent years we have narrowed these target personas down to three specific audiences. Throughout our collateral it should be noticeable how our color palette applies to the target audience we focus each initiative to. For example; "Casey C-Level" for c-level and business leaders is our most frequent audience. We utilize the blue pantones when marketing for "Casey C-Level". While we utilize said designated color for each audience, other pantones from our palette will always compliment the primary pantone.

CASEY
C-LEVEL &
BUSINESS LEADERS
COMPANIES >2O YEARS

Their biggest challenge is *making investments in capital*, people, processes, products, etc. with uncertain or volatile outcomes.

OBJECTIVES

Increase Demand
Innovation
Product Leadership
Build a Great Team
Grow Revenue & Profits

FEARS & PAIN POINTS

Uncontrollable Events
Finding Top Talent
Execution & Implementation
Capitol
Speed to Results
Demand Generation

EDWIN
ENTREPRENEUR
COMPANIES <2O YEARS

Their biggest challenge is *finding the investments needed for* capital, people, processes, products, etc. with uncertain or volatile outcomes.

OBJECTIVES

Build a Business/Brand/Product
Secure Funding
Financial Stability
Grow Revenue & Profits
Survival & Success

FEARS & PAIN POINTS

Uncontrollable Events
Finding Experts
Execution & Implementation
Shortage of Capitol
Speed to Results
Lead & Demand Generation

YASMIN
YOUNG
PROFESSIONALS

Their biggest challenge is *unraveling various versions of self* in hopes of discovering who they want to be **"when they grow up."**

OBJECTIVES

Work/Life Fulfillment
Financial Independence
Wants to Make a Difference
Meet Like-Minded People
Stay Healthy
Build a "Life"

FEARS & PAIN POINTS

Uncontrollable Events
Being Judged
Finding Connections to
Social Interests/Causes/
Communities/Mentors/Networks
Getting it Wrong

COLOR
PALETTE

BY **COLLABORATOR**

Similar to the target audience, we have narrowed down three collaborators that the Nashville Chamber frequently works alongside. While none of these are considered a target audience, in our branding efforts we designated pantones for each collaborator, other pantones from our palette will always compliment the primary pantone. It should also be noted that collaborators will more frequently differ from target audience focused benefits and will often utilize a broader spectrum of the color palette, especially the "Community" collaborator.

ECONOMIC DEVELOPMENT LEADERS

Their biggest challenge is *making decisions which sustain long-term profitably*.

OBJECTIVES

Long-Term Profitability
Increase Demand
Operational Efficiencies
Innovation/Clustering
Improve Quality of Life
Stronger Talent Pool
Tax Advantages

FEARS & PAIN POINTS

Market Volatility
Legislative/Regulatory Issues
Consumer Demand Shifts
Increased Competitor Rivalry
Increased Operating Costs
Inadequate Talent

COMMUNITY

Their biggest challenge is *experiencing hindered and unlimited access to resources* which will provide their best quality of life.

OBJECTIVES

Access & Opportunity
Meaningful Work
Work/Life Balance
Independence/Wealth
Prosperous & Healthy Families
Safe Communities
Thriving Culture

FEARS & PAIN POINTS

Threats to "their" way of life
Inequities and Disparities
Lack of Safety

GOVERNMENT / POLICY LEADERS

Their biggest challenge is *making good decisions that affect communities on local, state and national levels* while cooperating with other elected officials and organizations to achieve goals.

OBJECTIVES

Pass Legislation
Personal Ambition
Advance Political Agenda
Societal Impact

FEARS & PAIN POINTS

Uncontrollable Events
Public/Private Scrutiny
Longevity of Political Career
Compromised/Threatened Agendas

FONT
TYPEFACE

As with the use of color, the use of specific typefaces (fonts) is a unifying factor among collateralpieces. The following typefaces have been chosen for all pieces designed for the Nashville Area Chamber of Commerce.

Refrain from using fonts not listed in this style guide unless granted permission by the Nashville Area Chamber of Commerce marketing and communications team. Typefaces are not acceptable if altered to a noticeable extent.

PRIMARY TYPEFACE

Avenir 35 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Avenir 45 Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Avenir 65 Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Avenir 95 Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SECONDARY TYPEFACE

Trade Gothic Condensed No. 20
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Trade Gothic Condensed No. 18
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Trade Gothic Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Trade Gothic Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPEFACE FOR EMAIL & OTHER

Helvetica Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPEFACE FOR SOURCING

Times New Roman Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Times New Roman Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Hoefler Text Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
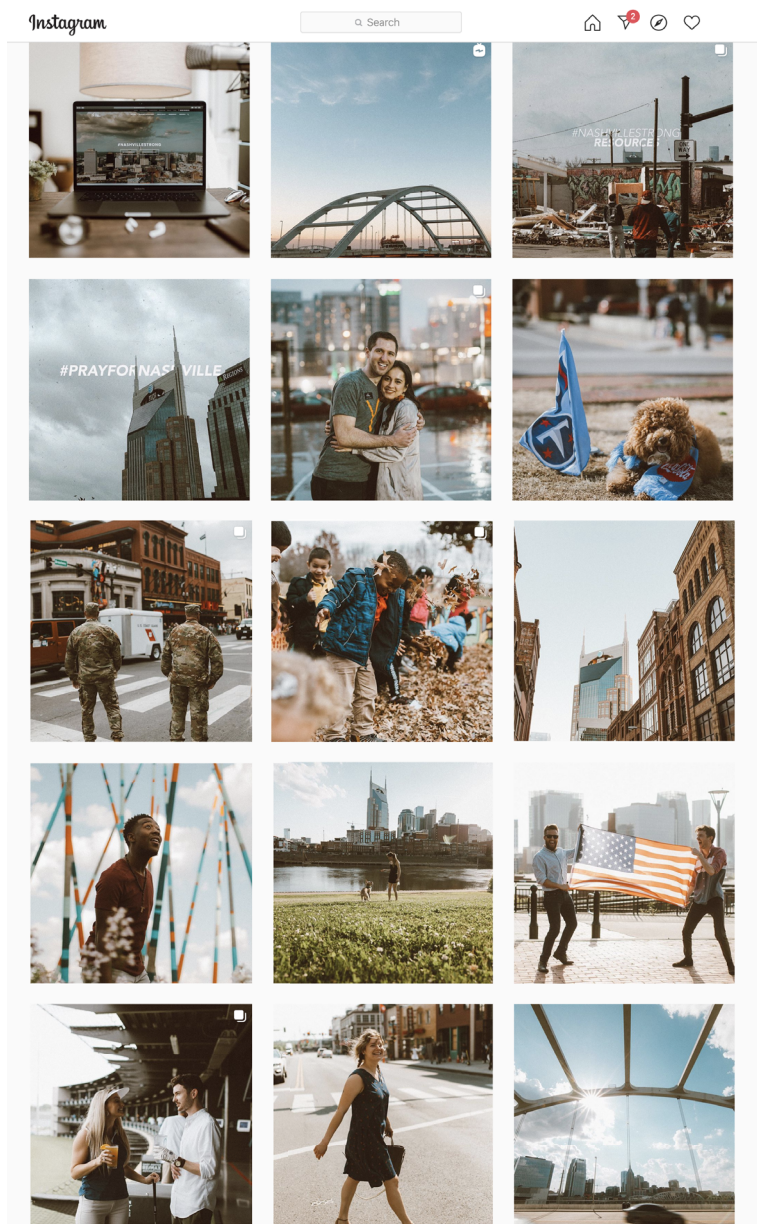*0123456789*

PHOTOGRAPHY & CONTENT

The images you choose should be compelling and reflective of the energy that drives the organization, Nashville and all of our activities. Simple, direct, and honest images are the best way to express the complexity of who we are to our outside audiences. It is vital that we include the diversity of our organization and people through our photography.

Low quality images should never be utilized by the Chamber for advertising. Photography from signature events, imagery that highlights our members and/or areas of our region should obtain majority of our photo library.

We would prefer to never use stock photography, and we need to remain cautious to keep authenticity when we must utilize it.

USE OUR RECENT INSTAGRAM POSTS AS AN EXAMPLE

INTERNAL
EMAIL
STANDARDS

Use **Arial** in all Nashville Area Chamber of Commerce emails. **Refrain from using other fonts.**

Arial
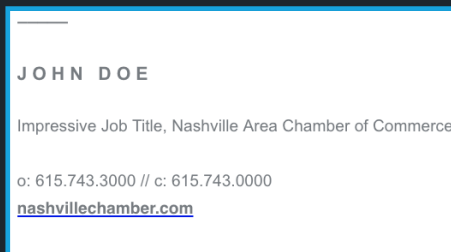ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Only add additional graphics to your signature if those graphics are provided by the Nashville Area Chamber's marketing and communications team.

EXAMPLES OF GRAPHICS PROVIDED BY THE MARKETING & COMMUNICATIONS TEAM

It is not advised to include our logo. However, please utilize the **current** logo and assure the logo is **scaled proportionally** if you do. It is also suggested to use a logo with a transparent background due to the strong possibility it will be seen on both dark and light email platforms.

JOHN DOE

Impressive Job Title, Nashville Area Chamber of Commerce

o: 615.743.3000 // c: 615.743.0000
nashvillechamber.com

As a new employee at the Nashville Chamber this is how your email signature should appear. This is also how your signature should remain unless specific details are inaccurate or change.
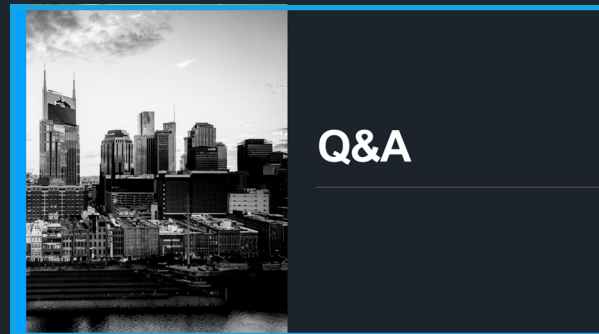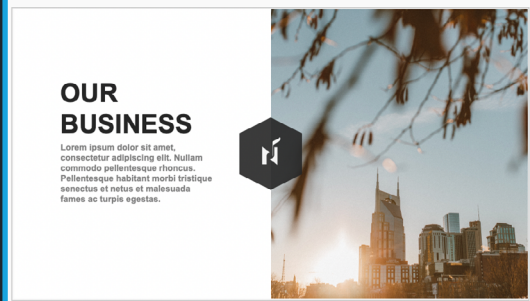
The marketing and communications team plans to provide additional email branding guidance soon.

PRESENTATION
TEMPLATES

While several initiatives will be provided a sub branded presentation template, majority of slide decks should be able to utilize our **general Chamber template**.

CLICK HERE FOR GENERAL TEMPLATE FILE

ANOTHER TITLE SLIDE

WE CREATE
ECONOMIC
PROSPERITY BY
FACILITATING
COMMUNITY
LEADERSHIP

OUR
BUSINESS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam commodo pellentesque rhoncus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Q&A

CLICK HERE FOR WEBINAR TEMPLATE FILE

SUB BRANDS & OTHER INITIATIVES

One main goal the Nashville Chamber's marketing and communications team efforts focus on is the shift from an unorganized house of brands into a sturdy and recoginzable branded house. We do understand that we live in a complex world of initiatives and partnerships. Many sub brands have their own websites, color palete and history. It is important to treat stand alone initiatives like this as a seperate sub brand while remaining true to the overlying Chamber's brand umbrella.

All sub brands' typeface should primarily feature either Avenir or Trade Gothic. All sub brands must include either the full logo or pictorial mark somewhere in the general design if not the sub brand's mark.

EXAMPLE OF SUB BRANDS

TO CREATE **ECONOMIC PROSPERITY** BY FACILITATING **COMMUNITY LEADERSHIP**

If you have questions or concerns please contact:

LANDON MATNEY
Graphic Designer & Brand Manager
615.743.3036
lmatney@nashvillechamber.com