

CLAYTON AREA CHAMBER OF
COMMERCE LOGO GUIDELINES



The Clayton Area Chamber of Commerce Logo

The Clayton Area Chamber of Commerce logo and the corporate colors are key elements for establishing and maintaining the identity of Clayton Area Chamber of Commerce. It needs to be used appropriately and consistently across all printed and on-screen applications.

It is vital the logo retains its intended shape, form and color. Therefore, it is imperative that no one attempts to modify or recreate the logo under any circumstances. Vast Design, Inc. can supply the logo in any format necessary upon request.

The following guidelines should be followed whenever creating original printed or on-screen pieces.

Concept & Meaning

The concept behind the mark is community and inclusiveness. The mark represents different communities, companies and backgrounds coming together to form one cohesive organization, "the Clayton Chamber".

C stands for Community, for Clayton, for Commerce, for Collaboration & Cooperation.



Clear Space and Positioning Within Margins

A clear space is defined to maintain the logo's integrity. If the minimum clear space is not applied, the logo's impact will be compromised. Do not allow any graphic elements, such as copy, photography or background patterns to clutter up the clear space.

Maintaining a clean and uncluttered area around the logo maximizes the visual impact of the brand.



Minimum Logo Size

To ensure legibility, the logo may not be reproduced below 1" wide.

For electronic media, it is important to maintain consistency when presenting the logo on the internet, on a CD ROM, DVD or other types of media. The minimum size for the logo in internet / screen format is 120 pixels wide.







The Clayton Area Chamber of Commerce Brand Colors

COLOR PALETTE

Color is essential to the brand strategy. It helps to establish and maintain the look and character of the brand. Outlined to the right is the color codes / color palette. It should be used as a reference when choosing colors for printed and on-screen media.

PMS 294 / Navy Blue is the main brand color of Clayton Area Chamber of Commerce. Do not convert Pantone colors to CMYK, RGB or HEX. Use CMYK / 4 color process for print. When producing Web art, use RGB or HEX colors so that the colors appear properly on-screen.

		
Pantone	294	
CMYK	100, 75, 0, 30	100, 25, 25, 0
RGB	0,60,126	
HEX	#003C7E	
		
CMYK	75, 75, 0, 0	75, 100, 0, 0
		
CMYK	0, 50, 100, 0	100, 25, 50, 25
		
CMYK	100, 0, 0, 0	0, 100, 0, 0
		
CMYK	50, 100, 0, 0	50, 0, 100, 0
		
CMYK	100, 50, 0, 0	

Color Variations / Background Control

LOGO USAGE

The Clayton Area Chamber of Commerce logo should only be used as shown, in either full color version or grayscale.

The preferred background for the color logo is either white or navy blue.

In most cases, you will be able to use the full color logo and it is important you do so. But in the case of faxing documents, it is important to use the fax logo version to ensure clarity.



color



1-color



grayscale



fax logo

Incorrect Usage

COLOR MANIPULATION

The logo colors should not be manipulated in any way other than as indicated in this document.

ELEMENT MANIPULATION

Logo elements should not be manipulated in any way. If you want to create a variation or make adjustments to the logo, please contact us at 919.553.3311 or through our website at www.vastdesign.com.



wrong



wrong



wrong