
THE CHAMBER
FARGO MOORHEAD WEST FARGO
BRAND
IDENTITY

BRANDING

DEFINITION: Branding is the intentional way an organization presents itself to the world through visuals, language, and experience.

It is not just a logo or a color palette. It is the cumulative impression formed by every touchpoint, every message, and every interaction.

In short: *branding is how people recognize, remember, and trust us.*

Branding is what people say about us when we're not in the room.

BRANDING

Words matter. A lot.

Just as fonts, colors, and logos shape how we are perceived, the written word shapes how we are understood.

Consistent language builds clarity. —> Clear language builds trust. —> Trust builds credibility.

The intentional voice and tone already being implemented ensures that whether someone reads an email, a headline, a caption, or a call to action, it sounds like The Chamber. Words are not decoration. They are part of the brand system.

If visuals are the face of the brand, words are the voice. You need both, or it just feels… off.

LOGOS

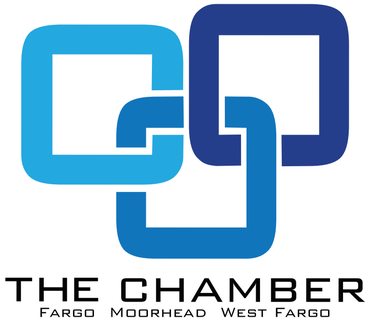
HORIZONTAL LOGO



VERTICAL LOGO

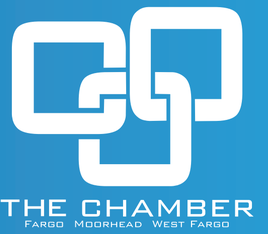


LARGE LINKS LOGO

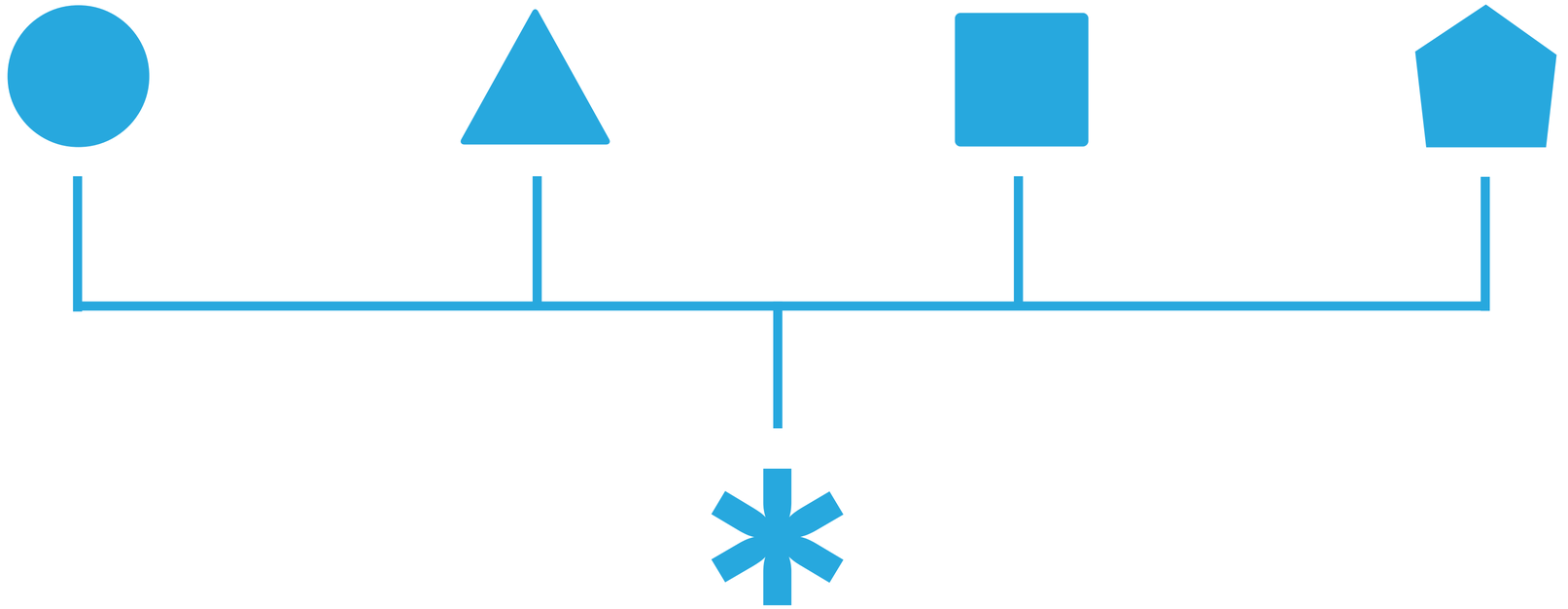








BRANDING



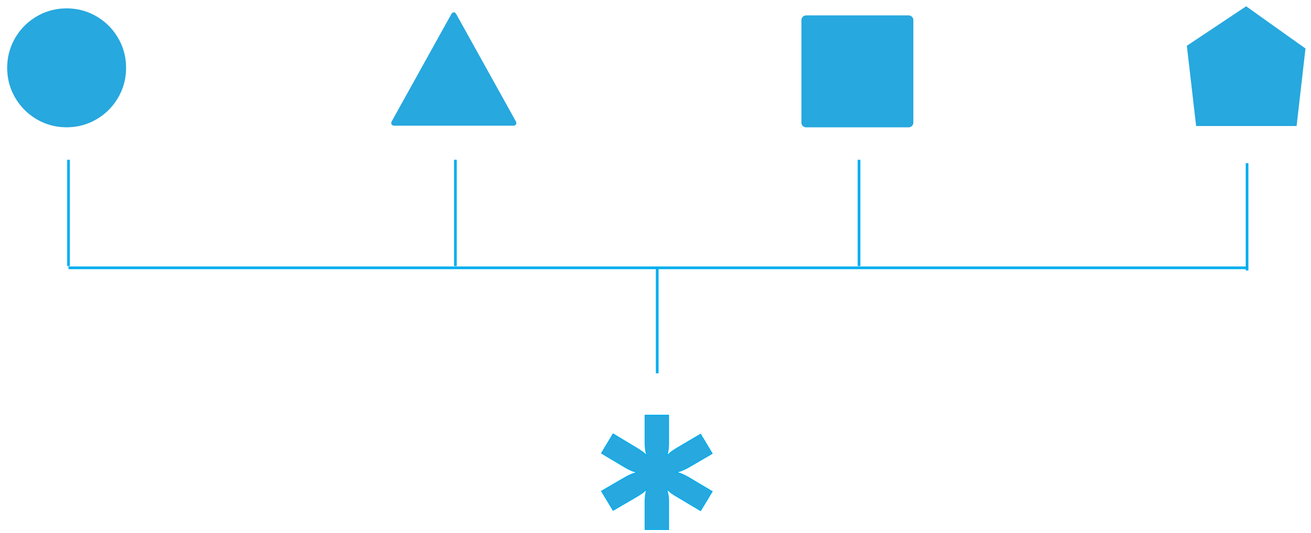
Endorser Brand

BRANDING

What is an Endorser Brand?

An endorser brand architecture is made up of distinct product brands, which are linked together by a background parent brand.

In this scenario, all product brands have a unique promise, position and personality. They have their own logos, colours and slogans.

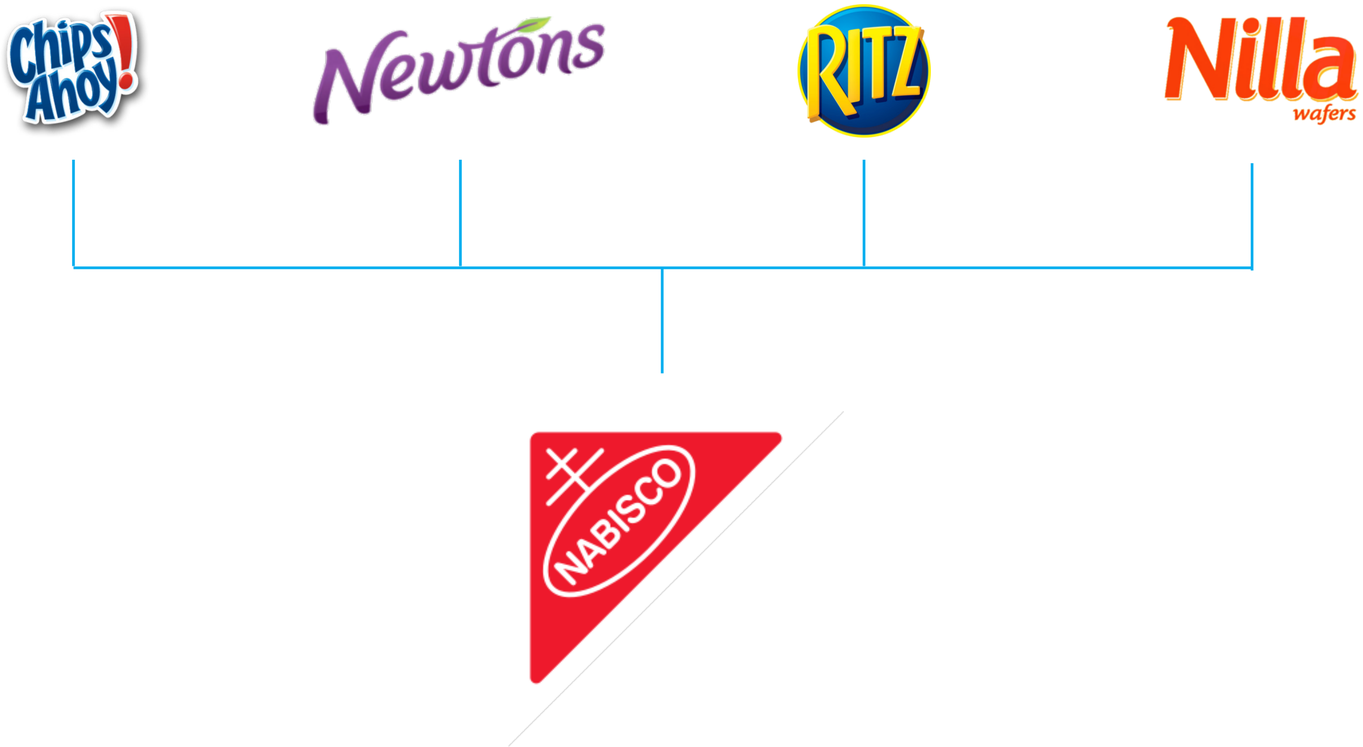


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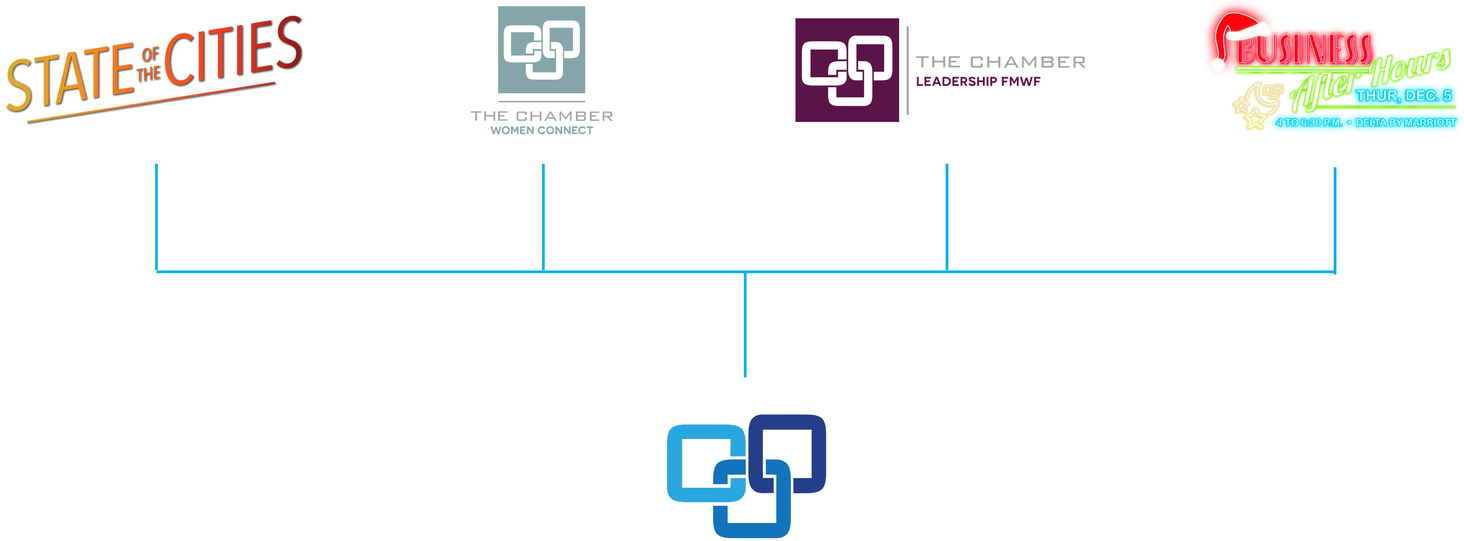


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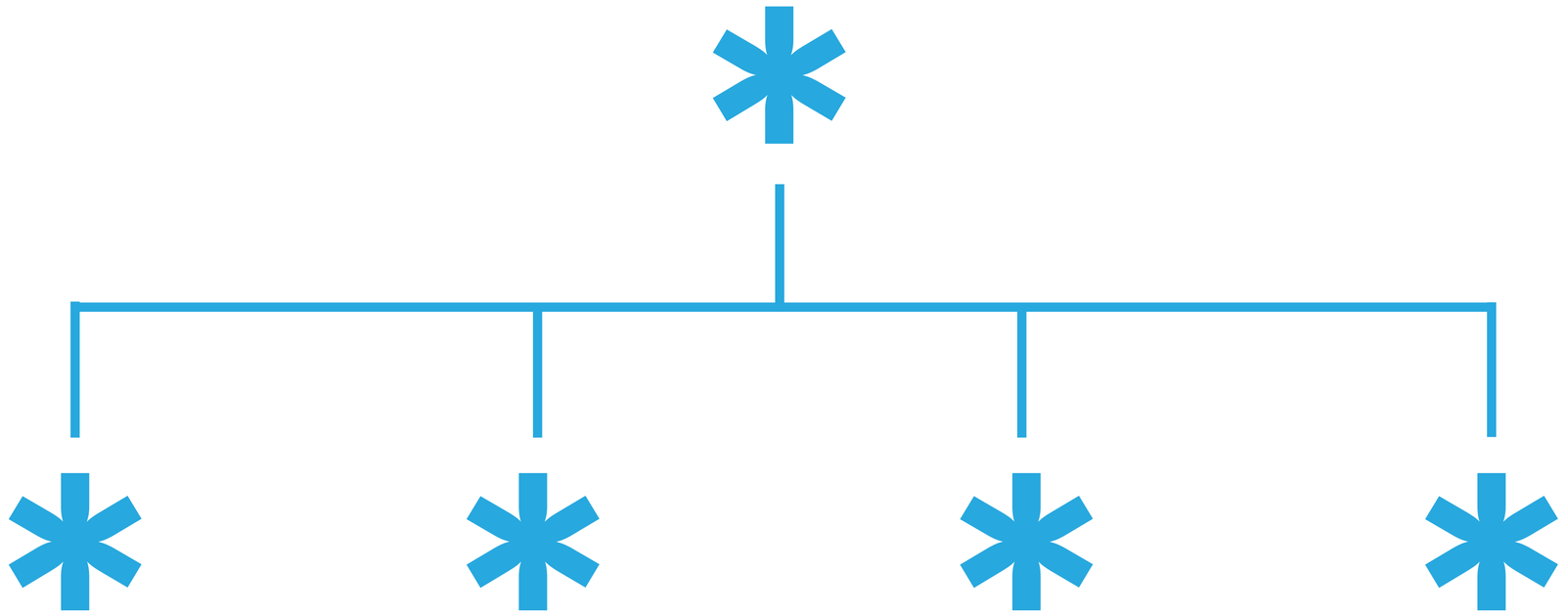
NAMING
Endorser brands have individually trademarked names for their offerings.

DESIGN
The offerings – that is to say, the endorsed brands – feature their own distinct logos and visuals. This may sound like subbranding, but it isn't. Here, the parent brand's logo is dramatically smaller. It takes a back seat to focus attention on products and services.

However, the parent brand is still noticeable enough to assure the customer that they are buying quality. This links sibling brands, and makes cross-promotion easy and effective.



BRANDING



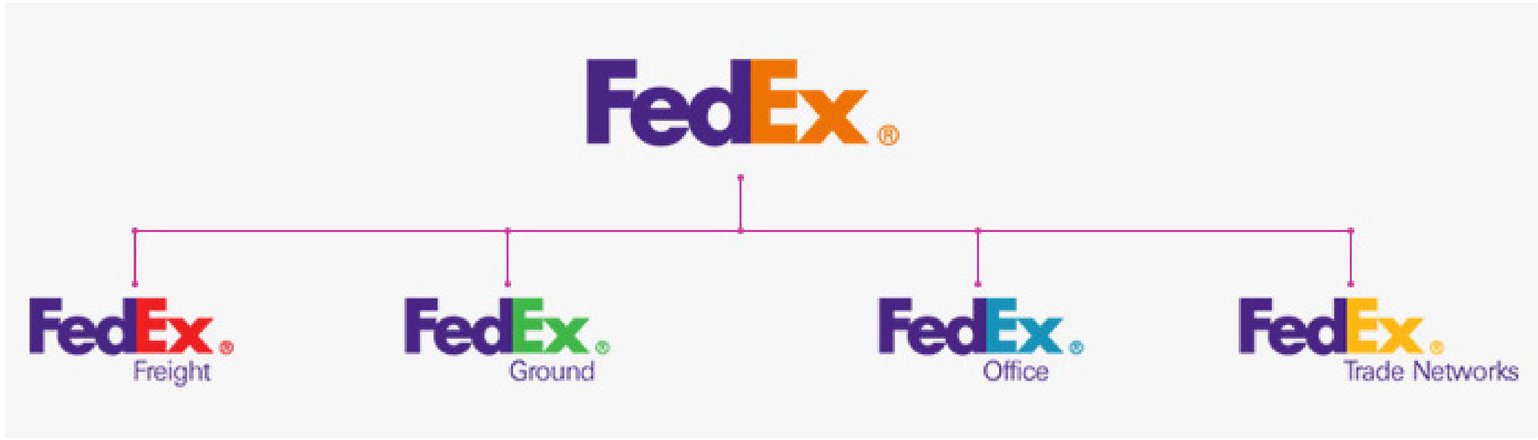
Master Brand

BRANDING

What is an Master Brand?

The masterbrand architecture features one single brand. A firm using this architecture may have hundreds of products and services, but there is only one brand.

That is to say, there is a firm-wide brand promise, position, personality, tone of voice and visual identity. All individual products and services roll up into this brand system. It is a branded house in its purest form.

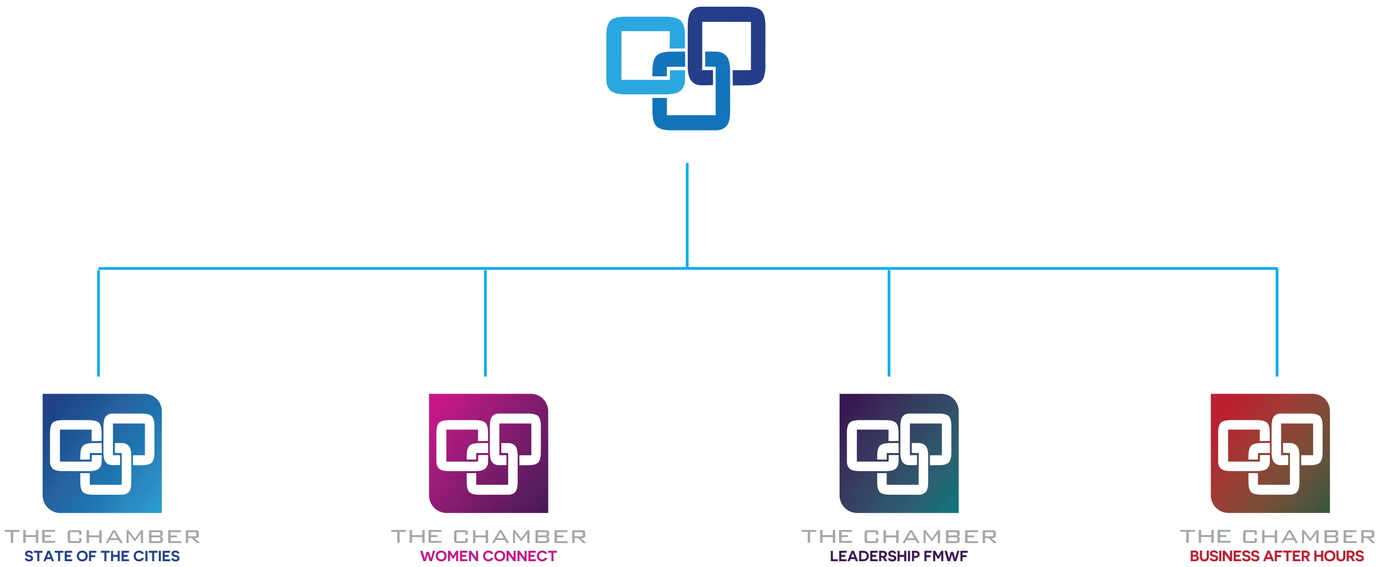


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BRANDING

What is an Endorser Brand?

NAMING
Programs and events use clear, descriptive names that connect directly back to The Chamber, reinforcing familiarity and trust.

DESIGN
Visuals follow a shared system of logos, colors, typography, and layouts. Rather than competing identities, each program strengthens the overall brand.

This creates a cohesive experience where every event, initiative, or message feels unmistakably like part of the same organization.

It's not a bunch of separate bands.
It's one album with different tracks.



KEY TAKEAWAYS

- **This is a framework, not a rulebook.** The goal is alignment and clarity, not rigidity. This system is here to support teams, not slow them down or limit creativity.

- **Consistency saves time and energy.** When we share a common visual and verbal foundation, we spend less time reinventing and more time executing.

- **This will evolve.** The brand system is not static. As the organization grows and changes, the brand will adapt with it.

- **Progress matters more than perfection.** We do not expect flawless adoption overnight. The focus is on moving in the same direction together.

- **You're not on your own.** If you have questions, edge cases, or unique needs, the Communications team is here to help.

This isn't about being restrictive. It's about making it easier for everyone to succeed.