



RUSSELLVILLE
AREA CHAMBER OF COMMERCE

The Natural Choice

Branding and Graphic Standards

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INTRODUCTION

As the Russellville Area Chamber of Commerce continue to grow, it becomes increasingly important to bring unity and consistency to all forms of Communication.

The standardized approach outlined in this manual will benefit every stakeholder in the Russellville Area Chamber of Commerce brand. Because when we all speak with one voice, our message is more easily heard and understood.

The use of a graphics standards manual is certainly not a new idea. They are routinely used by leading companies across a wide spectrum of industries and business models. Their proliferation can be attributed to one factor...they enhance the success of those who utilize them.

As more and more members receive consistent messages regarding the Russellville Area Chamber of Commerce, the strength of the brand will continue to grow, as will the confidence our members and local business owners place in our organization.

This manual is a guide for how the Russellville Area Chamber of Commerce will communicate as an organization. A single, unified image.

In order to communicate our position effectively to a number of different audiences and to build a strong, consistent image for our organization, it is important to maintain continuity throughout all of our marketing and communications materials. Simply stated, the goal of our Corporate Identity System is to achieve and maintain a distinctive Russellville Area Chamber of Commerce brand identity.

With your commitment to follow the standards outlined in this manual, the Russellville Area Chamber of Commerce will present a unified message.

A thorough understanding of the elements of the manual is critical to the successful implementation of the Russellville Area Chamber of Commerce identity system. Please take the time to review all the sections of this manual. Share this manual with anyone responsible for producing materials for any Russellville Area Chamber of Commerce program or product.

Thank you for your help and commitment to building and maintaining the Russellville Area Chamber of Commerce brand identity that reflects the focus and excellence we all represent.

THE RUSSELLVILLE AREA CHAMBER OF COMMERCE BRAND

The official name of the organization is the Russellville Area Chamber of Commerce. Any documents or publications communicating programs of the Chamber should use this name on the cover in one of the recommended typefaces. Web pages, film, video or other digital formats should use the official name on the home page, title page or opening frames as appropriate. A shortened version such as “the Chamber” or “Russellville Chamber” may be used in copy after the first use of the full name.

BRAND ATTRIBUTES

The personality of the Russellville Area Chamber of Commerce brand is defined by attributes that help us express our tone of voice. When our customers and partners interact with our organization, our products and our people, we want them to associate these attributes with the Russellville Area Chamber of Commerce. These attributes are the foundation of the communications materials that will be created to represent our brand. It is important to keep these attributes in mind as you develop all forms of communications vehicles.

BRAND LOGO: THE SYMBOL OF OUR BRAND

The leaves and water droplets, as well as the cool blues and greens represent the abundance of nature and outdoor based recreation in the area.



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Live Like You're On Vacation



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BRAND LOGO: COLORING

The following illustration demonstrates the components and color usage of the Russellville Area Chamber of Commerce logo.

The logo symbol and the type should always appear as a unit, not separate from each other. However, on some occasions, the circular “bug” can be used as a standalone representation of the RACC logo. You should always submit your request to the Director of Communications for approval to use the symbol in this way.

Colors from the Russellville Area Chamber of Commerce logo are defined by PMS (Pantone Matching Systems, a universally recognized color standard). Whenever four-color process is available, such as in color ads or brochures printed via traditional offset methods, there are two accepted applications of the logo. The four-color logo is preferred, however, it is also acceptable to reverse the logo in white out of a four-color image, or to use the logo in black only.

When printing on coated paper use PMS 549 C and PMS 554 C for the graphic shape, and PMS Black C and PMS 554 C for the type. For printed materials using the CMYK four-color process to simulate the logo’s colors use the values listed in the diagram. For websites and in-house printers using the RGB color process to simulate the logo’s colors, use the values listed in the diagram.

	PMS 554 C #1D6036 CMYK: 70, 0, 44, 62 RGB: 11, 28, 21		PMS 549 C #55A5A6 CMYK: 49, 1, 0, 35 RGB: 33, 65, 65		PMS Black #000001 CMYK: 100, 100, 0, 100 RGB: 0, 0, 0
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BRAND: SECONDARY COLORING

	PMS 546 C #112E3A CMYK: 100, 41, 35, 87 RGB: 17, 46, 58		PMS 552 C #B0D3DC CMYK: 24, 3, 7, 2 RGB: 185, 211, 220
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BRAND LOGO: USAGE

Limited color usages include gray-scale, one-color black, and one-color version reversed out in white on a photograph or solid background.



3-color PMS



CMYK



One-color Black



Gray-scale

Reversed out on dark background
or photograph



BRAND LOGO: MINIMUM CLEAR SPACE & SIZE

Naturally, the amount of necessary white space surrounding the logo will vary with the logo's size. Therefore, use the following rule of thumb: no copy or graphics should intrude upon the imaginary rectangle surround the logo. The logo should float in a "clear area," separated from other text or visuals and away from the edge of the page. For readability, it is recommended that the logo appear no smaller than a width of 1.5 inches. The logo can appear as large as needed.



1.5 inches

BRAND LOGO: USAGE

Background Colors

The logo should be printed on a white or light-colored background whenever possible.

Reversed Logo

Use only when a white or light-colored background is not available.

Avoid The Following

- Never change the color of the logo without permission from the Chamber. Follow the color guidelines set forth in this manual.
- Never place a logo on a busy photographic background. The logo may be placed on an uncluttered area of the photo.
- Never place a logo on a dominant patterned background. Such backgrounds conflict with the logo's readability.

Unauthorized Use

- Do not attempt to recreate the logo by using computer type fonts; it must be used exactly as it is.
- Do not stretch or distort the logo.

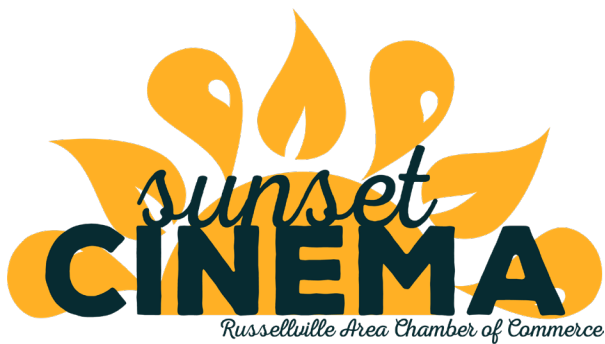
These are considered unacceptable uses of the Russellville Area Chamber of Commerce logo.



DIVISION BRANDING

From time to time, there may be the need to brand printed material or an electronic communication with branding specific to an individual program or division of the Russellville Area Chamber of Commerce, or a special occasion.

With brand hierarchy the system consists of the master brand logo and sub-brands for departments and initiatives of the Chamber. The following illustrations demonstrate the correct use of the Russellville Area Chamber of Commerce logo when co-branding with specific divisions of the organization.



TYPOGRAPHY

To create a consistent look among our materials, the following type styles are recommended for use in brochures, ads, correspondence and other materials. Note: when Bell MT is not available, the font Georgia may be utilized.

For use in electronic communications, the font Georgia should be used since it is a widely recognized computer system font and is similar to Bell MT.

**NEXA RUST SANS
FOR USE IN
HEADLINES, ONLY.
NEVER USE
SMALLER THAN 20
PT.**

Nexa Script

*For use in Sub-Headings and for Tag lines,
i.e. The Natural Choice and Live Like You're
on Vacation. Never use smaller than a 14 pt.*

**NEXA RUST SLAB
FOR USE IN
DECORATIVE
HEADLINES.
NEVER USE
SMALLER THAN 20
PT.**

Bell MT

For use in headlines, subheads and body copy.
Italic can be used for photo captions and
footnotes.

Body copy: 11 point

Subheads: 14 point (Bold)

Headlines: 18-24 point (Bold)

Captions: 9 point (Italic)

Footnotes: 9 point (Italic)

Georgia

(Secondary font)

Georgia is a standard font generally native to
most computer operating platforms. As such,
it is ideal for use in electronic communications
(website and email).

For use in headlines, subheads and body copy.
Italic may be used for photo captions and
footnotes.

Body copy: 11 point

Subheads: 14 point (Bold)

Headlines: 18-24 point (Bold)

Captions: 9 point (Italic)

Footnotes: 9 point (Italic)

PHOTOGRAPHY & CLIP ART

Imagery is as much a part of communicating the Russellville Area Chamber of Commerce brand, as the words used to describe it. Therefore, to establish a unique identity for the Russellville Area Chamber of Commerce, the use of photography that represents the brand is recommended, rather than widely used stock photography. The personality of the Russellville Area Chamber of Commerce brand is defined by the essence: good for business for 100 years. The photographs should express this. It is important to maintain region, age, gender and ethnic balance in the photo subjects.

The use of clip art should be restricted to only those images that are tasteful, not dated, and serve to visually enhance the communications piece. The Russellville Area Chamber of Commerce has a significant archive of high-impact photographs from several local, regional and state photographers. Access to these files and site, as well as assistance with the photo documentation of events, meetings and services may be obtained from the Communications Department.

APPROPRIATE FILE FORMATS & IMAGE RESOLUTION

The Russellville Area Chamber of Commerce logo is available through the Communications Department in a variety of file formats, including: Illustrator, Illustrator EPS, JPEG, TIFF and PDF. If there is a need for a different format, it should be requested from the Communications Department. Do not reformat the logo unless permission is granted.

Depending upon how the collateral piece is to be produced, different processes will require different formats. JPEG and TIFF files are more commonly used in printing, while Illustrator and EPS files are generally required for signage, screen printing and promotional items.

Additionally, please ensure the file you are using is of sufficient size and resolution for the project. As a general guideline, standard file resolutions and their appropriate medium include:

Offset Printing (i.e. commercial print house): 300 dpi

In-house Printing (office printer or copier): 200 dpi

Newspaper: 200 dpi

Powerpoint, Web or Email: 96 dpi

PLEASE NOTE: A larger file can always be saved down to a smaller resolution, but NEVER adjust the resolution of a small file just by changing the dpi. This will result in a heavily pixelated image, and is unsuitable.

COLLATERAL MATERIALS AND PRINT ADVERTISING

Do not create your own print ads and do not allow publications to produce ads on your behalf. Should a need arise for print materials, please contact the Director of Communication.

PHONE ETIQUETTE

Every telephone call also presents an opportunity to build the strength of the brand. When answering the telephone, please follow these examples:

- “Good morning, Russellville Area Chamber of Commerce, how may I help you?”
- “Russellville Area Chamber of Commerce, this is (Name), how may I direct your call?”
- “Thank you for calling the Russellville Area Chamber of Commerce. How may I direct your call?”

If a call comes through lines 5 or 6, it is an Arkansas Valley Alliance for Economic Development call. Please use:

- “Economic Development. This is (Name). How can I help you?”

WEBSITE, EMAIL SIGNATURE

In many cases, our website will create a first and lasting impression on potential Russellville Area Chamber of Commerce members, those looking for goods and services, new residents and other online visitors. Market research indicates many prospective members and service shoppers gather information online before visiting a business or community in person. Therefore, it is crucial that a consistent, quality message be conveyed throughout every page of the site.

All Russellville Area Chamber of Commerce communications and marketing materials should direct visitors to www.russellvillechamber.org. Once at the main site, visitors will be able to find detailed information about Russellville Area Chamber of Commerce members, events, Russellville Area Chamber of Commerce staff directory and other pertinent information.

An electronic signature can, and should be added, to all outgoing email correspondence. Signatures are relatively easy to set-up in the Russellville Area Chamber of Commerce's email client, and should include: name, title, phone number and a web resolution Russellville Area Chamber of Commerce logo hyperlinked to www.russellvillechamber.org. Assistance in preparing email signatures is available from the Communication Department.

BRAND LETTERHEAD

A stationery package has been developed to maintain high readability, quick visual identity of the institution, and simplicity of address information. All Chamber departments and programs of these entities must use the standard letterhead for official correspondence. Do not attempt to recreate the Chamber stationery. It is readily available in the Russellville Area Chamber of Commerce workroom.

CORRESPONDENCE

Letterhead

When printing a letter on the official Chamber letterhead, use the Bell MT typeface at 11 point size (or Georgia if Bell MT is not available), with line spacing single spaced. Margins for Word-generated letters should be set at 2 inches from the top, 1 inch from the left, 1 inch from the right and 1 inch from the bottom. If using the second sheet, set the top margin at 1½ inches.

Envelope

When generating envelopes from a word processing program, set the left margin in line with the right hand side of the return address printed on envelopes

Business Card

Business cards should be ordered from the Russellville Area Chamber of Commerce Communication Department.

QUESTIONS?

For marketing materials or logo usage not covered in this manual, please contact Tabatha Duvall, Director of Communication. If you have general questions or need additional information regarding the Russellville Area Chamber of Commerce graphic standards, please call (479) 968-2530, or email tduvall@russellvillechamber.com.

All outside vendors contracted to design and print Chamber publications or marketing materials should be provided with a copy of these guidelines. Additional copies of the Russellville Area Chamber of Commerce Graphic Standards Manual are available from the Director of Communication.

All Chamber publications, videos, web pages, letterhead, envelopes and business cards must comply with these graphic standards with respect to the use of the Russellville Area Chamber of Commerce official logos unless the Director of Communications grants an exemption. Chamber departments and organizations seeking to develop their own identifying logos cannot incorporate the official Chamber logo without such approval.

The Russellville Area Chamber of Commerce reserves the right to remove, rescind or withdraw any document or publication, including electronic publication, which does not comply with these Graphic Standards.

The Graphic Standards Manual has been developed to promote consistency and protect the Chamber's brand identity. It is not intended to create a template or be a complete set of rules for every conceivable application. Good judgment and good taste must be exercised by anyone creating communications materials.